

WOI Radio: FY16 Annual Local Content and Services Report

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.

WOI AM/FM, a member station of the statewide network of Iowa Public Radio, has identified five community issues, needs and interests, which are directly related to the core part of its mission statement, “enriching the civic and cultural life in Iowa through high quality news and cultural programming.” These five topics reflect the needs of both WOI AM/FM’s immediate community, which is Central Iowa, and its expanded community, which is the state of Iowa. These topics, which guide WOI AM/FM’s reporting and cultural coverage, are: politics & government, health & education, arts & culture, agriculture & environment, and research & science.

WOI AM/FM’s News staff meets daily to review breaking, ongoing, and upcoming news and cultural stories. During this meeting, news reporting assignments and decisions are made, including how the information is best communicated to listeners. The staff provides content both on-air and online, which provides at a minimum the information shared on-air. Photos and video footage is provided online as well.

WOI AM/FM’s Music staff meets regularly to discuss and determine coverage for upcoming performances and cultural activities. Some of this coverage is provided on-air, including live broadcasts, while some is provided exclusively online, encouraging development of a diverse audience through both radio and online interaction.

These efforts result in greater exposure to a more diverse audience. Diversity of this audience includes ethnicity, age, political affiliation, gender, religious beliefs, and sexual orientation. Though audience diversity cannot always be measured quantitatively, it can be measured qualitatively.

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.

WOI AM/FM and its member stations of Iowa Public Radio are the only public radio stations in many parts of the state providing service to both urban and rural audiences. The educational and cultural services provided by WOI AM/FM are essential and valued by those who listen. In order to ensure it upholds its mission and properly serves the public, WOI AM/FM has established several initiatives with multiple community partners. Some of these initiatives and partnerships include:

- Contributing to NPR’s national political coverage by having a reporter on staff participating in the Political Reporting Partnership;

- Contributing to NPR’s national political coverage by hosting WBUR’s *Here and Now* for two days, during which the WBUR team, utilizing local staff production expertise, broadcast live from our studios and provided news reports including local Iowan perspectives;
- Partnering with *The Gazette* in Cedar Rapids to host *Pints and Politics*, a forum in which a live audience could participate in pre- and post-election conversations;
- Hosting an “Election Hangover” event allowing listeners to express their opinions about the election outcome featuring a panel of political analysts from Drake University, Simpson College and *The Des Moines Register*;
- Continuing our partnership with Harvest Public Media, sharing the stories of our reporter and those of our partner stations, both on-air and online, on agricultural issues impacting Iowa and surrounding states;
- Hosting local experts on our talk shows, including horticulture experts, sleep experts, home improvement, and wildlife experts to inform and educate listeners on these issues, which impact all Iowans;
- Broadcasting “Iowa Arts Showcase,” which showcases the arts scene across Iowa exposing our listeners to opportunities and events that they might otherwise not know about or be able to participate in;
- Broadcasting “Symphonies of Iowa,” “Opera in October,” and “Arias in April,” which extend the reach of Iowa’s premier symphony orchestras and operas;
- Providing perspective and well-researched information during news reports, talk shows, roundtable discussions, and other community conversations by continuing to expand relationships with the broader educational community, including K-12 teachers and administrators as well as university professors and administration;
- Showcasing student performances in our Music programs, including “University Concert” and “Java Blend,” through continued relationship development and collaboration among the public universities, private colleges, and student organizations & individuals; and
- Collaborations with community non-profits, offering opportunities for these organizations to share their stories and initiatives either through event sponsorships or through news stories and other programs.

In addition to these primary partnerships that directly support the fulfillment of its key initiatives, WOI AM/FM has other related partnerships that assist in communicating its mission and value. These include participation in career fairs, serving on student and community panels, guest lecturing, moderating presentations, and attending other community festivals and events.

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.

WOI AM/FM and its member stations of Iowa Public Radio regularly witness the impact of its key initiatives and partnerships. As an example, potential listeners are exposed to the programming provided by WOI AM/FM through its collaborations with community non-profits and participation in other events. Additionally, when WOI AM/FM is present at a community event, long-time listeners as well as new listeners share that they value the diversity of programming – both in programming type and broadcast and in story-telling provided by our reporters – or that they first heard about the station through a similar event.

Additionally, the public and private universities frequently communicate how much they appreciate partnering with us – both in our news and arts and culture programming. They feel it is a valuable outreach effort on their part, one that pays off by greater exposure to the parents of potential and current students, and appreciate being able to share the wisdom and inspiration of their faculty and staff.

One tangible result of these efforts can be found below, noting that sleep experts heard on *River to River* directly influenced and impacted school start-time policy:

Dear All,

Congratulations to the Sleep Team, as I believe they have proven extremely beneficial to the community!

After a “Sleep Show” on Iowa Public Radio (WSUI/KSUI) *River to River*, I was first approached by Iowa City School Board members to have our sleep experts explain the science rationalizing a later school start time for adolescents in the Iowa City Public School System.

After two School Board Meetings... the issue passed (7-0)!

Again, It is nice to see that the Sleep Team has had an impact locally!

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

Over the past year, WOI AM/FM and its member stations of Iowa Public Radio have maintained and built upon its initiatives to expand and better serve multiple minority and diverse audiences.

The first of these efforts is the continuation of a weekly broadcast of the bilingual Classical program, *Concierto*, which is broadcast on the weekends. This program targets Spanish speakers, which make up approximately 5% of the state's total population. Listener response to this program continues to be positive, and Iowa Public Radio plans to continue broadcasting the program.

Additionally, this past year we have continued our once-monthly arts program called “Iowa Arts Showcase,” which highlights the efforts and activities of non-profit arts and culture organizations throughout Iowa. This program continues to be received positively, with cultural and arts organizations considering this a beneficial service program for their organizations and the state. A positively received feature of this program is interviewing the program host during one of talk shows, cross-promoting and educating news audiences about Iowa’s arts and culture.

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 continues to be an essential part of our funding resources. The CPB funding we receive is used exclusively to pay for national programming allowing other funding resources to be used for locally produced programming and other initiatives that are important to the communities we serve.

If we did not receive CPB funding, it would be difficult to maintain the staffing resources required to provide the level of service our listeners and communities expect from us.