Grantee Information

<table>
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<tr>
<th>ID</th>
<th>1389</th>
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<tbody>
<tr>
<td>Name</td>
<td>WBAA-FM</td>
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<tr>
<td>City</td>
<td>West Lafayette</td>
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<tr>
<td>State</td>
<td>IN</td>
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<tr>
<td>Licensee Type</td>
<td>University</td>
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6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2014. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

6.1 Telling Public Radio's Story

Joint licensee Grantees that have filed a 2014 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

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 release of our mobile app in FY15 that will be more robust and allow users to choose local content by category, see pictures and even access videos (if provided).

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 collaborated with Indiana public broadcasting stations (IPBS) to share content through the I-light fiber network. We have shared classical music content with other stations as well as provided a jointly produced election report between WBAA and WFYI - all through our fiber interconnect. WE are planning to continue to share resources through our IPBS relationship.

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 illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. 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 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

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<th>Question</th>
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No Comments for this section