

Grantee Information

ID	1421
Grantee Name	WRKF-FM
City	Baton Rouge
State	LA
Licensee Type	Community

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 2022. 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 2022 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.

A well-informed public is essential to our democracy, and to that end, we have focused our efforts on bringing civil political dialogue to this community. These efforts included daily coverage of the Louisiana Legislature, and the governor's activities, as well as multiple daily local newscasts and a daily talk/interview program. We also air a daily (weekday) one-hour talk show (Talk Louisiana) of local issues to better inform the community of political, cultural, and civic issues. WRKF is also further developing its digital and social media components to reach more audiences on multiple-platforms This year WRKF also launched a half hour midday local program "Louisiana Considered" to discuss areas of local and regional interest

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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.

WRKF produced a financial literacy event for all community members with our city's community college, our state AARP, nonprofit and for-profit financial institutions, and 19 additional nonprofit community partners. The event was called Money Moves Baton Rouge. With the local library system and a local bookstore, WRKF produced a talk from a nationally known author as an event for the community. The event was WRKF's Sixth Annual Founders Luncheon. WRKF also continues its innovative regional news partnership with WWNO New Orleans with a shared newsroom to provide more coverage of news events for listeners and more online content for the digital audience

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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.

WRKF's basic financial literacy conference, Money Moves connect participants directly with information to better handle their finances. Louisiana ranks near the bottom for basic financial literacy. This program provided information that participants told us was extremely valuable. We also routine receive positive comments about connecting community members to basic financial education. WRKF also provided useful COVID vaccine information via social media and online discussion for undeserved communities.

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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 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.

WRKF with its newsroom partner, WWNO produced and aired ongoing coverage of the impact of the overturning of Roe. v. Wade on minority community members accessing healthcare. This coverage included the podcast and series, Banned, which had over 350,000 downloads.

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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?

Our CPB grant helps us focus our resources on local news programming. We explained local Covid restrictions and carried out state and local officials' press conferences to keep the community informed of the latest local health news. We continue "Capitol Access" as a feature during Morning Edition. Again this year during the special legislative session, we will expand the program to include an afternoon edition to air daily during All Things Considered. Without our CPB grant, we would not be able to do this. We are also expanding our digital content in order to reach new audiences. CPB funding helps make that happen as well.

Comments

Question

Comment

No Comments for this section