



**Corporation for Public Broadcasting Station Activities Survey (SAS)
Section 6: Local Content and Services Report
for the period covering 7/1/19 – 6/30/20**

February 15, 2021

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 serves listeners and users of central and upstate New York through broadcast and online services which generate engagement and create community. We supplement national content from NPR, PRX, and APM with local and regional content produced at WRVO. Short form examples are daily local newscasts produced by WRVO journalists and regular reporting from the state capitol. Long-form examples include the weekly productions of the Campbell Conversations (interviews with local lawmakers and policy influencers) and HealthLink On Air (information on health and medical issues facing central New Yorkers). All of our local news production is available online, and additional digital-only content is produced for our website and promoted on the air. The WRVO News Director and journalists stay connected with the issues central New Yorkers care about and report on them regularly.

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.

Despite the restrictions resulting from the coronavirus pandemic, WRVO continues to partner with regional organizations whenever possible to promote lectures, concerts, presentations and other educational events, live or virtual. We regularly promote programs offered by our licensee, SUNY Oswego, which continues to assist us in reaching regions which otherwise may not have access to a public radio broadcast service. We continue to partner with the Campbell Public Affairs Institute at Syracuse University for our weekly production of "The Campbell Conversations," and with SUNY Upstate Medical University for the weekly production of "HealthLink on Air." As of this writing, we are exploring two new outreach opportunities: 1) we are pursuing grant funding to expand our relationships with regional arts organizations and increase coverage of their events, both virtually and when they are able to host live events again; and 2) we are in the early stages of partnering with Syracuse Jewish Family Service to assist in their efforts to increase efficiencies in caregiver support. During the Summer of 2020, WRVO regularly aired no-charge "support" messages for our non-profit partners, in an effort show solidarity in difficult times, and to make our listeners aware of their needs.

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.

The WRVO Newsroom staff continues to be acknowledged for their work by regional journalism organizations like The Syracuse Press Club and the New York Associated Press. Examples of reporting by WRVO staff which has generated significant online traction include our continued coverage of the pandemic and its effect on many facets of life in Central New York; rolling coverage of the 2020 election season; and the ongoing discussions of rebuilding the I-81 corridor through Syracuse. Our production of "The Heidi Allen Case" podcast series won an Edward R. Murrow regional award. And we continue to receive positive feedback from our corporate sponsors for our promotion of their events.

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 2019, and any plans you have made to meet the needs of

these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

WRVO continues to provide broadcast and online content of interest to minorities and diverse audiences. Examples include local interviews with individuals and organizations advocating for improved police accountability in minority communities; the impact of COVID-19 on local schools attended predominantly by students of color; and ongoing coverage of the state's controversial bail reform program. National coverage from NPR and other sources continues to shed light on the ongoing efforts of the Black Lives Matter and Me Too movements.

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?

Without CPB's support, WRVO would not be able to cover most of the issues of importance to our community. Our Community Service Grant pays for the salaries of our local news reporters and editors, making it possible for listeners and users all across our region to better understand the issues they care about. We are grateful for CPB's continued support, which allows us to focus on serving our community better.

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