

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 inspire our listeners by connecting them to 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 agencies, businesses, charitable and grassroots organizations, as well as educational institutions.

As a University Licensee, WVUB has the advantage of access to a good cross section of the community. Through our University ties we are introduced to many issues of the community and listening area. Many 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 are able to identify community issues, needs, and interests through direct involvement in the activities and events in our community. We do this by employing a listening strategy at these various meetings and events 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.

As broadcasters, we are natural facilitators and conveners. We believe that our role is to provide the platform and microphone to promote community conversations, encourage civil discourse and provide education opportunities. 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 short to long-form interview opportunities with our show hosts. Some of these interviews and features are also repurposed to our digital channels.

We regularly monitor our social media sites for real time feedback on what is being talked about in our community. We also contribute to the discussion, as appropriate. Members of our News and Programming staff post information and interact with the community on a daily basis. WVUB has a Facebook following that exceeds 14,000 and gives us access to a good cross section of our service community. In addition to traditional audio channels, WVUB is also working towards utilizing more digital outlets, including short form video channels, to further enhance our reach and interaction with our listeners.

As previously reported, 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.

WVUB is active member of our community. In the spring WVUB partnered with the Vincennes Parks and Recreation Department on community wide Family Valentine's Dance. This event was provided free of charge to participants and was well attended by families with school age children.

WVUB works closely with the Knox County Public Library to promote reading and literacy programs. Each year WVUB staff members work with the library to produce a series of PSA's promoting the Summer Reading Program. While the primary activities are aimed at the younger readers, the program also has components for Teens and Adults as well. As part of the program the Library awards weekly prizes as an incentive to encourage participation and continued reading throughout the season. WVUB provided on-air pre-promotion for the kick-off to the reading program and weekly updates with the names of the weekly winners voiced by members of the library staff. We also posted this information to our Facebook page.

WVUB is an annual sponsor of two activities at the Knox County Fair, which provided the opportunity to have station personalities and staffers take photos, help hand out awards among other involvement with participants. Our station also receives mentions to the crowd as the event sponsor several times throughout the evening at each event.

For the past few years, and again this past summer, WVUB was asked to organize and provide stage entertainment during the annual Watermelon Festival in downtown Vincennes. This event is put together through the local Chamber of Commerce and a host of community groups to celebrate the growth and distribution of watermelons and its importance to the local economy. We worked with a local band and a local dance studio to provide a variety of entertainment over the space of about an hour and a half during the middle of the festival. The dancers ranged in ages from grade school to high school and performed a number of different dance styles. These included jazz, interpretive dance and group routines.

For the second year in a row, WVUB has also partnered with the Farmer's Market of Historic Vincennes to be the media sponsor for the music stage at the market. The market is open every Saturday morning from Memorial Day Weekend through the end of October and features a variety of performers including folk, country, classical and other popular music genres. There are also crafters and artisans who participate throughout the season. WVUB helps promote the local arts and culture events associated with the market (a local not-for-profit) and broadcast from the market on the first Saturday of each month from June – October. These broadcasts often include interviews with authors, artists, musicians and other community leaders.

This past September we participated in the Knox County United Day of Caring, which is actually a two-day event that promotes volunteerism and support of over 20 agencies served by the local United Way. Our involvement included on-air interviews with the local director of the United Way from the various donation locations. This included information about the various non-profit organizations in our community that benefit from this annual event.

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 Department staff counted over 230 people, not including our staff and volunteers as participating in the Community Family Valentine's Dance. Members of this organization annually reach out to us for help in planning activities ...with an eye toward growing existing programs to include LIVE music and more family-friendly group activities that will promote the various recreation areas available to our community at little or no cost.

Our summer activities were very successful in raising awareness about our radio station, our public service programming and involvement in the community. For example, the two events that WVUB sponsored at the Knox County Fair not only reached between 200 and 300 people in person, but social media posts with pictures from the event reached thousands more with multiple shares of our original posts. While the events themselves were not key to our mission, we feel that our involvement with this important segment of our rural community and helping to promote the mission of organizations like 4- H is vital.

The Summer Reading program promotion with the Knox County Public Library not only gave us the opportunity to promote literacy and highlight the access to services at the local library, but our weekly social media posts and announcements about the program reached an average of over 1000 people per week.

Our involvement in the Watermelon Festival also provided opportunity for us to promote the local arts to a large crowd at the event and reach nearly 15,000 people on social media through our posts from and about the event.

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 local Parks Departments, Library and other organizations who 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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

As cited earlier in this report and previous reports, 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.

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

We routinely air public service announcements, produced in-house, which inform our listeners about the importance of reading and helping those who cannot read or have other barriers or intellectual disabilities.

We have also partnered with KCARC (Knox County Association for Remarkable Citizens) and the local Special Olympics to help promote and support their activities with those who have intellectual and/or physical disabilities.

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 look forward to rolling out more event-based activities in FY 25. 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?

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.

We routinely have community groups and organizations who come to us for help with a variety of projects and programs that impact and/or improve our local area. Without CPB funding it would not be possible for WVUB to continue as a valued and respected community resource at or near the current levels. 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. Without it we would, at best, be ineffective in our mission to serve our local 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.