

As required by CPB, this report details WPSU-FM's Local Content and Services.

**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.**

The overall goal for WPSU's coverage is to reflect the thoughts, opinions, and hopes of a wide spectrum of listeners. Giving voice to many individuals throughout our coverage area has been a keystone element of our service. User-generated pieces through features like our own "This I Believe," "StoryCorps," and "Bookmark" series have resulted in a high amount of in-person engagements. The "This I Believe" series has been facilitated by a partnership with local schools who in-turn engage their students. Our very active and highly-utilized Community Calendar, which includes web and on-air components, has been a tremendous source for community information.

**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.**

WPSU continues to be an affiliate partner with WHYY and WITF in their StateImpact project, reporting on the state's energy economy. We are also a full-partner station with WHYY, WITF and WESA for the LJC that has just started and will focus on cities and their economies. Partnering with local civic groups has been highly instrumental in the success of our local "StoryCorps" project.

**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 have continued our local “This I Believe” project in conjunction with our local daily newspaper, The Centre Daily Times. The weekly series continues to produce high-quality on-air essays that are also printed in the newspaper. WPSU is continuing its own local "StoryCorps" project, focusing on towns in our region. Social networking tools of Facebook, Twitter, and Flickr continue to enhance our communication strategy. We measure our success via fund-drives, web analytic metrics, phone calls, emails and even letters. This year, with assistance from NPR, we will revamp our entire website to better serve our communities and have a better understanding of the analytics of its usage.

**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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.**

Through special features and reports, WPSU continues to investigate the diverse population in our area. Many of our reports focus on the extreme rural nature of our unique coverage area where the diversity is much more economic than racial. Stories focusing on affordable health care, low-income housing, social services needs and lack of funding sources have been a primary focus for our reporting.

**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?**

The current CSG for WPSU-FM accounts for nearly 15% of the station's overall operating budget. Aside from being a substantial portion of the funds needed to operate, the funds from CPB have allowed WPSU-FM to continue a local news service, and also helps maintain a network of two full-power and six translators that serve the area as the only public radio source.