

WOI: FY18 Annual Local Content and Services Report

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.

WOI, a member station of the statewide network of Iowa Public Radio, has identified five community issues, needs and interests, which are directly related to the core part of its mission statement, “enriching the civic and cultural life in Iowa through high quality news and cultural programming.” These five topics reflect the needs of both WOI’s immediate community, which is Central Iowa, and its expanded community, which is the state of Iowa. These topics, which guide WOI’s reporting and cultural coverage, are: politics & government, health & education, arts & culture, agriculture & environment, and research & science.

WOI’s News staff meets daily to review breaking, ongoing, and upcoming news and cultural stories. During this meeting, news reporting assignments and decisions are made based on the five community issues, including how the information is best communicated to listeners. The staff provides content both on-air and online, which provides at a minimum the information shared on-air. Photos and video footage is provided online as well.

WOI’s Music staff meets regularly to discuss and determine coverage for upcoming performances and cultural activities. Some of this coverage is provided on-air, including live broadcasts, while some is provided exclusively online, encouraging development of a diverse audience through both radio and online interaction.

These efforts result in greater exposure to a more diverse audience. Diversity of this audience includes ethnicity, age, political affiliation, gender, religious beliefs, and sexual orientation. Though audience diversity cannot always be measured quantitatively, it can be measured qualitatively.

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.

WOI and its member stations of Iowa Public Radio are the only public radio stations in many parts of the state providing service to both urban and rural audiences. The educational and cultural services provided by WOI are essential and valued by those who listen. In order to ensure it upholds its mission and properly serves the public, WOI has established several initiatives with multiple community partners. Some of these initiatives and partnerships include:



- Continuing our partnership with *The Gazette* in Cedar Rapids to host *Pints and Politics*, a regular forum in which a live audience can participate in conversations of importance to Iowans;
- Continuing our partnership with Harvest Public Media, sharing the stories of our reporter and those of our partner stations, both on-air and online, on agricultural issues impacting Iowa and surrounding states;
- Continuing our partnership with regional public radio news organizations, sharing the stories of our reporters and News staff with those partner stations, both on-air and online, on a variety of issues impacting Iowa and surrounding states;
- Hosting local experts on our talk shows, including horticulture experts, wellness experts, home improvement, political, and wildlife experts to inform and educate listeners on these topics, which are of interest to all Iowans;
- Continuing to dedicate on-air time to discussing political and policy issues that affect Iowans. In particular, hosting “Politics Wednesday,” which is an hour-long conversation every week that focuses on current political events locally and nationally. Additionally, during Iowa’s legislative session, we host a weekly “Legislative Day” episode live from the Statehouse that covers policy issues currently in debate or consideration by the legislature that could or would be important and impactful to Iowans;
- Providing a podcast to digital listeners titled “Under the Golden Dome,” which recaps legislative actions and discussions over the past week during the annual legislative session;
- Hosting local forums dedicated to discussing public policy issues that may be important or impactful to Iowans or particular communities. As an example, this past year we hosted “Public Radio on Tap: A Conversation on Water Quality,” which focused on water quality issues in the state of Iowa;
- Broadcasting “Iowa Arts Showcase,” which highlights the contributions of arts organizations to Iowa communities by exposing our listeners to the efforts and activities of arts and culture organizations throughout Iowa;
- Broadcasting “Symphonies of Iowa,” “Opera in October,” and “Arias in April,” which extend the reach of Iowa’s premier symphony orchestras and operas;
- Providing perspective and well-researched information during news reports, talk shows, roundtable discussions, and other community conversations by continuing to expand relationships with the broader educational community, including K-12 teachers and administrators as well as university professors and administration;
- Showcasing student performances and local musicians in our Music programs, including “At the Opera with IPR” and “Gas Money,” through continued relationship development and collaboration among the public universities, private colleges, performance artists and bands, and student organizations & individuals;
- Continuing efforts to increase public radio’s involvement and visibility in the state by serving in leadership capacities on committees and boards. As an example, our Executive Director serves as a tri-chair of the Cultural Capital committee of the Des Moines Capital Crossroads effort. Two major goals of the committee are to promote “everyday, everywhere” art to strengthen the

creative economy in central Iowa and to work with leaders in the music community to support the local music economy. On a regional level, the Executive Director serves on the board of Public Radio in Mid-America, a regional public radio organization; and

- Collaborations with community non-profits, offering opportunities for these organizations to share their stories and initiatives either through event sponsorships or through news stories and other programs.

In addition to these primary partnerships that directly support the fulfillment of its key initiatives, WOI has other related partnerships that assist in communicating its mission and value. These include participation in career fairs, serving on student and community panels, guest lecturing, moderating presentations, and attending other community festivals and events.

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.

WOI and its member stations of Iowa Public Radio regularly witness the impact of its key initiatives and partnerships. As an example, potential listeners are exposed to the programming provided by WOI through its collaborations with community non-profits and participation in other events. Additionally, when WOI is present at a community event, long-time listeners as well as new listeners share that they value the diversity of programming – both in programming type and broadcast and in story-telling provided by our reporters – or that they first heard about the station through a similar event.

Additionally, the public and private universities frequently communicate how much they appreciate partnering with us – both in our news and arts and culture programming. They feel it is a valuable outreach effort on their part, one that pays off by greater exposure to the parents of potential and current students, and appreciate being able to share the wisdom and inspiration of their faculty and staff.

Here are some comments provided by listeners to WOI, which can be considered tangible results:

- I listen to IPR/NPR every moment I am in my car. I love coming to work and telling everyone what I learned that morning! I am proud to sponsor this organization because it makes me see the entire world in new ways and helps me to learn so many new things... Thank you for being a strong voice for independent thought!
- IPR adds more to my life than other media outlets I'm exposed to (some of which I pay for), so I think I should contribute to IPR. I would miss public radio if it went away -- and that's more than I can say about some other media sources. Also, since I spend so much time driving each day -- chauffeuring kids, errands, etc., I appreciate having some good stuff to listen to! --informative, unique, engaging, and commercial-free broadcasting! (commercial-free is a real boon, especially with kids in the car) Thank you!

- Just like the tote says - the facts matter! I know that when I listen to IPR I am getting great fact-based reporting that I can trust. In addition, those who report facts are under attack right now in an unprecedented and scary way. I'm proud to support the IPR reporters during this time. Keep up the great work!
- I rely on IPR for fair and unbiased news daily. I appreciate your thorough coverage of Iowa, National and Global news. In addition, I appreciate the varied programming which offers a mix of news, education and entertainment. I listen at work, on my commute and now stream IPR on my Echo or phone while visiting family out of state. I do think we have something very special in Iowa. I have listened to IPR for over 30 years and you just continue to get better! Keep up the great job!

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Over the past year, WOI and its member stations of Iowa Public Radio have maintained and built upon its initiatives to expand and better serve multiple minority and diverse audiences.

The first of these efforts is the continuation of a weekly broadcast of the bilingual Classical program, *Concierto*, which is broadcast on the weekends. This program targets Spanish speakers, which make up approximately 6% of the state's total population. Listener response to this program continues to be positive, and Iowa Public Radio plans to continue broadcasting the program.

Additionally, this past year we have continued our once-monthly arts program called "Iowa Arts Showcase," which highlights the efforts and activities of non-profit arts and culture organizations throughout Iowa. This program continues to be received positively, with cultural and arts organizations considering this a beneficial service program for their organizations and the state.

Lastly, we continue to post and share our content digitally, which is our most diverse audience. We plan to expand our digital efforts into and beyond FY19, serving more digital consumers across a diverse set of digital platforms.

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 an essential part of our funding resources. The CPB funding we receive is used exclusively to pay for national programming, allowing other funding resources to be used for locally produced programming and other initiatives that are important to the communities we serve.

If we did not receive CPB funding, it would be difficult to maintain the staffing resources required to provide the level of service our listeners and communities expect from us.