

CPB Survey Questions 2019-2020

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.

We stay engaged in our region through in-person meetings, emails, phone calls, tweets and Facebook posts. In fact, last year we added a position to better coordinate social connection with our audience. It is a station goal to provide relevant radio. To increase those connections, WVPE has conducted online surveys about 'how we're doing' via SurveyMonkey with active members. The station also has three local reporters. That has been especially valuable as one of the Democratic Presidential candidates was the Mayor of South Bend. Our reporters provided reports locally, statewide, and nationally.

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.

In 2019, WVPE was media partner for over 60 events with 55 different organizations. Partnerships included most higher education institutions in the area including: University of Notre Dame, Goshen College, St. Mary's College, Holy Cross College, Andrews University and the regional campus of Indiana University. Other non-profits included the US Senior Open, Southold Dance Company, Krasl Art Fair, Music Village, RenFest Renaissance Festival, Elkhart Environmental Center, City of South Bend, Southwest Michigan Economic Club and the Jewish Film Festival.

Journalistically, WVPE has two local reporters and one reporter based at WVPE yet part of the statewide Indiana Public Broadcasting Stations [IPBS] Regional Journalism Collaboration [RJC]. This RJC is a station collaboration between all Indiana CPB qualified stations where we share 11 reporters throughout the state. Regionally, WVPE is a 'satellite' partner with Michigan Radio News as 1/3 of our audience lives in Michigan. The station is also a partnering NPR member station.

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.

WVPE impacts our community. It also greatly assists many of our underwriters and non-profit organizations like the Elkhart Civic Theatre. Executive Director Dave DuFour says, "Elkhart Civic Theatre

has had a wonderful collaboration with WVPE radio for several years now. WVPE is invaluable in helping us promote our productions within a positive, arts-friendly radio environment. Our collaboration with WVPE in producing and broadcasting our holiday radio plays has given WVPE members a unique theatrical experience and allowed Elkhart Civic Theatre to reach a broad, diverse audience via the WVPE airwaves. As proof, Elkhart Civic Theatre's holiday production experienced record sales when marketed through WVPE.”

Other comments would best be provided by WVPE’s members:

1. NPR & WVPE – my companions in the morning and afternoon! Every reporter brings me a sense of calm among the chaos of the news. Excellent reporting that is reliable and factual! Rachel, Notre Dame, IN
2. Our toddler son loves the consistency of hearing WVPE on the radio to and from daycare. In fact, if I switch to a music station instead, he covers his ears and asks me to change it! We love NPR—thank you for being in Michiana! Caitlin & Ryan, Mishawaka, IN
3. I have been listening for 15 years and have never contributed. I love the content you provide and the no-nonsense reporting. WVPE is my favorite station hands down! My apologies for taking so long to show my appreciation. Thanks! Jacob, Mishawaka, IN
4. WVPE/NPR = class act and fact-based reporting! Mic Drop. Stephen, New Carlisle, IN
5. Hired a third news person. I’m all for that! Deborah & Bruce, Goshen, IN
6. I’m an actor in NYC visiting family in Elkhart. WVPE & NPR are more essential than ever in current political climate fighting against “fake news!” Dierdre & Kate, New York, NY
7. Thanks for your work facilitating important decisions in our community! William, South Bend, IN
8. I don’t watch TV, just listen to NPR! Accolades to the Jazz Programming ... listens to all of them! William & Lynn, Elkhart, IN
9. Increased sustaining gift, a WVPE follower for years. Started listening with her father. She wants to remain current & loves WVPE! Good memories of listening with her father. Erica, South Bend, IN
10. My husband and I ride to work together and listen to NPR every day. I just learned that my daughter, a recent college graduate, now listens every morning too. Thank you for trustworthy storytelling. Molly, Granger, IN
11. Jennifer’s interview with Mayor Pete Buttigieg was nicely done. Hearing a great interview by a local reporter made him decide to contribute. Steve, Goshen, IN
12. Thank you for a little sanity in our crazy world! William, La Porte, IN
13. I’m a student at Ball State University, but I continue to listen to WVPE through the app. WVPE has been my go-to-station since high school and has introduced me to all my favorite programs (1A, Fresh Air and On Being). Thanks for years of learning! Austin, South Bend, IN
14. An oasis for balanced information that I rely on to be a well-informed citizen. Bob, Osceola, IN
15. WVPE/NPR is truly the only news/information outlet that, in my opinion, should be believed. You provide the FACTS, not fluff. Well done, keep up the fantastic/necessary work. Stephen, New Carlisle, IN
16. WVPE has some of the best in-depth news pieces I’ve ever heard. Mary, Benton Harbor, MI

17. Been overseas for the last 5 years and got out of the habit of listening to NPR, back now, becoming a member and enjoying listening again. Mark, Granger, IN
18. WVPE is the best he's heard across the country. Ron & Mary, South Bend, IN
19. Grew up with NPR and listens to Morning Edition & All Things Considered. Listens on the web where ever she is. Connie & Roy, South Bend, IN
20. I am a proud member of WVPE. It's a great resource for life-long learning. Steven & Andrea, Goshen, IN
21. Listen all the time. Reliable news is important now more than ever. Carolyn, Cassopolis, MI

As to additional impact, among NPR stations, WVPE was ranked 8th on their list of Top Stations with the fastest growing website in 2019.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

We continue to have a Hispanic community leader on our Friends of WVPE board. We added several hours of Native American programming specifically to serve the Pokagon Band of Potawatomi in 2016.

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?

Currently, WVPE conducts two pledge drives per year where the goal has been to raise \$125,000 (we will receive nearly \$140,000 from CPB in 2020). Without CPB funding, the station would be required to add a 3rd drive unless those funds could be replaced with greater community support. To balance the budget, the station would reduce travel and training as well as staffing for our local news operation. However, that's the exact opposite of the encouragement for more local journalism that CPB has been giving to stations.

Last year was a growth year for WVPE. The station hired 2 newly approved/created reporter positions, one as part of the statewide Indiana Public Broadcasting Stations [IPBS] effort, plus a former journalist to lead our social media marketing and information efforts.