

**Corporation for Public Broadcasting Community Service Grant
Station Activity Survey
Section 6 - Local Services and Content Report for 2020**

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.

Due to COVID-19, the station was closed to all volunteers on Saturday, March 14. The station purchased and integrated automation software in 2019 and was able to switch to full automation immediately when the station closed. The next challenge was to return "live" community voices to the airwaves. This required the purchase of remote broadcasting equipment, both hardware and software. The station has been successful in following our mission and vision guidelines throughout 2020.

Mission Statement: 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.

Vision Statement: 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. The music portion of our broadcast schedule includes daytime, eclectic mixes in 2-hour segments in which DJs select the music played. Attention is given to newly released music, local music, and broad-based selections that include a vast library of international music.

Action was quickly taken to supply as many DJs as possible with remote broadcasting equipment which allowed them to broadcast their shows from home. Local grants were secured to offset the cost of this equipment. Most specialty and genre specific music shows are now broadcast from DJ's homes, returning live voices to the airwaves.

Daytime mix DJs typically choose from our new music "Add Poll" and extensive library at the station. While the station is closed, new music is incorporated into the automation software. Daytime mix DJs are able to upload music tracks through an online folder, thereby adding the personal touch to their shows. The result is the best natural flow of continued new music played on the air with DJ choices in the mix. WFHB has succeeded in keeping DJ input part of all music programming, a hallmark of our station's personality.

The pandemic halted production on several music events hosted by WFHB. "Local Live" is a long standing feature of WFHB Community Radio. Each week, local musicians play in our studio for broadcast. 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. This weekly broadcast returned with a live show on February 16, 2021 after an

11 month hiatus. "Saturday's Child" is a monthly music program, featuring local musicians playing for an audience. This performance is free and open to the public as a family friendly event, with coffee, juice and bagels. This event was cancelled in March 2020 and returned in December of 2020 as a live broadcast, without an audience in attendance. "Firehouse Follies" is a radio theater broadcast produced four times a year, in a large auditorium. "Firehouse Follies" incorporates music, performance, skits, and sound effects production. This event did not happen in 2020 and is currently on hold. "The Brown County Hour" is a monthly program about the vibrant arts and culture of Brown County featuring music, interviews, and includes updates regarding the preservation, longevity, and health of native Indiana forests.

WFHB Local News has won more than 70 awards for journalistic excellence through the Society of Professional Journalists. Production shifted to remote broadcasting when the station closed. The News Department has increased volunteer News Staff during this year of lockdown. The "WFHB Local News" has continued as a valuable source of local news for our listeners. WFHB hosts an impressive roster of Public Affairs programming. These programs are all locally produced by volunteers working in all areas of production. What follows is a representative, but not comprehensive list of programs. "Bring It On!" addresses the issues, events, and news for the African American community. "EcoReport" covers regional environmental and ecological news in south central Indiana. "Hola Bloomington" highlights issues, events, and news updates for the Spanish speaking population of south central Indiana. "Kiteline" is devoted to prison issues around the Midwest and beyond. "bloomingOUT" discusses issues, events, and news updates for the LGBTQI community in south central Indiana. We have engaged new audiences with "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. "Interchange" invites authors, speakers, and educators to participate in in-depth interviews and discussions on topics of current interest. "Better Beware" is a consumer watchdog series exposing scams in south central Indiana, covering such topics as online scams, password security tips, and COVID-19 related disinformation. "Civic Conversations" is a podcast collaboration between the League of Women Voters of Bloomington-Monroe County and the WFHB Local News. "Partisan Gardens" spotlights climate change and food security issues. "A Few Minutes with the Mayor" began as our community faced issues brought forth by the Black Lives Matter movement and the COVID-19 pandemic.

News and Public Affairs Programs are available on-air, 24 hours a day, on our website, and via live streaming, podcast, and download at any time. These Public Affairs programs have successfully run uninterrupted throughout 2020. WFHB programming is made possible through the efforts of more than 175 volunteers. Most of these volunteers had no broadcast training prior to joining WFHB. Extensive training is available 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 for youth in the Bloomington area. They work both behind the scenes and on-the-air. They learn technical production, original original content creation, digital archiving and editing. Many former WFHB volunteers now work professionally in radio. The skills learned at WFHB have led directly to broadcast employment opportunities locally and nationally. Considering the high cost of education, WFHB provides a low-barrier, zero-cost, dynamic learning experience for volunteers.

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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, 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. WFHB continues to partner with The Indiana University O’Neill School of Public and Environmental Affairs, working with students on projects in non-profit development and fundraising strategies. WFHB is currently working with the IU Survey Center in creating survey tools to assist in Strategic Planning goal development. The Indiana University Asian Cultural Center is our partner for “Hearabouts: Asian American Midwest Radio.” WFHB has connected 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” has been a sacred Saturday space where free form radio prevails for high school kids who creatively program this 4-hour slot and has aired for over 20 years. “Youth Radio” is currently on

hold for funding and restructuring. Planning meetings have helped link teachers and curricula to opportunities at WFHB. The goal is to expand opportunities for youth in all areas of radio content creation. 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. The festival was an online event this year and musicians were not able to visit Bloomington. WFHB was able to conduct online interviews with artists. Musicians talked about their music, their country, and offered perspectives regarding their music and cultural heritage. The “Brown County Hour” (BCH) has been produced in Nashville, Indiana since 2010 through a partnership with the Brown County History Center, which provides studio space. This one hour program showcases and celebrates the talents and interests of the residents and tourists of this art community. Each episode includes an environmentalist, healthcare provider, local musician, writer plus an in-depth interview with a featured resident/artist by the six member staff. The Brown County History Center (BCHC) is the lessor and collaborator for recorded sessions of local, archival oral history - The Elder Project. The Nashville Arts and Entertainment Commission (NAEC) provided promotional and planning support for the BCH Story Slam series in 2019. The success of this program resulted in their recommendation to the Community Foundation for our equipment and technology grant. Another key partner is the Brown County Inn, program underwriter and venue host for live musical events and the Story Slam series.

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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 collaborates 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 cover increase the awareness, learning and understanding of our 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>. The following quotes and declarations of continued support from our listeners, underwriters and community partners affirm that the key initiatives and vision of WFHB to entertain, inform and empower our community, are being realized. “The Brown County Hour” (BCH) did an excellent job...partnering with the NAEC and other local organizations. The series was very well attended and

received. The Commission fully supports the efforts to continue the Story Slam.” Michele Wedel, President, NAEC. “We look forward to an expanding partnership...BCH is a valuable asset to our community.” - Alice Lorenz, Brown County History Center, Coordinator of The Elder Project. “It is important to our community to see ourselves represented in the media and to feel that there is a platform in which our lives and stories are being represented in the broader cultural landscape. We look forward to many more years of partnership.” - Dietrich Gosser, Chef/Co-owner, Brown County Inn, Hotel, Restaurant & Bar. BCH underwriter. The impact of working with WFHB as a DJ with “Youth Radio” for several years in the late 1990’s directed the career choice and success of this former volunteer DJ. “The technical aspects of “Youth Radio” drove my going into tech theater, which I made a pretty good career out of. The organizational skills and confidence gained from the on-air time are still things I appreciate today. “Youth Radio” was an incredibly memorable part of my growing up, and I can’t thank you enough for it.” “One of the benefits of staying home during this pandemic is I get to listen to WFHB a lot more. I really enjoy the wide diversity of music presented, especially music that I haven’t heard before. Thanks to WFHB for continuing to operate during this pandemic. It’s made staying at home, that much easier.” “I continue to be a sustaining member. Because I love your musical variety and relevant talk shows. Thank you for supplying voices and music during these sequestered days.” “We need more than ever to lend a helping hand to our neighbors to be of service to each other, WFHB helps make those connections in our community possible through entertainment news and music...” Businesses and individual lives are being strengthened and enhanced by their connections with and through WFHB.

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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.

“Hola Bloomington” is a Spanish language weekly program discussing issues, events, and news updates for the Spanish speaking population of south central Indiana. We have engaged new audiences with “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 hosted “The Hijabi Diaries: Muslim Women Speaking for Themselves,” during FY2020. “The Hijabi Diaries” invited Muslim women to talk about their lives, their work, their families, their dreams. This program was aired for over a year but is not currently in production. WFHB continues to air locally produced programming that addresses the needs of minority and diverse audiences as described in Question 6.1.1. African American issues and culture are

discussed in “Bring It On!” Our Spanish language program, “Hola Bloomington” offers news for the Spanish Speaking population of south central Indiana. Cultural perspectives and news updates for the LGBTQI community in south central Indiana are part of “bloomingOUT.” WFHB continues to collaborate with 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. Each Martin Luther King, Jr. Day, 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. “Youth Radio” airs each Saturday evening offering high school youth with the opportunity to be on-air personalities, programmers, and DJs. These efforts introduce at-risk youths to community radio and educate them about the opportunity to be on the radio. WFHB Board of Directors members and all staff participated in Implicit Bias training this past year. This valuable training will be incorporated as an annual requirement. We also work with community organizations, including the Indiana Arts Commission to further address Diversity, Equity and Inclusion strategies.

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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 through our locally produced programming. 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. 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. 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. Volunteer participation has increased in our News Department. Our ability to reach our community has blossomed, not diminished, during this past year. We are offering valuable training, on air experience, and the opportunity for increased community participation to our community members. We operate with a small staff and a huge group of committed volunteers. Funding from the CPB allows us to be a vibrant community resource. Any disruption in CPB funding, for us, would require a restructuring of the organization, putting staff positions in jeopardy, in an already lean operation.