

2017 CPB Content & 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.

WBAA News is committed to serving all of West Central Indiana with its programming, and to providing long-form news stories that listeners cannot find in many (if any) other local news sources (in any medium). WBAA was also a partner with several Purdue University departments in promoting their community events in the areas of arts and sciences.

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.

WBAA News partners with all the other Indiana Public Broadcasting stations and shares content for newscasts, feature slots and statewide programming (such as election coverage, State of the State, State of the Judiciary, etc). WBAA is also a lead partner in the Indiana Regional Journalism Collaborative (RJC), including hosting one of the RJC's six reporters and contributing to the production, in the last year, of an hour-long documentary about lead contamination in East Chicago, IN.

WBAA also partnered with a local arts organization to promote a festival featuring local artists and craftsmen.

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.

WBAA has seen measurable growth in the number of "hits" on its website in the past year, up by tens of thousands versus 2016. We also regularly get calls and e-mail suggesting questions for our public affairs programming.

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.

WBAA News personnel have undergone training from NPR staff on how to cover a more diverse variety of news stories and have begun to put it into play, such as a story on the point-in-time homelessness count in Tippecanoe County.

WBAA also led the production of an hour long documentary on the lead poisoning crises in North West Indiana which disproportionately affected the African American community.

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?

Funding from CPB has allowed WBAA to return to its full complement of 3 reporters, and has allowed the RJC to provide WBAA with much-needed news content for newscasts and feature slots.