

Champion Newsletter

Fall 2021



Message from Jennifer Ferro, President of KCRW



Hi Champion,

Lately, I've been thinking about how there are no supporters like KCRW supporters. You are fiercely loyal, interesting, curious, and inspiring! Representing all backgrounds, walks of life, and areas of industry, your contributions to the world around you constantly blow me away. But beyond who you are personally, I want you to know that you are crucial to the existence of public radio and the family that surrounds it. It's simple: we create content and experiences in order to engage with you and our communities, and in turn

you fuel us to create more and connect more widely. This Champion circle is so important because it's KCRW's lifeblood, and we do our best to make it yours as well. You have supported us with your listenership, friendship, feedback, ideas, and by showing up in-person over the years as well as virtually in recent times. All of this has a tremendous impact on what we do and how we do it.

During Drive season, I want to specifically express my gratitude for every dollar you have donated to KCRW, because that's what drives us forward and keeps public radio thriving. If you've already given to our *Good Old Fashioned Pledge Drive*, thank you. And if not, there's still time to help us out. Thank you for being my support system through and through.

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

Message from KCRW Individual Giving



Hi Champion,

It's certainly been a whirlwind of a summer, full of reunions, beautiful weather, and wonderful new music across all genres. Still, all of us at KCRW find it necessary to continue adapting as we explore Southern California together—we have exciting plans for the fall, and maintain cautious optimism throughout whatever uncertainty there may be. Key to all of these plans is KCRW's *Good Old Fashioned Pledge Drive*, which is ongoing and comes at a pivotal point in our organizational history. We are so thankful for your support of our station and mission, and hope you will consider making a gift so that

we can continue growing together. This Drive will ensure a smooth return-to-office for our team, expand our opportunities for new concerts and events in post-pandemic LA, and ensure another successful year of the radio you love.

Coming up this month, we have the end of our Summer Nights series, as well as some fun events exclusively planned for our Champion family. We sincerely hope to see you there!

Your KCRW Individual Giving Team,
Ani Ohanessian & Anna Chang

Champion Events & Programs

We had the privilege of hanging out with many of you in-person over these past couple of months! KCRW Champions are invited to year round, behind the scenes programming and special events that highlight KCRW as a tastemaker in music, food, art, news, and culture. See some recent highlights below:



As we prepare for upcoming events, we are taking into account the feedback you provided through the Champion survey we sent earlier next month. See what we have planned so far with more details to come:

Dinner at Knife Pleat
Orange County
Tuesday, October 12, 6PM
*Invitation to the following
Champion levels: DJ, Host,
Luminary, and President's Circle*

**Oct
12**

**Outdoor Concert at the Home
of Anne Litt**
Hollywood
October 2021
*Invitation to the following
Champion levels: Luminary and
President's Circle*

**Oct
2021**

**Turtle Conservancy + Tour
& Conversation with Scott
Johnson**
Ojai
Saturday, October 23
*Invitation to the following
Champion levels: All*

**Oct
23**

**Architecture Talk at the
home of KCRW Champion**
Laurel Canyon
November 2021
*Invitation to the following
Champion levels: DJ, Host,
Luminary, and President's
Circle*

**Nov
2021**

**Gallery Tour with Lindsay
Preston Zappas**
Los Angeles
November 2021
*Invitation to the following
Champion levels: All*

**Nov
2021**

President's Dinner
Los Angeles
November 2021
*Invitation to the following
Champion levels: DJ, Host,
Luminary, and President's
Circle*

**Nov
2021**

Coming up for KCRW at Large

Visit [KCRW.com/events](https://www.kcrw.com/events) for more details on these events and more!



KCRW Team Spotlight

Stemming from KCRW's Diversity, Equity, and Inclusion Taskforce, The Welcome Buddy Program was implemented as a way to ensure that all new staff members feel welcomed, included and known throughout the entire organization. Individual Giving Team members Ani and Anna both took on welcome buddies and have greatly enjoyed getting to know the newest member of the Digital Opps Team and the Production Fellow over the past couple months. Hear from them below:

Miriam Tinberg
Associate Product Manager, Growth



What drew you to KCRW?

KCRW was an entity I'd always heard about but didn't know too much about; it was clear to me since moving to LA five years ago that KCRW is a part of LA's fabric, a major thoroughfare for LA news and culture. So I wanted to be a part of an organization that was using storytelling (and music, and culture and food etc.) to connect Angelenos to one another, and the world. The more I learned about the company though, as I started to research for my job application, the more I realized how much KCRW truly offered and facilitated. I wanted to be a part of that work!

What do you love about working in the Digital Ops Team?

One thing that became immediately clear to me was how tapped in the Digital Ops team is to every other team and workstream. I was actively looking (in my job search) for a team, and broader organization, that encouraged collaboration, and that saw collaboration and cross-team interaction as crucial to its success. The Digital Ops team touches everything and it's been an incredible thing to experience so far; can't wait to dive in even deeper to areas of collaboration with you all!

What are you and your team cooking up at the moment?

There is a lot of exciting stuff in the pipeline but the first main project I've been a part of on the team is the creation of an entirely new Playlist tool. It's been really amazing to work with the agency we partnered with as they develop a new system for our DJs to record the metadata and song information of everything on the radio. It might sound simple but this is such an undertaking and will be a huge step forward for innovation and digitization. I'm really excited to keep working on projects like this as KCRW moves rapidly forward.

Nisha Venkat

USC-Luminary Production Fellow



What drew you to KCRW?

Definitely *Morning Becomes Eclectic*! I think it's a microcosm of everything the station is — a fun, refreshing take on Los Angeles that makes me look at the world around me with different eyes :)

What have been some highlights from working as the Production Fellow this summer?

I've loved every second I've been able to go into the station. It's such a cool space, and it feels like such a gift to be able to meet my coworkers and do all this amazing work in person after being remote for so long.

Which show or story are you most excited about at the moment?

I've had a LOT of fun being the production fellow on *Left, Right and Center*. They make really cool merch and it's honestly incredible to see how inventive and intelligent the producer & host are, and how they put a creative spin on the news, week after week.



Content Catch-Up



In the last week of July, *Press Play* with Madeleine Brand took on the challenge of scoring this truly eclectic summer. In their Summer Playlist series, guests [Anthony Valadez](#) and [Novena Carmel](#), [Jackson Brown](#), [Travis Holcombe](#), [Ledisi](#), and [Yola](#) took turns spinning their favorite tunes (frequently featuring listener suggestions and artist interviews). You can find these shows archived on our website, or listen to everyone's picks on our [Spotify playlist](#).



Still trying to beat the heat this summer? Of course *Good Food*'s Evan Kleiman has the answer. Check out her episode on [cold soups](#), which includes her truly delightful recipe for a California take on gazpacho (though, her insight on borscht is not to be missed). If you don't feel like cooking, we still have the answer for you; check out [Evan's picks for COVID-safe outdoor eating](#) across Los Angeles!



It's fall, and, for the first time in over a year, that means it's back to (physical) school for many students, parents, and teachers across the Southland. In their quest to explain all-things school reopening, the team at Greater LA aired stories this month about vaccine and testing requirements at [schools](#) and [colleges](#), [faculty quitting amid COVID](#), and [parent's long awaited drop-off line on the first day of school](#). This week's most read piece spotlights the housing shortage faced by students in Santa Barbara. Read it [here](#).



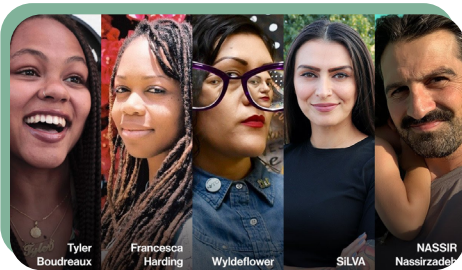
Longtime friend of KCRW Ziggy Marley rang in August at the Hollywood Bowl this month, celebrating KCRW's World Festival and Reggae Night XIX. Hosted by DJ Travis Holcombe with guests Wailing Souls, this event embodied the best of what KCRW has to offer—good music that unites Angelinos. You still have the chance to catch two more shows with KCRW at the Bowl this summer: Brittany Howard hosted by Novena Carmel on September 18th and James Blake hosted by Anthony Valadez on September 25th.



Hosted by a variety of KCRW talent with guests across Hollywood's hottest shows and movies, Behind the Screens has continued to dive deep into the world of media this summer. Discussion topics have included [the music of Queen's Gambit](#), [identity with Tracee Ellis Ross of black-ish](#), and [a virtual premier of the hit TV show Homeroom](#).

New Programming at KCRW

More Grooves Across our Airwaves



We're happy to welcome back ALL of our DJs and excited to have you meet your new crew of five brand-new DJs! You'll get to know more about Tyler Boudreaux, Francesca Harding, Wyldflower, SiLVA, and Nassir Nassirzadeh over the coming weeks as they join our stellar group of tastemakers: Anne Litt, Anthony Valadez, Chris Douridas, Dan Wilcox, Henry Rollins, Jason Bentley, Jason Kramer, Jeremy Sole, John Moses, José Galván, LeRoy Downs, Novena Carmel, Raul Campos, Scott Dallavo, Travis Holcombe, and Valida. At last – back to our pre-pandemic music schedule including full weekends of music and late-night sets. Sign up for the Music Insider newsletter to keep up with our new lineup.

Sam Sanders Comes to KCRW



KCRW is excited to air *It's Been a Minute with Sam Sanders*. If you are exhausted by the news but can't seem to focus on anything else, this weekly show with former NPR political reporter Sam Sanders will help. It's Been a Minute is an irreverent, casual space to process the pace of current events and get introduced to new favorites in music, TV, and more. It's a wrap of the week paired with deep-dive interviews with musicians, actors, and newsmakers. As Sam says, "The world is complicated; let's talk it out." Catch Sam starting Saturdays at 10 AM.

Bodies Season 3 coming September 22, 2021.

Listen to the trailer [here](#).



"What's wrong with me?" Each episode of this documentary series begins as a medical mystery. But once you peel back the layers, more questions emerge.

Bodies explores the forces of history, society and identity that shape women's health and affect the way the medical community treats people.

For so long, women's health has been under-researched and overlooked. So often, our stories have gone untold and our questions have gone unanswered. *Bodies* is part of a movement to change that.

Champion Community Impact

As you've definitely heard if you've read this far, we are currently in the midst of KCRW's fall drive; what we're affectionately calling *Good Old Fashioned Pledge Drive*. Why old fashioned? For the past few years, we have prided ourselves on our "Un-Drives," where we rarely interrupted programming. But, as our community returns to our pre-pandemic lives and processes, we need your support more than ever to continue growing and thriving as the culture-centered, media powerhouse you know and love. Consider giving [here](#).



In tandem with our drive, we're excited to offer a special engagement opportunity for all of our champions (you!). **Refer-a-friend** to our champion program for the chance to win an exclusive, custom playlist from one of KCRW's talented DJs. Here's how it works:

1. Copy the email template below into a new email, and fill it out (mad-libs style!)
2. Forward that message to as many friends as you'd like—each email sent gets you an additional entry into winning the special prize! Please CC champions@kcrw.org, so that we have a record of your referral!

Email Template:

Hi [friends name]!

I'm writing to you because an organization that I support, [KCRW](#), is currently in their Fall Pledge Drive, seeking support for their excellent programming in news, arts, music, and culture. I'm a KCRW Champion because *[tell them why you give!]*.

Champions are KCRW's passionate advocates and supporters. They receive perks like discounted concert tickets, invitations to exclusive events, and, of course, classic KCRW merch. A full list of benefits can be found [here](#), and all donations to KCRW are 100% tax deductible.

I would love it if you would join me as a Champion. You can do so [here](#); if you have further questions about what your support would mean, reach out to Ani Ohanessian, KCRW's Manager of Donor Relations at ani.ohanessian@kcrw.org or 818.389.4583.

Hope to get together at a KCRW Champion event soon!

[Your name]

Sonic Society

Are you interested in ensuring that the next generation of KCRW listeners receives the same comprehensive coverage of local news, enjoys new music, and has the same access to quality events around Southern California? We're currently updating our planned giving program, the Sonic Society, to actualize these goals through your foresight and generosity.

Our Sonic Society members leave a legacy of giving for KCRW listeners, and will enjoy access to curated programs year round. If you're interested in planned giving and the Sonic Society, please contact our Manager of Donor Relations, Ani Ohanessian, via email at ani.ohanessian@kcrw.org. Or if you've already included KCRW in your plans, respond to this email letting us know!

Thank You!

We are beyond grateful for our KCRW Champions. From the uncertain and challenging times we've all gone through, to exciting days ahead, 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](#).

Lastly, we're always looking for feedback or to start a conversation! So reply to this email to point out something that you loved from this newsletter, tell us something you're curious about, or let us know what you want to hear more of.

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](#).