



Local Content and Service Report To The Community Fiscal Year Ended June 30, 2022

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 provides regular ongoing coverage of community issues through local news reports and from our local talk show.

Cincinnati Edition, which airs every weekday during the noon hour, brings listeners all the new and noteworthy reporting from NPR's Cincinnati member station, focusing on the entire Tri-State metro area in Ohio, Indiana and Northern Kentucky. Covering topics ranging from local and regional government to business and economics, science and technology, the arts, education and health, *Cincinnati Edition* is a grab bag of the interesting and important things going on around town, with context and analysis from experts, insiders and the investigative reporters from 91.7 WVXU's local beats as well as NPR News. Our goal is to be an indispensable source of high-quality, reliable information for our community of listeners.

In Fiscal Year 2022, the WVXU news team produced hundreds of radio stories that kept the Greater Cincinnati community informed of important issues facing the community. WVXU continued to provide information about the pandemic throughout the year.

We have continued our *Round The Corner* local news initiative in Fiscal Year 2022. Our region's people and neighborhoods have fascinating stories, and WVXU is committed to telling them. *Round the Corner* shines a light on the people, businesses, history, and events that make Greater Cincinnati a fascinating place to live, work and raise a family. This year we explored Lincoln Heights' history, the Lindenwald neighborhood in Hamilton and a report on veterans and the many issues they face.

We also offer a full schedule of locally hosted classical music on WGUC, which attracts an enthusiastic and loyal audience. WGUC continues to be the voice of the arts in Greater Cincinnati. Each weekday at 10 a.m. and 5 p.m., you'll hear about an upcoming concert, performance, production, or event from one of our area's outstanding arts and cultural organizations.

Cincinnati Public Radio identifies concerns and needs through regular contact with a broad range of educational, political, religious and community leaders through meetings with our board and community advisory board members.

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.

Cincinnati Public Radio seeks to address the diversity of its listening audience through its local news coverage, diverse program schedule, and non-broadcast activities.

Cincinnati Public Radio has renewed its relationship with the Cincinnati Symphony Orchestra. The collaboration includes live recordings of CSO and Pops concerts, which air on 90.9 WGUC Sunday nights. WGUC was able to begin recording the CSO concerts again this year. The rebroadcast of the live concerts serves many in the community who may not be able to afford a ticket or may have limited mobility and, therefore, can't attend an in-person concert.

WGUC broadcast the Cincinnati Opera showcase live during their temporary move to Summit Park in Blue Ash due to the social-distancing protocols in place at the time.

WGUC continues to offer a 24-hour all-jazz station on WGUC HD2 and local internet broadcaster Inhailer Radio on HD3. Inhailer recently celebrated its fourth anniversary. Local and independent music continues via WVXU HD2 through a partnership with Radio Artifact from Northside's Urban Artifact. All program streams are available online and through the station apps.

Cincinnati Public Radio was also a sponsor for the *Nashville X Cincinnati Pipeline* Event, where we partnered with a local Freestyle/Hip Hop recording artist to bring live music to a world where distance and separation became the norm due to the pandemic. The collaborative music and networking event took place at Urban Artifact to capitalize

on the city's musical strengths, giving local artists an outlet to share their unique and diverse talents with the Cincinnati community.

Our collaboration with the Cincinnati Shakespeare Company continued with more original adaptations created for our WVXU airwaves.

In Fiscal Year 2022, WVXU broadcast two candidate debates in partnership with The Ohio Debate Commission. The host of WVXU's *Cincinnati Edition* served as moderator for the Ohio gubernatorial Democratic primary debate between former Cincinnati mayor John Cranley and former Dayton mayor Nan Whaley. WVXU aired the hour-long debate live on-air and online. WVXU also broadcast the Commission's debates for Ohio's open U.S. Senate seat.

One of the most significant collaborative efforts from Ohio public radio stations launched this year with the establishment of The Ohio Newsroom (TON), the largest statewide radio and digital news service in the Buckeye State. In many cities and towns across the country, newspapers and television stations are becoming a dying breed, limiting the number of viable options for those seeking unbiased local news, information, and community. TON will help tell the stories from Ohio's news deserts and produce reports of statewide significance. Cincinnati Public Radio, Ideastream (Cleveland), WOSU Public Media (Columbus); and WYSO (Yellow Springs) are founding members. WGTE (Toledo); WCSU (Wilberforce); and WYSU (Youngstown) have joined as members of TON. The TON logo was designed by Cincinnati Public Radio.

WVXU and the University of Cincinnati's College-Conservatory of Music joined forces for a new radio play competition – CCM Radio Theatre. The contest was opened to current and former U.C. students who submitted an original short play for a chance to win cash prizes. A U.C. alumnus was named the winner. The top three winners were awarded a cash prize for their work in addition to having their plays produced by CCM for broadcast on 91.7 WVXU. You can listen to the plays on demand. Cincinnati Public Radio was excited to partner with the talented students at CCM to bring fresh, original radio dramas to our listeners. The competition allowed Cincinnati Public Radio to give back and support the creative writers in Greater Cincinnati. The top four productions were recorded by CCM students at our studios and were aired on WVXU over Memorial Day weekend.

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's ongoing effort to diversify programming on WGUC and WVXU is showing in the numbers. The weekly broadcast listeners increased by 1,000 unique listeners from Fiscal Year 2021 to Fiscal Year 2022.

WEEKLY BROADCAST LISTENERS

211,000

MONTHLY USERS ON DIGITAL PLATFORMS

Websites and Apps

258,171

Streaming Sessions

119,863

SOCIAL MEDIA FOLLOWERS

Facebook

@91.7 WVXU 13,795

@90.9 WGUC 3,659

Instagram

@917WVXU 2,809

@909WGUC 942

Twitter

@917WVXU 26,237

@909WGUC 1,760

Cincinnati Public Radio's Classics for Kids and Democracy and Me educational outreach programs saw increases in use and engagement as students and teachers were still using remote learning and parents who were homeschooling sought out additional resources to help engage and educate their children during the pandemic.

Cincinnati Public Radio launched a new WGUC Classics for Kids website and continued the Maestro of Tomorrow contest to reward students who are considering music, whether performance, production or other, as a career goal. To reach a more diverse audience, Cincinnati Public Radio brought on a Black contributor whose new blog celebrates diverse composers and players. We hosted a Zoom event introducing the new website and blogger to users. Make Music Day Cincinnati and Classics for Kids© teamed up to bring the music to Washington Park on June 21. We had more than 200 kids join us for this Cincinnati Public Radio signature event. We invited summer camps from Cincinnati Recreation Center and Project Connect. There were many musical activities for the children, including bucket drumming sessions, an instrument petting zoo with Antonio Violins, Peanut Butter Jam Session with Linton Chamber Music, and so much more!

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 as citizens so a better understanding could lead to increased participation as adults. The Democracy & Z podcast continued production, offering the youth in our community an opportunity to create content and share their voices. We partnered with schools like Talawanda High School in Oxford, Ohio, for the Democracy & Me Student Voices Competition, which invites young people to express their thoughts on the role of media in our democracy—in writing, audio, video, or other creative formats. Their prompt in 2022 was addressing false narratives in their lives, and we received over 100 entries from around the region. We continue our partnership with a local Northern Kentucky University professor who regularly writes blog posts and lesson plans on the website (democracyandme.org) on a wide range of topics such as Curricula to Combat Bullying in Schools; Our Nation's History: Celebrating Juneteenth, a U.S. National Holiday; and The Re-education of Our Children: Toward a More Diverse Curriculum.

Working with contributors from Northern Kentucky University, Miami University and the University of Cincinnati to increase our content offerings connects Cincinnati Public

Radio to the local college community. These partnerships allow us to reach an audience that, for the most part, is not coming to public media for content and one we are working hard to introduce to Cincinnati Public Radio.

Cincinnati Public Radio listeners provide ongoing feedback about our programming and its impact on the community. Comments like these are typical:

- *"WVXU, NPR and their dedicated staff are a vital news and information lifeline in a time when accurate news and information are more important than ever. I have tremendous respect for the folks at WVXU. Thank you."*
- *"I was a new nurse when the pandemic first started. I often felt overwhelmed. We knew even less about the virus at the time—an incredibly sad time in my life. Driving home, NPR provided a calm and quiet comfort to me that I will never forget. Thank you."*
- *"Long-time listener, first-time supporter. Whenever there is breaking news, this is the place I turn. I know I can trust the teams at WVXU and NPR for top-notch reporting."*
- *"We are sustainers but wanted to give extra help because you have given so much of your final fundraising day to DOING YOUR JOB, bringing us today's sad but vital news. Thank you--I'm proud of you!"*
- *"Extremely impressed with coverage of Ukraine and Russia. You're keeping the news first."*
- *"I was inspired when you all stepped your game up the great reporting EVERYONE of YOU have done. And the reporting of the Ukraine/Russia has been stellar. Keep it up crew and adding new perspectives!"*

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Cincinnati Public Radio provides regular ongoing coverage of stories of special interest to minority and other diverse audiences. WVXU's political reporter regularly expands on the station's election and continuous political coverage on-air and online, including a

weekly on-air feature to keep listeners updated on issues and events. In addition to the *Round The Corner* series, WVXU's news and content teams produced stories and interviews for Cincinnati Edition that provided interesting content for minority and other diverse audiences, including regular reports on literacy, conservation and wildlife, politics, sports, personal finance, technology, books and music of all genres, theatre, art, community organizations, and movies.

WGUC broadcast 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. WGUC also broadcasts the Cincinnati Symphony Orchestra's Classical Roots and selected Pops concerts which target a diverse audience.

WGUC is seeing a consistent increase in Black listeners. We have been intentional in adding Black and Brown composer music to our playlist throughout the day. Our hosts have also been intentional in inviting members of the Black and Brown arts and culture community to share their events on Cincinnati Spotlight. The program airs each weekday at 10 a.m. and 5 p.m., and guests discuss upcoming concert, performance, production, or event information with WGUC listeners.

WVXU and WGUC's digital H.D. channels provide access to music genres otherwise unavailable to broadcast listeners. WVXU presents local independent music broadcaster Radio Artifact to its 91.7 WVXU HD2 channel; WGUC presents 24-hour jazz programming on its 90.9 WGUC HD2 channel and independent music from Inhailer Radio on its 90.9 WGUC HD3 channel.

As pandemic fears slowly eased, Cincinnati Public Radio's Democracy and Me program brought ten high school student interns on board to produce the Democracy & Z podcast. Many of the students were from historically marginalized communities. Their unique perspectives were an asset to the organization and the community.

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 is critical to Cincinnati Public Radio's local mission: Without CPB funding, Cincinnati Public Radio would be in a position of budget cuts and staff layoffs, resulting in severe impacts on our programming and public access opportunities. The WVXU news staff invests the time necessary to cover the angles commercial news won't.

These are political, economic and cultural issues that are important to the people of Greater Cincinnati. Through CPB funding, we can engage and meet the community through events. Without the support of CPB, Cincinnati Public Radio would be unable to provide the current level of community programming and outreach. It's hard to imagine Cincinnati without Cincinnati Public Radio. The CPB funding helps Cincinnati Public Radio keep the community informed.