

Champion Newsletter

Spring 2021



Welcome from Jennifer Ferro, President of KCRW



Hi Champions!

Spring is in the air and I am filled with hope as we move forward into new possibilities together. We are so close to getting there, but our focus remains steady as we continue to provide you with the most current and honest news, fresh and innovative music, and diverse stories that need to be told, reflecting the heart and soul of the communities we serve. I am so proud of our staff here at KCRW for pushing the envelope every day and making a real impact on our city and beyond.

As we get into our Spring Pledge Drive and approach the end of this fiscal year, we are counting on your dedicated support to bring us home! We hope to be going back – back to creating in our beloved KCRW headquarters, back to putting on live music events at Apogee studios, and back to hanging out with each other at our favorite Los Angeles spots. We're so thankful that you'll be joining us.

A handwritten signature in black ink that reads "Jennifer Ferro".

Welcome from Jeremy Weinstein, Head of Development



Hi Champions!

As we see things moving in a positive direction, with businesses starting to open up and more and more of the population getting vaccinated, we are thrilled to begin turning our daydreams from this past year into realities. I can guarantee there will be a variety of fun experiences and opportunities for you to be a part of, some in-person, some virtual, and some a hybrid of the two, and we hope you're as excited as we are to move towards a beautiful Summer and Fall. Spring is such a critical time for your support as we gear up for these changes, and we thank you so much for all that you make possible.

A handwritten signature in black ink that reads "Jeremy Weinstein".

Our Stories Making an Impact

At KCRW, sharing diverse stories and perspectives with the public is at the core of our work. This begins internally, with cultivating an inclusive culture at our station made up of staff members of different backgrounds, ages, and professional experiences. This is reflected externally by the content, topics, and conversations we include in our daily news, culture, and music programming.

While diversity, equity, inclusion, and access has always been part of the fabric of KCRW, over the past year we have taken actionable steps to ensure that these intentions are at the forefront, accomplished through our task forces, trainings, and reporting.

The Language and Framing Task Force introduced the source tracker which collects identity information from our guests so we can see who we're giving the microphone to. Producers and hosts adjust each week to make sure we're hearing from a broad representation of our diverse community. This initiative led KCRW's Sonya Geis, Managing Editor and Danielle Chiriguayo, Digital News Producer from our newsroom to start a project mapping the physical locations where our news stories come from—using that map to ensure our coverage is ever more inclusive.

These actions had a direct impact on a local community level. KCRW reporter Caleigh found out that Hawaiian Gardens—possibly the smallest city in LA County—was the hardest place to get vaccinated. She did a story on it and within a day, County Supervisor Janice Hahn reached out to the council member Caleigh had interviewed. They since put a pop-up clinic there, and told us specifically that our reporting contributed to this happening.

This is one small illustration of the direct impact our internal diversity, equity, inclusion, and access work has had on our communities. For more information on KCRW's Diversity Equity Inclusion Task Force, The Language and Framing Task Force, our Unconscious Bias Trainings, and Welcome Committee, please contact us directly at champions@kcrw.org.

Did You Know?!



Anna Scott and the GLA team won two Golden Mike Awards, honoring excellence in broadcast news for **"Best Hard News Series Reporting"** and **"Best Use of Sound."** KCRW ran a four-part series called "Samaritans" last year, in which reporter Anna Scott followed Christine Curtiss for a whole year as she tried to navigate LA's complicated homeless services system. Curtiss' story ended with a promise of permanent housing, which finally came through nearly a year later. To read the full update, click [here](#).



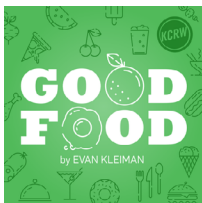
KCRW hosted our **24 Hours of Serenity** event filled with meditation, yoga, cat cams and interviews with artists. We had over 1000 people join us for this virtual event including a group who stayed tuned in for the full 24 hours!



Life Examined was featured in Spotify's "Stay in the Know" Podcasts section under News & Politics.



Team MBE has been premiering new artists' tracks like [Sylvan Esso's 'Numb'](#) and [Celeste's intimate set](#) of songs exclusively for KCRW.



Good Food [turned over the show](#) to guest host, USC's Dr. Karen Tongson, to talk about Asian American and Pacific Islanders leading role in LA's food community against a backdrop of rising Asian American directed violence

These are just a few highlights from the past couple months, but if you would like to dive into all the news, music, and culture covered by KCRW visit the [website](#) or [download the app](#).

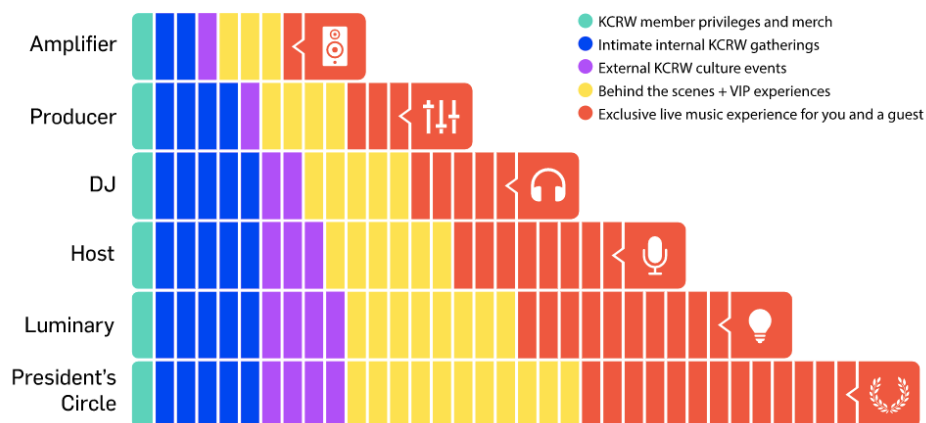
Champion Community

We are delighted to debut our new and improved Champion website! On this page, you'll find our updated mission statement, an overview of your special access to KCRW events and programs, some lovely words from you and your fellow KCRW enthusiasts, and an archive of previous newsletters, events, and some photos to jog your memory. [Click here to view our website!](#)

At the bottom of the page, you can learn a little bit about us: your five person KCRW Development Team, here to do everything we can to make you sure you are informed, included, and inspired!

Next time your friend asks you, "so what does being a KCRW Champion mean?" you can refer them to our new site, the one-stop-shop for all things KCRW Champion!

Champions Access



To see the full list of
Champion benefits
click here!

Champion Spotlight

A few weeks ago we asked you, our KCRW Champions, to tell us what KCRW means to you - below are a few responses:

Listening to KCRW is... "like a shot to my brain with info, another shot to my body to get it moving and singing."

- Champion Amplifier Donna Benton

Listening to KCRW is... "like being at home, no matter where in the world I am."

- Champion Host Randy Grief

"I consider KCRW as part of the fabric of the Los Angeles metro area, a place where the vibe of Southern California showcased, celebrated, and debated. Also, almost everyone I know is addicted to KCRW's music curation."

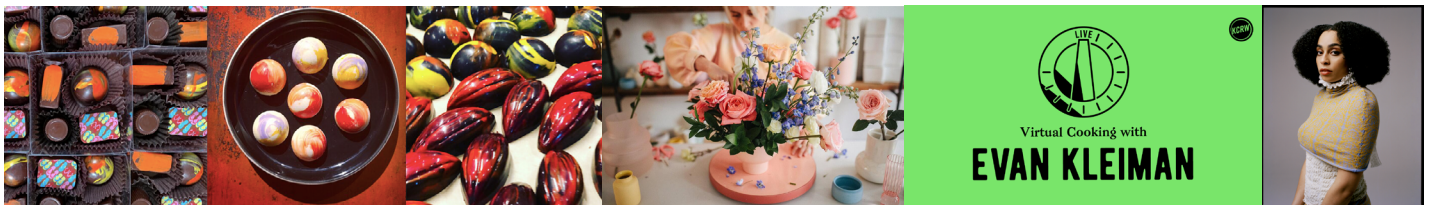
- Champion Producer Jaime Garza

Find out why your fellow Champions support KCRW [here](#). If you would like your response to 1 of the 3 prompts to be featured on our page, please email champions@kcrw.org.

Champion Events & Programs

Throughout the last year, KCRW Champions have enjoyed virtual engagement opportunities, including:

- Artist studio visits with KCRW Art Insider, Lindsay Preston Zappas
- Evenings with the Bumbys
- Cooking Classes with KCRW's Host of *Good Food*, Evan Kleiman
- Friday Nights in LA with Host of *Greater LA*, Steve Chiotakis
- Meditation & Wellbeing classes, and so much more...



Most recently we tasted Spanish paella, made French macarons, and listened to the stunning sounds of critically acclaimed UK artist Celeste, during an intimate lunchtime live music event + Q&A hosted by KCRW Music Director and DJ Anne Litt.

The fun continues with:

- **May 7** | [Virtual Chocolate Tasting with Ruth Kenninson and Haris Car](#)
- **May 12** | [Floral Therapy with East Olivia](#)

Stay tuned for in-person offerings coming soon!

Thank You!

We are beyond grateful for our KCRW Champions especially in these uncertain times. You make so much possible and ensure that KCRW is there for our community and beyond - each and every day.

Do you have a friend or family member who you think would make a great KCRW Champion? Forward this email!

If you received this email from a friend or family and want to become a Champion or learn more, [click here](#).

Questions about your support or want to know more? Email us at champions@kcrw.org.

Interested in deepening your engagement with KCRW? Consider joining our Sonic Society (Planned Giving), find out more [here](#).

Be sure to follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).