

2022 CPB Local Content and Services Report (reporting on 2021)

- 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.**

WVPE conducted a survey with all members in August to gauge programming priorities (4,343 SurveyMonkey e-mail invitations sent; over 800 surveys were completed). Several questions asked how we were engaging with our audience, and what other ways they were listening to us besides radio (a full summary will be provided to CPB upon request). WVPE feels well connected to our supporting audience, and will continue engage our members this way.

- 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 Lilly Endowment helped all Indiana Public Broadcasting Stations [IPBS] build a statewide news team with a grant in 2018. In Dec '21, Lilly agreed to an extension to continue helping develop the Indiana Public Broadcasting Network. Therefore, WVPE will continue participating in a state network for the next five years at least. We are also a minor part of the Michigan Public Radio Network. WVPE will consider several other partnerships (like Harvest Media) once NPR's GROVE system fully recognizes news collaborations beyond the originating station across all media platforms.

Additionally, we've expanded some of our outreach with our Underwriting partners, specifically the areas non-profit arts organizations. We received this from the director of the University of Notre Dame Student Film Festival, Stacey Stewart, after helping promote the Festival: "Three nights sold out - amazing. Thanks so much for your continued support!"

- 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.**

In the past year, here are several unsolicited e-mails from donors:

- Thank you for your service to our community, I am currently living in Sweden but it has brought me great peace of mind listening to WVPE knowing how South Bend and the States in general are handling this unfortunate turn of events. Stay well. Phillip Bigger
- Thanks for the incredible and tireless work of WVPE and its staff. Your station and NPR have been a lifeline of critical information in these crazy days. We'll be making an additional contribution to WVPE. Mark A. Regier & Marlene Kroeker

- I know it doesn't keep the lights on, but I want to Thank ALL STAFF of WVPE for your diligence at continuing to bring news and information to Michiana during these difficult times. Your presence is really appreciated!! Thanks!! Myron D. Yoder
- I've been listening to 'VPE all day since retiring. You've been like family to me. Now, your presence keeps me from getting depressed with a situation that's out of my control. Thank you for being there for us! The Kallimani Family will continue as sustaining members. George and Beth Kallimani
- CONGRATULATIONS on your efforts to maintain WVPE as a VIABLE communication program within MICHIANA Community. I am within a few weeks of completing my personal isolation and still feeling healthy but going a bit stir crazy with my isolation and hope to become eligible for freedom of movement within reason, but at age 82. I wonder if that will happen until COVID-19 is finally eliminated! In the meantime, you and the WVPE staff keep up your good work with keeping WVPE on the air. Stay safe & Healthy! David Woods
- I need to say that I consider WVPE as essential as pharmacies and grocery stores during this frightening and chaotic time. Knowledge has always been a prime antidote to fear. And WVPE and NPR are the best news resources I have access to. The connections provided by this radio station--connections to our community and to our world--are also essential: practicing social distance is only going to become more difficult and more uncomfortable, and we need to access everything that will help maintain us through this crisis. I am especially grateful for the commitment and talent of the staff of my ONLY radio station who provide the competent and compassionate services that we need so much right now. And I am truly thankful for the listener members and underwriters that keep WVPE alive and well. Genee Crump
- 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.**

We have not cracked a better approach to be more open to other audiences while intently focusing on serving the ones we already have. However, we have hired several minority employees this year, in hopes of expanding our reach.

- 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?**

WVPE is owned by a Community School Corporation. Their funding comes from the State of Indiana, which continues to reduce overall operational dollars. Because of that, WVPE has not been able to make repairs on infrastructure (lighting) in our area when other parts of the building were also improved. So, for the first time, WVPE paid for our own (needed) building repairs. It is anticipated that will continue. While CPB's annual support helps with our ongoing purchase of national programming, the stipend allowed us to make a few significant facility improvements in addition to paying for COVID recommended air filters, wipes, and other cleaning supplies.