

Cincinnati Public Radio Local Services Report- FY 2017

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*, and *Cincinnati Spotlight*, as well as new local podcasts *Start Hear* and *Looking Up*. Content from these programs addressed issues of importance to the community - such as the 2016 local, state and national elections, homelessness, conservation and sustainability, race relations, the heroin epidemic, domestic violence, teen mental health, transgender equality, city and country government, neighborhood activities and arts performances – and was available via on-air broadcasts, as well as online and mobile platforms. The station apps and website 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 FY2017, 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 2017 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; David Koester, Extension Agent for Boone County Cooperative Extension Office, and writers Jane Durrell and Barbara Gray.
- WVXU's daily talk show, *Cincinnati Edition*, presents 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 FY2017, 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.
- WVXU held a Community Conversation, reaching out to the underserved community of Madisonville, conducting interviews with residents and community leaders during the community event I Heart Madisonville Day. After learning about the community and its stories, a special series highlighting the neighborhood was broadcast and presented online. Cincinnati Edition also presented a program devoted to the neighborhood, as well as several program segments based on the issues identified in the conversations with residents.
- WGUC participated in the Cincinnati Symphony Orchestra's "One City, One Symphony" community celebration in November 2016, 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 final Lumenocity weekend by collaborating with CET and the CSO to broadcast this live concert event so the entire community could enjoy the concert.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2017. 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 added to its resources. 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.
- WGUC Music Director Jessica Lorey presented a *Classics for Kids* educational program at Imaginations Abound Early Learning Center in Alexandria. She also provided a WGUC Virtual Tour and History of Scandinavian Composers presentation for the Sons of Norway Lodge.

- 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.
 - *Democracy and Me* Educational Teacher Workshops were presented by Dave Clark, Curriculum and Technology Specialist at Butler County Educational Service Center, August 10 and September 9, 2016. A mock presidential election was developed and offered to teachers for use in their classrooms. 452 students participated.
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 284,300 during Spring FY2017. 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. One example is *StoryCorps*. WVXU welcomed the StoryCorps Mobile Booth to Cincinnati from April 20 – May 19, providing members of the local community with the opportunity to record conversations between family and friends. 142 interviews and two special events took place during the visit. WVXU began broadcasting excerpts from the conversations on Wednesdays at 6:45, 8:45 and 4:44 beginning June 7th.

In 2017, the *Classics for Kids*® audience averaged 6,000 listeners per week in Greater Cincinnati. Nationally, an additional two dozen stations carry the program. The *Classics for Kids*® podcast is averaged 40,455 monthly downloads in 2017 and is Cincinnati Public Radio's most listened to podcast.

Comments from *Classics for Kids* users include:

- *Thank you for your detailed research and wonderful website for music education! I have used your composer studies and games in my studio for many years. Rhythm Master has always been one of my students' favorites.*
- *Love the new website look! I recommend ClassicsforKids all the time! Such a GREAT resource!*
- *I just have to write and say how much I have enjoyed your podcast: the format, content, presentation and everything else. I'm a long-time classical music lover, and*

this podcast is by far the most informative and entertaining classical music podcast I've heard to date. My kids can't get enough of it either...Very glad I found your website. Thank you 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.*
- *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!*
- *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.*
- *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. Forty-two families participated and received CDs allowing them to continue to share classical music with their children on an ongoing basis. To date, the partnership has sent 351 CDs to local families.

WVXU's educational outreach project, *Democracy and Me*, provides social studies teachers with access to free tools and learning experiences, as well as lesson plans, current local and national news stories and a blog – all to help students better understand the electoral process, the roles of citizens, and media literacy, with the goal of encouraging their civic participation as adults. During the 2016 -2017 school year, the *Democracy and Me* website has had 4,205 Sessions; 3,527 Unique Users and 7,593 Pageviews.

Also as part of the project, WVXU hosted two Teacher Workshops, August 10 and September 9, 2016 focused on the election and additional classroom activities. The workshops were attended by 35 teachers representing 2257 students.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY2017, 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 Hanukkah. 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* and *Around Cincinnati* that provided interesting content for minority and other diverse audiences, including regular reports on literacy, 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 presidential candidate debates throughout the presidential primary process and provided in-depth online coverage of local candidates and issues.

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; weather from WCPO; seamless, dynamic content from 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 FY2017. The *Classics for Kids*® outreach program continues to be offered to the public radio system and lesson planning materials are available free to teachers. 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 website, democracyandme.org, to assist social studies teachers in the classroom with resources and lesson plans that help focus high school students' attention on the democratic process, and facilitate their understanding of their roles of citizens so that better understanding could lead to increased participation as adults.

WGUC and WVXU are continuing these on-air and off-air activities in FY2018, 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 continuing for both programs. A video introducing journalism as a career and school visits by WVXU's political reporter are also planned for *Democracy and Me* in FY2018.

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, apps and e-mail newsletters.