

## Grantee Information

ID	1437
Grantee Name	WSCL-FM
City	Salisbury
State	MD
Licensee Type	University

### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

**Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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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.

WSCL/WSDL, 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. Our News Director's long tenure and work with other non-News 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 WSDL's hour-long weekly news/public affairs interview program, Delmarva Today. We continue 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 WSDL. This collaboration allows both to jointly address community issues in ways neither could achieve alone. We have developed new partnerships with community producers to identify and cover locally relevant topics. WSDL airs the "No, I Know" podcast, which features local nonprofits. The Development and Membership staff has worked to increase our in-person engagement with its audiences at local events such as music festivals, community events, and volunteer events. We continue communication efforts including a digital newsletter, a greater presence on social media, and more on-air messaging related to stewardship of the stations. We worked to bring in new nonprofit and community-oriented partners into our work using underwriting trades, event sponsorships and collaborations, and collaborative fundraising. We also manage a community calendar on our website which allows community groups, nonprofits, and other entities an opportunity to highlight their events and positions WSCL/WSDL as a resource for the community. We are also now partnering with the University of Maryland Public station WESM to create Delmarva Public Media. Finally, WSCL/WSDL 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.

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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.

WSCL/WSDL'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. We are now full partners with WESM, at the University of Maryland Eastern Shore, forming Delmarva Public Media. And we continue to call upon community service focused nonprofit organization as resources for input on topics covered on Delmarva Today and for sponsorship and marketing opportunities. We are routinely asked to partner with and/or cover presenters of newsworthy arts, humanities, economic development, and/or tourism conferences or presentations. This year WSCL/WSDL again partnered with the National Folk Festival, which was hosted in Salisbury. Both WSCL and WSDL broadcast the festival live, WSCL/WSDL has also continued its long-standing collaboration with regional arts organizations, including music, film, visual arts, dance, theater, etc. We regularly collaborate with other local media entities, as described in question 1, including the local public access television station. WSCL/WSDL 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. Municipalities and non-profits throughout the region partner with WSCL/WSDL in ways ranging from using our online events calendar to partnering on media sponsorships, to direct coverage/broadcast, to being showcased on Delmarva Today (and PAC14). We continue 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. WSCL/WSDL continued its collaboration with Salisbury University's Perdue School of Business to lead a broadcast marketing and sales class for students. WSDL also aired a locally produced podcast, "The No, I Know Podcast," which features local nonprofits.

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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 WSCL/WSDL's growing success as a reliable, effective resource for initiating and developing contact with communities and constituencies. We conducted many trade contracts with 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). WSDL'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. News Director Don Rush regularly wins AP awards for his reporting on local issues. We have 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 WSCL/WSDL'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. WSCL/WSDL and National 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.

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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. WSDL covered stories on the homeless, refugees, women in politics, climate change, immigration, local and national elections, and local authors. WSDL has also covered historical topics around freedom and slavery such as lynching on the Eastern Shore. WSDL now features the live-hosted jazz programs produced at WESM. This brings the American art form to the beach areas of Maryland and Delaware. WSCL has Concierto, Fiesta and Feminine Fusion in its schedule. Concierto features classical music announced in English and in Spanish. Feminine Fusion features female composers in classical music. WSCL also

airs Classics For Kids, WSDL features Global Village, which airs five days a week. Global Village features music from around the world, often featuring a variety of languages. WSCL/WSDL partners with a diverse set of nonprofits who serve diverse populations including various theatres, arts and music organizations, and media entities.

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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?

WSCL/WSDL 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. We strive to maintain public service to a unique regional audience, while constantly fundraising. Without CPB's contributions, WSCL/WSDL 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 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. We have continued to transition our programming to ensure it is unique in the market. 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 WSCL/WSDL to serve listeners in Delaware, Maryland and Virginia who rely on its stations.

#### Comments

Question

Comment

No Comments for this section