

WDCB Local Content and Services Report

WDCB's mission to provide music, arts and cultural programming to the Northeast Illinois area. WDCB is an essential contributor to Chicagoland's music and cultural arts community - a listener supported, publicly funded cultural outreach institution that serves DuPage County, District 502, Chicago and the world with a high quality, locally and historically conscious presentation of jazz, blues and roots music styles, along with award-winning arts & public affairs coverage.

WDCB is a non-commercial radio station, founded by College of DuPage in 1977 as a way to expand the reach of its educational and cultural mission, serving residents of District 502 and beyond with a form of outreach and lifelong learning that could be easily accessed by residents who might never attend a traditional class at the college. WDCB's connection to College of DuPage, the state of Illinois' second largest college, is well known to most WDCB listeners.

WDCB is well known to music fans across Chicagoland as "Chicago's Home for Jazz." Historically, WDCB has featured a variety of musical styles as well as select public affairs programs. Jazz has always been at the forefront of WDCB's programming mix and for the past 30-plus years, along with a significant segment of blues music, it's been WDCB's dominant format.

Jazz and blues music are among America's most significant indigenous art forms. These musical forms are undeniably a product of Black American culture and represent an important cultural gift America has offered to the world. Jazz and blues music have served as a transformational force in world culture as a creative, dynamic display of diversity, inclusion, freedom and democracy. WDCB plays an important role in supporting and preserving the health of the jazz and blues community in the Chicago area, which is both historically and currently one of the world's foremost creative hubs for both jazz and blues music.

During the previous year, we pursued the support of many art/culture forms. WDCB airs 130-plus hours of locally curated jazz programming each week. Programming also includes 12 weekly hours of blues, plus specialty shows spotlighting bluegrass, Celtic, folk, Latin & Brazilian music. Additionally, WDCB provides arts & public affairs programs that especially highlight the western suburbs of Chicago.

WDCB also actively supports and sponsors events that enrich and broaden our community's opportunity for cultural experiences. We partner with public libraries across Chicagoland to present our monthly "Jammin' in the Stacks" free jazz concert series. We promote and participate in the Chicago Jazz Festival, Chicago Blues Festival, the Hyde Park Jazz Festival, JazzUp Glen Ellyn, Oak Park Jazz Thaw, and the Englewood Jazz Festival. WDCB sponsors weekly activities at area venues in support of our varied music forms that include a monthly jazz event at Chicago's Jazz Showcase, a monthly blues event at FitzGerald's in Berwyn and weekly jazz events at several western suburban venues.

Local artists are featured live in the studio weekly on the “Folk Festival” and “Hambone’s Blues Party” programs in addition to our flagship ‘DCB Jazz programming. WDCB partners with a community producer to present a weekly hour called “Chicago Jazz Live” which focuses Illinois jazz artists recorded locally in live performance. WDCB also airs a monthly live Chicago blues broadcast of our *Bluesday Tuesday* concert and produces an entire week of live concert broadcasts every year during the Chicago Jazz Festival.

WDCB produces and airs a weekly hour-long local community interest magazine-style program called “First Light” that covers a broad range subject matter including, food, science, technology, health, history, education, ecology and more. WDCB also produces a weekly show called “The Arts Section” that highlights the work of Illinois filmmakers, authors, visual artists, musicians, actors and more.

WDCB broadcasts 365/24/7 at 90.9 FM, as well as via a booster signal at 90.7FM from Chicago’s West Loop neighborhood. WDCB also maintains an active social media presence through station Facebook, Twitter & Instagram accounts which reach a combined total of more than 17,000 followers.

WDCB has a full-time staff of 14, along with 1 part-time employee. WDCB also uses the talents and expertise of approximately 35 volunteer staff, as well as student aides from College of DuPage.

WDCB serves the Northeast Illinois area, including DuPage, Cook and the surrounding collar counties with a monthly cumulative audience of 271,000 and a potential broadcast listening audience of approximately 8 million. Our ratings estimates also show 3% of our radio audience is below the age of 18, or 8,160 youth listeners monthly. In addition, WDCB is available via Internet streaming and is currently serving more than 210,000 listeners worldwide through this format annually. During 2019, WDCB averaged more than 40% minority listenership for our radio broadcasts according to Nielsen.

WDCB subscribes to Radio Research Consortium, which provides us with Nielsen ratings estimate numbers for the entire Chicago market as well as breakdowns of the audience by age and ethnicity. Our streaming provider StreamGuys provides us with regular data reports on streaming use. WDCB also periodically seeks qualitative feedback on air, via social media and in the form of listener surveys.

WDCB provides significant support to the not-for-profit community with the exposure of their events and services via public service announcements totaling more than 5,000 placements annually. WDCB also actively supports a variety of College of DuPage initiatives, including the annual Veteran’s Day and African-American “Read-In” events, and COD general education as well as various arts related school activities including music, theater and visual art. WDCB supports various arts initiatives designed to bring arts and music to the public at little or no cost, such as our free quarterly film series, our music events such as our summer concert series that offers jazz, blues and Latin music to the public with free admission. WDCB also actively

supports and promote events like the Englewood Jazz Festival and the Hyde Park Jazz Festival, which bring free music to predominantly African-American audiences on Chicago's South Side, in addition to major events like the Chicago Jazz and Blues Festivals, the Elmhurst College Jazz Festival and Jazz Up Glen Ellyn.

WDCB's active involvement in community activities in District 502 and the entire Chicagoland region significantly adds to the cultural richness of our local service area, is a benefit to the quality of life for its residents and provides an economic benefit to the region as well.

(Updated in July 2020)