

Grantee Information

ID	1391
Grantee Name	WVUB-FM
City	Vincennes
State	IN
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2018. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2018 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

By virtue of being part of a university campus, our staff has natural access to a large cross-section of individuals and often interact with them at both formal and informal gatherings. Members of our staff then engage with those who express ideas or concerns. Several of our staff members are also leaders within the community, outside of broadcasting, sitting on the boards of a number of civic, community and nonprofit organizations. We further believe that as we gather this information our job is to develop forums and avenues to discuss the issues and/or bring them to the attention of the general public through our broadcast and social media channels. At WVUB we seek to connect our community across all channels, broadcast and digital, which include broadcast, social media, mobile and text services. We have adopted the slogan "Now Your Connected" as a reflection of our efforts to engage community leaders, advocates and residents in addressing community issues and providing a connection point and commonality within our service area. In our effort to be a "go to" resource, we provide numerous opportunities throughout the year for leaders representing business, government, charitable organizations, and educational institutions to come on our air and discuss current issues and future plans. We regularly monitor our social media sites for real-time feedback on what is being talked about in our community. We have over 12,000 people who have followed or "liked" our Facebook page and regularly react to local news stories and trending topics that are posted from our website. Members of our News, On-Air and Programming staffs post information and contribute to that discussion, as appropriate, on a regular basis. We have also adopted an in-studio texting service that allows us real-time interaction with our audience on a platform that has become a common part of their daily communications. By utilizing our entire listener base, we have been able to discover new and innovative avenues for programming and have generated ideas for addressing the community needs we have uncovered during this process. The above comments are not an exhaustive list of our efforts, activities or goals to address community issues, needs, and interests but do represent the types of activities WVUB is involved in on a regular basis.

6.1 Telling Public Radio's StoryJump to question: **6.1** ▼

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.

One outstanding example of Community Partnership that represented a cross-section of businesses, non-profits, and WVUB listeners was the 3rd Annual WVUB "Shopping Cart Showdown" held in mid-January. Based loosely on the "Supermarket Sweep" game show, WVUB with the help of three corporate sponsors staged a competition between the sponsoring organizations. Each corporate sponsor provided a "shopper" who race through a local supermarket filling their cart with non-perishable food items to be donated to the charity of their choice. WVUB listeners were encouraged to participate by applying to be a "Super Shopper" and assist the organization in collecting the food during the 91 second time limit. Three teams of two shoppers collected over \$1700 worth of non-perishable items which were distributed to 3 local charities, which routinely help to feed those within our community who are in need. In an effort to address the ongoing substance abuse issues in our community WVUB has partnered with WVUT-TV, the League of Women Voters of Knox County and the Local Coordinating Council for a Drug-Free Knox County to sponsor a competition for students at the local middle and high schools in Knox County. Students submit an original poster or script for a public service announcement focused on encouraging peers to avoid drug abuse. This was originally designed as an "Anti-Meth" campaign, but with the growing epidemic of prescription pill abuse the theme of the competition has been adjusted from "Meth, Not Even Once" to "Not With My Life". The purpose of this campaign is to help bring awareness to this issue and help activate a conscious awareness and instill a preventative voice to both middle and high school-aged youth in our community. The competition is promoted through on-air announcements, news stories and an awards ceremony at our facilities where all of the entries are displayed and the winners announced. The winning poster is professionally printed and distributed to area schools and organizations. The radio PSA is produced by WVUB using the voice of the student who wrote the script, when possible, and then broadcast throughout the year on the station. During the month of March, WVUB celebrated Read Across America by featuring PSA's voiced by the local library director and youth department staff. We also placed bookmarks with the Blazer 91.1 WVUB's logo on them in the several school libraries across our listening area. From late May through the first week in July, WVUB partnered with the Vincennes Parks and Recreation Department to promote outdoor activities and the local resources available for local residents. The station hosted a "Pack the Park" tour. On-air staff did a LIVE broadcast from each of the featured parks/venues and reminded the public where and how to take advantage of the amenities that the City of Vincennes offers through the Vincennes Parks and Recreation Department. As part of this promotion, WVUB participated in the annual 4th of July parade in the City of Vincennes. The entire "Pack the Park" tour was a push to encourage listeners to make use of the parks and other free amenities that promote a healthy lifestyle. One of WVUB's ongoing key partnerships and mechanisms for identifying community issues and giving our listeners a means to address those issues is our "Meet Your Legislators" program. In this long-running series, produced in collaboration with WVUT-TV, area State Legislators present the ongoing activities of the Indiana State Legislature to an in-studio and at home broadcast/streaming audience. The program airs during the Indiana legislative session, which lasts January through April of each year. This program provides a bi-weekly platform for both the legislators and citizens to have their views heard in a public forum throughout the legislative session. WVUB relies on its partnership with other local not-for-profit agencies to help produce this event. The League of Women Voters of Knox County, The Knox County Chamber of Commerce, and PACE Community Action Agency, Inc and United Way of Knox County are all closely involved with this important production. Moderator/Host duties are handled by our co-producing organizations. On a state level, WVUB works with both the Indiana Public Broadcast Stations (IPBS) and Indiana Broadcasters Association (IBA). One of the most exciting areas of statewide collaboration continues to be our participation in the "News Across All Platforms" Regional Journalism Center project with other members of the Indiana Public Broadcasters Association. This project is providing another source of regional and state news to the member stations and to listeners across the state of Indiana. Our involvement with the Indiana Broadcasters Association has included statewide testing of weather and other alert systems and informing our listeners about the importance of these various warnings and signals. We have also been a regular participant in the IBA hosted Job Fairs and Career Expos with an eye toward promoting careers within Public Media and also continuing to update and expand a diverse pool of applicants for openings as they arise.

6.1 Telling Public Radio's StoryJump to question: **6.1** ▼

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 Shopping Cart Showdown initiative provided tangible value to the three not-for-profits following the depletion of their food supplies following the always busy holiday season. We, along with our corporate partners, were able to help restock the shelves at these three food pantries with much needed non-perishable items during the middle of January when donations are generally down and demand continues to be high. As noted earlier in this report, the donation totaled over \$1700 in grocery items. According to Steve Beaman, Park Superintendent, our 2nd year of the "Pack the Park" tour continued to raise both awareness and attendance at the local parks featured on the tour, especially during the LIVE broadcasts and special events that we helped to promote during that period. In an additional partnership with the Vincennes Parks and Recreation Department WVUB helped to collect new or gently used sports equipment from the community. This equipment was then redistributed to enable children to participate in a variety of activities that might have otherwise been unavailable to them. It was estimated that several hundred dollars worth of equipment was processed through this event for community use. WVUB received a Cardinal Service Award from the Indiana Broadcasters Association in recognition of this promotion. The awards ceremony was attended by local, state

and federal legislators, either in person or by a recorded message. The award was accepted jointly by the Parks Superintendent and members of the WVUB staff.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

WVUB-HD3, featuring Radio Bilingue, broadcasts 24 hours a day with virtually all programming devoted to the Hispanic/Latino population group. The majority of the programming is in Spanish. In addition to providing news and information to the Spanish and Bilingual residents in our listening area, WVUB is hoping to serve as a bridge between communities and cultures. We continue to watch for and explore new opportunities to strengthen this service to our community. One such opportunity is a collaboration with WNIN-FM in Evansville for the creation of a short form bilingual program revolving around lifestyle and common issues/concerns of the Hispanic and Latino communities in Southwestern Indiana and Southeastern Illinois. WNIN has a member of their staff who is bilingual and a member of the Latino population. She is the lead producer/host for the project and WNIN is serving as the producing station. WVUB staff has been involved in the evaluation and review of the program from concept to production of the pilot. The program has initially been launched as a Podcast, but the staffs of WVUB and WNIN have been in conversations about adapting it into a feature for broadcast as well. In FY 2019 WVUB will be working on logistics of distribution of this and other programming on its own air as well as the potential development of digital resources, including a dedicated app for mobile devices.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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?

WVUB has become a consistent and dependable resource for our community through the activities listed in this report and many others. Each year community groups, nonprofit organizations and others from our community come to us for help with a variety of programs and projects. Sometimes we are the facilitator, the promoter or the reporter for a given activity or event and sometimes we are the initiator. We regularly seek out opportunities and partnerships with others to address areas of concern in our listening area. Without CPB funding it would be impossible for WVUB to continue to provide these services at or near our current levels. In many cases, we are the only media outlet that is actively pursuing or supporting these areas in our community. We continue to generate local underwriting dollars to help offset reductions in available grant funds and to further leverage the grant funds that we do receive. However, these funds alone cannot sustain our current levels of programming and services. We serve a generous community but do not have the population base to sustain our operation on donations alone. 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.

Comments

Question	Comment
No Comments for this section	