

## Grantee Information

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

### 6.1 Telling Public Radio's Story

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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 2016. 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 2016 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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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 goal is to continue to serve as multimedia platform via broadcast, website & social media to address the issues, needs and problems that affect the community. WCSU's staff will continue to reach out & partner with key organizations within the African-American community.

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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 cultivated relations with organizations such as the African-American Public Radio Consortium, the Big Brothers/Big Sisters, the West Central Sickle Cell Center, the Greene County Combined Health District, the Dayton Council on Health Equity, the Women In Business Network, The Dayton School Board, the city of Xenia and the Kings Arts Complex in Columbus. With our Gospel music program, we have made announcements for area churches and their events.

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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.

Organizations such as the Funk Music Hall of Fame and Exhibition Center exclaimed "The Funk Music Hall of Fame & Exhibition Center would like to send a special thank you to WCSU-FM 88.9 the nation's 1st HBCU Public Radio Station established in 1962. A special thanks to the CSU students and volunteers on a job well done and congratulations to staff members. Keep up the good work!" Cheryl Scroggins, Community Coordinator, Dayton Council on Health Equity, commented to our "Miami Valley Speaks" host Trent Darby - "Hi Trent, thanks for a great interview yesterday with Clay and Bill. I really enjoy sharing information with the community. Please thank your Station Manager for

sharing information with and assisting me yesterday. In follow-up to yesterday's collaboration, would you please send me the web link to WCSU's Community Calendar page? There are many groups looking for a community calendar for the minority community, and I believe I can really promote it so that the community will use it. I would like to support WCSU's fundraising efforts. If you would please send me the fundraising event announcements (when they are ready), I will do a better job of promoting the dates, times and details to encourage people to attend. Finally, I thought I would share a Sustainability Plan framework to develop a short-term and long-term strategy to raise funds."Listeners have commented "Love this station. Great for the evening ride home." - Susan Adungo. "Hi there! Tonight during Jazz At Sundown around 6:00, you played a Marcus Anderson tune that I loved, but didn't catch the track title. Would you mind telling me the name of that song? Thanks in advance. Really love the show and the format. Great work."

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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.

With the guidance of WCSU staff, Central State University interns and volunteers produced a series of vignettes called "MLK Moments," which chronicled significant events in the life of Dr. Martin Luther King, Jr. We have also produced a series of vignettes called "Black History Moments," which emphasized the contributions of local African Americans. WCSU is dedicated to providing high quality multicultural programming and services that will enrich, educate and entertain listeners.

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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 is critical to our operation. It has allowed WCSU to be able to affiliate with NPR, the African American Public Radio Consortium, Public Radio Exchange, (PRX), Public Radio International (PRI) and PubMusic Jazz. These organizations have allowed WCSU to diversify its programming with news/information & music that enriches & enlighten our audience. One of our listeners, Steve Mattmuller, commented "Please get a stronger transmitter, your signal is very weak south of Dayton." With this in mind, CPB monies have allowed WCSU to get engineering studies in order to be able to install a new optimized antenna on top of the tower for the station which would improve coverage in the Dayton Metropolitan area.

Comments

<b>Question</b>	<b>Comment</b>
No Comments for this section	