

### Grantee Information

ID	1569
Grantee Name	WCSU-FM
City	Wilberforce
State	OH
Licensee Type	University

#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

**Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**


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Jump to question: 6.1 

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.

WCSU's continued goal is to serve as a multimedia platform via broadcast, website & social media to address the issues, needs and problems that affect WCSU's listening audience such as health care, Opioid crisis, homelessness, etc. WCSU's staff will continue to reach out & partner with key stakeholders within the African-American & broader community.


#### 6.1 Telling Public Radio's Story

Jump to question: 6.1 

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.

We have & continue to cultivate relationships with the Big Brothers/Big Sisters, the Xenia City Schools, the Wesley Community Center, the Dayton School Board, AAA, The Dayton Council on Health Equity, the Greene County Combined Health District, & 2000 Plus Men Against Domestic Violence.


**6.1 Telling Public Radio's Story**

Jump to question: 6.1 

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.

We engaged in discussion with The Funk Music Hall of Fame & Exhibition Center to embark on a program featuring funk musicians from Ohio. The proposed program will be entitled "The Funk Excursion." WCSU will collaborate with The Funk Music Hall of Fame & Exhibition Center to coordinate a Funk Fest to originate in Willberforce, Ohio. We are in discussions with Cheryl Scroggins from The Dayton Council on Health Equity about producing a quarterly regional health show about health issues impacting minority & rural listeners of the WCSU listening audience.


**6.1 Telling Public Radio's Story**

Jump to question: 6.1 

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.

As previously discussed, WCSU will work with social service organizations, et.al, to initiate programs addressing minority & rural health care issues in our coverage area. Additionally, our WCSU interns will be involved with the Goodwill/Easter Seals Miami Valley Radio Reading Service to provide broadcast readings of local, regional newspapers, magazines, books & other printed information to people with visual disabilities & other disadvantages.

**6.1 Telling Public Radio's Story**

Jump to question: 6.1 

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 critical to our operation. With CPB funds, WCSU is able to affiliate with NPR, the African-American Public Radio Consortium, Public Radio Exchange, Public Radio International & PubMusic Jazz. WCSU has been able to diversify its programming schedule & purchase needed upgraded equipment & repair. We have also been able to augment WCSU's staff with part-time producers & programmers.

**Comments**

**Question**

**Comment**

No Comments for this section