

WDCB 2014 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.

WDCB serves not only DuPage County, but also the ethnically-diverse Chicagoland region with a variety of underrepresented musical genres, most notably jazz and blues music, but also significant programs dedicated to Afro-Cuban and Brazilian music, rural Americana, Bluegrass, Irish and Cajun folk music. WDCB is the only major radio source of jazz and blues music broadcast to Chicago, a city in which these genres are historically important and culturally vibrant. WDCB also offers a weekly arts & culture magazine show that covers visual art, literature, local theatre, and music. WDCB also offers daily short- and long-form news and public affairs programs that address the specific issues and needs of our local DuPage County service area. We partner with many local organizations to promote and present music and arts events, including live coverage and broadcasts of music events from many of the 77 community areas of Chicago and its suburbs.

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.

WDCB is deeply involved in the community, in both local Dupage County as well as in the wider Chicago area we serve. We are active in supporting the educational goals of our home institution, College of Dupage and collaborate with various departments from Fashion (to host open houses) to Career Services to the MAC (on-campus arts & entertainment venue). We collaborated with the Illinois Arts Council Agency to present more than two dozen live and post-produced music broadcasts featuring local musicians. We actively publicized the events and services of members of the non-profit community and have partnered with non-profits ranging from local symphony orchestras to food banks. We also have a number of ongoing on-air initiatives relating to environmental issues throughout our broadcast featuring collaborative efforts from the University of Illinois extension and the Morton Arboretum.

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.

Our largest impact in the Chicago area is continuing involvement, promotion and education of the jazz and blues culture, which is deeply and historically rooted in Chicago's African-American community. This includes involvement and promotion of events like the Chicago Jazz Festival. In 2014, WDCB partnered with the City of Chicago and the Jazz Institute of Chicago to broadcast live jazz events on six different days during the festival. WDCB also promoted and hosted the Hyde Park Jazz Festival and Englewood Jazz Festival, both of which present this great American art form annually to thousands of residents in historically African-American neighborhoods on Chicago's South Side. Our hosts also served as emcees and judges at competitions and events like the Luminarts programs that serve important cultural and educational purposes for the city's youth and the Elmhurst College Jazz Festival, which draws thousands of aspiring college music students to a DuPage County campus. Through our on- and off-air partnerships, WDCB raised thousands of dollars for the Food Bank of Northern Illinois and the Food Bank of Greater Chicago. Similar efforts resulted in hundreds of trees being planted as a result of WDCB's Earth Day initiatives done in collaboration with our non-profit environmental partners.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

The very nature of our primary jazz and blues music programming is such that WDCB serves an audience in which African-American audiences make up an even larger percentage of our listening audience than the percentage of the Chicago area population as a whole. We have begun airing historical documentary programs offered by the African-American Public Radio Consortium as well. WDCB also airs two weekly hours of primarily Spanish language music presented with bi-lingual descriptions and four weekly hours of Portuguese music and promotes live related events. WDCB continues its commitment to minority audiences through support of activities and services for ESL and ABE students offered by our host institution, College of Dupage.

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?

Our CPB RCS Grant supports our ability to operate as a station that includes local news coverage of DuPage County, as well as public policy issues in Chicago's Western suburbs, which are largely ignored or under-reported by Chicago media. It allows us to focus on top-notch

presentations of musical forms from a variety of ethnic groups. Most of all, we work toward better presentation of our core jazz and blues programming as the only major station left bringing this music to Chicago - one the most historically important cities for jazz and blues music in the world. This grant also helps to fund our service to the local music community with coverage of live events and in-studio performances and arts coverage. The grant also gives us the ability to procure important NPR productions like "Jazz Night in America" and "Song Travels" that we would not otherwise be able to offer in addition to programs from the PRI and APM networks and documentary music and cultural specials from PRX. Loss of this grant would have a serious impact on supporting these initiatives and would likely result in a serious diminishment of the quality of the station, decreased public service, the cancellation of programs and staff reductions.