

CPB Mandatory SAS Reporting of Section 6.1 "Telling Public Radio's Story"
Submitted by WOJB station ID 1666 on 02/17/2023

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.

WOJB's goal is to educate, address and inform our listeners of issues facing society. Through our local programming and paid national programming, we reach listeners over the airwaves. We also implement social media and sponsor and partake in live events, such as concerts, CAB meetings, public meetings and other events.

Some of our programming targets a specific audience, such as our Sobriety Tuesday Show, an hour long program that always includes guest speakers, and addresses alcohol and drug addiction and allows listeners to hear other's stories and how they succeeded in beating addiction, the show also provides resources and information as to where and what type of help is available in our area.

While we maintain a commitment to educate and inform our listeners, we also are committed to providing quality entertainment.

In short, I believe our overall goal is to engage our listeners and provide a quality listening experience.

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.

WOJB has always been at the forefront of taking decisive actions within our community and communities within our 100,000 watt broadcast range.

- Our Ojibwe language is vital to retaining our cultural past. We work closely with the Tribes immersion school (Waaddokadading), we record and broadcast the children's Christmas concert which is sung entirely in Ojibwe. We also invite elders to share stories from their past and to speak our original language.
- We also collaborate with our local Elder Association and produce a one hour weekly radio program with a guest of their choosing.
- We also work closely with Lac Courte Oreilles College, providing internships and opportunities for students interested in public media.
- WOJB is present at nearly all local events, concerts, festivals, etc. Most

times providing live broadcast from the venue.

- We also work closely with other local educators, health officials, clinics, police, businesses and non-profits so that we may assist them in engaging with the public.

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.

We did begin a new weekly program titled "Sober Visions" that addresses drug and alcohol related problems here in our community. The program has been very positively received by the entire community. The program provides a platform for all community members to share their stories and discuss ways to curb addiction and hopefully provide an avenue for victims to begin a healing process..

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

We do offer a variety of Ojibwe language segments, however we do not specifically offer any programming for immigrants or non-english speakers. We have provided PSA's for help with taxes and pharmaceuticals to those people for whom English is a second language. We do have plenty of room to address this issue and we will look for ways to make improvements.

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 is vital to WOJB and it's listeners in its ability to purchase and air national programming, It vital to the livelihood of the station in general in giving the station the ability to maintain its inner workings, be it mechanical, technical, or an actual human being performing essential tasks. Without CPB funding

WOJB would likely be off the air or a mere shell of what it is now. CPB allows WOJB to be an integral part of the community it serves.