

Telling Public Radio's Story:

Local Content and Services Report: FY2022



Question 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.

As we neared WWFM's 40th Anniversary during FY22, WWFM continued with its classical music and jazz formats, along with public affairs programming. We believe that WWFM's programming, by its very nature, appeals to the needs of a diverse audience. A part of our mission has always been to provide listeners with a wide variety of thoughtfully produced local concerts with a blend of complementary programming from national and international sources. WWFM has broadcast partnerships with approximately 80 educational institutions, performance organizations, arts & culture organizations and venues throughout our broadcast region and beyond. They range from Ivy League universities to world-class conservatories, from high schools to early music groups. These partnerships provide proprietary, long form programming to multi-platform outlets, combining a mix of broadcast, in-person and digital media. WWFM's programming includes a mix of community awareness for the arts, audience engagement and educational content. With the worst of the pandemic mostly behind us, WWFM was able to gradually add new concert content as performance organizations were once again providing in-person concert opportunities for their patrons. Through our partnerships with musical arts organizations, we've been able to keep alive our *Celebrating Our Musical Community: The Classical Network in Concerts* series. This is an ever evolving series of classical music concerts from our partnership organizations mentioned above. The series features a diverse array of classical concert material performed by our broadcast region's students, amateur and professional musicians. Some concerts have been aired live, while others were recorded for air and post-produced for *The Classical Network in Concert*

programming. Our *A Tempo* interview program series offered information to the community about how arts organizations were re-connecting to the community with new educational and music programs to provide opportunities for the public to enjoy a diverse blend of arts topics. Wide ranging community issues, needs and interests have also been explored through public affairs programming on JazzOn2. WWFM maintains a website, which includes an interactive Community Events Calendar. WWFM also continues to stream its radio programming to listeners worldwide via the Internet. Many times over, WWFM listeners have said they've been grateful to have the opportunity to learn about and enjoy the arts and culture and music offered by WWFM through the pandemic and beyond – a connection to the beauty of the arts, an oasis for comfort, hope, joy, entertainment and education.

Question 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.

Our core values remain those of an educational arts institution based at a higher education institution, Mercer County Community College. Our dozens of community arts partnerships span higher education, music conservatories, high school, community arts groups and music professionals. These partnerships provide our listeners with an engaging stream of local concert content, and our partners with exposure for their missions. WWFM enjoys a symbiotic relationship with these types of programming partners, which number approximately 80 organizations. In addition to *A Tempo* mentioned in the preceding question, two popular, locally produced programs which speak to the core of our educational arts mission are music appreciation programs, *What Makes It Great*, and *Inside Music*. Here education and entertainment are treated as equal elements to great success within those program productions. *What Makes It Great* is produced before a live audience thereby offering the interactive relationship with the audience, including also the radio audience as an important element of the series. These programs have been presented as live programs and in recorded fashion. We particularly enjoy producing the live events because it gives us a chance to interact with diverse groups of community members in person, and they with radio staff members and with the performers. Our public affairs programming on The Classical Network and JazzOn2 has offered listeners insight as to how the world has continued to thrive and change as we move into post-pandemic times, while highlighting the creative and unique ways organizations provide programs, education and information to those in need and/or who have a thirst for new ideas and knowledge.

Question 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?

As in past years, the best indicators of success with partners are in retention. Our list of approximately 80 community partners – organizations and institutions that find value in expanding their resources to provide content, speak to us to engage in the best tradition of public broadcasting. We produce local concerts for air offered from our partnership organizations. This allows WWFM to offer a great diversity of musical programs reaching our equally diverse audience – and something for everyone. One program which offered a measurable impact was our annual broadcasts of the popular holiday program, *An Evening of Readings and Carols from Westminster Choir College of Rider University in Princeton, NJ*. The demand for this popular program nationwide increased over previous years such that it exceeded our streaming service's then capacity for users. Having gone over the top of capacity, we quickly increased our streaming capacity for Internet users to accommodate all who wanted to enjoy the program via Internet streaming. We also provided much requested website links of the program guide. Locally produced programs, *What Makes It Great* and *Inside Music*, along with nationally offered *Exploring Music* also continue to be popular because of their music appreciation, educational focus. WWFM continued to offer a variety of local and national public affairs programming within our classical and jazz formats. Various non-profit arts & culture organizations are featured in a wide variety of public affairs programming each week on WWFM as detailed in our public file reports, linked via wwfm.org. Additionally, we're still proud of the fact that two of our locally produced programs, a musical arts interview program called *Cadenza*, and a piano-focused series, *Between the Keys* were recognized nationally, each with the prestigious ASCAP Foundation Deems Taylor/Virgil Thomson Awards for Broadcasting. Our local programming continues to be of value to our audience as many have contacted us to say how much they listen to and enjoy WWFM's exclusive, local specialty programs.

Question 4: Please describe any efforts 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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023.

Our Jazzon2 HD2 station offers multi-cultural programming including jazz, world music, Latino culture programs and public affairs. This reaches a diverse audience worldwide through streaming. We are in current plans to physically move our jazz station studios to our college's

downtown Trenton, NJ campus to engage new audiences and students in and around New Jersey's capitol city with broadcasts of live jazz concerts, and with interaction with Trenton-based students. By its very nature, we believe that classical music and jazz appeals to a wide and diverse audience that appreciates music and the arts and find it necessary for fulfillment in life. WWFM offers community members and students opportunities to produce and/or host programming and to learn the basics of broadcasting through internships and shadowing programs, offering mentorships for the next generation of broadcasters. As opportunities become available WWFM participates in career education events to introduce people to jobs in radio, among them career fairs, job networking events and the Teen Arts Festival, produced by community organizations, Rider University and our licensee, Mercer County Community College. We will continue to engage in and expand these initiatives in the years to come.

Question 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?

As always, our CPB grant funding provides the edge that allows WWFM to be innovative, creative and educational while evolving to provide new and engaging program content. We're able to offer exclusive specialty programming (music and informational) and concert programming combined with a carefully chosen blend of nationally syndicated programs to meet the needs and interests of our diverse public radio audience. While our listener donations account for the largest source of revenue, our CPB grant funding provides the extra revenue needed to maintain and expand upon the programming services our audience expects from WWFM. We are grateful for our CPB yearly grant and believe that our programming diversity and listenership would suffer a great loss of educational and entertainment listening opportunities should CPB funding not be a reality.