



Corporation for Public Broadcasting Station Activities Survey (SAS)

Section 6: Local Content and Services Report

for the period covering 7/1/18 – 6/30/19

February 10, 2020

6.1 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.

WRVO's mission is to inform, educate, enlighten and entertain radio listeners and online users in central and upstate New York. As a public news/talk station, we supplement national content from NPR, APM, PRX and other distributors with local and regional content produced at WRVO. In addition to locally-produced daily newscasts, we address regional issues with regularly-produced programs like The Campbell Conversations (conversations with local lawmakers and policy influencers) and HealthLink on Air (information on health and medical issues facing central New Yorkers).

6.2 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.

WRVO continues to partner with many regional organizations to promote lectures, concerts, presentations and other educational events. We regularly promote events and offerings from our licensee, SUNY Oswego. We continue to partner with the Campbell Public Affairs Institute

at Syracuse University for our weekly production of "The Campbell Conversations," and with SUNY Upstate Medical University for the weekly production of "HealthLink on Air." In calendar year 2019, WRVO produced 12 hour-long episodes of our health and wellness program "Take Care" with funding support from the Health Foundation for Western and Central New York. We partner with the State University of New York at Oswego, the State University of New York at Cortland, Colgate University and other institutions to help distribute our broadcast signal to areas which may not otherwise be able to receive another non-commercial, educational broadcast signal.

In 2019 we produced a four-part podcast series revisiting the unresolved case of Heidi Allen, with more than 2 hours of investigative content. We also began a new collaboration with Syracuse Jewish Family Service and other organizations to explore how to better address the needs of care givers.

6.3 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 WRVO Newsroom continues to receive acknowledgements from journalism organizations like the New York Associated Press and Syracuse Press Club. According to analytics, segments of the "Take Care" series and "The Heidi Allen Case" podcast series were among our most popular online segments. We receive positive anecdotal feedback from the non-profit organizations which rely on us to promote their events through our no-charge event calendar. And our for-profit and non-profit corporate sponsors regularly tell us of their success stories due, in part, to promotion on WRVO.

6.4 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

WRVO continues to provide broadcast and online content of interest to minorities and diverse audiences. Recent examples include local news stories on a new office of diversity and inclusion at Syracuse University; the opening of a new inpatient psychiatric unit for teens; and the emerging trend of minority groups delaying prenatal care. Stories covered by national sources include an investigation into un-prosecuted crimes against women in Mexico; groups working to get young people and minorities to the polls; and coverage of Virginia becoming the 38th state to ratify the Equal Rights Amendment. WRVO has aired both local and national stories on recent women's marches, and investigations on how the way states conduct the 2020 census may result in an undercount of minorities. And much more.

6.5 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?

WRVO's ability to cover the issues in our community is directly related to CPB support. Our Community Service Grant pays for the salaries of our local news reporters, and without it we simply could not continue providing the same level of local service. Listeners rely on us to cover local issues with the same quality and accuracy they hear from NPR on national issues. We're able to do this with CPB support, and grateful to provide a service so many other news organizations are abandoning.

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