

## Grantee Information

ID	1376
Grantee Name	WGLT-FM
City	Normal
State	IL
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 2020. 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 2020 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.**

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.

WGLT's news and information is intended primarily to enhance local coverage of government issues, civic engagement, and cultural diversity. A key component of this format was a daily, 30-minute newsmagazine (Sound Ideas) which focuses on local government, policy, and culture. The show includes regularly scheduled interviews with local mayors, other elected officials, school superintendents, local University leaders, local subject matter experts, and other community leaders, all with a social media component allowing citizen input. Additionally, WGLT offers several daily locally-produced newscasts that feature both day to day news coverage as well as investigative reporting. These air during Morning Edition, All Things Considered, and during Here and Now during the noon hour. We also air a local news roundup "Week in Review" on weekends. Recent signature investigative pieces included a lengthy series featuring local voices on living as a Black person in our community, a look at landlord/tenant issues, local water quality, budget pressures on local non-profits, mental health, substance abuse, gun violence, food deserts, and more. In April 2019, WGLT launched a daily local news podcast, which also airs during Morning Edition, which now reaches more than 2500 digital-only users daily.

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.

The pandemic created a need and an opportunity for us to cooperate with community partners in new ways. Specifically, WGLT aired daily briefings from our local health department. We also aired frequent recorded awareness PSA's voiced by doctors, nurses, and administrators from local hospitals. We launched a new broadcast series - "WGLT presents" - featuring recorded performances from local arts agencies who couldn't perform events in front of live audiences. Partners include Heartland Theatre Company, ISU School of Theater and Dance and School of Music, Corn Stock Theater, and more. Lastly, regular programming partnerships exist with the McLean County Museum of History, Ecology Action Center, Economic Development Council, Town of Normal, City of Bloomington, local school districts, and multiple academic departments and other units at Illinois State University, Illinois Wesleyan University and Heartland Community College.

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.

Anecdotal feedback on the new initiatives has been overwhelmingly positive. On top of that, recent investigative reports have shined light on topical issues such as efforts to amplify Black voices in the community, the lack of availability of local mental health care locally for minors, the positive impact and potential pitfalls of government incentives for business development, the impact funding shortages have had on public schools and social service agencies, the imbalance in the ratio of male to female performers on the local music scene, and the proliferation of

food deserts even in prime agricultural territory. WGLT has also launched an ongoing public forums on topical issues, including school funding, gun violence, "fake news," candidate interviews, and more.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Living Black In Bloomington-Normal was a 24-part limited series featuring interviews with community members about their own life experiences as a person of color. It was produced by WGLT's Jon Norton and student reporter Darnysha Mitchell. WGLT's news team recently adopted a new policy that reads: "WGLT is committed to including diverse voices in every aspect of news gathering, production, and development. This means that WGLT's on-air and online content should reflect views from different backgrounds, such as race and ethnicity, genders, age groups, sexual orientation, religious beliefs, political viewpoints, and income levels. It is WGLT's responsibility to reflect the Bloomington-Normal community as it exists and to debunk any stereotypes that distort the public's view of it. For content created locally, WGLT reporters are encouraged to track and periodically audit their featured sources and interviewees, to measure source diversity over time. The programming and development staff are likewise encouraged to feature station supporters and musical artists from diverse backgrounds when promoting or representing the station publicly. WGLT's commitment to diversity also extends to programming decisions about national and syndicated shows, to ensure the shows it carries address a broad range of ideas, information, and perspectives."

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?

Without CPB funding, we would have to choose between substantive national news programming and a robust local news department. Our local news team, which includes four full-time reporters, two hosts, seven part-time correspondents, and several students. has won numerous AP and Edward R. Murrow awards in the last 16 years. These professionals also provide the core local content for a daily newsmagazine, a daily local news podcast, several newscasts, and associated online and social media content, which cover myriad issues impacting the local community.

## Comments

Question

Comment

No Comments for this section