

## **WVPE's Report to CPB Regarding Local Content and Services for 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.**

To address community issues, WVPE conducts surveys of members, consults with the 'FRIENDS of WVPE,' a non-profit created to advise the staff and help support the station to be its best version for the community, discusses options with its licensee, Elkhart Community Schools, and takes advice from broadcast consultants in the system. Additionally, what we hope to do in the next year is an environmental assessment.

**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 are connected across the community and engaged with other important organizations in the area.**

WVPE has several non-profit organizations and educational organizations it works with to promote events including in 2023: Indiana University at South Bend, Elkhart Environmental Center, Michiana Pottery Association, City of South Bend, Midwest Museum, Southold Dance, Fernwood Botanical Garden, South Bend Civic Theatre, Tolson Center, Goshen College, Shakespeare at Notre Dame, South Bend Symphony, Mendel Center, St. Margaret's House, Community Foundation of St. Joseph County, and One Small Step/StoryCorps.

**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 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.**

Comments from donors during membership campaigns in 2023:

- Investigative reporting is my favorite. Dave, Mishawaka, IN
- Never donated before, thought it would be a good idea. Keep doing what you are doing! Jerry and Vicki, Sturgis, MI
- Love the music – jazz, blues and acoustic! Cynthia, Saint Joseph, MI
- Just moved back to South Bend – first thing we looked up was the public radio station because we knew it is reliable information. Allyson and Jason, Granger, IN
- I love the radio! It is my avenue for new social conscience. Gerald and Audra, Goshen, IN

- We have a problem in US society – Public radio is the closest thing to a Civics Education. Dito, Berrien Springs, MI
- Glad to find WVPE after moving from Colorado. Penny, Argos, IN
- I listen to your programs all day while running my vegetable farm. Jonathan, Centerville, MI
- A grand radio station! We still listen from hundreds of miles away. News programs are especially good. Elizabeth and Steve, Calumet, MI
- Listening from Morocco. I love listening while traveling! Phyllis, Goshen, IN
- Love your programming! That is why I support you. Susan, Goshen, IN
- I love the way you invite the world into my home every morning! Peg, South Bend, IN
- Appreciate access to public radio and local news through WVPE. Rebecca and Kevin, Goshen, IN
- Our full-time radio station! Kathleen and William, Mishawaka, IN
- If everyone listening would give \$5.00 a month, the Pledge Drive would be Real short! Robert, North Liberty, IN
- I'm so glad the station covers Michigan! James, Cassopolis, MI
- I live and breathe by your programs! Rhonda and Bruce, South Bend, IN
- I appreciate the chance to hear the truth! Barbara and Tom, Goshen IN
- In these days of banning books and puritanism, WVPE is the public's lifeline and a way to stand-up! Sandra and Roger, North Rochester, IN
- I read many books because of suggestions from programs! Barbara, Three Oaks, MI
- WVPE has gotten noticeably better in the last two years. Programming is more impressive. Becky and John, Shipshewana, IN
- Good programming with a variety of things going on. Joyce, Mishawaka IN

**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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.**

WVPE was close to starting a Spanish Headline News service with several area Hispanic media organizations, to completely translate our noon newscast, until our bilingual staff announcer-journalist anchoring the effort was hired away, so, we are reevaluating our options at this time.

**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?**

Last year, CPB support was about 10% of WVPE's budget. That, combined with a 5% allocation from the Indiana Legislature, plus the free rent and administrative support from our licensee, Elkhart Community Schools, the station focuses its funds to pay the salary and benefits of the operational staff (30%), broadcast staff (20%), and regional/national program licensing (40%). The rest of our budget is spent on operational needs like internet, electricity, mileage & travel reimbursement, printing, etc. (10%). CPB's grant & financial boost allows us to stop worrying about keeping the lights on, and instead, focus on our program service to the community. Our support from CPB erases the risk of having to place news behind a paywall or add pop-up ads to squeeze the last dime out of our programming to an audience in desperate need of balanced information and civic education. CPB helps us fulfill our mission. Without it, we would not be what we are today. Thank you.