

## **Cincinnati Public Radio Local Services Report- FY 2018**

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.

Cincinnati Public Radio believes that to stay relevant and vital to listeners' lives, as well as to grow audience, WGUC and WVXU must move from a mass media broadcast mentality to a pro-active engagement model that sets it apart and focuses on building community and providing meaningful content, especially local content, whenever and wherever listeners are seeking it. As such, local programming includes the programs *Cincinnati Edition*, *Around Cincinnati*, and *Cincinnati Spotlight*, as well as local podcasts *Start Hear* and *Looking Up*. Content from these programs addressed issues of importance to the community - such as the 2017 local, state and national elections, racial disparities in health care, Aging issues and living solutions, children and gun violence, sexual assault, immigration policy and refugee placement, organ donation, Ohio's In-Demand Jobs Week, neighborhood activities and arts performances – and was available via on-air broadcasts, as well as online and mobile platforms. The station apps and website made the live broadcast streams easily accessible and offered links to individual content segments. Educational programs introducing children to classical music (*Classics for Kids*®) and voting and the political process (*Democracy and Me*) provided expanded outreach to students and teachers. Station personnel are active and visible in the community, interacting with listeners and community leaders to learn their needs and concerns - and representing the station across the region. In FY2018, the Cincinnati Public Radio Board of Directors revised its strategic plan adding increased emphasis on community involvement, audience engagement and community collaborations as stated priorities for the organization.

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.

WGUC and WVXU benefit from a variety of community partnerships. Key initiatives for the 2018 fiscal year included:

- A variety of community leaders and experts serve as contributors to the local programs *Cincinnati Edition* and *Around Cincinnati*. Among the contributors are Thane Maynard, Executive Director of the Cincinnati Zoo and Botanical Garden; music historian David Lewis; Jim Stump, Producing Artistic Director at New Edgecliff Theater; Kelly Blewett, from the University of Cincinnati; Theater critic Rick Pender; David Koester, Extension Agent for Boone County Cooperative Extension Office, and writer Barbara Gray.
- WVXU's daily talk show, *Cincinnati Edition*, presents the Friday News Review with guests from local news outlets and partners including WCPO-TV, wcpo.com. *Cincinnati*

*Business Courier*, *Cincinnati Enquirer*, the Ohio Public Radio Statehouse News Bureau, and the Kentucky Public Radio News Network.

- During FY2018, WVXU continued to utilize the NPR Core Publisher infrastructure for its news website. This relationship with NPR has resulted in better local and national news integration, as well as opportunities to increase website usage and engagement, especially for local stories.
- WGUC participated in the Cincinnati Symphony Orchestra's "One City, One Symphony" community celebration in November 2017. Ahead of CSO concerts conducted by Music Director Louis Langrée, WGUC broadcast a variety of performances of Tchaikovsky's Sixth Symphony while also encouraging members of the community to experience the music together at the special Cincinnati Symphony Orchestra concert.
- WGUC and the Cincinnati Symphony Orchestra expanded its concert broadcast partnership by offering on demand streaming of the WGUC's CSO concert recordings for a week following their on-air broadcast, allowing even more classical music listeners to enjoy the performances.
- WGUC also celebrated the re-opening of Music Hall with the special program Music Hall: Welcome Home, a two hour broadcast produced by the WGUC Content staff. The program told the story of Music Hall's rich history, its extensive renovation and its future. The renovation included a new studio for recording the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival for broadcast on WGUC.
- To help fill the broadcast void in the local music community because of the sale of public radio station WNKU, WVXU welcomed local independent music broadcaster Radio Artifact to its 91.7 WVXU HD2 channel.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2018. The *Classics for Kids*® outreach program continues to be offered to the public radio system and lesson planning materials are available free to teachers, with new curriculum resources added to its resources. The *Classics for Kids*® educational website – [www.classicsforkids.com](http://www.classicsforkids.com) – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. This website is utilized in both classroom and home settings across the United States and the globe.

- *Classics for Kids*® continued its unique partnership with the Linton Music Series' Peanut Butter and Jam Sessions to promote continued listening to classical music by their preschool concert attendees and their families. Families are encouraged to tune to WGUC days after attending a concert to hear a featured composer or piece of music. If they could answer a question relating to the broadcast, they would receive a *Classics for Kids*® CD as a prize.

- The *Classics for Kids*® website, classicsforkids.com, was totally redesigned so that it is responsive to any device, including mobile phones and tablets – extending the reach and portability of the site’s multimedia resources. This included the redesign and re-programming of all the interactive games and features. A new set of *Classics for Kids*® broadcasts were also produced by Naomi Lewin for Women’s History Month and WGUC hosted the sold-out *Classics for Kids*® Live event featuring Naomi Lewin and musicians from the University of Cincinnati College -Conservatory of Music at The Children’s Theatre.
  - Cincinnati Public Radio partnered with several community foundations to present such programs as WGUC’s *Classics for Kids*® educational outreach and local broadcasts of Cincinnati’s premier classical music performances, making them freely available to the community; as well as WVXU’s educational outreach effort, *Democracy and Me*, to help junior high and high school students become more informed about the political process and media, and *Cincinnati Edition*, WVXU’s weekly panel discussion show exploring local issues and concerns.
  - *Democracy and Me* Educational Teacher Workshops were presented by Dave Clark, Curriculum and Technology Specialist at Butler County Educational Service Center, September 9, 2017.
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.

Cincinnati Public Radio regularly monitors the impact of its community service, including measurement of its stations’ broadcast listeners, website users and app downloads. Total unduplicated weekly audience for all stations measured 288,600 during Fall FY2018. The stations also enjoy above average listener loyalty and satisfaction, stimulating demand for local visits by national programs and hosts. These types of events work to strengthen the bond between the programming and listeners. One example is *StoryCorps*. WVXU welcomed the StoryCorps Mobile Booth to Cincinnati from April 20 – May 19, 2017 providing members of the local community with the opportunity to record conversations between family and friends. 142 interviews and two special events took place during the visit. WVXU broadcast excerpts from the conversations on Wednesdays at 6:45, 8:45 and 4:44 from June, 2017 through May, 2018.

In 2018, the *Classics for Kids*® audience averaged 7900 listeners per week in Greater Cincinnati. Nationally, an additional 23 stations carry the program. The *Classics for Kids*® podcast averaged 65,238 monthly downloads during the 2017-2018 school year and is Cincinnati Public Radio’s most listened to podcast. The *Classics for Kids* website attracts over 670,000 visitors annually.

Comments from *Classics for Kids* users include:

- *Thank you for your detailed research and wonderful website for music education! I have used your composer studies and games in my studio for many years. Rhythm Master has always been one of my students' favorites.*
- *Love the new website look! I recommend ClassicsforKids all the time! Such a GREAT resource!*
- *I just have to write and say how much I have enjoyed your podcast: the format, content, presentation and everything else. I'm a long-time classical music lover, and this podcast is by far the most informative and entertaining classical music podcast I've heard to date. My kids can't get enough of it either...Very glad I found your website. Thank you and keep up the great work!!!*
- *My students love the weekly shows. Most are not exposed to classical music in their homes. This is a wonderful listening activity for my students.*
- *We love your program and believe that it is a major contribution to music education.*
- *Thank you so much for this valuable resource! This is a wonderful curriculum, very detailed and comprehensive. We are all excited to begin!*
- *Wow! What an awesome gift you give us. Thank you. We homeschool, and this is an excellent resource. We will be spreading the word!*
- *My students love the weekly shows. Most are not exposed to classical music in their homes. This is a wonderful listening activity for my students.*
- *I have a link to your site from my website. The kids love it and the parents see it as a great resource. Thanks for making classical music fun and accessible.*

The *Classics for Kids*® partnership with the Linton Music Series' Peanut Butter and Jam Sessions promoted continued listening to classical music by families and their preschoolers. Forty-two families participated and received CDs allowing them to continue to share classical music with their children on an ongoing basis. To date, the partnership has sent 407 CDs to local families.

WVXU's educational outreach project, *Democracy and Me*, provides social studies teachers with access to free tools and learning experiences, as well as lesson plans, current local and national news stories and a blog – all to help students better understand the electoral process, the roles of citizens, and media literacy, with the goal of encouraging their civic participation as adults. During the 2017 -2018 school year, the *Democracy and Me* website had 3760 Sessions; 3188 Unique Users and 5853 Pageviews.

Also as part of the project, WVXU hosted a Teacher Workshop on September 9, 2017 focused on media literacy and additional classroom activities. The workshop was attended by 19 teachers representing 916 students.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY2018, WGUC and WVXU continued to improve their efforts to develop new and diverse audiences by presenting classical, jazz, swing and blues music, and the stories surrounding it, in an entertaining and enriching way; and reporting on a wide variety of topics and issues of interest to the entire community. Both stations continue as primary sources for information about the local arts community, throughout the broadcast day and during the local *Cincinnati Spotlight*, *Cincinnati Edition* and *Around Cincinnati* programs, and in all websites and e-mail newsletters.

WGUC recorded and broadcast the concerts of the Cincinnati Symphony Orchestra, Cincinnati May Festival, and Cincinnati Opera, making these performances available to individuals unable to attend for physical or economic reasons. Recordings of other local performance organizations like the Linton Music Series, Vocal Arts Ensemble, and several local organ concert series were also featured on the locally produced program, *Music Cincinnati*. WGUC also produced special programming for Rosh Hashanah, Yom Kippur and Hanukkah. WGUC also broadcast the Cincinnati Symphony Orchestra's Classical Roots and selected Pops Now concerts which target a diverse audience.

Every week the WVXU news and content team produced stories and interviews for *Cincinnati Edition* and *Around Cincinnati* that provided interesting content for minority and other diverse audiences, including regular reports on literacy, conservation and wildlife, politics, sports, personal finance, technology, books and music of all genres, theatre, art, community organizations, and movies. WVXU's political reporter regularly expands the station's election and ongoing political coverage both on-air and online, including a weekly on-air feature to keep listeners up to date on issues and events.

Additional nationally produced documentaries were also broadcast covering a wide variety of topics for new and diverse audiences including *America Abroad*, *American Radioworks* (exploring education issues), and *Invisibilia*. WVXU also broadcast the statewide candidate debates throughout the primary and general election process and provided in-depth online coverage of local candidates and issues.

[www.wguc.org](http://www.wguc.org), is reaching out to new and more diverse audiences through an audio stream of WGUC's broadcast programming; archived audio of station produced programs and modules, web-only programming; special giveaways; community arts events information; links to other classical music resource sites and news sources; and a mobile app.

[www.wvxu.org](http://www.wvxu.org) offers its live audio stream and archived programming; local news stories from the WVXU News Team; weather from WCPO; seamless, dynamic content from national sources including NPR, American Public Media, Public Radio International; podcasts; RSS feeds; and mobile app to reach out to new and diverse audiences.

WVXU and WGUC's digital HD2 channels provide access to music genres otherwise unavailable to broadcast listeners. WVXU presents local independent music broadcaster Radio Artifact to its 91.7 WVXU HD2 channel; WGUC presents 24-hour jazz programming on its 90.9 WGUC HD2 channel.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2018. The *Classics for Kids*® outreach program continues to be offered to the public radio system and lesson planning materials are available free to teachers. The *Classics for Kids*® educational website – [www.classicsforkids.com](http://www.classicsforkids.com) – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. The website was totally redesigned so that it is responsive to any device, including mobile phones and tablets – extending the reach and portability of the site's multimedia resources. This website is utilized in both classroom and home settings across the United States and the globe.

WVXU continued its educational outreach website, [democracyandme.org](http://democracyandme.org), to assist social studies teachers in the classroom with resources and lesson plans that help focus high school students' attention on the democratic process and facilitate their understanding of their roles of citizens so that better understanding could lead to increased participation as adults.

WGUC and WVXU are continuing these on-air and off-air activities in FY2019, especially the production of *Cincinnati Edition* with its comprehensive and consistent focus on issues and conversations important to the citizens of Cincinnati, and *Around Cincinnati* with its coverage of Greater Cincinnati's arts and cultural community.

Education resources continue to be added to WGUC's *Classics for Kids*® and *Democracy and Me* websites. Teacher workshops are also continuing for both programs. A Democracy and me coordinator has been added to the project and school visits by WVXU's political reporter continue as part of *Democracy and Me* in FY2019.

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 funding has a tremendous impact on the ability of WGUC and WVXU to maintain its service to the Greater Cincinnati community. With it, we are able to provide the Greater Cincinnati area with its only broadcast source of classical music and a full-time news and information station that focuses on the local, national and international events and issues of the day. Without CPB funding, both stations would have to severely reduce our efforts to increase the audience for classical music and keep the citizens of Greater Cincinnati well informed and engaged. Our involvement with the Greater Cincinnati arts, cultural and educational community would also be greatly curtailed. In fact, it would be extremely difficult to record and broadcast local musical performances and thus extend our community's access to these performances; or to serve as a consistent, reliable source of news, as well as information about arts and culture, in our area. It would also be difficult to reach out into the educational community through off-air means with programs like *Classics for Kids*® and *Democracy and Me*, or continue to provide the stations' websites, podcasts, events, apps and e-mail newsletters.