KLCS provides an efficient, cost-effective and reliable means of communication to LAUSD’s expansive community of over 1 million students, 80,000 employees and more than 500,000 District households throughout Los Angeles County. KLCS provides over 8,000 hours of instructional/informational content annually, supporting the Board and Superintendent’s goals to improve student achievement with over 700 hours of original content. Television remains the most powerful, influential and accessible medium, and KLCS ensures transparency regarding LAUSD policies, procedures, goals, campaigns and instructional initiatives. In addition, as a noncommercial PBS station, KLCS is viewed by 1 of every 10 television-viewers in Los Angeles each week.

KLCS is a valuable part of the Los Angeles area.

In 2011, KLCS provided these key local services:

- 10 hours of instructional television programs for classroom and at-home viewing
- Signal-to-Desktop project providing content directly to student desktops.
- Broadcasting local school board meetings providing equity of access to the constituents of the LAUSD.
- Producing Professional Development content
- Providing alternative public television choices for the diverse interests of the Los Angeles community
- Town Hall Meetings on issues such as aging in America, bullying, and new educational initiatives
- Over 100 news stories on LAUSD school events and activities
- Donations of goods and services to the local homeless community

KLCS local services had deep impact in the Los Angeles area.

"More than "reaching out," KLCS is an integral part of the fabric of the Los Angeles community. Serving the school district and the residents of this area, KLCS relates to its viewers from its very heart and mission to serve." - Will Prescott, Longtime KLCS Viewer
KLCS 2011 VIDEO IN THE CLASSROOM AWARDS

The KLCS Video in the Classroom (VIC) Awards honor excellence in using media for instructional purposes in the classroom. For over 24 years, individual classes from grades K through 12 have responded to the call for theme-related videos that demonstrate academic and social expressions. Students and teachers have received over 1000 awards, recognizing technical expertise, creativity and application of new media.

OVER 90 AND LOVING IT SCREENING AND TOWN HALL MEETING

KLCS and KPBS hosted a special screening and Town Hall Meeting in the KLCS studio with guests and expert panelists to discuss aging, positive lifestyles, social and other issues facing the growing population of older Americans.

OVER 200,000 STUDENTS CHALLENGE THEMSELVES TO READ MILLIONS OF WORDS

This unique campaign challenged Los Angeles County preschool through 12th-grade students to read millions of words beyond the bell. This year, the “Million Word Challenge” is connecting its local work to a national movement spearheaded by The Campaign for Grade-Level Reading in pursuit of creating awareness around our country’s literacy crisis. Los Angeles County is challenged by some of the lowest literacy rates in the country with a staggering 56 percent of L.A. County third-graders reading below grade level (California Department of Education, 2011). The Million Word Challenge is an opportunity for schools, communities, foundations, and corporations to support and promote a lifelong love of reading amongst our students to ensure they develop the critical thinking skills crucial in a competitive 21st century economy.
KLCS Participates in StoryCorps National Teacher’s Initiative

Reach in the Community:

KLCS reached out to teachers from across our expansive District in an effort to showcase a representative sample of the type of teachers in our district from a brand new teacher to the District and his Mentor to a veteran teacher less than six months from retirement and his colleague who was a former student. While we were limited to a dozen teachers/interview subjects, the impact on those who participated was immediate and the reach will be magnified by our ability to use their stories at future events with other educators. Additionally, StoryCorps is seriously considering producing one or more of the local stories for national broadcast.

Partnerships:
KLCS’s in StoryCorps National Teacher Initiative was in partnership with PBS, CPB as well as our Community Hub partners KVCR and KOCE in support of the National American Graduate Initiative

Impact and Community Feedback:
Educators are very often unsung heroes and given the nature of the job, many them work in de facto isolation and rarely have the opportunity to share their success and challenges with colleagues, much less a broader audience. The opportunity to bring educators together and capture candid conversations where they share about their experience and what motivates them had the promise of a meaningful impact.

"I just wanted to thank you...and let you know how much I appreciated the experience. Big thanks to Carlos. The conversation we had was great, and I felt very inspired walking out of there. I hope the conversation will be useful at some point to help other teachers/stakeholder in the pursuit of education.”

Z. Weizz
NBC High School Teacher
LAUSD Teacher of the Year
Finalist
KLCS is invaluable in its commitment to providing responsive and representative programs and services to the rich and diverse community of Los Angeles and its environs. As the only educational public television station in Southern California, KLCS is uniquely positioned to address the educational and cultural interests of its viewers.