



Corporation for Public Broadcasting Station Activities Survey (SAS)
Section 6: Local Content and Services Report
for the period covering 10/1/22 – 9/30/23

February 19, 2024

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 provide news, information and music through a mix of nationally-distributed programs from NPR, APM and PRX, and locally-produced content which includes daily newscasts, features, and long-form reporting. Multiple daily newscasts inform listeners on a variety of issues of importance to our community. Journalism from our capitol correspondent keeps listeners informed about decisions made by our elected leaders. And long-form programs and podcasts provide deeper discussion, investigation and explanation on a variety of issues. Examples of local productions include a weekly half-hour public affairs radio program with extended interviews and discussions with local and regional newsmakers; and a weekly one-hour program focused on health-related issues and advances in the healthcare industry. A comprehensive report of stories and topics covered by WRVO is posted at regular intervals to our online Public File. WRVO's content is extended to areas which might not otherwise have access to a public media broadcast signal through several repeaters and translators, online streams, a free mobile app and our 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 foster collaborations with our institutional licensee and other local and regional organizations to explore issues of interest to our community. We partner with the Campbell Public Affairs institute at Syracuse University to produce the weekly half-hour program "The Campbell Conversations." "HealthLink On Air" is a weekly one-hour co-production with SUNY Upstate Medical University. And we regularly seek out expertise on a variety of topics from SUNY Oswego and other local educational institutions. This past year we worked with the SUNY Oswego Communications Department to produce a one-hour radio special and a series of podcasts regarding the future of renewable energy in central New York. The WRVO Newsroom collaborates with other New York public radio stations through the recently-established New York Public News Network to increase coverage of statewide stories of interest to local listeners. And we promote events presented by many organizations in the 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 continues to be recognized for excellence in journalism from professional organizations like the Associated Press and the Syracuse Press Club. This past year WRVO received Syracuse Press Club awards for local reporting on a lost Fort Ontario opera being performed again after more than 75 years; a new play centering on autistic characters making its world premiere in Syracuse; and local and state officials' reactions to Micron's \$100B investment in central New York. An online story about New York State's new car inspection sticker program received more than 65,000 page views, and local stories about a severe winter storm and three teens killing a beloved local swan also generated significant engagement. We receive 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 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.

The WRVO News Department regularly reports on issues of interest to minority and diverse audiences in our region. In FY23 this included several local stories on the increase of migrants and refugees coming to central New York; local observations of National Coming Out Day, Black History Month, Pride Month and Juneteenth; arts features about local indigenous history, the Black Artist Collective, and a local theater's first bilingual play making its east coast premiere; reaction to the Supreme Court's decision on affirmative action; and the SUNY Chancellor's efforts to increase diversity, equity and inclusion; and more. We expand our coverage of these and other issues with content 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 provides a profound impact on WRVO's ability to cover issues of importance to our community. The CSG helps pay for the salaries of WRVO employees, including our local journalists. In FY23 we were able to add another full-time news reporter to our staff, which would not have been possible without the CSG. As an organization with a small newsroom, this has significantly increased WRVO's local journalism capacity. CPB's support continues to have a direct impact on WRVO's ability to provide a critical public service.

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