

Cincinnati Public Radio Local Services Report- FY 2019

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 2018 local, state and national elections; the 2018 poverty report; preventing gun violence; immigration, detention and deportation; organ donation; food deserts; pedestrian safety; 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 FY2019, Cincinnati Public Radio launched a new Masterbrand that embraces the organization's commitment to Cincinnati, in line with its strategic plan's increased emphasis on community involvement, audience engagement and community collaborations.

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 2019 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; 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 FY2019, 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 2018. Ahead of CSO concerts conducted by Music Director Louis Langrée, WGUC broadcast a variety of performances of Beethoven's Symphony No. 9 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 continued 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, and those community members unable to attend concerts for health or financial reasons, to enjoy the performances.
- To help fill the broadcast void in the local music community, WVXU presents local independent music broadcaster Radio Artifact on its 91.7 WVXU HD2 channel; streams the programming on its app; and created a skill for the Amazon smart speaker.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2019. 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 – 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 were 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 multimedia resources of the *Classics for Kids*® website, classicsforkids.com, were expanded to include a new musical game to help children learn the meanings of Musical Terms.
- *Classics for Kids*® hosted a teacher workshop in the Spring of 2019 which focused on new lesson plans about Bach, as well as other composers and activities for spring.
- 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.

- WVXU also hosted two *Democracy and Me* Educational Teacher Workshops. The Fall session focused on Problem Based Learning; the Spring session was on Podcasting in the Classroom. An Advisory Committee of educators and a Student Essay Competition were also instituted.
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 246,000 as the stations entered FY2019. The stations also enjoy above average listener loyalty and satisfaction, stimulating demand for personal encounters with station staff and tours of the station.

In FY 2019, the *Classics for Kids*® audience averaged 5,500 listeners per week in Greater Cincinnati. Nationally, an additional 23 stations carry the program. The *Classics for Kids*® podcast averaged 75,574 monthly downloads during the 2018-2019 school year and is Cincinnati Public Radio's most listened to podcast. The Classics for Kids website attracts over 570,000 visitors annually.

Comments from Classics for Kids users include:

- *Hello! I LOVE your website! It is so incredibly helpful for my lower level middle school students as we discuss and learn about music history and do research!*
- *Hello, I want to say what a wonderful resource Classics for Kids has been for me and my students. I really appreciate the wealth of information you have put into this program series. Makes classical music very accessible for the kids. Thank you so much!*
- *I teach group piano lessons every month (as a change from the weekly private lessons) and I have come to really rely on and appreciate the FABULOUS programming you have put together, right along with the work sheets and entertaining short biographies! THANK YOU! You make my job SO MUCH EASIER! I used to spend hours compiling interesting lessons, and now I just take a few minutes to get organized! My kids are interested and learning about many things they otherwise would never learn!*
- *I appreciate this service SO MUCH! You're the Absolute BEST!*

- *As I sit and do my lesson plans over this Thanksgiving break, I'd like to remember to thank you and your supports for this quality resource. I work with severely challenged special needs students as a music teacher. I also have a degree in special education and find that my students "get" music even if they don't do well academically. Thank you.*
- *Dear Classics for Kids, Just to say THANK YOU for such a lovely website. The note-game is especially popular as well as the Orchestral Instruments page with the interactive map. I use them for my classes from Year 1 to Year 8.*
- *Hello, I just wanted to say thank you so much for creating and sharing such fabulous resources. I am primary school music teacher and I couldn't think of any fun activities to do with my classes when looking at some classical composers when I found your lesson plan on Beethoven. I just had a really lovely lesson with my class so thank you very much.*

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 462 CDs to local families.

Classics for Kids hosted a teacher workshop on April 13, 2019 which focused on new lesson plans about Bach, as well as other composers and activities for spring. 16 teachers representing 2914 students registered for the workshops. Ultimately, the workshops were attended by 12 teachers representing 1858 students.

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 2018 -2019 school year, the Democracy and Me website had 14,700 Sessions; 10,500 Unique Users and 22,050 Pageviews.

Also as part of the project, WVXU also hosted two *Democracy and Me* Educational Teacher Workshops. The Fall session focused on Problem Based Learning; the Spring session was on Podcasting in the Classroom. 29 teachers representing 2330 students registered for the workshops. Ultimately, the workshops were attended by 18 teachers representing 1474 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 FY2019, 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 a 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* and *APM Reports* (exploring education issues). 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, 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 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, PRX; 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 FY2019. 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 – provides a variety of interactive multimedia features to introduce children to classical music in a fun, entertaining way. The website 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, 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 FY2020, 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 and news reporters continue as part of *Democracy and Me* in FY2020.

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.