



Local Content and Service Report To The Community July 1, 2022 – June 30, 2023

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 (CPR) produces and broadcasts a wide array of programs covering news, education, music, arts, culture, and civic engagement in our role as a trusted source in the community. CPR and its radio stations (91.7 WVXU and 90.9 WGUC) are a valuable part of the community, providing high-quality, non-commercial content.

CPR serves the Greater Cincinnati community with public service journalism that tells many stories you'll only hear or read about on 91.7 WVXU and WVXU.org. The newsroom team interviews and seeks out voices in the community to tell the story and experiences of a variety of diverse people in the region, providing a deeper context. *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 Tri-State metro area in Ohio, Indiana and Northern Kentucky. The WVXU news team provides a voter guide leading up to the general election with candidate interviews and deep dives on the issues that matter to voters. On Election Day, CPR updates on-air and online for federal, state, county and city races.

We bring the community 24 hours of classical music from 90.9 WGUC. More than 80 hours of classical music is hosted locally each week by local hosts who call the Cincinnati area home. We also record and broadcast the Cincinnati Symphony Orchestra, Cincinnati Opera and local chamber and ensemble performances on WGUC.

We offer online streaming for listeners in areas where the terrestrial radio signal may be weak. CPR has three additional online streams to bring listeners diverse music beyond

classical music on 90.9 WGUC and WGUC.org. Listeners can enjoy PubJazz on 90.9 WGUC HD2, online through the WGUC app or Smart Speaker. We partner with community radio station Inhailer Radio to stream AAA/Indie Pop music on WGUC HD3. Local and independent music from Radio Artifact can be heard on WVXU HD2.

CPR also has an active interaction with the audience to identify issues and needs of the communities we serve. We reply to emails, callers and social media comments. We have an active social media presence. We added to our social media presence with the launch of a CPR TikTok account. Some of the popular TikTok videos include staff searching for followers with John Clare, our Classical Music Director, using his tie as an oar, staff serenading our President & General Manager Rich Eiswerth on Music Monday and the search for *All Things Considered* Host Bill Rinehart. The channel has garnered over 25,000 likes since its launch this year. We added to our digital content with audiograms to promote the *Looking Up* podcast and the *Cincinnati Edition* on-demand stories. We continue to connect to the community through public outreach events and thank-you donor events.

AVERAGE WEEKLY BROADCAST LISTENERS

Fiscal Year 2023	YOY
215,500	+2%

MONTHLY USERS ON DIGITAL PLATFORMS

Websites and Apps	
160,381	-37%

TOTAL STREAMING SESSIONS

357,302	+198%
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SOCIAL MEDIA FOLLOWERS

Facebook	
@91.7 WVXU 16,451	+19%
@90.9 WGUC 4,151	+13%
Instagram	
@917WVXU 3,185	+13%

@909WGUC 1,034	+10%
Twitter (<i>Ceased using platform April 2023</i>)	
@917WVXU 26,094	-5%
@909WGUC 1,747	-08%

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.

Our community partnership with the Cincinnati Symphony Orchestra (CSO), Cincinnati Opera and May Festival is a big part of how we serve the community in Greater Cincinnati. Listeners tune in to 90.9 WGUC/wguc.org for the broadcast of CSO subscription concert performances. On Fridays, Evans Mirageas, the Harry T. Wilks Artistic Director of Cincinnati Opera, brings opera stories, highlights, performance previews, and more to WGUC listeners.

CPR continues to connect to listeners through community engagement. Through the diversity of programming and attendance at tabling events, CPR and its news and music stations were part of a shared experience with the community. These events give listeners an opportunity to meet our news and music hosts and staff members, as well as learn more about our current programming schedule on WVXU/WMUB and WGUC.

Here is a list of several events we participated in with staff and volunteers.

- Cultivating Place host Jennifer Jewell spoke to students at Miami University about horticulture. VP of Content Jenell Walton emceed the Evening with Jennifer Jewell at the **Oxford** Community Center.
- Summerfair – **Coney Island**
- **Hyde Park** Art Show
- Healing & Understanding - Democracy & Me Program Coordinator Kahvah Whittaker greeted people at the **National Underground Railroad Freedom Center** for the event. It was an opportunity to share details about the program.

- Cincinnati Chamber Orchestra's Healing & Understanding: We Are One Festival **Downtown**
- Pyramid Hill Art Fair – **Hamilton**
- African American Chamber Meet the Press – **Walnut Hills**
- Public Radio Music Day – Proclamation from the City of Cincinnati and Mayor Aftab Pureval – **City of Cincinnati**

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.

As a leader in public radio, CPR has a responsibility to continuously raise the bar on its excellent programming and reach new, broader audiences. The following outlines several activities and programming in FY23 to educate, inform and entertain the community.

In January, two Girl Scout troops participated in Democracy & Me's first Digital Leadership Day. The day began with a Q & A session with Vice President of News and WVXU Morning Edition Host Maryanne Zeleznik and Government Reporter Becca Costello, where the girls learned about public radio and careers in journalism. The girls recorded short podcasts on topics including fast fashion and the environment, COVID safety, social media and mental health, and student-led initiatives and activism. Lastly, the girls worked on an activity where they learned to identify credible news sources.

In March, Classics for Kids hosted its film-scoring education workshop and field trip experience. The day began at Cincinnati Public Radio, where 38 students and parents from TCP World Academy participated in an interactive discussion facilitated by CPR staff. Students learned the basics of film scoring and participated in a listening activity where they learned how music in film helps to evoke different emotions. The workshop was followed by a studio tour and a trip across the street to Music Hall to the Black Panther in Concert at the Cincinnati Symphony Orchestra. Superintendent and Principal of TCP World Academy commented, "This was a wonderful experience for our group. Thank you so much!"

In June, Democracy & Me joined several local organizations and over 1000 Girl Scouts at the Believe in Girls (B.I.G) Expo South. Girls and their families traveled from booth to booth at the expo to experience interactive activities and learn about each organization. At the Democracy & Me table, scouts got hands-on experience in podcasting with mics, a fader, and a speaker. On the other end of the table, girls could answer a trivia question related to geography, voting and American History for a chance to spin the wheel to take home D & Me prizes. Several troop leaders and coordinators from other youth-serving organizations stopped by to discuss collaboration opportunities in the upcoming year. Thanks to Chief Engineer Will Staffan, for creating the interactive podcast experience and training our volunteers to use the equipment. The girls received a tour of the studios and competed in a scavenger hunt where they were able to learn facts about Cincinnati Public Radio and Democracy & Me's history. It was a day packed with hands-on fun and learning!

Make Music Day took place on June 21, 2023. The day began at the Bond Hill Recreation Center, where CFK host Naomi Lewin and principal horn of the Cincinnati Symphony, Elizabeth Freimuth, performed *A Visit from the White Rabbit* for 28 campers. Students were educated on opera singing and the French horn and were able to ask questions about the story and music in general. Next, the fun continued at CFK's signature Make Music Day event at Washington Park. Over 100 campers from Project Connect, a camp that serves homeless youth in Cincinnati Public Schools, participated in the day's activities, including beat-making with the Music Resource Center, bucket drumming with Band in a Bus, a live performance of *A Visit from the White Rabbit*, and instrument petting zoos provided by Antonio Violin and the Cincinnati Symphony Orchestra. Students were also able to stop by the CPR tent to answer classical music trivia questions for a chance to win CFK and CPR merchandise. CFK's last stop of the day was to the Pleasant Ridge Rec Center, where Naomi and Elizabeth performed *A Visit from White Rabbit* for 82 campers.

Cincinnati Public Radio listeners provide ongoing feedback about our programming and its impact on the community.

- *"My family and I have been listeners for more than 20 years. We played WGUC in our children's bedrooms when they were babies, and now I listen every day at work."*
- *"Moved away but is still a sustaining member and is currently in town and feeling blessed by the music, so is giving a little something extra."*

- *"It was a joy to meet the WGUC staff at the April Reception. They are in fact, as kind and generous in person as they sound on air."*
- *"Keep up the good work. I rely on you guys for in-depth news, and I like to know what's going on around town, so I appreciate the local programming as well."*
- *"All the great programming. Even though I now live 90 minutes away and am outside the listening area, we still listen to WVXU on our smart speaker."*
- *"Always listens to WMUB in the car wherever she goes. Had to pull over to pledge!"*

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 2023, 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 seeks to address the diversity of its listening audience through its local news coverage, diverse program schedule, and non-broadcast activities through our events and educational outreach programs Democracy and Me and Classics for Kids.

- **The BBC Newshour team traveled from London, UK to report live from Cincinnati.** WVXU was excited to welcome BBC Newshour Presenter James Menendez and the BBC crew to the Queen City for several days in April. He reported on local Cincinnati stories and regional stories making headlines around the world. The live broadcast was April 3 from 9 a.m. – 10 a.m. on 91.7 WVXU. James and Newshour Deputy Editor Heba Ayoub visited the University of Cincinnati, Miami University and Northern Kentucky University. They spoke to local college students about BBC Newshour and their own careers in journalism.
- **Juneteenth Cincinnati: Urban Roots Special Programming** - CPR partnered with Urbanist Media to produce an Urban Roots local Cincinnati black history 1-hour special program and five mini-episodes for broadcast on 91.7 WVXU. Cincinnati-based historic preservationist of color Deqah Hussein-Wetzel, urban/architecture journalist Vanessa Quirk, and editor Connor Lynch made up the three-member team. Urbanist Media's initiatives are rooted in community-led storytelling and equitable preservation-based development. The Urban Roots podcast team produces rich narrative radio features and podcasts for (and with) like-minded

organizations and companies. The Black History series was produced as part of WVXU Juneteenth special programming - 90-Second History: A sound-rich, immersive experience that drops you briefly into the life of one person or place of significance to Black Cincinnati history. Marian Spencer, Union Baptist Cemetery, Sarah Fossett, Regal Theatre and Intersectionality at the Cotton Club were topics featured this year.

- **Martin Luther King, Jr. Speech Competition** – Students in grades 5-8 at Elevated Excellence Academy participated in the inaugural Martin Luther King speech competition as part of our educational outreach program Democracy & Me, sponsored by the Charles H. Dater Foundation. Students were asked to use Dr. King's words as inspiration to create an original speech on a current issue that they feel passionately about. Violence, discrimination, environmental justice, and knowing when to stand up for what is right were topics students chose to highlight in their speeches.
- **Film Score Lesson** – The Classics for Kids intern led a Sunday afternoon lesson with host Nikea Randolph on the film score for the Marvel mega-hit movie *The Black Panther*. Thirty students from diverse backgrounds and their parents got a chance to learn the process of creating a film score. After the lesson and station tour, our guests joined us at the Cincinnati Symphony Orchestra's Black Panther live concert.
- **Democracy & Z Presents: A Chat with Mr. Filip Vanden Bulcke, the Belgian Consul General in New York** – CPR Community Advisor Board member Paul Allaer helped to connect the Consul General to CPR while he was in town from New York City in May. Program Coordinator Kahvah Whittaker worked with our engineering team to book a studio. Our Democracy & Z podcast host, who is a rising senior at Sycamore High School, was thrilled at the opportunity to interview an international ambassador right in our very own studio about the diplomatic efforts of Belgium.
- **Cincy Cinco** – On the weekend of May 5, CPR joined the Hispanic Chamber at their table for Cincy Cinco. We passed out candy bags with stickers promoting our Classics for Kids program and Latino USA, which airs on WVXU on Saturdays at 6 p.m. and repeats Tuesdays at 11 p.m. New Cincinnati Public Radio board member Alfonso Cornjero (President of the Hispanic Chamber) invited us to set up at the organization's table. The Mexican candy was a hit with visitors to the event.

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 have to make budget cuts, resulting in severe impacts on our programming. Through CPB funding, we can engage and meet the community through our local news coverage, radio programming and events.