

LOCAL CONTENT & SERVICES REPORT FY2020

- 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 we seek to connect with our community across all channels, including broadcast, social media, mobile, and text services. We have adopted the slogan “Now You're Connected” as a reflection of our efforts to engage our community on many levels. It also reflects our desire to address community issues while providing an access point within our service area. In our effort to be a “go-to” resource, we provide numerous opportunities throughout the year for leaders from various government agencies, businesses, charitable organizations, and educational institutions to come on our air and discuss a variety of issues.

As a University Licensee, WVUB has the definite advantage of access to a good cross-section of the community. We actively utilize this advantage. Through our University ties, we are introduced to many issues and concerns of our community and listening area. Members of the Faculty and Staff at the University, as well as the employees of WVUB, are community leaders and sit on the boards and committees of area organizations. Through these organizations, we often have direct involvement in the activities and events of the community.

One of our strategies in identifying community issues, needs, and interests is to listen at the various meetings where we have natural access. Members of our staff then engage with those who express ideas or concerns. We often use those persons as experts or allow them to lead us to the experts. We believe that as we gather this information that our job is to develop forums to discuss the issues and/or bring them to the attention of the general public through our broadcast and social media channels.

We regularly monitor our social media sites for real-time feedback on what is being talked about in our community. Many community members regularly react to and post comments about local news stories and trending topics posted on our website. Members of our News, On-Air, and Programming staff post information and, as appropriate, contribute to that discussion.

We have also adopted an in-studio texting service that allows us real-time interaction with our audience as part of their daily communication. We feel that by utilizing our entire listener base, we can discover new avenues for programming and generate ideas for addressing the community needs we uncover 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**

We have partnered with the City of Vincennes, through the Parks and Recreation Department, on a number of initiatives. During the late Summer/early Fall we hosted a number of "Pack the Park" events. These events are designed to encourage members of our community to get outside and enjoy nature, as well as to inform the community of the various free or low-cost activities (i.e. swimming, skateboarding, pickle ball, walking trails) provided through the Parks Department.

These events include LIVE broadcasts from the various city parks, games, and giveaways.

These activities also help to address concerns brought forward on a National, State, and Local level concerning obesity and lack of outdoor exercise and play.

Knox County has a large amount of farmland and is one of the nation's top producers of watermelons. WVUB continued an annual tradition of sponsoring and supporting the Knox County Fair, including the annual "baby contest" and the Kiddie Tractor Pull. Both are well received, fun family events that are held at the fairgrounds and help to expose our radio station to a number of people who might not otherwise interact with us.

We have worked in support of both the YMCA and the United Way of Knox County to promote healthy living and to highlight the various not-for-profits who are providing services in our coverage area.

In support of the arts and music, we joined with Vincennes PBS to promote an evening with Kerry Kurt Phillips at the Red Skelton Performing Arts Center. This event was used as a kick-off to the PBS Country Music Documentary.

WVUB also helped to promote and sponsor the first-ever "First City Music Festival", bringing two days of LIVE music to the community, in partnership with a number of agencies.

We also supported the arts through the recognition of Music in the Schools Month. We invited a number of local music educators to share with us why they loved music and what makes the arts, especially music, such an important part of education. These interviews were recorded and produced 2-minute vignettes that played throughout the month. A local music store provided the underwriting support.

WVUB partnered with a local commercial radio station, WFML, the Knox County Chamber of Commerce, and the Vincennes Animal Shelter to host a pet contest at the annual Watermelon Festival in Downtown Vincennes. This provided an opportunity for one of our on-air hosts to interact with attendees as an MC for the event and also to help raise awareness about animal neglect and other related issues.

Food Insecurity continues to be an issue for many in our community. WVUB, for the 4th year, produced "Shopping Cart Showdown"...a LIVE radio event at a local grocery store that pits 3, two-person teams, against one another with 91 seconds on the clock. Each team speeds through

the store collecting as many non-perishable items as possible for their cart. Each team is underwritten by a corporate sponsor and all of the items are donated to pre-selected charities that the teams race on behalf of. The "winner" is the shopping team with the most dollar value for their cart and receive a small token trophy. This event has traditionally been attended by the Mayor, City Council members, and other local dignitaries who are not directly involved in the race. We, along with our corporate partners, have donated an average of \$1200 worth of goods each year of the event.

Like most of the country, our Spring/Early Summer event schedule was drastically impacted by the arrival of the Coronavirus.

We worked with our colleagues at the Indiana Public Broadcast Stations to bring LIVE updates from the Governor and other officials to our listeners on a daily basis, in addition to providing online resources for educational material and suggested family activities. In cooperation with the local Chamber of Commerce, local hospitals, and other health organizations, we built a webpage to let listeners know where services were available and how they could be accessed. This effort involved on-air and online components across our entire media footprint.

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 and 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.

WVUB's partnership with Vincennes PBS, the League of Women Voters of Knox County, and the Local Coordinating Council for a Drug-Free Knox County for the "Not With My Life" Campaign is designed to help bring awareness to the issue of substance abuse and help activate a conscious awareness and instill a preventative voice to both middle and high school-aged youth in our community. Response to each of the campaign's contest categories (poster or PSA) was considered a success by the sponsoring organizations in relation to school enrollment at each participating institution. As a result of participating in the creation of these posters and PSAs, the students have begun to engage in conversations about substance abuse that have the potential to turn peer pressure into peer support as students come together through these organized activities. During our LIVE event, several parents and teachers talked to us about the positive impact the initiative was having in their areas of contact.

WVUB was, again this year, an active participant at the Knox County 4-H Fair, promoting daily events and sponsoring/hosting the Kiddie Tractor Pull and other

kid/family-friendly events. Organizers indicated that our involvement had raised the profile of and participation in this annual event for the third year in a row.

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 activities.

While these are some anecdotal examples, and there are others, of the impact that we are having as a public media station, I think the greatest indicator is the number of organizations, who like the Parks Department, 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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WVUB has continued to support and promote the Knox County Friends organization. This is a group that helps to raise money and awareness for local athletes who participate in the Special Olympics. We have also worked with the Knox County Association of Exceptional Citizens on providing public service information to our listeners.

WVUB has a strong partnership with our local library, in addition to the Vincennes University campus library, and regularly host 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 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 lack of education, resources, or other contributing factors.

We have, before and since the pandemic, linked various resources through our website and social media pages and, of course, promoted them on-air.

We routinely air public service announcements, produced in-house and those 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.

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?

Through many of 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 and we continue to seek ways that we can expand our service to the community we serve.

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, promoter or reporter, without CPB funding it would impossible for WVUB to continue our current level of commitment as a valued and respected community resource. If we did not “go dark” we would at best, be ineffective in our mission to serve our local community at the current level. WVUB has been a leader in several areas in our community that impact those who need help the most. In many cases, we are the only media outlet that is actively pursuing or supporting these areas. Without help from CPB funding, it is doubtful that WVUB could offer the same level of programming. In fact, even with CPB funding, we found it necessary to discontinue our HD Radio services during FY 20, primarily due to the cost of continued operation.

We do generate local underwriting dollars and continue to explore ways to increase and expand our support base, but we would not be able to sustain our current service 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 in the ongoing efforts to serve our community of license and all of those within the WVUB listening area.