

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.



## 2022 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 participant, stakeholder or partner about the importance of your station...”

- Person’s name

**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 a valuable part of the <city, station, region> area.**

Replace this text with a brief statement about your station’s value to the community.

*Tip: Consider your station’s strategic value and role from the community’s perspective. You might talk about your station as a trusted source of news and information, a neutral convener and facilitator of the public dialogue, or a connector, collaborator or catalyst.*

*(summarize in about 70 words or less)*

**In 2022, <station name> provided these key local services:**

Replace this text with a brief statement about your local broadcasts, productions, engagement initiatives, convening events, partnerships, and so on as a narrative or as a bulleted list.

*Tip: Think about the key vehicles or means by which you served the community in 2022.*

*(summarize in about 70 words or less)*

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

Replace this text with a brief statement that could include broadcast reach, numbers of viewers or listeners, partners and partner reach, quote from a partner organization or a person served.

*Tip: Focus on a service’s value to the community (such as “connected <city> with essential information”) rather than on your outputs (“provided news and public affairs coverage”). (summarize in about 70 words or less)*

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.

**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, significance and relevance to your community
- Demonstrate your station's return to the community on their investment in you
- Increase awareness of your station and your work in the community
- Foster a better understanding of your station's relevance to the community's health and vitality
- Demonstrate accountability to your community.

Think of this narrative as an opportunity to share your story with your community. Describe your overall approach in 2022 to address identified community needs through your station's **key local services**, such as on-air programming, multiplatform content, social media, in-person engagement or other activities. Include local news coverage, websites, community calendars, PSAs, community events, local productions, classroom activities, workshops, volunteer engagement, and so on.

Be sure to mention **key initiatives**, which you may also highlight on other pages. Describe key community partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, etc. This will illustrate the many ways you're engaged and involved with other important organizations in the community.

Describe any efforts (programming, production, social media, in-person engagement) you've made to 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.

When describing your local service efforts, include **key "story of impact" 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, the results of the project, and any efforts to enhance or sustain the work.

**A note about format:**

You can format these two pages any way you like. You might 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 sub-headings, bold, italics and bullets to help your reader find what's important.

<Station logo  
here>

2022 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.>

<Station logo  
here>

2022 LOCAL CONTENT AND SERVICE REPORT

## STORIES OF IMPACT

### Headline a story about a key service or project and its impact

*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 and tangible for the reader.*

For instance: “We worked closely with (partners) on “This Important Initiative” in our community to address the *situation / issue /problem.*” Focus on results where possible. (75 words or less)



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### Headline a story about a key service or project and its impact

*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 story about a key service or project and its impact



<Station logo here>

## 2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### 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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2022 LOCAL CONTENT AND SERVICE REPORT

## Evaluating Outcomes, Measuring Impact



*“Participant quote to support the impact or outcome of local service or the value of the station.” – person’s name*

The previous page focuses on a specific initiative or project while this page is about your station overall.

List significant station partnerships (you could include partner logos here) and collaborations or any 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 the value of station’s local service.**

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