

Grantee Information

ID	1421
Grantee Name	WRKF-FM
City	Baton Rouge
State	LA
Licensee Type	Community

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 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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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.

A well-informed public is essential to our democracy, and to that end we have focused our efforts on bringing civil political dialogue to this community. These efforts included daily coverage of the Louisiana Legislature and the governor's race, as well as multiple daily local newscasts and a daily talk/interview program. WRKF is also further developing its digital and social media components to reach more audience on multiple-platforms

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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 are connected across the community and engaged with other important organizations in the area.

We partnered with the business community to establish the WRKF Founders Luncheon. Over 500 people attended the keynote speech by NYT Executive Editor and Louisiana native Dean Baquet, who discussed local and national politics and the media. We also partnered with WWNO (New Orleans) to report on the recovery from the historic flooding in Baton Rouge, a CPB funded initiative. This provided valuable information to the community and raised the profile of WRKF. Capital Access is a daily feature produced by WRKF which covers Louisiana Statehouse news. It is carried on all the NPR stations across the state (WWNO, KRVS, Red River Radio, KEDM, KSLU). Our broadcast partners tell us that audience feedback is very positive and they feel it is important coverage..

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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.

The fact that the Founders Luncheon was sold out continues to demonstrate that there is a real need in this community for the kind of thoughtful discussion this event allowed us to present. We have already scheduled the Fourth (now annual) Founders Luncheon which will feature political commentator Mary Matlin, who will discuss today's political climate. WRKF also partnered with WWNO (New Orleans) and KRVS (Lafayette) to form the Louisiana Public Radio Partnership to cover the historic floods in the region and report on the ongoing recovery in the region. To build on that this Year, WRKF has started an innovative and far reaching collaboration with WWNO (New Orleans NPR station) to work together to produce and share regional news content, news gathering capabilities, and business and revenue development practices. By working together, it will allow both station's to achieve more and greatly increase the level of service provided to all communities served across South Louisiana. It will also significantly strengthen the sustainability of public broadcasting in the two largest markets in the state. Feedback has been positive, with listeners and community leaders applauding the collaboration as a way to raise the level of service in both communities.

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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 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 2017, WRKF partnered with WWNO (New Orleans) to report on the recovery from the historic floods in Baton Rouge. As we have found that disaster recovery is often uneven and exposes disparities based on communities, race, economic level, etc. These reports often told stories of minority and diverse communities.

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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?

Our CPB grant helps us focus our resources on local news programming. We continue "Capitol Access" as a daily feature during Morning Edition. Again this year during the special legislative session, we will expand the program to include an afternoon edition to air daily during All Things Considered. Without our CPB grant, we would not be able to do this.

Comments

Question	Comment
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No Comments for this section

