



Local Content and Service Report to The Community July 1, 2023 – June 30, 2024

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) has significantly impacted the community through our radio programming and community engagement efforts. CPR's radio and educational programming, a vital source of information, covers a wide range of topics, from local news and public affairs to science, culture, and music. This commitment to education informs and enlightens our community, fostering a deeper understanding and appreciation of different cultural perspectives. Our classical station, 90.9 WGUC and NPR station, 91.7 WVXU, aim to air music, stories, and discussions that entertain and inform. This inclusivity makes everyone feel represented in our programming. Unlike commercial stations, public radio typically focuses more on local content. The WVXU news and *Cincinnati Edition* teams include interviews with local leaders, coverage of community events, and discussions about local challenges and successes, giving a voice to community members who might otherwise go unheard.

WGUC, as the only full-time classical radio station in our listening area, serves as a cultural resource dedicated to preserving and promoting classical music as an important cultural tradition. By providing access to a wide range of classical music, from well-known symphonies to lesser-known compositions, WGUC helps our audience develop a deeper understanding and appreciation of this rich musical heritage. WGUC broadcasts weekly episodes of Classics for Kids® as an entertaining, informative introduction to classical music for elementary school children. The six-minute radio program, also available as a podcast, explains classical music, composers, and

terminology in easy-to-understand language designed to appeal to audiences of all ages. We broadcast national programs such as Composer’s Datebook, From the Top, and SymphonyCast. These programs offer discussions about composers, the history of music, and analyses of different pieces, enriching our audience's cultural knowledge and appreciation of the classical music we play.

CPR has actively engaged with the community by providing a platform for local musicians to showcase their talent during our annual fund drives. We regularly broadcast recordings by local orchestras and ensembles on 90.9 WGUC, giving them a platform to reach a broader audience. Our digital streams are a local partnership between CPR and Indie community radio stations, Inhailer Radio and Radio Artifact. We also provide a jazz service for the community with JazzWorks. By streaming these stations on our digital platforms, our radio stations continue cultivating a loyal audience that values these less mainstream genres, differentiating our station from commercial stations that focus on more popular music.

We continue to host and sponsor community events, including Make Music Day, and partner with the Cincinnati International Wine Festival wine tastings. These events provide a space for community members to gather, learn, and celebrate together, fostering a sense of support and connection.

AVERAGE WEEKLY BROADCAST LISTENERS

Fiscal Year 2024	YOY
175,300	-20%

MONTHLY USERS ON DIGITAL PLATFORMS

Websites and Apps	
315,684	+97%

TOTAL STREAMING SESSIONS

290,734	-18%
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SOCIAL MEDIA FOLLOWERS

Facebook	
@91.7 WVXU 18,030	+9%

@90.9 WGUC 5,151 +21%

Instagram

@917WVXU 3,611 +13%

@909WGUC 1,138 +9%

TikTok: 6,123 (New this year)

YouTube: 584 subscribers (New this year)

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 (CPR) has been actively engaged in initiatives that showcase its deep connections and collaborations across the community. For every gift CPR receives during fund drives, another donor will contribute cash or goods to non-profit partner organizations such as Crayons to Computers, United Pet Fund, Band in a Bus, and Childhood Food Solutions. We raise the funds needed for public radio, while raising awareness and support for other local non-profits.

CPR has collaborated with local schools and universities through our paid internship program, teaching the next generation of radio professionals about the industry. We've had interns from the University of Cincinnati's College-Conservatory of Music, Miami University, Harvard University, Ohio University and Sycamore High School. Through this initiative, students also serve as teachers for our staff on the latest trends in the digital landscape.

CPR partners with local schools and music institutions to promote classical music education. This includes live broadcasts of student performances and special programming that introduces young listeners to classical music. Partnerships with organizations like the Cincinnati Symphony Orchestra and the University of Cincinnati College-Conservatory of Music are central to these efforts. During Make Music Day, we provided an instrument petting zoo and other interactive opportunities. We also invited several Cincinnati Symphony Youth Orchestra students to star in our Classics for Kids Fun Facts videos.

Several new successful community engagement events were planned, including work with students at Hays-Porter Elementary School through the Adopt A Class program, a civic engagement field trip to Cincinnati City Hall with our Democracy and Me educational outreach program, and journalism and podcasting workshops.

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

The Art Of... premiere event at Esquire Theatre - **Clifton**

Festival of Neighbors – **Evanston/Walnut Hills**

Cincy Cinco - **Downtown**

Earth Day at Summit Park – **Blue Ash**

Cincinnati International Wine Festival – **Golf Tournament & Wine Tastings**

Mid-Century Modern Show - **Sharonville**

Travel With Rick Steves Live Performance in partnership with CET – **Cincinnati and Dayton**

Girl Scouts Cadette, Senior, and Ambassador Conference at Miami University - **Oxford**

The Moth Radio Hour live storytelling event – **Over-the-Rhine**

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 (CPR) has been deeply committed to fostering strong connections and meaningful collaborations throughout the community, demonstrating its dedication to positively impacting the region. Through various initiatives, CPR has actively engaged with numerous local partners, each reflecting the station's broad reach and the diversity of its community involvement.

CPR has shown this commitment through its partnerships with a range of non-profit organizations, each serving critical needs within the community. For example, CPR has worked closely with Crayons to Computers, an organization that provides free

school supplies to teachers in underserved schools, ensuring students have the resources they need to succeed in their education. Thanks to our listeners and a shared donor, CPR was able to provide 1,100 backpacks to donate to Crayons to Computers in Fall 2023.

Another notable collaboration is with Band in a Bus, a unique program that brings music education directly to children in neighborhoods where such opportunities might otherwise be scarce. This partnership highlights CPR's dedication to enriching the lives of young people and fostering a love for the arts. In addition, CPR has partnered with Childhood Food Solutions. This vital organization addresses food insecurity by ensuring that children in low-income families have access to nutritious meals, especially during school breaks when they might otherwise go hungry.

Through these partnerships CPR amplifies the voices and work of fellow non-profits and mobilizes its listeners to contribute to causes that have a direct and lasting impact on the community. CPR is a catalyst for positive change, using its platform to bring attention to and support the essential work being done by its community partners.

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

- *Donor says she loved yesterday's edition of Cincinnati Edition and the analysis of the Senate race; her husband is a fan of Science Friday, and they both love Wait, Wait, Don't Tell Me.*
- *A comment was received during the spring fund drive, during which we thanked Cincinnati Symphony Orchestra Music Director Louis Langrée for his 11-year tenure with the Symphony.*

"Mr Langrée took what Parvo started and ran with it. In the process, he made CSO a world-class orchestra. He will also be remembered for his humor and humility. We wish him great success in all his future ventures. He will be missed."

- *The caller lives in South Carolina but listens to WGUC's wonderful programming via the internet.*
- *Listen to NPR often while driving around, and it's a great service.*
- *"I love everything about NPR so much that we named a litter of kittens Lucy May, Tana and Maryanne at the animal shelter I work for, the League of Animal*

Welfare, this week!

- *Why the caller gave during the fund drive: “The Crayons to Computers backpack promotion. I love it when our communities support each other!”*
- *“Want to see WGUC and WVXU continue in the Cincinnati area. There are lots of shows we listen to.”*

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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.

Adopt A Class: This year, we connected with a class of kindergarteners from Hays-Porter Elementary School through the Adopt A Class program. Staff volunteers visited the class four times throughout the school year and taught the students about WGUC, WVXU and careers in radio. At the end of the school year, the class visited us at CPR studios for an engaging lesson on music in storytelling.

Juneteenth Cincinnati: Urban Roots Special Programming – This year, we were thrilled to bring back *Juneteenth Cincinnati Shorts* in partnership with Urbanist Media. This initiative, which invites our listeners to explore African American history in the Greater Cincinnati Region, particularly Underground Railroad activity in the small towns along the Ohio River, is a testament to our commitment to diverse and inclusive storytelling. We are excited to share these stories with our audience and continue our mission of diverse storytelling.

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 on Tuesdays at 11 p.m.

MLK Jr. Speech Competition: Elevated Excellence Academy students in grades 5-8 participated in the Martin Luther King, Jr. speech competition 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. This year, the competition expanded to include two additional schools: Roselawn Condon Elementary and Academy of Multilingual Immersion Studies.

The Art Of...: This podcast explores the creative process of local artists. Highlighting talent from diverse backgrounds, each episode offers distinctive video and audio segments, and an original track produced by podcast host Deuces Cunningham.

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 crucial for Cincinnati Public Radio in several ways. We use it to help cover operational programming costs, which might otherwise be difficult to fund through listener donations and underwriting alone. This funding helps engage with the community, and as we improve our stations' digital presence, we can make content more accessible to the community through streaming, podcasts and our mobile app.