

**Corporation for Public Broadcasting Community Service Grant**  
**Station Activity Survey**  
**Section 6 - Local Services and Content Report for 2021**  
**WFHB Community Radio**

**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.*

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. Our persistent aim has always been to reach audiences as diverse as our membership. WFHB has always been a strong ally of the local music community and produces a weekly "Local Live" program, featuring local musicians playing live in-studio for listeners (production was halted for the month of January due to Omicron and we hope to restart again in February). 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. 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 produced by and for our communities. "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. "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. "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. "Interchange" invites authors, speakers, and educators to participate in in-depth interviews and discussions on topics of current interest. Many of these programs address topics of interest to listeners beyond our terrestrial broadcast service area and this content is available everywhere via live streaming, archive streaming and podcasts on our website as well as through public media distribution services such as PRX. WFHB Local News has won over 70 awards for journalistic excellence through the Society of Professional Journalists. The "WFHB Local News" has continued as a valuable source of local news for our listeners especially during the beginning of the COVID crisis in 2020 when local instructions and mandates were in flux. Updated news and related information is produced every day and available on-air, online, and via live streaming, podcast, or download at any time. WFHB prides itself on being a low-barrier, zero-cost learning experience for volunteers. They work both behind the scenes and on-the-air, learning technical production, creative content creation, digital archiving and editing. Many former WFHB volunteers have successfully transitioned to professional radio using the skills acquired during their time at WFHB.

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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 of our area's social service providers — working to share information about services to the community at large, serving as media sponsor to their events, and working with organizations to produce educational programming and public service announcements. In addition, WFHB produces programs in direct collaboration with city social services like, "Hola Bloomington", a Spanish-language program produced in partnership with the City of Bloomington's Community and Family Resources Department. And "Activate!", a program about volunteerism in Bloomington produced in partnership with the City of Bloomington Volunteer Network. WFHB also has a strong relationship with Indiana University and IVY Tech Community College and offers valuable work experience for interns and work study students. The Indiana University Asian Cultural Center is our partner for "Hearabouts: Asian American Midwest Radio." WFHB collaborates with CATS (Community Access Television Services) to produce a unique weekly 30-minute show that recaps government meetings as well as stories related to those meetings. Our Assistant News Director serves as a government accountability reporter for the station

in partnership with Community Access Television Services (CATS) and produces the program that airs on CATS each week and segments that air on WFHB throughout the week. This partnership is integral to keeping the community informed about their local government and maintaining transparency. 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. For the last two decades, WFHB has partnered with Harmony Education and Rhino's Youth center to air four hours of teen curated content each week. The center closed in 2018, but the staff at WFHB have been rebuilding the Youth Radio program which will be fully managed by the station. This is giving WFHB even more opportunities to reach out to youth-oriented non-profits in the area for collaboration. Currently, the program has received grant funding from the Bloomington and Monroe County Community Foundation and WFHB staff is speaking with high schools in the area and other non-profits such as Girls Inc., the Boys and Girls Club, and Girls Rock who are eager to collaborate with the station.

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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.*

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. CATS (Community Access Television Services) of Bloomington and Monroe County Indiana, developed a first-of-its-kind, local governmental news program. In our model, CATS acquires the meetings, of which we covered 660 in 2021, then WFHB News staff review the meetings and compose a weekly script for our program "CATSWeek", which represents a condensed but highly accurate distillation of the governmental coverage CATS provides every week. In addition to condensing 30+ hours of governmental programming into a half-hour program every week, the combined efforts of CATS and WFHB have vastly increased the transparency of local government. This cooperatively produced weekly program helps to connect neighborhoods with time-sensitive information regarding every aspect of governmental operations, unfettered by the necessity to be in-person for these meetings. CATS has cooperatively produced this

program with Community Radio WFHB since 2009. Testimonial from Michael White, General Manager of CATS "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, Nashville Arts and Entertainment Commission "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 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." Youth Radio participant "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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.*

WFHB continues to air locally produced programming that addresses the needs of minority and diverse audiences. Cultural perspectives and news updates for the LGBTQI community in south central Indiana are part of the WFHB program, "bloomingOUT." "Bring It On!" addresses the issues, events, and news for the African American community, while "Hola Bloomington" is WFHB's Spanish-language weekly program 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. During FY2020, WFHB hosted "The

Hijabi Diaries: Muslim Women Speaking for Themselves”. “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 collaborates with local 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. 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. WFHB Board of Directors, members, and all staff participated in Implicit Bias training this past year. This valuable training is an annual requirement to be involved with WFHB. 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 29 years, WFHB has provided invaluable community service through our locally produced programming. 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 more local news content. In 2021, funding from the CPB was directly responsible for the station's ability to hire a full-time Development Director to help strengthen and diversify WFHB funding sources. Our ability to reach our community has blossomed, not diminished, during this past year. We are engaging with the community more than ever before and excited about growth possibilities in our Youth Radio program and more support in station development. While much 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. WFHB offers 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 would require a restructuring of the organization, putting staff positions in jeopardy, and fundamentally affect the station's ability to provide the essential news, information, and perspective that is invaluable to our listeners in South Central Indiana. \_\_\_\_\_