



**CPB Local Services Report  
Fiscal year ending June 30, 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.

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, in FY20 local programming included 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 2019 local, state and national elections; the local pandemic response and coronavirus information; foreclosures and evictions; Black Lives Matter protests; LGBTQ senior housing; tax abatements; urban farms; 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 democracy and the political process (*Democracy and Me*) provided expanded outreach to students and teachers. Prior to the start of the pandemic in March 2020, station personnel were 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.

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 2020 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, Dean Regas, astronomer at the Cincinnati Observatory, musician and filmmaker Yemi Oyediran 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 FY2020, 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 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.
- WGUC's Cincinnati Spotlight feature a provided daily focus on Greater Cincinnati's performing arts organizations. When the coronavirus pandemic caused these organizations to cancel performances, *Cincinnati Spotlight* evolved into a new feature, *Cincinnati Spotlight Intermission*, to give renewed focus to these partners and the alternative programming they are now offering, as well as their plans for the future.
- 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 added another local independent music broadcaster, Inhailer Radio, to its 90.9 WGUC HD3 channel.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2020. 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.

- WGUC continued to add multimedia resources to its *Classics for Kids*® website, [classicsforkids.com](http://classicsforkids.com), including a musical note names game for Alto Clef.

- *Classics for Kids*® presented performances of *Ferdinand the Bull* for narrator and violin at a local library and the Books By the Banks book festival as a family event to introduce young children to classical music and storytelling. The program also built on partnerships with the Cincinnati Symphony Orchestra, CET public television and My Cincinnati youth orchestra, as well as the establishment of new partnerships with May Festival and Mindful Music Moments.
  - 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 Consultant Dr. David Childs presented a series of professional development sessions for teachers, introducing them to civic and history and the available *Democracy and Me* online resources. Production and distribution of the student podcast, *Democracy and Z*, began in partnership with Elementz, a local arts and education center. Other new community partnerships included Streetvibes/Coalition for the Homeless, Fourthwall Youth Studios, the Young Activists Coalition, and Girl Scouts of Southwest Ohio. The second annual *Democracy and Me* Student Voices Competition also took place.
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 averaged 200,000 listeners in FY2020. The stations also enjoyed above average listener loyalty and satisfaction, stimulating demand for personal encounters with station staff and tours of the station.

In FY 2020, the *Classics for Kids*® audience averaged 6,400 listeners per week in Greater Cincinnati. Nationally, an additional 25 stations carry the program.

During the 2019 – 2020 school year, total unique users for classicsforkids.com numbered 1,508,758 (+164% over the previous school year), generating 9,427,838 pageviews (+81% over the previous school year.) With the onset of the pandemic and the need for students to learn from home, website usage

skyrocketed. For example, the month of April alone had 76,371 unique users and 3,550,424 pageviews.

Thanks to teacher feedback, *Classics for Kids*® added the ability to share students' answers to the site's quizzes and made improvements to the site's games. To further assist at home learners, links to other special educational content were added to the site – such as links to Mindful Music Moments, the Cincinnati Zoo's At Home Safaris, museum tours and more.

The *Classics for Kids*® podcast received 490,629 downloads during the school year, averaging 54,414 downloads per month.

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*
- *Hello, just found your website via Facebook. It's fabulous! I am so happy to have found it! You provide so many good ideas! Creative, fun things for kids and adults!). The music choice and explanation- everything is great! Thank you so much!*
- *I have known about Classics for kids for a long time and have only used it a little in my classroom since I teach 6th-8th grade. I just wanted to say how much this site has helped during this time of online learning. YouTube and other streaming sites are blocked on student devices so it great that my students can access Classics for kids to hear examples of classical music and learn about composers. Thank you so much!!*
- *Classics For Kids, Thank you so much for this wonderful program! You do such a great job teaching and entertaining. I enjoy the shows just as much as my child. Thank you for exposing us to composers we've never heard of as well as new information for those we have!*
- *You asked for feedback about using Classics for Kids during quarantine. We knew it existed before and had used it a few times. But with quarantine I decided to look into it again when I was reminded about it. We have been using it daily during our morning snack time. We pick a composer and listen to all the podcasts about that composer, 1-2 per day. Thank you for this amazing resource! My kids love it so much that we are going to continue using it during snack times. We have been inspired to look up more music on each composer as well. Today I didn't turn it on and my 8 year old asked why*

*we weren't having snack time with Classics for Kids! Even my 14 year old finds it interesting.*

- *THANK YOU SO MUCH FOR THIS RESOURCE!!! My wife, Marissa, is a Nationally Certified Piano teacher and during this CO-VID 19 mess your website and Skype have been a real life saver!!! We are so grateful for the quality and professionalism of your website. I am a professional musician as well and have found your site extremely fun and informative :)) I ABSOLUTELY LOVE IT!!! Your endeavors have opened up a whole new world for Marissa's students as they enjoy and learn from the podcast and activity sheets. TOO MUCH FUN!!! Again, THANK YOU!!!*
- *Your website is amazing!!! Thank you for helping me to teach my students during this unprecedented time! Very grateful!*

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 2019 - 2020 school year, the Democracy and Me website averaged 4,764 Unique Users and 6,901 Pageviews per month for a school year total of 42,066 Unique Users and 62,114 Pageviews- an average monthly increase of 200% increase in unique monthly users and 128% increase in monthly pageviews over the previous years.

To help make teachers aware of the *Democracy and Me* resources and provide a guide on how to best utilize them Dr. David Childs hosted 7 professional development sessions at various schools and conferences, speaking to more than 200 educators prior to the start of the pandemic.

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 FY2020, 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 broadcast 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 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 on 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 *APM Reports* exploring education issues. WVXU also broadcast the presidential primary and 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; 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; 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 HD 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 and independent music from Inhailer Radio on its 90.9 WGUC HD3 channel.

WGUC's commitment to introduce classical music to a new generation of listeners continued in FY2020. 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 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, and was especially a needed service when schools went to remote learning during the early months of the pandemic.

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 FY2021, especially the production of *Cincinnati Edition* with its comprehensive and consistent focus on issues and conversations important to the citizens of Cincinnati.

Education resources continue to be added to WGUC's *Classics for Kids*® and *Democracy and Me* websites. In addition to the *Democracy and Me* podcast, WVXU's Democracy and Me program added an internship program in the Fall 2020. Ten high school and college students made up the first class of Freedom Friends learning about journalism, the political process and media literacy as they use their voices to report and reach out to their peers. The second class of eleven students has started in this second semester of the school year.

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.