

SECTION 6. LOCAL CONTENT & SERVICES REPORT

1. **Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged**

At WVUB our overall goals are to inform, entertain and connect our listeners through programming across multiple channels. We believe that this is best achieved when we incorporate collaborations and partnerships with a variety of individuals, groups, and organizations in our listening area. This includes various government agencies, businesses, charitable and grassroots organizations, and educational institutions.

We feel like we are natural facilitators and conveners, using our role as a public media station to provide the platform and microphone to promote community conversations and encourage civil discourse. We routinely provide interview opportunities for leaders in our community from a variety of backgrounds. These interviews are not only conducted as part of our regular news coverage but include long-form interview opportunities with our show hosts.

As noted in previous reports, as a University Licensee, WVUB has natural access to a wide cross-section of the community. We actively seek to utilize this access and the opportunities that they naturally provide for interaction and connection. Through this process, we are introduced to many issues and concerns of our community. In addition, our staff members are leaders within the greater community (geographically) that we serve and participate in leadership roles (i.e. board directors, and committee members) within a variety of organizations. This provides us direct access to information and activities that match our overall mission as an educational licensee.

We also continue to find our social media sites to be valuable sources for real-time feedback on what is being talked about in our community. WVUB has a Facebook following that now exceeds 14,000 and members of our management, on-air, news, and programming staff regularly post information and, as appropriate, contribute to these discussions.

Another way that we interact directly with listeners is through our in-studio texting service. We believe that by continually interacting with our listener base, we can discover new avenues for programming and generate ideas for addressing the community needs uncovered during this process.

The above comments, while not exhaustive, do represent the types of activities WVUB is regularly involved in to ascertain and address community issues, needs, and interests.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area

Agriculture is a big part of our community and WVUB partnered with area businesses and organizations throughout the year to highlight this important sector in our community. During the Knox County Fair, WVUB provided daily updates about activities, including those involving 4-H members from our community. The station also sponsored two events that promoted family involvement at the Fair.

Watermelon is a leading cash crop in Knox County and throughout our service area. Each August the Knox County Chamber of Commerce, in conjunction with the Illiana Watermelon organization, holds a weekend celebration known as the "Watermelon Festival". This is both a cultural and educational event, with the health benefits of watermelon being promoted throughout the weekend. For the 2nd year, the Chamber invited our radio station to produce and stage a variety show, featuring local talent, including a band, puppeteer, and our 2nd Annual Celebrity Musical Chairs contest. The contest featured the Mayor of Vincennes along with several other local celebrities competing in an on-stage version of the party game.

Beginning in late August, we worked with businesses and other members of the community to air a several-week campaign promoting Farm Safety leading up to and during the Fall Harvest season.

In October, we partnered with local firefighters to promote Fire Safety during the annual weeklong observation. This included having several firemen come into our studios to record public service announcements that aired during the week (and beyond). We also utilized our website and social media channels to further promote fire safety and the importance of working smoke alarms.

In February 2022 WVUB partnered with the City of Vincennes, through the Parks and Recreation Department for a "Virtual" Family Valentine's Dance in February. This was the second year for this program which replaced the in-person event that we had hosted annually prior to the pandemic. The station produced a three-hour block of family-friendly dance music and invited the Parks Department Superintendent into our studios to help deejay the event. The Parks Department even donated passes to the local Aquatic Center as listener prizes. Several listeners tagged the station on Facebook with pictures of their families enjoying the event and thanking the station for providing this event to our community.

During April, WVUB was a media partner for the first Historical Half Marathon in Vincennes. This event was coordinated by the Rotary Young Leaders Club of Vincennes with the goal of promoting a healthy lifestyle within Knox County and surrounding cities whilst also raising funds for local charities and organizations within the community. In addition to the Half Marathon, there was also a 5K and a Kids' Fun Run for people to participate in. WVUB provided live on-air and online coverage of the event. Vincennes is Indiana's First City and is rich in history. The Historical Half Marathon's course incorporated several historical markers and buildings within the route. In addition to pre-race promotion, WVUB provided on-air coverage during the race to let folks know the progress of the runners and also talk on-air about the importance of some of the various sites that were incorporated into the event.

Our broadcast crew set up on Patrick Henry Square in downtown Vincennes between the start and finish lines with LIVE updates beginning about 30 minutes prior to the start of the race. We provided coverage of the start of the race on-air along with a Facebook Live video. We also had reporters stationed along the route to give live updates as the runners went past. From 10:00 a.m.-10:45 a.m., we provided wall-to-wall coverage of the race as the runners finished announcing their names, city, and time.

On April 29, 2022, we hosted our Annual Gear Up for Kids. We had three collection times in 2022. In Vincennes, we collected at Davis Hall from 7:30 a.m.-2:00 p.m. and at the Historical Half Marathon packet pickup from 5:00 p.m.-8:00 p.m. The Vincennes Parks and Recreation Department partnered with us by donating their time and a truck to collect items. We also collected in Washington at Infinite Indoor Sports from 2:00 p.m.-5:00 p.m. Infinite Indoor Sports worked with Washington Chrysler and had a truck donated for the collection time. All donations in Vincennes were taken to the Salvation Army where they received 64 items and a monetary donation. The 46 collected donations in Washington were taken to The Powerhouse. The owner of Infinite Indoor Sports also donated a Nerf War party to The Powerhouse.

The distribution day was held at the Salvation Army on Saturday, April 30th where one family was completely outfitted to play summer baseball. The remaining items were distributed to families as they came to the Salvation Army for food assistance.

This is not an exhaustive list of partnerships and activities and does not fully list or outline some of the annual activities that we continue to participate in with the League of Women Voters of Knox County, the Knox County Public Library, CASA, and the George Rogers Clark National Historical Park.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

The Vincennes Parks and Recreation Superintendent has continued to cite our promotion of the area parks during a variety of events as having a positive impact on the use of the various facilities and annually seeks us out to plan activities for the next year...with an eye toward growing our existing programs to include LIVE music and more family-friendly group activities as conditions allow.

All donations for the "Gear Up for Kids" event in Vincennes were taken to the Salvation Army where they received 64 items and a monetary donation. There were 46 collected donations in Washington, which were taken to The Powerhouse, a local not-for-profit recreation center. The owner of Infinite Indoor Sports also donated a Nerf War party to The Powerhouse.

The distribution day was held at the Salvation Army on Saturday, April 30th where one family was completely outfitted to play summer baseball. The remaining items were distributed to families as they came to the Salvation Army for food assistance.

The First Historical Half Marathon in Vincennes had close to 200 participants with 140 of those completing the Half Marathon and many participating in the walk/fun run portion of the event.

The Rotary Young Leaders Club of Vincennes announced that they raised over \$20,000 for local charities during the event. WVUB was the primary media sponsor of the event and organizers credited our team with helping it be such a success in its first run.

While these are anecdotal examples of the impact that we are having as a public media station, I think the greatest indicator is the number of organizations, like the Parks Department, CASA, League of Women Voters, etc. seek us out each year to continue our partnerships. Even more encouraging is the number of new groups and organizations who seek us out each year because they have seen the impact that our involvement has had on others.

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.**

We routinely air public service announcements, produced in-house and from other sources, which inform our listeners about the importance of reading and helping those who cannot read or have other barriers or intellectual disabilities. While not specifically a disability, we also have aired separate campaigns targeting Bullying Awareness. We focused on cyberbullying during a "Back to School" campaign and overall awareness in a separate campaign later in the year.

WVUB has a strong partnership with our local library, in addition to the Vincennes University campus library, and regularly hosts librarians and others from these organizations to discuss opportunities in the community to address a variety of literacy needs and concerns.

Our annual support of "Read Across America Day" is just one such example.

Free courses offered by the public library also address computer literacy and help provide access to those who otherwise might not be able to use online resources. The Knox County Library has also introduced online and in-person tutoring options during the year. We have promoted these on-air to encourage residents to take advantage of the free resources. We also continue to partner with them each year to promote their Summer Reading program which is designed to promote reading and literacy across generations.

Literacy is a core pillar of our commitment to service, both as a Public Media station and as a part of the University community.

The pandemic has reduced our ability to host and promote some of these activities, however, as we are able, WVUB plans to continue to work with the area libraries and other agencies to promote reading and inclusion for those who may be marginalized due to a lack of education, resources, or other contributing factors. We have been able to work with more in-person groups during 2022 and look forward to rolling

out more event-based activities in 2023 as things continue to “normalize” post-pandemic. We also will continue to utilize our digital assets to link listeners to resources we promote on the air.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Without the essential funding that we receive from CPB, WVUB would not be able to provide the level of news coverage, civic engagement, and local programming that we currently offer. CPB support allows WVUB to be a leader in several areas within our community. These areas impact those who need help the most. Many times, we are the only media outlet that is actively pursuing or supporting these areas of need within the community. Without help from CPB funding, WVUB could not offer the same level of programming and services.

Community groups and organizations come to us for help with a variety of projects and programs throughout the year. Whether we act as a facilitator, promoters, or reporters, without CPB funding, it would be impossible for WVUB to continue our current level of commitment as a valued and respected community resource.

Through the programs, productions, and initiatives cited in this report and many others not mentioned, WVUB has become a consistent and dependable resource for our community. CPB funding has provided us with the opportunity to continue to maintain this level of service and explore new ways to serve the community.

While we do generate local underwriting dollars and are always exploring ways to increase and expand our support base, we would not be able to sustain our current service level to the community or have any hope of expanding our services without the continued support of CPB. The Corporation for Public Broadcasting continues to be a vital partner with WVUB-FM in the ongoing efforts to serve our community of license and all of those within the WVUB listening area.