



## Local Content and Service Report To The Community Fiscal Year Ended June 30, 2021

**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, in FY21, local programming included the programs Cincinnati Edition, Around Cincinnati, and Cincinnati Spotlight, as well as local podcasts Start Hear and Looking Up. Content from these programs addressed issues of importance to the community - such as the 2020 local, state and national elections; the local pandemic response and coronavirus information; foreclosures and evictions; Black Lives Matter protests; LGBTQ senior housing; tax abatements; urban farms; 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 democracy and the political process (Democracy and Me) provided expanded outreach to students and teachers. As part of our special 'Round the Corner series, station personnel were active and visible in the community, interacting with listeners and community leaders to learn the needs and concerns of traditionally overlooked and under-reported neighborhoods and demographic groups - and representing the station across the region.

**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 2021 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; 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, Dean Regas, astronomer at the Cincinnati Observatory, musician and filmmaker Yemi Oyediran and writer 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, the Ohio Public Radio Statehouse News Bureau, and the Kentucky Public Radio News Network.
- During FY2021, WVXU continued to utilize the NPR internet 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 and the Cincinnati Symphony Orchestra continued its concert broadcast partnership by offering on-demand streaming of the WGUC's CSO concert recordings for a week following their on-air broadcast, allowing even more classical music listeners, and those community members unable to attend concerts for health or financial reasons, to enjoy the performances.

- WGUC's Cincinnati Spotlight feature a provided daily focus on Greater Cincinnati's performing arts organizations. When the coronavirus pandemic caused these organizations to cancel performances, Cincinnati Spotlight evolved into a new feature, Cincinnati Spotlight Intermission, to give renewed focus to these partners and the alternative programming they are now offering, as well as their plans for the future.
- To help fill the broadcast void in the local music community, WVXU presents local independent music broadcaster Radio Artifact on its 91.7 WVXU HD2 channel; streams the programming on its app; and created a skill for the Amazon smart speaker. WGUC offers an additional local independent music broadcaster, Inhailer Radio, to its 90.9 WGUC HD3 channel.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2021. 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](http://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.

- WGUC continued to add multimedia resources to its Classics for Kids® website, [classicsforkids.com](http://classicsforkids.com), including a musical note names game for Alto Clef.
- Classics for Kids® presented performances at a local library and the Books By the Banks book festival as a family event to introduce young children to classical music and storytelling. The program also built on partnerships with the Cincinnati Symphony Orchestra, CET public television and My Cincinnati youth orchestra, as well as the further enhancement to partnerships with May Festival and Mindful Music Moments.
- 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 Consultant Dr. David Childs presented a series of professional development sessions for teachers, introducing them to civic and history and the available Democracy and Me online resources. Production and distribution of the student podcast, Democracy and Z, began in partnership with Elementz, a local arts and education center. Other community partnerships included Streetvibes/Coalition for the Homeless, Fourthwall Youth Studios, the Young Activists Coalition, and Girl Scouts of Southwest Ohio.
- In addition, WGUC presented special live and recorded broadcasts of productions by Cincinnati Opera, the Cincinnati Shakespeare Theatre, and, in a partnership with the University of Cincinnati's CCM, as well as a separate collaboration with the Cincinnati Film Festival, co-sponsored and broadcast radio drama productions. All of these were efforts to provide public access to outstanding local performance artists when their usual venues were unavailable during the pandemic.

### **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 averaged 200,000 listeners in FY2021. The stations also enjoyed above-average listener loyalty and satisfaction, stimulating demand for personal encounters with station staff and tours of the station.

- Classics for Kids® helps parents and teachers introduce young children to classical music in a fun, entertaining way through its weekly radio program/podcast, multimedia website and curriculum materials. If we somehow could have anticipated the COVID-19 crisis, and spent years designing a virtual musical outreach program to meet the special needs of this time, we couldn't

have done better: every week we hear from listeners of all ages, telling us how essential and inspiring CFK has been for them.

- Last year's addition of Julie Coppens as Education Outreach Coordinator has brought new energy to Classics for Kids®' outreach, building on partnerships with the CSO, CET and MyCincinnati as well as the establishment of new partnerships with May Festival, Cincinnati Boychoir, and Mindful Music Moments. This year, with limitations on in-person outreach, Julie provided virtual music content for the Girl Scouts of Southwestern Ohio; joined the executive leadership of the Greater Cincinnati Alliance for Arts in Education; and contributed to two major media projects by the May Festival, helping to launch their "City That Sings" initiative and, in April, voicing Emily Dickinson poems for a "Song and Verse" concert preview video, among other efforts.
- In FY 2021, ClassicsForKids.com was viewed by 2,940,253 unique users (+57% over last year) with 18,233,615 pageviews (+46% over last year).
- In FY 2021 (with most recent reporting data of Jul 2020-April 2021), the Classics for Kids podcast received 827,050 downloads (an average of 75,186 per month and an increase of 28.57% compared to the same time frame the previous year). Classics For Kids remains Cincinnati Public Radio's most popular podcast, with a global reach.
- Of Note, Classics for Kids®' monthly email newsletter is received by 4,858 parents and teachers monthly, a 7.6% increase from last year.
- Funding was received from Charles H. Dater Foundation and Martha B. Ransohoff Fund of the Greater Cincinnati Foundation in support of Classics for Kids' programming, website and interactive resources.
- Understanding the importance of musical role models for children of all identities and abilities, we're using some of those funds to research and provide more diverse cultural representation on the site: This past year, for instance, we've added biographical entries for several dozen significant composers who identify as Asian, Black, Latinx and/or Indigenous (part of an ongoing effort, in consultation with experts in those cultures); spotlighted women composers and

conductors, and added sound samples from musical instruments outside the Western European classical tradition.

- Twenty-five stations, including WGUC, currently broadcast Classics for Kids®. Two stations were added in the past year – High Plains Public Radio and the station operated by the 5th grade class at Saint Stephen's Della Salle Radio in Waterford, Ireland.
- Classics for Kids® is promoted on WGUC's social media accounts. Over the last 12 months, Classics for Kids® posts generated 24,068 impressions and posts averaged 2.5 engagements per post.
- WVXU's educational outreach project Democracy & Me, sponsored by the Charles H. Dater Foundation, grew tremendously in FY21, doubling its online reach and catalyzing Equity, Diversity and Inclusion efforts at CPR. Under the leadership of Julie Coppens, the program responded quickly and powerfully to the pandemic crisis, racial justice movement, chaotic election season, and other "teachable moments" of our times. We continued to provide social studies teachers with access to free tools and learning experiences, as well as relevant lesson plans, current local and national news stories, and an ever-expanding blog—all to help students better understand their roles as citizens and media consumers—while launching high-impact new initiatives, from engaging video series on our Democracy & Z YouTube channel ("What Does Justice Look Like?," "Democracy 101" for younger kids, and a collaboration with Aiken H.S. on the importance of the U.S. Census), to providing high-quality work-study opportunities for students from backgrounds that have been underrepresented in public media.
- When schools shut down last year, Julie recognized the need for a safe (virtual) space where young adults could connect with their peers, process everything that was happening in our world and in their own lives, develop their media skills and confidence, and have a platform to speak out on issues that matter to them. Over the course of the pandemic we dramatically increased our social media presence, added a monthly book club and a robust paid-internship program, and hosted virtual events. We more than doubled the blog posts on Democracyandme.org, by Dr. David Childs and a range of student contributors

speaking their own truths, and the number of students applying for our Student Voices Competition topped 150, more than tripling last year's participation.

- During the 2020-21 school year, the Democracy and Me website registered 67,642 unique users (+31% over last year) and 119,699 pageviews (+38%).
- The program still offers insightful and timely information on our democracy and media literacy; but we've taken it several steps forward by focusing on student voices, discussing the power of activism and allyship, and listening to students' concerns and aspirations through the Democracy & Z podcasts and the book club. The Student Spotlight section on our website celebrates the students' accomplishments and grass-roots participation in our democracy. We've also grown our relationships with such community partners as Elementz, Streetvibes/Coalition for the Homeless, Fourthwall Youth Studios, the Young Activists Coalition, Girl Scouts of Southwest Ohio, the local League of Women Voters, and more, collaborating on a wide range of creative projects and helping our student participants build their own professional networks—for instance, two of our Democracy & Me interns from this year, both Aiken High Schoolers from immigrant families, will be working summer jobs on film crews with Fourthwall.
- Dr. David Childs, from Northern Kentucky University, continued in his role as Educational Coordinator and Consultant. He significantly increased curriculum materials on the Democracy & Me website, including 36 new lesson plans and weekly blog content, especially encouraging increased interactivity among the site's users. He also shared Democracy & Me resources during virtual conference presentations for the Kentucky History Education Conference and Kentucky Association for Gifted Education (KAGE), and in series of workshops at Northern Kentucky University and Gateway Community College. The NKU workshops focused on promoting Diversity, Equity and Inclusion in educational settings using Democracy & Me resources.
- The student podcast Democracy & Z, launched last year in partnership with Elementz, is on its 40th episode, providing an outlet for students to talk about the issues that impact their lives: racism, gun violence, immigration, voting rights, educational equity, climate change, LGBT+ identity, and life in quarantine, among other topics, with occasional takes on pop culture. The podcast receives

anywhere from 400 to 1,400 downloads per month, with listeners all around the world. While we've been able to keep growing the podcast during the pandemic, via Zoom recording and sometimes using the socially distanced studio space at Elementz, we look forward to getting the students back into our own studios later this year.

**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.**

In FY2021, WGUC and WVXU continued to improve their efforts to develop new and diverse audiences by presenting classical, jazz, and local Triple-A music, and the stories affecting them, 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 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. Recordings of other local performance organizations like the Linton Music Series, Vocal Arts Ensemble, and a 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 selected Pops 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, politics, sports, personal finance, technology, books and music of all genres, theatre, art, community organizations, and movies. WVXU's political reporter regularly expands on 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 APM Reports exploring education issues.

[www.wguc.org](http://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; community arts events information; links to other classical music resource sites and news sources; and a mobile app.

[www.wvxu.org](http://www.wvxu.org) offers its live audio stream and archived programming; local news stories from the WVXU News Team; seamless, dynamic content from national sources including NPR, American Public Media, PRX; podcasts; RSS feeds; and mobile app to reach out to new and diverse audiences.

WVXU and WGUC's digital HD 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.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2021. 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](http://www.classicsforkids.com) – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. The website is responsive to any device, including mobile phones and tablets – extending the reach and portability of the site's multimedia resources. This website is utilized in both classroom and home settings across the United States and the globe, and was especially a needed service when schools went to remote learning during the early months of the pandemic.

WVXU continued its educational outreach website, [democracyandme.org](http://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 FY2021, especially the production of Cincinnati Edition with its comprehensive and consistent focus on issues and conversations important to the citizens of Cincinnati.

Education resources continue to be added to WGUC's Classics for Kids® and Democracy and Me websites. In addition to the Democracy and Me podcast, WVXU's Democracy and Me program operate an internship program. More than a dozen high school and college students made up the most recent class of Freedom Friends learning about journalism, the political process and media literacy as they use their voices to report and reach out to their peers.

We covered and revisited a community whose voices aren't often amplified such as people living with developmental disabilities. We sought to highlight their concerns and very real experiences during the COVID pandemic. This is just an example of one of those reports: <https://www.wvxu.org/local-news/2021-01-26/end-in-sight-for-some-adults-at-high-risk-for-covid-19>.

**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 continues to have a tremendous impact on the ability of WGUC and WVXU to maintain their 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.