

TIP: This template is completely customizable. You can change the colors of any of the graphic elements, boxes or text to match your station colors. You can also resize all text and graphic boxes, move things around or delete them entirely to suit your needs. Remember, if something unexpected happens to your layout, just hit the “undo” button to restore.

Delete this text and insert your station logo here. You can resize this box as needed.



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

THESE DIRECTIONS ACCOMPANY THE LOCAL CONTENT AND SERVICE REPORT WORD TEMPLATE, AVAILABLE SEPARATELY.

*“Replace this text with a quote from a community leader, senior stakeholder or partner about the importance of your station...”*

- Person’s name, title, organization

**Replace this text with your station’s brief promise to the community statement, such as a local tagline, brief version of mission or vision statements, etc.**



**<Station name> is an integral part of the <city, station, region> area’s advancement.**

Replace this text with a brief statement about your role and value as it relates to the community’s issues and interests. How does your station make your area a better place to live?

*Tip: Include how your station is a trusted, community-based convener and facilitator for public dialogue, a multiplatform content and information provider, a valued partner, connector, or education service provider that helps raise awareness and address local issues.*

**In 2012, <station name> provided these vital local services:**

Replace this text with a brief statement about the services you provided to fulfill the promise to the community or address community needs.

*Tip: Highlight the different platforms your station leveraged to meet needs or reach particular audiences, including news, performances and documentaries, initiatives or content themes, screenings, forums, education services, workforce trainings, etc. as a narrative or bulleted list.*

**<Station name’s> local services had deep impact in the <city> area.**

Replace this text with a brief statement about what you accomplished for the community or how you fulfilled your promise to the community through multiplatform reach, collaborations or partnerships, work with schools or a specific population.

*Tip: Focus on an outcome for the community (i.e. “connected <city> with essential information to...” rather than outputs from the station (“provided news and public affairs coverage” which is part of key services).*

This page and the next are for your narrative to your community. Consult the Local Content and Service Report Guidelines for more information about the nature and intent of the narrative.

Think of this narrative as an opportunity to share your story with your community.

### What to include:

Your local content and service report is a brief summary, in ordinary language, of your station's local service on-air, online and on the ground. It states accomplishments and their value to the community. This report is an opportunity for you to:

- Illustrate your station's value as a return on the community's investment in you
- Communicate how your station is relevant and significant to the community's health and vitality
- Demonstrate accountability to your community

### Build Your "Stories of impact"

When describing your local service efforts, tell a story with the following elements: the identified community need or opportunity, local partners, target audiences, what you hoped to achieve, the project's on-air, online and on-the-ground components as a response, the results of the project in terms of audience response or community outcome, and any support secured or efforts planned to sustain the work or launch the next phase.

- ✓ Describe your overall goals (promise) and approach in 2012 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.
- ✓ 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. You will have a chance to dive deeper into a few of these efforts in subsequent pages.
- ✓ Describe any efforts (programming, education, digital, social media and in-person engagement) you've made to engage and meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language, adult learners, etc.). If you regularly broadcast in a language other than English, note the language(s) broadcast and the community served.

### A note about format:

You can format these pages any way you like. Consider using sub-sections that mirror the summary on the first page of this template. Or perhaps you have another organizing principle in mind, in which case you can customize the first page of the template to match your narrative sections. Use value or results-driven headlines, bold, italics, bullets, images, and quotes to help your reader find what's important.

<Station logo  
here>

2012 LOCAL CONTENT AND SERVICE REPORT  
**IN THE COMMUNITY**

<Insert page two of your narrative here. If you need additional pages, copy this one and insert as an additional page or delete as necessary.>

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here>

## 2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Headline station response to an issue

*Tip: Use this page to highlight a few of your key local services, initiatives or projects. These highlights will illustrate your work and make it concrete with proof points and tangible activities for the reader.*

For instance: "Working closely with (partners), (station) responded to / or fulfilled (Area)'s (opportunity / situation / issue / problem) by..." Focus on results where possible. (75 words or less)

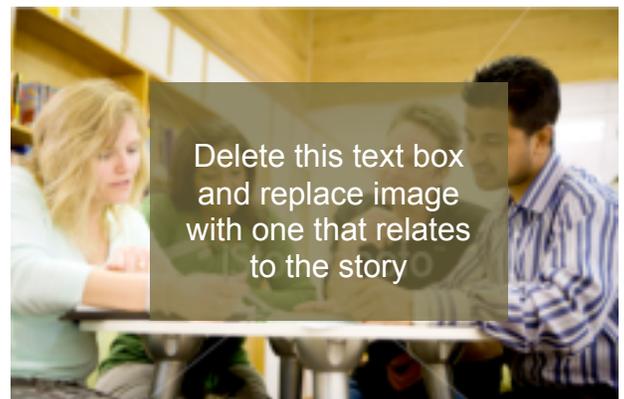


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### Headline a station response to an issue

*Tip: It's a good idea for the services, initiatives or projects featured on this page to also be mentioned in the "Key Services" portion on the first page of the template and in your narrative.*

*Tip: You can add, delete or resize these text boxes and the photo boxes on the right as needed.*



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### Headline a station response to an issue



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## 2012 LOCAL CONTENT AND SERVICE REPORT

# STORIES OF IMPACT

## Title of a project or initiative to feature in detail

Short paragraph describing the initiative and the situation, issue or problem you addressed. You might describe your station's role in the initiative, such as whether you convened, made connections, collaborated, etc. Why did you invest in or get involved in the initiative?



### Reach in the Community:

If not addressed above, this is a good place to describe the target audience for the initiative.

Include broadcast, online and on-the-ground reach in terms of audience numbers, social media, attendance, participation, etc. How many viewers, listeners, web hits, social media impressions, comments, etc.

### Partnerships:

List and/or describe key partners and their roles in the initiative. Ask them for a quote about your role, value or leadership on the initiative for inclusion in the box at right or elsewhere in this report.

### Impact and Community Feedback:

What happened as a result of your work? Describe any known measurable impact, such as increased awareness, learning or understanding about the issue. 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? If you have a story from a partner or from a person served, consider using it in the space to the right.

Insert fact to highlight or quote from stakeholder or partner about the importance of your station. This could also be a space for a graph or chart or additional photos.

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2012 LOCAL CONTENT AND SERVICE REPORT

## Summary



*“Participant testimonial about the impact or value of your local service to him/her or the community.”*

*– person’s name, title organization*

The previous page focuses on a specific initiative or project. This page is an opportunity to aggregate accomplishments, significant partnerships and collaborations relative to community needs.

You might include graphs and facts that tell your story. You could also use bullet points about your station’s local service outcomes, such as:

- Increased awareness
- Increased access and connection to resources



Brief description of the photo that will help tell your story

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**Statement about how you have fulfilled your promise to the community.**

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