

Cincinnati Public Radio Local Services Report- FY 2016

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.

Cincinnati Public Radio believes that to stay relevant and vital to listeners' lives, as well as to grow audience, WGUC and WVXU must move from a mass media broadcast mentality to a pro-active engagement model that sets it apart and focuses on building community and providing meaningful content, especially local content, whenever and wherever listeners are seeking it. As such local programming includes the programs *Cincinnati Edition*, *Around Cincinnati*, *The Book Club@ 91.7*, and *Cincinnati Spotlight*. Content from these programs addressed issues of importance to the community - such as the 2016 local, state and national elections, homelessness, police community relations, the heroin epidemic, domestic violence, teen mental health and school safety. neighborhood activities and arts performances – and was available via on-air broadcasts, as well as online and mobile platforms. The station apps made the live broadcast streams easily accessible and offered links to individual content segments. Educational programs introducing children to classical music (*Classics for Kids®*) and voting and the political process (*Democracy and Me*) provided expanded outreach to students and teachers. Station personnel are active and visible in the community, interacting with listeners and community leaders to learn their needs and concerns - and representing the station across the region. In FY2016, the Cincinnati Public Radio Board of Directors continued its emphasis on community involvement, audience engagement and community collaborations as strategic priorities for the organization.

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.

WGUC and WVXU benefit from a variety of community partnerships. Key initiatives for the 2016 fiscal year included:

- A variety of community leaders and experts serve as contributors to the local programs *Cincinnati Edition* and *Around Cincinnati*. Among the contributors are Thane Maynard, Executive Director of the Cincinnati Zoo and Botanical Garden; music historian David Lewis; Jim Stump, Producing Artistic Director at New Edgecliff Theater; Kelly Blewett, from the University of Cincinnati; Theater critic Rick Pender; and writers Jane Durrell and Barbara Gray.
- WVXU's daily talk show, *Cincinnati Edition*, instituted the Friday News Review with guests from local news outlets and partners including WCPO-TV, wcpo.com. *Cincinnati Business Courier*, *Cincinnati Enquirer*, and the Ohio Public Radio Statehouse News Bureau.

- During FY2016, WVXU continued to utilize the NPR Core Publisher infrastructure for its news website. This relationship with NPR has resulted in better local and national news integration, as well as opportunities to increase website usage and engagement, especially for local stories.
- WGUC participated in the Cincinnati Symphony Orchestra's "One City, One Symphony" community celebration, encouraging the entire Greater Cincinnati community to come together around the theme of "HOME." Ahead of CSO concerts conducted by Music Director Louis Langrée, WGUC broadcast a variety of performances of music composed by Aaron Copland and Leonard Bernstein while also encouraging members of the community to experience the music together and attend a weekend of special events.
- WGUC also participated in the Cincinnati Symphony Orchestra's Lumenocity weekend by collaborating with CET and the CSO to broadcast this live community event so the entire community could participate and enjoy the concert.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2016. The *Classics for Kids*® outreach program continues to be offered to the public radio system and lesson planning materials are available free to teachers, with new curriculum resources and teacher workshops added to its resources in FY2016. The *Classics for Kids*® educational website – www.classicsforkids.com – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. This website is utilized in both classroom and home settings across the United States and the globe.

- *Classics for Kids*® continued its unique partnership with the Linton Music Series' Peanut Butter and Jam Sessions to promote continued listening to classical music by their preschool concert attendees and their families. Families are encouraged to tune to WGUC days after attending a concert to hear a featured composer or piece of music. If they could answer a question relating to the broadcast, they would receive a *Classics for Kids*® CD as a prize.
 - Cincinnati Public Radio partnered with several community foundations to present such programs as WGUC's *Classics for Kids*® educational outreach and local broadcasts of Cincinnati's premier classical music performances, making them freely available to the community; as well as WVXU's educational outreach effort, *Democracy and Me*, to help junior high and high school students become more informed about the political process and media, and *Cincinnati Edition*, WVXU's weekly panel discussion show exploring local issues and concerns.
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.

Cincinnati Public Radio regularly monitors the impact of its community service, including measurement of its stations' broadcast listeners, website users and app downloads. Total unduplicated weekly audience for all stations measured 280,600 during Spring FY2016. The

stations also enjoy high listener loyalty and satisfaction, stimulating demand for local visits by national programs and hosts. These types of events work to strengthen the bond between the programming and listeners. Several took place in 2016: In February 2016, The Political Junkie Ken Rudin came to Cincinnati to join WXU's Howard Wilkinson in conducting master class and small group sessions with students from Future Leaders OTR, Seven Hills Upper School and Walnut Hills High School. More than 200 students from 5 local schools learned more about the media's role in the political process and journalism as a career.

In 2016, the *Classics for Kids*® audience averaged 7,000 listeners per week in Greater Cincinnati. Nationally, an additional two dozen stations carry the program. The *Classics for Kids*® podcast is averaging 83,000 monthly downloads and is Cincinnati Public Radio's most listened to podcast.

Comments from Classics for Kids users include:

- *Wow! What an awesome gift you give us. Thank you. We homeschool, and this is an excellent resource. We will be spreading the word!*
- *My students love the weekly shows. Most are not exposed to classical music in their homes. This is a wonderful listening activity for my students.*
- *We love your program and believe that it is a major contribution to music education.*
- *Thank you so much for this valuable resource! This is a wonderful curriculum, very detailed and comprehensive. We are all excited to begin!*
- *I just wanted to let you know that we really enjoy listening to Classics for Kids every week. We try to catch it on the air, but it's great that you also have it available as a podcast in case we miss it. I have 3 children ages 5, 7 and 9 and they have learned a lot about music from it. Thanks and keep up the great work!*
- *My students love the weekly shows. Most are not exposed to classical music in their homes. This is a wonderful listening activity for my students.*
- *I love this site. I teach general music (1-4) grades. A long time ago I got a few CD's from this program. I've used them for years. I also taught music history (6-8) a few years ago and referred back to those CD's many times for those classes.*
- *I thought I'd let you know what I'm doing with "Classics for kids" right now. I'm creating a "Take home" assignment (using the website) that is similar to "Accelerated reading" for their library /reading program....I'll be using those quizzes as their exit exams for the specific composers and pieces.*
- *I have a link to your site from my website. The kids love it and the parents see it as a great resource. Thanks for making classical music fun and accessible.*

The *Classics for Kids*® partnership with the Linton Music Series' Peanut Butter and Jam Sessions promoted continued listening to classical music by families and their preschoolers. Sixty – one families participated and received CDs allowing them to continue to share classical music with their children on an ongoing basis.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY2016, WGUC and WVXU continued to improve their efforts to develop new and diverse audiences by presenting classical, jazz, swing and blues music, and the stories surrounding it, in an entertaining and enriching way; and reporting on a wide variety of topics and issues of interest to the entire community. Both stations continue as primary sources for information about the local arts community, throughout the broadcast day and during the local *Cincinnati Spotlight*, *Cincinnati Edition* and *Around Cincinnati* programs, and in all websites and e-mail newsletters.

WGUC recorded and broadcast the concerts of the Cincinnati Symphony Orchestra, Cincinnati May Festival, and Cincinnati Opera, making these performances available to individuals unable to attend for physical or economic reasons. Recordings of other local performance organizations like the Linton Music Series, Vocal Arts Ensemble, and several local organ concert series were also featured on the locally produced program, *Music Cincinnati*. WGUC also produced special programming for Rosh Hashanah, Yom Kippur and Chanukah. WGUC also broadcast the Cincinnati Symphony Orchestra's Classical Roots and Music Now concerts which target a diverse audience.

Every week the WVXU news and content team produced stories and interviews for *Cincinnati Edition*, *The Book Club @91.7* and *Around Cincinnati* that provided interesting content for minority and other diverse audiences, including regular reports on conservation and wildlife, sports, personal finance, technology, books and music of all genres, theatre, art, community organizations, and movies. WVXU's political reporter regularly expands the station's election and ongoing political coverage both on-air and online, including a weekly on-air feature to keep listeners up to date on issues and events.

Additional nationally produced documentaries were also broadcast covering a wide variety of topics for new and diverse audiences including *America Abroad*, *American Radioworks* (exploring education issues), and *Invisibilia*. WVXU also broadcast the candidate debates and election/caucus results throughout the presidential primary process.

www.wguc.org, is reaching out to new and more diverse audiences through an audio stream of WGUC's broadcast programming; archived audio of station produced programs and modules, web-only programming; special giveaways; community arts events information; links to other classical music resource sites and news sources; and a mobile app.

www.wvxu.org offers its live audio stream and archived programming; local news stories from the WVXU News Team; news and weather from WCPO; seamless, dynamic content from a national sources including NPR, American Public Media, Public Radio International; podcasts; RSS feeds; and mobile app to reach out to new and diverse audiences.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2016. The *Classics for Kids*® outreach program continues to be offered to the public

radio system and lesson planning materials are available free to teachers, with new curriculum resources based on Gustav Holst added to its archive in FY2016. The *Classics for Kids*® educational website – www.classicsforkids.com – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. This website is utilized in both classroom and home settings across the United States and the globe.

WVXU continued its educational outreach program, *Democracy and Me*, to focus high school students' attention on the democratic process, and facilitate their understanding of the electoral process, including the roles of citizens and the media, so that better understanding could lead to increased participation. The program included hosting a master class and small group sessions featuring political reporters Howard Wilkinson and Ken Rudin with students from Future Leaders OTR, Seven Hills Upper School and Walnut Hills High School. More than 200 students from 5 local schools learned more about the media's role in the political process and journalism as a career. A curriculum rich online resource was launched at www.democracyandme.org to assist social studies teachers in the classroom.

WGUC and WVXU are continuing these on-air and off-air activities in FY2017, especially the production of *Cincinnati Edition* with its comprehensive and consistent focus on issues and conversations important to the citizens of Cincinnati, and *Around Cincinnati* with its coverage of Greater Cincinnati's arts and cultural community.

Education resources continue to be added to WGUC's *Classics for Kids*® and *Democracy and Me* websites. Teacher workshops are also presented for both programs.

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?

CPB funding has a tremendous impact on the ability of WGUC and WVXU to maintain its service to the Greater Cincinnati community. With it we are able to provide the Greater Cincinnati area with its only broadcast source of classical music and a full time news and information station that focuses on the local, national and international events and issues of the day. Without CPB funding, both stations would have to severely reduce our efforts to increase the audience for classical music and keep the citizens of Greater Cincinnati well informed and engaged. Our involvement with the Greater Cincinnati arts, cultural and educational community would also be greatly curtailed. In fact, it would be extremely difficult to record and broadcast local musical performances and thus extend our community's access to these performances; or to serve as a consistent, reliable source of news, as well as information about arts and culture, in our area. It would also be difficult to reach out into the educational community through off-air means with programs like *Classics for Kids*® and *Democracy and Me*, or continue to provide the stations' websites, podcasts, events and e-mail newsletters.