

## **Essay questions from CPB's Annual Survey (2022/2023).**

- 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.**

WVPE takes listener feedback given at local events and staff interaction throughout the year and incorporates that into our longer-range plans. For example, we're trying to expand programming surrounding local artists with programs like, "Wild Rose Moon," and "The Sauce." Several staff participated in a training program by the Poynter Institute (funded by the Corporation for Public Broadcasting), to become better at storytelling through various social media apps beyond radio.

- 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.**

For national programming, WVPE partners with NPR & PRX, the Canadian Broadcasting Corporation [CBC] and the British Broadcasting Corporation [BBC], plus several CPB qualified public radio stations, and independents. Regionally, WVPE partners with the Michigan Public Radio Network [MPRN] and Indiana Public Broadcasting Stations [IPBS]. Locally, WVPE partners with the Cities of South Bend and Elkhart, along with Fernwood Botanical Gardens, the South Bend Symphony, and St. Joseph County Community Foundation, specifically with the last two organizations to simulcast an outdoor concert from Potawatomi Park in South Bend. We're also working with the University of Notre Dame, Goshen College, Indiana University South Bend, Bethel College, St. Mary's College, Anabaptist Biblical Seminary and Lake Michigan College.

Regarding other partnerships, events are the single largest category of corporate support, with the majority of those coming from the non-profit organizations. The full list is available here:

<https://www.wvpe.org/corporate-support>.

Looking ahead in 2023, WVPE is considering several other programming collaborations including Harvest Public Media and Hearken.

- 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.**

One noteworthy partnership comes from the University of Notre Dame's Dr. Keith Davis, Director of the Digital Visualization Theater (supercharged planetarium). He wants to support WVPE and our extensive science journalism programs, so he offers donors tickets to a special theater presentation he creates for supporting members when they renew or become new members during 'Science Friday.' This gives him an opportunity to try out new material with our eager-to-learn audience.

WVPE continues to be one of the top stations, and a leading news/talk station, in this market, even as total radio audience has shrunk. Our core audience is white, college-educated, and around 55 and if any children are still at home, it's typically only High School students. We serve anyone who wants to continue to learn, but find the greatest success with those who already finished at least a first degree because the more one learns, the more one learns they can still learn. We can fill part of that hunger as we serve our community. We feed that continued desire for knowledge and truth. During membership campaigns, we hear wonderful things from our supporters like the following:

- Paul from Warsaw, Indiana says, "As a delivery driver, I'm on the road a lot. WVPE and NPR are full of familiar voices that I am glad to listen to every day."
- Thomas from Culver, Indiana says, "Great station, I have listened to it for years even from Rome, Italy where I am now."
- Stephen from New Carlisle, Indiana says, "I believe in giving until it feels good. WVPE and NPR provide the only True and Fact-based news programming anywhere and anytime. No other news organization can even come close."
- Dennis from Elkhart, Indiana says, "I'm giving extra to try to cover for some of the slackers."
- Perry from St. Joseph, Michigan says, "I'm giving out of guilt. I know the names of all you guys by heart [names everybody]. If I know your names then I should contribute too."
- Amy/Joshua of Granger, Indiana say, "The work you do is essential to a well-informed electorate and a functioning democracy. We need you and appreciate you."
- Karen from Warsaw, Indiana says, "WVPE has the best programming. Thank you."

- 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.**

Building on last year's comments to CPB, WVPE continues to build diversity to enrich and educate everyone, but there are difficulties with a growing population, many of whom only speak Spanish. In 2022, WVPE along with the newsroom of Indiana Public Broadcasting Stations began exploring local and statewide Spanish newscasts using grant funding. The tests have received positive support, but not glowing enthusiasm due to weekly production, as our partners wish for something daily. If we can develop a financial plan moving forward, WVPE will consider beginning a daily Spanish newscast for the region and, possibly, the state.

- 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?**

Having just watched the Oscars, this feels like the moment when we should first and foremost, thank the Corporation for Public Broadcasting for their support to help us "do what we do." It is remarkable what we accomplish annually along with the support of our members and sponsors. As a non-profit media, our charge is not to make a large return on investment, but that we continue to return as an annual information investment to many. Indeed, CPB has supported WVPE for 33 years, and we thank you.

CPB's grant allows the station to explore additional avenues, and to not be totally focused on making our tight budget. A recent CPB supported white-paper encouraged stations to rethink their journalism beyond a commercial vs. non-commercial paradigm [ <https://localnewsroadmap.org/> ]. It encouraged stations to focus their efforts toward civic minded media. It is a good message, and we hear it. We are one of the most listened to stations in our market. With all the media changes occurring, our challenge is to expand into being a significant presence on multiple platforms, encouraging thoughtful dialogue, with as many community members as we can. With CPB's continued help, WVPE will continue to be the most civil and civic-minded station it can be.

Thank you.