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.

WBAA's approach to engage the community continues to evolve. WE continue to invest in mobile platforms and plan to launch a new mobile app in FY16 that will connect Purdue Students to public radio content locally and nationally. We believe the WBAA Public App is the first of its kind in the nation.

6.1 Telling Public Radio’s Story

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.

WBAA continues to collaborate with Indiana public broadcasting stations (IPBS) to share content through the Light fiber network. We have shared classical music and news and public affairs content with other stations all through our fiber interconnect. We are planning to continue to share resources through our IPBS relationship with a regionally hosted ATC program between WBAA, WFRV, and WFIU.

6.1 Telling Public Radio’s Story

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.

Our work with IPBS has enhanced our coverage of state and legislative issues. WBAA also participates in StateImpact Indiana, a collaboration between WBAA and other Indiana Public Broadcasting stations to explain the effects of state education policy on people’s lives.

6.1 Telling Public Radio’s Story

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 literate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

WBAA continues to produce and broadcast public affairs programming focusing on various issues of community interest. Our community has a growing Latino population, and WBAA(FM) broadcasts Concierto produced by WDAV. The program is the only bilingual produced classical music program of its kind.

6.1 Telling Public Radio’s Story

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 funds have been vital to WBAA service. It has funded a significant portion of our national programs cost. Without the grant, WBAA likely would have to consider programming cuts that would have an adverse impact on community service.

Comments

No Comments for this section

7.1 Journalists

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions, but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

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<th>Job Title</th>
<th>Full Time</th>
<th>Part Time</th>
<th>Contract</th>
<th>Male</th>
<th>Female</th>
<th>African-American</th>
<th>Hispanic</th>
<th>Native-American</th>
<th>Asian/Pacific</th>
<th>White, Non-Hispanic</th>
<th>Other</th>
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