

**As a requirement of the Corporation for Public Broadcasting, the following is WDPR/WDPG's submission for the Local Content and Services Report in its application for CPB funding:**

*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.*

Dayton Public Radio (WDPR & WDPG) provides 24 hours of classical music and fine arts programming to West Central Ohio, Eastern Indiana, and beyond. Our mission is to provide and promote classical music, and educate audiences about its history and forms, while celebrating the music and arts organizations in the communities we serve. We actively partner with many of the region's music and arts organizations, as well as other non-profits, and provide coverage of events through interviews and frequently scheduled public service announcements. A weekly, digitally-distributed, newsletter is usually devoted to such organizations and events.

On a quarterly basis, the Dayton Public Radio Citizens Advisory Committee meets to review and determine community issues and needs, and the station's activities devoted to addressing those issues and needs. Those defined issues drive our public service initiatives. Dayton Public Radio believes "public" is at the heart of not only its name, but in its mission of service.

Finally, we support the local arts community by interviewing/profiling artists, presenters, and organizations on "Arts Focus", and broadcasting local concerts on "Live & Local", providing access to concerts that our listeners might not have the chance to attend in person.

*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.*

WDPR/WDPG regularly collaborates with many local non-profits, governmental agencies, educational institutions, and the local business community. Furthermore, as a "public" radio station, we feel it is imperative that we reflect the region's strong musical/artistic organizations who otherwise are ignored by other media. Examples from FY 2018:

The station records and broadcasts concerts presented by many of the region's music groups and orchestras, including Dayton Philharmonic Orchestra, Springfield Symphony Orchestra, Richmond (Indiana) Symphony Orchestra, Chamber Music Yellow Springs, Bach Society of Dayton, and others.

The station partnered with Wright State University's School of Music and the College of Liberal Arts, as a sponsor of ArtsGala, an annual event that has generated millions of dollars in arts scholarships. The station partners with the University of Dayton Dept of Music for our annual Young Talent Search, a celebration of outstanding classical musicians in the region. The station also facilitated a musical

instrument drive with the Dayton Philharmonic Volunteers Association, collecting instruments for music programs in Dayton schools.

On a regular basis, we host tours for university continuing education programs, civic groups, senior living centers, Cub Scouts, and classrooms. Most staff are also actively involved in non-profit groups in the community (including some at the most senior levels), and all staff are encouraged to do so. Station employees volunteer time at YWCA, the Dayton Opera Guild, Dayton Philharmonic Volunteers Association, Film Dayton, Dayton Rotary, TEDxDayton, and TEDxYouth Dayton, just to name a few.

Located in the same building as the Dayton Performing Arts Alliance (Dayton Philharmonic Orchestra, Dayton Ballet, & Dayton Opera), The Human Race Theatre Company, The Muse Machine, the station often serves as a convener of the artistic community in projects big and small. From live broadcasts, to the lending our Concert B Steinway for a fundraiser, Dayton Public Radio plays a central role in Dayton's fine and performing arts community.

Finally, recognizing that a strong artistic community can serve as an economic force in the region, station executives collaborate with other regional arts representatives, meeting with state legislators, advocating for arts funding from the State of Ohio. As a result, in FY 2018, the State of Ohio granted one of its largest appropriations ever to the Ohio Arts Council.

*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.*

Partnering with the region's other community organizations is a staple of WDPR/WDPG's programming, and we have found these partnerships mutually beneficial, creating lasting impact on the community. Staff have served as guest lecturers in continuing education programs at local universities, including University of Dayton's Osher Lifelong Learning Institute, Wright State University, Wittenberg University, and others.

As one example of partnership resulting in good for the community at-large, in FY 2018, Dayton Public Radio promoted and participated in Art in the City, an evening of art performances and experiences held in spaces throughout downtown Dayton. In addition to promoting the event to listeners, the station offered free music CDs, and opened up our piano studio for live performances.

The station also enhanced the visibility/experience of young musicians in the Dayton Philharmonic Youth Orchestra and Youth Strings, and the Kettering Children's Choir, by regularly recording their performances and broadcasting them through all of our outlets. These broadcasts regularly see an increase in online listening, indicating new audiences, including those outside the local community.

The station is most proud, however, of its involvement in the "It's Instrumental" Musical Instrument Drive. Collaborating with the Dayton Philharmonic Volunteers Association, in FY 2018 alone, the drive

garnered more than 180 music instruments that went directly into the hands of music students in Dayton Public Schools, the largest collection of instrument donations in a single year.

*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.*

WDPR & WDPG serves west central Ohio which includes significant rural farmland, with new populations most likely from Eastern Europe and Asia. Indeed, WDPG (89.9FM) in Greenville is the only non-religious, public station serving the rural populations of Darke County and the surrounding region. The wide breadth of classical music includes music from these regions, not heard elsewhere. Over the last several years, the station has progressively increased its outreach efforts in these remote rural areas, including broadcast of performances recorded in these very communities. For the Latin-American population, we also carry "Fiesta!", a weekly program devoted to the music of Latin America.

Finally, while the initiative is not one explicitly combatting illiteracy, Dayton Public Radio invested time and resources to support the Dayton Book Fair Foundation, a local non-profit that supports other non-profits through the sale of books and media.

*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?*

WDPR/WDPG is one the few remaining non-commercial, full-time classical stations in the entire country. All of our daytime programming is hosted, in studio, by people who believe strongly in supporting the local arts community. Weekly features spotlight local visual and performing artists, presenters, and organizations which otherwise are ignored by commercial media. CPB funding provides vital support for the purchase and maintenance of equipment required to keep this vital resource on the air. While committed to promoting our local arts/music community, CPB funding also made it possible to air programs recorded around the world, like APM's Performance Today, broadening the musical scope for our local audience. Perhaps most impactful, CPB funding makes it possible to share the programming enjoyed by Dayton audiences, with populations in remote rural areas in western Ohio, who are otherwise, unserved.