

- 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.**

We have always tried to stay engaged within our community through in-person meetings, e-mails, phone calls, tweets and Facebook posts. It is a station goal to stay relevant in our region. To increase those connections, WVPE will conduct online surveys about 'how we're doing' via SurveyMonkey with active members. Also, we will be restarting local news production in 2017 (dormant since 2009).

- 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.**

Honestly, continued consistent broadcast is a key initiative. While there are things we should change, the main FM station has the 4th highest weekly cumulative audience in our market (Nielsen says that's 76,000 unique listeners over age 12 for the South Bend Total Listening Area for Fall 2016). We're broadcasting on 3 HD channels utilizing 9 Full-Time staff. Not to be flip in a grant report, but the goal here is to 'not screw that up.' It's a lot easier to go down than keep going up. And yet, we lost Tom & Ray Magliozzi, Diane Rehm, and Garrison Keillor this year; it's unclear how network changes will affect our cumulative audience.

I'm including member comments from our Fall 2016 pledge drive:

- Enjoy all the intelligent conversations throughout all the programming. Orrin – Vandalia, MI
- I found WVPE by hearing Ole' Harv; now it's the only channel on my radio. Ray – Constantine, MI
- WVPE adds to the quality of life in Elkhart. Dwight - Elkhart, IN
- My day is not the same if I can't listen to the news on WVPE. Planet Money and Marketplace keep me informed. Lori – South Bend, IN
- I listen to WVPE to follow campaign & world news coverage. I support the evening programming changes and encourage other current members to give additional gifts! Marcia – South Bend, IN
- \$.33 a day = \$10.00 a month – I can afford that! Debra – Mishawaka, IN
- I like **you** being in the moment so **we** can be in the moment and respond to the situation at hand. Lois – South Bend
- You folks are the best. I drive 60 minutes to and from work and I always look forward to Morning Edition and All Things Considered! Stephen – New Carlisle, IN
- Love the WVPE app on my iPad! Anne – South Bend, IN
- We want to thank you for your excellent daily content. Public radio is a part of our daily routine and a great resource for news and information. We appreciate all that you do. Nicholas – Granger, IN

- k. Love it! BBC world news, appreciates the variety of programming! No one is yelling! Everyone is cordial even with opposing opinions. Teresa – Goshen, IN
- l. Great contribution to our Community! John – Bronson, MI
- m. Thank you so much for all that you do. I have listened to your program for several years now and it has enriched my life in a big way. Carina – Goshen, IN
- n. Enjoy all of WVPE, but loves the Back Porch the best! Margo – South Bend, IN
- o. Debate coverage is greatly appreciated! Leslie – South Bend, IN
- p. Increased sustaining membership by \$5.00 per month. Challenge other sustaining members to “up their game”. Tom – New Carlisle, IN
- q. Moved here from California and loves our Public Radio Station. Listens all day! Kyle – Granger, IN
- r. WVPE is our partner as we face this beautiful and terrifying world. We love the creative programming. Susan and Lionel – South Bend, IN
- s. I am in my early 20’s, love the news coverage! Keep up the good work. Hallie – Granger, IN
- t. Station keeps getting better! Jeff – Niles, MI
- u. Fantastic! Have listened to and contributed to WVPE my entire adult life. Fair and unbiased news. Faye – Niles, MI
- v. WVPE is a huge asset to the area. Misses it when he is traveling. John – South Bend, IN
- w. I think NPR is a wonderful thing. It provides the best news in the USA! John – Saint Joseph, MI
- x. Long-time listener, finally a first time contributor! Ellen – South Bend, IN
- y. I listen during my workday. It has become increasingly difficult to find high quality journalism and reporting. NPR is an excellent choice for news and current events. Rafael – Goshen, IN
- z. I recently moved to the area and am happy to be a sustaining member for NPR. David – South Bend
- aa. A day without WVPE would be a cloudy day indeed! Jennifer and Terry – Cassopolis, MI
- bb. Wake up every morning to Morning Edition and would miss it if it weren’t there. Diane – Dowagiac, MI
- cc. Absolutely love NPR “top to bottom” and “left to right”! Allan – Elkhart, IN
- dd. Interesting stories that give us a broader breadth of what is going on in the world and in people’s lives. Nancy – Goshen, IN
- ee. I’m a fan of the new WVPE app. I listen to it every morning. Geoffrey – Elkhart, IN
- ff. Only thing I listen to. Love the restructuring of the evening programming! Mark – South Bend, IN

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.

WVPE has 5,500 members. We have over 160 business sponsors. We have 36 non-profit media sponsorships. One of our Business supporters/media sponsors said:

"Shakespeare at Notre Dame is a proud partner of WVPE. Their media partnerships have led to increased attendance at our events and heightened awareness of our campus and community programming. In 2016, WVPE was our sole media partner because they so closely align with our patrons and philosophy. As I plan my marketing strategy for this summer's Festival [2017], I know that money

spent with WVPE will lead directly to measurable success. They are, and will continue to be, our voice in Michiana."

Aaron Nichols
Audience Development Manager
Shakespeare at Notre Dame

- 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.**

We continue to have a Hispanic community leader on our Friends of WVPE board. We added several hours of Native American programming specifically to serve the Pokagon Band of Potawatomi in 2016. WVPE looks to expand its outreach efforts to minorities as we have hired a bilingual reporter who will start later in 2017.

- 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?**

Currently, WVPE conducts two pledge drives per year where the goal has been to raise \$120,000 (we received \$137,000 from CPB in 2016). Without CPB funding, the station would be required to add a 3rd drive, or 'supercharge' our existing campaigns. Unless those funds could be replaced by greater community support, the station would likely cut back again on travel and training; likely suspend the restart to our local news operation.