

Corporation for Public Broadcasting Community Service Grant
Station Activity Survey
Section 6 - Local Services and Content Report for 2019

6.1 Telling Public Radio's Story

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.

Our mission is as follows: WFHB exists to provide an open forum for the exchange and discussion of ideas and issues, and to celebrate and increase the local cultural diversity. Our vision is as follows: WFHB envisions a sustainable, diverse, participatory multimedia service that contributes to an entertained, informed, and empowered community. Nearly 75% of WFHB programming is original and produced in-house by our dedicated volunteers. Our persistent aim has always been to reach audiences as diverse as our membership. Original programming includes Bring It On! (issues, events, and news updates for the African American community), EcoReport (regional environmental and ecological news in south central Indiana), WFHB Local News (half-hour news show focusing on local and breaking news in south central Indiana), Hola Bloomington (issues, events, and news updates for the Spanish speaking population of south central Indiana), Kiteline (devoted to prison issues around the Midwest and beyond), Voices in the Street (volunteers hit the streets of Bloomington to gather public opinion on issues that may be on the minds of local people), BloominOUT (issues, events, and news updates for the LGBTQI community in south central Indiana) and Hearabouts: Asian American Midwest Radio which is produced by WFHB and Indiana University's Asian Culture Center, asking critical questions about identity, culture, and community. WFHB is a key partner in community conversations through our program Interchange, for which we invite authors, speakers, and educators to participate in in-depth interviews and discussions on topics of current interest. Interchange focuses on global themes that have local implications. WFHB has won more than 70 awards for journalistic excellence at the state level. News and related information are available on-air, 24 hours a day, on our website, and via live streaming, podcast, or download at any time. WFHB programming is made possible through the efforts of more than 175 volunteers, many of whom got involved with WFHB prior to radio training of any kind. Extensive training is available at WFHB for new volunteers in multiple areas both on air and off. WFHB has strong ongoing relationships with Indiana University and IVY Tech Community College to train and offer valuable work experience for interns and work study students. This model is expanding to local high schools to offer hands-on training and broadcast experience to youth in the Bloomington area. Local Live is a long standing feature of WFHB Community Radio. Each week, local musicians play live on the air and the session is recorded and available on the WFHB website. This is offered

to all local musicians with no audition or criteria for eligibility involved. Throughout the WFHB schedule, knowledgeable DJs play a huge variety of music. Considering the high cost of education - WFHB is a low-barrier, zero-cost learning experience for volunteers. They work both behind the scenes and on-the-air. They learn technical production, creative content creation, digital archiving and editing. Many former WFHB volunteers now work professionally in radio. The skills learned at WFHB led directly to broadcast employment opportunities locally, nationally, and internationally.

6.1 Telling Public Radio's Story

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 many 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. Hola Bloomington is a Spanish-language public affairs program produced in partnership with the City of Bloomington's Community and Family Resources Department. Activate! is a program that celebrates and informs listeners about volunteerism in Bloomington. It is produced in partnership with the City of Bloomington Volunteer Network. Our Assistant News Director serves as a government accountability reporter for the station in partnership with Community Access Television Services (CATS), a local public access TV station. This programming is produced in partnership with the Monroe County Public Library. Our News Department also works with local high school teachers to highlight the work of students, including special programming dedicated to student reflections on Martin Luther King, Jr. Day. "A Day On, Not a Day Off." WFHB partners with the City of Bloomington to produce in-depth coverage of issues related to King's legacy. We air speeches by visiting speakers and produce special programs featuring the views of local students. We partner with the Indiana University Media School to offer journalism opportunities and training. In addition, WFHB is partnered with local high schools to provide youth, ages 13 to 18, with the opportunity to be on-air personalities, programmers, and DJs every Saturday evening. Youth radio is a sacred Saturday space where free form radio prevails for high school kids who creatively program this 4-hour slot. The primary focus of WFHB programming is local — local music, local news and local public affairs. WFHB partners with the Lotus World Music and Arts Festival held in Bloomington. International artists perform during an annual festival. Musicians visiting Bloomington for this festival play live on the air and talk about their country and offer cultural perspectives.

6.1 Telling Public Radio's Story

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's collaboration with CATS (Community Access Television Services) to produce a weekly 30-minute show that recaps government meetings as well as stories related to those meetings. The show airs on CATS at the end of the week and segments air on WFHB throughout the week. The WFHB News Department reports in-depth on issues that other news services do not cover thoroughly, if at all. The stories we are reporting on shed light on local politics and policy. The fruits of the partnership of WFHB and CATS can be viewed at <http://catstv.net/government.php?isearch=banner&webquery=CATSwEEK> and <http://wfhb.org/category/news/dln/>

6.1 Telling Public Radio's Story

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

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6.1 Telling Public Radio's Story

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?

During the last 27 years, WFHB has provided invaluable community service (as described above). The loss of CPB funding would fundamentally affect the station's ability to provide the essential news, information, and perspective that is invaluable to our listeners in South Central Indiana. CPB has helped us build the financial framework and staff structure, particularly in our News Department, which has allowed us to increase our reach and produce local news content. This framework consists of three full time staff: General Manager, Music Director, News Director. As well as two part-time: Chief Engineer, Assistant News Director. Any disruption in CPB funding, for us, would require a restructuring of the organization, putting staff positions in jeopardy, in an already lean operation. While most of our budget comes from other sources, any decrease or loss of CPB funding also limits our ability to grow and to strengthen connections in our community.