



Corporation for Public Broadcasting Station Activities Survey (SAS)

Section 6: Local Content and Services Report

for the period covering 7/1/21 – 6/30/22

January 26, 2023

6.1 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.

WRVO Public Media is a non-commercial educational media service with a mission to inform, educate and entertain citizens of central and upstate New York. We do this through a mix of national content from NPR, APM and PRX, and local news content which includes daily newscasts, features and long-form reporting. Daily news reports inform listeners on the issues important to our community. Our capitol correspondent reports on decisions made by our elected leaders. Deep dives into a variety of issues are produced into on-demand podcasts. We produce a weekly half-hour public affairs radio program with extended interviews and discussions with local and regional newsmakers, and we produce a weekly one-hour program focused on health-related issues. Some of WRVO's repeaters and translators reach populations which might not otherwise have access to a public radio service, and all of our local news reporting is available online and through social media channels.

6.2 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.

WRVO continues to partner with community organizations to better inform listeners and users about the important issues of our community. We partner with the Campbell Public Affairs Institute at Syracuse University to produce the weekly half-hour program "The Campbell Conversations," and with SUNY Upstate Medical University to produce the weekly one-hour program "HealthLink On Air." The WRVO Newsroom regularly collaborates with other New York Public radio stations to share resources and stories which may be of interest to local listeners. We rely on the expertise of professors and officials from the region's colleges and universities to add context to our local news reporting. We continue to work with our licensee, SUNY Oswego to promote events in the university community.

6.3 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.

WRVO journalism continues to be recognized by local and regional professional organizations like the Associated Press and Syracuse Press club. Online content receiving the most traction over the past year included posts of local stories about new Canadian border regulations that could affect tourism; booster mandates for health workers; concerns about redrawn Congressional maps; new laws regarding firearms; and the effects of the Supreme Court's decisions on affirmative action. We receive regular anecdotal feedback from listeners on a wide variety of national and local news stories, and review our listener data and online statistics regularly to help determine what content is creating the greatest engagement with listeners and users.

6.4 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.

The WRVO News Department regularly reports on issues of interest to minority and diverse audiences in our region. In FY22 WRVO produced stories about the governor enacting new anti-harassment and anti-discrimination policies; a local county's legislators adopting a resolution to denounce racist practices in the county's history; the city of Oswego's initiative to increase the number of women in its police force; the governor's naming of the state's first Chief Disability Officer; efforts to get healthcare coverage for New York immigrants; advocates for more funding for indigenous schools; cannabis sales on Native American lands; and much more. We expand our coverage of these and other issues to the national level with coverage from NPR and other national producers. WRVO will continue to look for opportunities to report on these issues as they affect our community.

6.5 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's Community Service Grant enables WRVO to cover the issues of importance to our community. It helps to pay for the salaries of WRVO's employees, including our local journalists. Over the past year we have filled one vacant news reporter position, and plan to hire another in 2023, actions which would not have been possible without our Community Service Grant. In an era where fewer and fewer local media organizations choose to invest in local journalism, the CSG makes it possible for public media to continue informing the public of important issues. CPB's support has a direct impact on WRVO's ability to provide an important public service.

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