

Grantee Information

ID	1389
Grantee Name	WBAA-FM
City	West Lafayette
State	IN
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

WBAA News is committed to serving all of West Central Indiana with its programming, and to providing long-form news stories that listeners cannot find in many (if any) other local news sources (in any medium). WBAA was also a partner with several Purdue University departments in promoting their community events in the areas of arts and sciences.

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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.

WBAA News partners with all the other Indiana Public Broadcasting stations and shares content for newscasts, features and statewide programming (such as election coverage, State of the State, State of the Judiciary, virtual Facebook panels, etc). WBAA is also a lead partner in the Indiana Regional Journalism Collaborative (RJC).

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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.

WBAA partnered with member station WFYI and Indiana Public Broadcasting for an event designed to educate people about how to access available resources around eviction diversion. The event was attended both by those in the process of an eviction, and community stakeholders –ranging from the local food bank to a city homeless outreach coordinator– interested in learning about resources to provide to potential clients. The event was incredibly well-attended, and feedback after the event indicated that the information provided was extremely helpful. We're hoping to partner on similar events in the future.

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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.

The newsroom covered efforts to reach minority communities and communicate about the benefits of receiving a COVID-19 vaccine, and

about efforts to vaccinate those experiencing homelessness. We also produced multiple stories about how evictions, eviction moratoriums, and state and federal eviction aid impacted people across Central Indiana.

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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?

Funding from CPB has allowed the RJC to provide WBAA with much-needed news content for newscasts and feature slots with a statewide perspective, and has provided a wide range of stories on all aspects of the continued pandemic as it impacts schools, workforces, hospitals, legislation, and every aspect of daily life.

Comments

Question

Comment

No Comments for this section