

# WSCL/WSDL LOCAL CONTENT AND SERVICES REPORT

## 2020

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.

DPR, in partnership with its licensee Salisbury University, remains focused on identifying and presenting through on-air and online formats coverage of community issues, needs, and interests. DPR's News Director's long tenure and work with other non-News DPR staff provide leads and interview opportunities. These are pursued and presented via inserts into drive time news magazines as both short and longer-format pieces, and in DPR's hour-long weekly news/public affairs interview program, Delmarva Today. DPR has continued to partner with the local public access cable service (PAC14) to repackage Delmarva Today for cable distribution, and use audio from selected PAC14's public service programs to air on DPR. This collaboration allows both to jointly address community issues in ways neither could achieve alone. DPR has developed new partnerships with community producers to identify and cover locally relevant topics. DPR aired the "No, I Know" podcast, which features local nonprofits. DPR also brought on Chesapeake Folk, which is produced locally and features local artists and music.

The Development and Membership staff has worked to increase DPR's in-person engagement with its audiences at local events such as music festivals, community events, and volunteer events. DPR exhibited at Taste of the Eastern Shore to reach state legislators.

DPR's Development team has continued communication efforts including a digital newsletter, a greater presence on social media, and more on-air messaging related to stewardship of the stations. The Development Director has worked to bring in new nonprofit and community-oriented partners into DPR's work using underwriting trades, event sponsorships and collaborations, and collaborative fundraising. DPR also manages a community calendar on its website which allows community groups, nonprofits, and other entities an opportunity to highlight their events and positions DPR as a resource for the community.

Finally, DPR has continued its educational collaboration with SU's Perdue School of Business, with both the Mid-Atlantic Sales and Marketing Institute (MASMI). The MASMI collaboration educates students on the underwriting sales process and requires them to sell underwriting for DPR.

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.

DPR's status as an educational component of a state university offers a wealth of partnerships spanning educational, scientific, environmental, business, social, and artistic networks that expand off-campus. DPR continues to call upon community service focused nonprofit organization as resources for input on topics covered on Delmarva Today and for sponsorship and marketing opportunities. DPR is routinely asked to partner with and/or cover presenters of newsworthy arts, humanities, economic development, and/or tourism conferences or presentations. This year, DPR covered topics such as women and money, the City of Salisbury's outdoor murals, suicide prevention, the anniversary of the end of slavery, local response to the impeachment, opioid addiction, LGBTQ issues and the National Folk Festival, which was hosted in Salisbury.

DPR has also continued its long-standing collaboration with regional arts organizations, including music, film, visual arts, dance, theater, etc.

DPR regularly collaborates with other local media entities, as described in question 1, including the local public access television station.

DPR' has secured membership with numerous regional chambers of commerce, often using trade, for revenue generation, community involvement and networking to reach its various aims. Chamber involvement generates information and tips on community projects and presentations often turn into either news stories or media sponsorship opportunities.

DPR is involved with the City of Salisbury's National Folk Festival, which will reside in Salisbury until Fall 2021. DPR presented its first live broadcast of the festival in 2019, and plans to broadcast the Festival in 2021. Municipalities and non-profits throughout the region partner with DPR in ways ranging from using DPR's online events calendar to partnering on media sponsorship to direct coverage/broadcast, to being showcased on Delmarva Today (and PAC14). DPR partnered with the Salisbury/Wicomico County Airport and several towns and municipalities in Delaware.

DPR continues to showcase Delmarva Peninsula-based writers, book shops, and libraries to bring more attention to the region's authors. This includes children's authors, which includes inherent contact and work with parents and teachers. DPR continued its collaboration with Salisbury University's Perdue School of Business to lead a broadcast marketing and sales class for students.

DPR also aired a locally produced podcast, "The No, I Know Podcast," which features local nonprofits.

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? Please include direct feedback from a partner(s) or from a person(s) served.

The number of requests from community organizations for media sponsorship partnerships and direct collaborations remains the most significant measure of DPR's growing success as a reliable, effective resource for initiating and developing contact with communities and constituencies. DPR conducted over \$65,000 in trade contracts with 48 local organizations. Most of these organizations are nonprofits that offer DPR unmatched marketing opportunities and exposure. DPR has made a point to diversify its underwriting trade relationships.

In addition to trade relationships, guests on our locally produced news magazine, Delmarva Today, are encouraged to define organizational missions and make their services known to listeners (on-air, online, and via PAC14). DPR's coverage of regional economic development, tourism, arts, and cultural events and presentations has expanded networking resources and connected people who may otherwise not have crossed paths. Delmarva Today's continued explorations of the lives, cultures, challenges of diverse citizens of Delmarva increase visibility and understanding among diverse cultures. Delmarva Today is widely cited by donors and listeners as a valuable resource for the community, and one of the only local, long-form news programs of its kind. DPR's News Director Don Rush regularly wins AP awards for his reporting on local issues. DPR has heard from listeners who have supported nonprofit causes that they have heard about on Delmarva Today, including the episodes on suicide prevention, local homeless and domestic abuse services and shelters.

One example of DPR's key partnerships is with the City of Salisbury's hosting of the National Folk Festival. DPR promoted the festival throughout the year and produced a live broadcast of the weekend-long event. DPR and Folk Festival producers received a significant amount of positive feedback from listeners who could not attend the Festival. Listeners were glad to be able to experience the Festival without being there physically. The broadcast also encouraged listeners to attend and educated them on the set up, parking, and musicians. The Festival brings folk musicians and traditional arts from around the country, and exposes listeners and attendees to these art forms, free of charge.

4. Please describe any efforts (e.g. programming, production, engagement activities) 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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

In addition to the issues and programming cited in the answer above. DPR covered stories on LGBTQ issues, women in politics, the state food bank, immigration, local and national elections, and local authors. DPR has also covered historical topics around freedom and slavery such as lynching on the Eastern Shore.

DPR continues to proudly air LatinoUSA and Fiesta! DPR has added Concierto and Feminine Fusion to its schedule on WSCL. Concierto features classical music announced in English and in Spanish. Feminine Fusion features female composers in classical music. DPR has added Global Village to WSDL, which airs five days a week. Global Village features music from around the world, often featuring a variety of languages.

DPR partners with a diverse set of nonprofits who serve diverse populations including Habitat for Humanity, ALS Association of DC/MD/VA, various theatres, arts and music organizations, and media entities.

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?

DPR would not be able to continue providing its rich lineup of classical, folk, cultural music and information, thought-provoking stories, local features and more to audiences without the support of CPB. DPR strives to maintain public service to a unique regional audience, while constantly fundraising. Without CPB's contributions, DPR would be highly at risk of discontinuing services.

Our fine arts programming on WSCL provides unique, engaging music and cultural information to populations that cannot access this type of content elsewhere. Likewise, WSDL is expanding the mission of public radio and DPR into non-traditional markets. We do this while striving to expand and enrich the existing reputation of public radio as a trusted source of accurate, high-quality, engaging, and reliable news and information programming.

DPR is presently in a highly-competitive public radio market as there are several regional CPB-qualified stations originating in and outside of the market broadcasting locally. DPR has continued to transition its programming to ensure it is unique in the market and to avoid programming duplication with other CPB affiliates broadcasting locally. This important transition would not have been possible without CPB funding.

Without CPB funding, not only would public radio lose listener/supporters on the Delmarva Peninsula, it would lose the traction gained at recruiting a new generation of potential public radio listeners, devotees, and supporters. CPB funding has allowed DPR to serve listeners in Delaware, Maryland and Virginia who rely on its stations.