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.

WYPR’s mission is to inform and connect the listeners we serve in the Baltimore Metropolitan area, and throughout the entire state of Maryland. We do this with our expanding news department, our two daily locally produced talk programs, our podcasts, our on-air connections with the leading cultural institutions of Baltimore and Frederick, and our media partnerships with an array of local organizations and institutions. In addition, our Community Advisory Board runs a series of Community Conversations in which overlooked and underserved groups are brought to the attention of WYPR’s reporters and producers.

The Covid-19 pandemic continued, unfortunately, to be a major story and problem for WYPR and our audience. With our building still closed to all but essential employees, our talk programs continued to be broadcast from the hosts’ homes, and when our reporters began to venture out to cover stories they had to do so using distancing precautions. But while the pandemic continued to be a major theme, we found much more to cover.

Our podcast The Daily Dose was originally conceived as an aggregator for our health coverage, and while it is still full of COVID-related news, it offers a full roundup of all the regional stories covered by our news team as well as news through the AP. Our Midday talk show features frequent pandemic-related programs, often with Leana Wen, a nationally recognized expert.

The year began with rioting in the nation’s capital, a new President, and a new Mayor in Baltimore. Our talk shows and news team helped our audience navigate a trying year; and helped provide context and depth for both local and national issues – while still dealing with the challenges of remote broadcasting. Both Baltimore and our surrounding counties get covered in depth – Baltimore’s mayor is a monthly guest, and mayors and county executives from around the area are regularly featured. The reopening of schools has led to fractious school board meetings, particularly in Baltimore County, and we have devoted much coverage to that. Our news team has a Baltimore City Hall reporter, a reporter dedicated to news from Baltimore County, a health and housing reporter, and two reporters covering the Statehouse and Annapolis. In addition, we have robust environmental reporting, much of it dedicated to the state of the Chesapeake Bay. Our news team won a slew of awards in 2021, including a national Edward R Murrow award.
On Air: In addition to our news team and news updates from our local hosts of *Morning Edition* and *All Things Considered*, WYPR has several locally originated talk programs, two of which air daily. *On the Record* allows Sheilah Kast, a long-time veteran of network TV and radio news, a chance for an unmediated deep-dive interview with community newsmakers and leaders. *Midday* is our daily call-in show, giving listeners a chance to interact with newsmakers, politicians, and artists. Despite the challenges associated with broadcasting from home, both programs continued to engage our audience with guests from around the state and country. *Future City* is a monthly program that takes on the challenges faced by urban Baltimore. It was hosted for part of 2010 by nationally best-selling author Wes Moore, who was the program’s original host. When Wes Moore announced a run for Governor of Maryland, host duties were picked up by veteran TV broadcaster Charles Robinson. On the arts front, we have two programs dedicated to books and book reviews, we have a regularly featured theatre critic, and music programs that attract funding from the Maryland State Arts Council.

Podcasts: 2021 marked the final season of our Murrow Award-winning podcast *Out of the Blocks*, which tells the story of urban residents in their own words. In its final year it revisited blocks it had been to during its eleven year run. In October, WYPR began production of a new podcast, *The Maryland Curiosity Bureau*. Using the Hearken platform, MCB allows our listeners to pose questions and to vote on which questions get answered by host Aaron Henkin. Topics have run from an investigation of local power brokers to an explanation of the Baltimore accent. *The Daily Dose* continues to be a signature of our podcasting efforts. Conceived first as solely a vehicle for local Covid-19 information, it has morphed into a vital daily on-line news program, with bonus reporting that doesn’t appear on the air. It is a major next step in our digital strategy. We collaborated with The Baltimore Museum of Industry for a limited run series about the history of Bethlehem Steel’s shipyards, and with the Baltimore Metropolitan Council for a series of interviews with the region’s political and economic leaders. WYPR also believes that culture is every bit as important to our listeners as news, so our podcasts also cover the culture beat. Essential Tremors talks to musicians about the works that have influenced them, and the works of local icon Edgar Allan Poe were featured on Poe Theatre on the Air.

**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.**

WYPR emphasizes on-air media partnerships in support of the missions of dozens of area nonprofits. Partners include local universities, theaters, charities, museums, and hospitals. Our media partnerships give free airtime to these organizations to promote their events and activities. Our membership campaigns partnered with – and helped raise money for – the Maryland Food Bank and the Fuel Fund of Maryland. We collaborate with the Kennedy Krieger Institute of the Johns Hopkins University, the Maryland Family Network, and the Greater Baltimore Medical Center. We present an annual live concert.
by the Baltimore Choral Arts Society and are on-going sponsors of a free outdoor summer concert series with the Friends of Patterson Park. WYPR’s local music programs are supported by the Maryland State Arts Council. We provide arts events listings in Frederick, Maryland, in conjunction with the Frederick Arts Council; and we have open access for all area organizations to our on-line Events Calendar. Midday features a weekly theatre critic, and On the Record weekly features stories from Baltimore’s Stoop Storytelling Series. We collaborated on a podcast with the Baltimore Museum of Industry, and have worked with the Baltimore Museum of Art, Walters Art Museum, and the National Aquarium in Baltimore.

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 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.

Though we are based in Baltimore City, WYPR is heard throughout most of the State of Maryland, from populous suburban counties to remote and rural counties in Western Maryland on the Eastern Shore. Our programming connects listeners across the state, and while we shine a direct light on the urban problems of our metro area, we attempt to do it in a way that is understandable and relatable to everyone. Our focus on Baltimore County is appreciated by our audience as those stories are among our top most-downloaded digital offerings.

. Baltimore Community Foundation posted on Facebook: “As Baltimore City students return to in-person classes, this WYPR story offers insight into the transit challenges many face getting there on time. Danny on Twitter: “Aaron Henkin’s series “Sparrow’s Point: An American Steel Story” is utterly fascinating! Suddenly Baltimore,(my city) makes sense to me. Thank you! Jim: “The Daily Dose offers great coverage. As you’d expect. Tisha: “(Midday) is terrific and definitely a community treasure.” Devon on Twitter: “I am proud to have such a great NPR station in my fair city. Nathan, Matt, Andy, you all and everyone are wonderful!

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) If you regularly broadcast in a language other than English, please note the language broadcast. The heart of WYPR’s listening area is an urban center recently scarred by racial unrest, so naturally the heart of WYPR’s program policy addresses issues of disparity. And the Covid-19 pandemic that dominated the news for most of 2020 also is a marker of disparity. Our news reporting and talk shows all delved into how communities of color have been disproportionately affected by the pandemic. Disparity and issues of equity are constants across our programs. Both of our local daily talk shows dedicate frequent programs to the issues facing our Black, Latino and LGBTQ communities; and Midday has several ongoing series
tackling those issues, such as *Midday in the Neighborhood* and *Culture Connections*. The Baltimore Cease-Fire is an attempt to stem the violence that engulfs the city, and Ericka Bridgeford, Cease-Fire’s founder, is a guest on Midday every cease-fire weekend. *On the Record* has initiated a series called *Pass the Mic* in which community members are invited to plan and host episodes with the assistance of our producers. *Future City* is dedicated into exploring urban issues, and recently spotlighted the queer community as well.

Our staff’s Courageous Conversations Committee has led us to begin tracking the demographics of our guests, interviewees, and vendors to ensure that we cast a wide net in all of those areas. WYPR’s Community Advisory Board has become much more diverse, and engages the producers and hosts in a series of Community Conversations which brings forward organizations and people that our team might otherwise overlook.

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? CPB funding is essential to WYPR in our quest to provide service to our community. CPB funding helps our established programs and podcasts; allows us to take chances on new programs, podcasts, and other means of service; and allows us to continue to grow our local news reporting which is increasingly essential to our audience. This was further highlighted during the pandemic as many of our usual sources of income disappeared – CPB was vital in allowing WYPR to weather the storm. And although we have here been talking about locally originated programs, CPB’s importance in allowing us to present national and international news to our listeners should not be minimized. Just as growing news deserts make our local programs essential; those same audiences have fewer and fewer alternatives for world and national news, and filling that gap is an important part of our being as well.