Essay questions from CPB's Annual Survey (2023/2024).

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.**

WVPE has been given the opportunity by our licensee to develop new studios to make interviews and community podcasts. We will move into those studios later this year, and develop our next goals and objectives through community discernment and advice from our FRIENDS of WVPE. In the meantime, we continue to tell as many news stories and local features about the arts in our region as we can, given available staffing.

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.**

WVPE joined Harvest Public Media in 2024. We already are journalism partners with other Indiana and Michigan public broadcasters for statewide news through Indiana Public Broadcasting Stations and the Michigan Public Radio Network. WVPE also airs national programming from Native Voice One and the African-American Public Radio Consortium. We also partner locally for live arts programming with Wild Rose Moon, Community Foundation of St. Joseph County, the South Bend Symphony, Elkhart Civic Theater and the South Bend Civic Theater. Finally, WVPE is again partnering with the Elkhart Area Career Center's Audio/Visual Production class to produce spots and news and weather services.

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 continues to be a top regional station, and a leading news/talk station. While our core audience is white, college-educated, and over 50, we serve anyone who is constantly curious to learn. Many of those listeners are also donors; here are some of their comments:

- WVPE is the best radio station in the community! I had been a member, but let it lapse. As I was driving into work this morning, I thought, "Wait a minute, why am I not a member anymore?" WVPE is a clear, reasonable, sound voice in these crazy times. Sheila from South Bend, IN
- Glad for the reliable news source! David from Niles, MI
- I have learned so much about this country from WVPE! Bo from South Bend, IN
- Thanks for the trusted journalism. Jeff and Jen from Goshen, IN
- I don't have much money to spare, but I've been listening to this station for a couple of years & recently daily while I'm working. This station means a lot to me. Thank you all for the journalism and stories that you guys provide. Madison from Mishawaka, IN
- Thank you for relevant content. I learn something every time I turn on the radio. Been a free-loader too long. Stuart from Culver, IN
- 365 days a year, I expect you honest and fair reporting. 365 days a year, you're answering many of my questions. 365 days a year, you expand and enrich my horizon. 365 days a year, you make me even more curious. 365 days a year, I appreciate all that you do. Thanks! Sandra from Bristol, IN
- Listening to NPR since Watergate. Pat from Benton Harbor, MI
- There are so many great shows on WVPE that I can't pick just one! Leslyn from Dowagiac, MI
- What a rigorous, balanced view of the world! Nanci from Sarasota, FL
- I opted out of donating two years ago due to frustration with the content during Morning Edition. The decision to expand local news coverage has brought me back. Frank from Hampton, NH
- Ol' Harv [local host of The Blues Revue] is a star of our community – he keeps the blues alive as well as our souls!! Judy from Niles, MI
- I absolutely love WVPE's programming, especially the Back Porch [local folk program], which is so refreshing! Michael and Carol from Warsaw, IN
- Thank you for your commitment to honest, fair news reporting. It gives me hope every morning! Andre from Saint Joseph, MI
- I like public radio because it's balanced and wants to save the Freedom of the Press! Gloria from Three Rivers, MI
- I enjoy listening in the car, plus I just figured out I can stream too. Michael from Bridgman, MI

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 2022, and any plans you have made to meet the needs**

of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

While there were plans, due to staff changes, those plans were shelved for 2024.

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?**

The longer GM Anthony Hunt has been in public broadcasting (now over 35 years), the more energized he is to continue what WVPE does daily, helping this public radio station broadcast a beacon of truth in a limitless electronic sea of opinions from commercial broadcasters and social media influencers (see member comments above). Fewer and fewer broadcasters seem to follow fact-checking frameworks previously established by prior journalists like Edward R. Murrow. Seeing the loss of good journalism, several years ago, CPB helped develop a 'Code of Integrity' that most public broadcasters adopted to highlight shared principles that a community should expect from their public broadcasters. We do this for the greater good, not just our listeners/viewers. The code is on our website, and is here: http://codeofintegrity.org/

The Carnegie Commission proposed in 1979 through their report on the future of public broadcasting, "To proceed with the development of telecommunications without a complete and effective noncommercial broadcasting system would deprive Americans of the fullest use of their national resources, and would severely limit the quality of life and opportunities for all of us. As a nation we have made commitments to other national priorities—education, transportation, energy, science, and arts and humanities—when a critical point in history seemed to demand it. We believe that it is now time to make such a commitment to a public noncommercial voice in the telecommunications field—now, before the vital moment is lost. This commitment, although large in absolute magnitude, is rather small when compared with total federal spending—about one-tenth of 1 percent of the federal budget. And we cannot help but believe that a public broadcasting system costing $5 per person per year is but a tiny investment in comparison with the impact a truly effective public system would have on every individual in the country." [pg. 118-119] While aspirational, that has never happened. In 2024, CPB receives $1.60 per US citizen. In Indiana, the state legislature has provided an additional $0.55 per Hoosier denoting the value to our state's children's programming, journalism, and public services. WVPE receives just over $2 in government support per citizen, which is 40% of the suggested total by CPB's creators. WVPE still meets the original mission, but with a fraction of the funding originally proposed. The vast majority of our funding comes from the individuals and businesses in our community, though we are not unique. Those who would consider ending funding to the Corporation for Public Broadcasting do not see

the network as a fantastic demonstration of the public-private partnership. Few government services use tax dollars as seed money to build fantastic community resources using mostly local support like public broadcasting.