

# Local Content and Services Report

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## 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2019. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

**Joint licensee Grantees that have filed a 2019 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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.

WBRH engages the community through PSA efforts with a Public Affairs program to keep the community informed. We also our audience through feedback about various music that airs.

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.

WBRH is an educational institution with a diverse population of students along with a diverse catalog of music with show hosts and volunteers who has a vast knowledge of Jazz and blues which further engages the community.

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.

This particular question does not apply to our operation as our primary goal is to educate students.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of

<https://isis.cpb.org/Survey/SurveyMain.aspx#>

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.

WBRH is the only 24 hour Jazz station in Baton Rouge and we are also a high school based educational institutional. WBRH provides radio training to students grade 9-12 promoting local blues and jazz musicians and events. Being that South Louisiana has had a major impact on the jazz and music genre, these are popular forms of music to our listening audience. Additionally, the high school student body is predominantly minority and based on positive responses from the general public, we feel that we are meeting the needs of our audience and community.

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?

Without CPB funding, WBRH would not be able to afford some of the programming from NPR and PRI that makes our station great.