



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WLCH - 91.3 FM (Lancaster, PA) began broadcasting on September 14, 1987 and has provided consistent programming for over 29 years. On August 2, 2005 we began broadcasting in the City of York on 100.3 FM.

WLCH Radio Centro is a component of a 501(c) (3) non-profit organization the Spanish American Civic Association (SACA). As a non-commercial public radio station licensed by the Federal Communications Commission, we broadcast cultural, musical and public affairs bilingual programming, 24 hours a day, seven days a week.



WLCH is a valuable part of the Lancaster & York communities-

It is our goal to be responsive to the cultural-linguistic and socio-economic needs of the communities we serve. We identify these issues and concerns through a variety of methods and sources.

In 2016, WLCH provided these vital local services and programming related to:

- *HIV/AIDS Prevention & Education*
- *Employment & Training*
- *Financial Literacy*
- *Youth Development & Parenting*
- *Civics & Citizen Responsibility*
- *Legal Issues*
- *Health Issues*

WLCH local services had a deep impact in the Lancaster & York areas:

**Increased HIV/AIDS Testing**

**Increased participation in Employment & Training Services**

**Increased home ownership & business start-ups due to financial literacy**

**Youth Development & Parenting, diminished incidents of violence in public schools**

## WLCH IN THE COMMUNITY

1. **It is our goal to be responsive to the cultural-linguistic and socio-economic needs of the communities we serve. We identify these issues and concerns through a variety of methods and sources:**
  - Individuals – They call production staff to discuss an issue that is of importance to them and would like for WLCH to address the concern in our programming.
  - Other Media – Production staff monitors other media sources regarding issues and concerns they are covering or not covering in the community.
  - Community Based Organizations (CBO) – We are on the media list of a majority of CBO's, therefore we receive press releases, flyers or notices via Facebook on new programs/services they are trying to serve or they request to be invited as guests on our news and public affairs programs
  - Governmental Entities & Public Officials – Relationships have been developed with local, state and federal agencies, they provide press releases regarding news programs/services or contact station staff requesting to be invited to be guests on our news and public affairs programs to address new initiatives or respond to community concerns.
  - Organizational Resources - WLCH is owned and operated by the Spanish American Civic Association (SACA), a Latino community-based, non-profit, human services organization. As a component of this organization and through discussions with programmatic staff of the programs, they keep us abreast of programs that are serving the community and where there are gaps. Thus, providing WLCH staff a credible partner for identifying issues and concerns, and assisting in the preparation of activities/initiatives we can develop.
  - Public Relations Agencies – WLCH is regularly contacted by public relations agencies promoting a variety of guests that can address a wide array of topics in Spanish – Health, Food Safety, etc.
  - Facebook – Our page often serves as a forum for discussions on a wide array of community issues and concerns – We use these discussions to prepare segments or to invite guests to our programs so they can bring clarity on some of these Facebook community discussions.
  - Café Con Leche – Is our primary vehicle to address, highlight and bring clarity on community issues and concerns. The program is produced live in Spanish, Mondays – Fridays, 7:00am to 9:00am. It always contains a news segment, two interview slots for guests and at any time through our listener line, an individual can call in to the program to comment on the news, ask a question of a guest or discuss a new topic – Thus providing another source for the production staff to become aware of community issues and concerns. While the program is produced in Spanish it doesn't deter non-Spanish speakers from being guests – During each program there are always two bilingual co-hosts, one who will ask questions in English and the other to conduct a Spanish recap of the responses, when necessary.

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**WLCH IN THE COMMUNITY**

**2. Certain issues are critical to the community, and require enhanced discussion, education and/or prevention strategies. Therefore, we have developed special initiatives in Spanish or are Bilingual programs to address issues, such as:**

**HIV/AIDS** – We produce a weekly Spanish language program “Alerta Al Sida (HIV Alert) in collaboration with Nuestra Clinica Education & Prevention that provides education and prevention strategies regarding HIV/AIDS.

**Employment & Training** – Due to a high unemployment rate among Latinos and a growing refugee population that are in need of skills training and/or jobs, we produce “Linea de Empleo” (The Employment Line) in Spanish. In collaboration with Tec Centro (a local employment & training center), this weekly program is produced to share strategies for employment and training opportunities.

**Financial Literacy** – As the Latino community grows and they are set on a path towards of greater employment, housing and business opportunities, their knowledge on financial services needs to be enhanced. We have developed a weekly series, “Dinero En Su Bolsillo” (Money in Your Pocket) in partnership with a financial consultant, Josué Ralat (and other private sector guests), discuss a wide array of topics – Budgeting, savings, etc.

**Youth Development & Parenting** – Youth are at-risk for many reasons, parents are constantly searching for strategies to successfully raise their children, with these scenarios in mind, and we produce “Creando Familias De Paz (Creating Families in Harmony) This program is hosted and produced by Frank Albrecht, a Senior Counselor with the School District of Lancaster, who uses his 20 years of counseling youth and families to discuss the issues facing many families.

**Civics & Citizen Responsibility** – In the communities we serve we have a constant influx of Latinos from other parts of the US or from their native countries. Often the roles and responsibilities of local government and the school districts with its citizenry varies from country to country (and from state to state). In order to assist in this transition and respond to new realities that occur (weather related, legislated or new policies), we invite the Mayor of York, the Superintendents of Lancaster and York to “Café Con Leche,” at least twice a year. In addition, we produce a monthly half-hour program with the Mayor of Lancaster. These initiatives allow parents, residents & homeowners to directly communicate with key decision makers in Spanish.

**Legal Issues** – There are a complexity of legal issues and scenarios that abound in all communities and when limited in your English speaking ability it complicates matters. We produce a weekly bilingual, half-hour program, “Ud. Y la Ley” (You and the Law) and on “Café Con Leche” we produce at least one legal segment (20-25 minutes) a month, that addresses a wide array of legal issues – injuries, immigration, etc. This program is produced in partnership with six area legal firms.

**Health Issues** – Healthcare is a major issue in the in every part of the United States. To explore prevention strategies, chronic diseases and treatment options, on “Café Con Leche” we produce at least once a month, a segment (20-25 minutes) a month titled “Cita con Su Salud” (Appointment with Your Health). We partner with area medical practices and/or hospitals to produce and provide the guests for the program. Listeners can call and interact directly with the medical professionals during the segment.

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**WLCH STORIES OF IMPACT**

**Youth Development & Parenting – “Creando Familias De Paz”** (Produced in partnership with Frank Albrecht, School District of Lancaster), according to Mr. Albrecht (better known as Brother Frank), he has seen a diminished number of violent incidents in the schools and a greater number parents seeking strategies for working with their youth.



**Employment & Training – “Linea de Empleo”** (Information on Employment & Training Opportunities with Tec Centro), Marlyn Barbosa, Director of Tec Centro, indicates that 60% of her clients heard of the employment and training opportunities through WLCH.



**Financial Literacy – “Dinero En Su Bolsillo”** (In partnership with a financial consultant, Josué Ralat (and other private sector guests). There not being hard data on the impact of the program, we receive anecdotal information from organizations that provide budget counseling, homeownership classes and entrepreneurial development, have related to WLCH that they have seen a rise in Latino homeowners, business start-ups and individuals with enhanced employment opportunities.



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**WLCH STORIES OF IMPACT**

## HIV/AIDS Prevention & Education



HIV/AIDS – We produce a weekly Spanish language program “Alerta Al Sida (HIV Alert) in collaboration with Nuestra Clinica Education & Prevention that provides education and prevention strategies regarding HIV/AIDS. In addition we rotate daily public service announcement.

According to Sandra Valdez, Director of Nuestra Clinica, “63% of the clients indicate that they learned about HIV/AIDS services through WLCH.” They served approximately 10,000 clients in their last program year.

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**WLCH SUMMARY**

**Josué Ralat, Financial Services Consultant and co-host of Dinero En Su Bolsillo/Money In Your Pocket, a weekly financial literacy program, indicates that without WLCH the community would not learn as many financial skills.**



All of WLCH efforts are geared towards meeting the cultural-linguistic and socio-economic needs of the Latino community. As previously mentioned, we produce initiatives and programs that address many community issues in the Latino community. These initiatives and programs are produced in Spanish and some are produced in English and Spanish. Most of the overall programming (news, public affairs, music) are produced in Spanish. However, there are some English language programs that air weekly, produced in-house or accessed from Public Radio producers that share with the overall community Latino issues and concerns and/or cultural/musical traditions and genres.