

# 2014 Station Activities Survey

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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.

Seventy three percent of WFHB programming is original and produced in-house--a strategy to meet our goal of reaching a diverse audience. Original programming includes Bring It On! (issues, events, and news updates for the African American community), EcoReport (regional environmental and ecological issues for south central Indiana), Daily Local News (only half hour news show focusing on local breaking news in south central Indiana), Hola Bloomington (issues, events, and news updates for the Spanish-speaking population in south central Indiana), Voices in the Street (volunteers hit the streets of Bloomington to gather public opinion about issues that may be on the minds of local people), bloomingOUT (issues, events, and news updates for the GLBT community in south central Indiana), and more.

News and information is available on-air, 24 hours a day, as well as via our website, heard around the world, and available via live-streaming, podcast or download any time.

WFHB is a key partner in community conversations through out program Interchange, where we invite leaders and engaged community volunteers to participate in in-depth interviews and discussions on topics of current interest.

WFHB programming is made possible through the efforts of more than 200 volunteers, many of whom got involved with WFHB with no radio training whatsoever. They learned by working on and producing program at the station.

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.

WFHB continues to collaborate with area social service providers - working to share information about services to the community at large, serving as media sponsor to their events (again, promoting their activities), and working with area organizations to produce educational programming for under-served populations in the community (Ins and Outs of Money - a financial literacy program geared toward young people - is produced in partnership with the Monroe County Public Library, and Hola Bloomington - a Spanish-language public affairs program - as well as Activate - a program that celebrates and informs others about volunteerism in Bloomington - are produced in partnership with the City of Bloomington. Our Assistant News Director serves as government accountability reporter for the station in partnership with Community Access Television Services, the local public access TV station. Additionally, WFHB has a partnership with Rhino's Youth Center to provide youths 13 to 18 years old the opportunity to be on-air personalities, programmers, and DJs every Saturday.

A new collaboration with the Monroe County Youth Services Bureau was born in 2014, as well.

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.

WFHB News Department reports in-depth on issues that other news services touch through two-minute snippets or do not cover at all. For example, the news crew was able to break the story about a history of violations related to the contractors in the construction of I-69 through south central Indiana. Other breaking stories inform listeners and empower them to affect change.

WFHB collaborates with Community Access Television Services to produce a weekly 30-minute recap of government meetings, stories that comprise this broadcast and air on CATS at the end of the week air on WFHB throughout the week.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

WFHB News Department hosted a News and Public Affairs Summit in summer of 2014 in order to determine the needs of our diverse community. As a result of information garnered through this summit, public affairs programming and news reporting have been streamlined and revised to reflect the needs of the community. In addition, WFHB made available on our website, a survey for listeners to gather feedback on programming and receive suggestions.

An additional result of the summit determined a community need for veteran's programming. WFHB staff have made it a priority to secure funding in 2015 in order to begin producing a program that speaks directly to veterans in our community.

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A new collaboration with the Monroe County Youth Services Bureau was born in 2014, as well. This will educate youths about community radio and give them an opportunity to become involved in Youth Radio through Rhino's Youth Center.

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?

WFHB would lose a little more than 1/4 of its annual revenue without CPB money - forcing us to cut staff and services as a result of the staff cut. We would not be as effective in carrying out the services that we provide to our listeners in south central Indiana and we would not be able to attract talented individuals to join our staff in the event of turn-over.

Though WFHB is made up primarily of volunteers, the staff are the glue that hold everything together. Without CPB funds, we would have tremendous difficulty holding it all together and moving forward in a productive way.