
JAZZWCLK
Clark Atlanta University

91.9

2013 LOCAL CONTENT &
SERVICE REPORT TO
COMMUNITY



About Jazz 91.9 WCLK

April 10, 2014 marks 40 years of service that Jazz 91.9 WCLK has provided to Atlanta and surrounding communities. In that time, we have grown from a small college radio station covering a few blocks to a major public radio station reaching over 2.5 million people in the greater area. WCLK, 91.9 FM and its licensee, Clark Atlanta University, a Historically Black College/University (HBCU), are both nonprofit 501(c) 3 organizations. WCLK FM provides public radio services that target the multicultural residents of Atlanta and the surrounding areas. WCLK is the first African American federally licensed educational FM station in the state of Georgia.

Jazz 91.9 WCLK Community Engagement

Jazz 91.9 WCLK is highly committed to community service and partners with many charitable organizations such as the United Way of Greater Atlanta, American Diabetes Association, Hands on Atlanta, Samaritan House of Atlanta Enterprise Center and, other civic groups. WCLK is dedicated to keeping our listeners informed and entertained through public outreach ranging from Jazz workshops like Jazz in the Classroom and concerts to symposiums and, special events like Wednesday WindDown in Centennial Olympic Park. Jazz 91.9 WCLK staff provides students in the Clark Atlanta University Division of Mass Communication Arts with valuable hands on training and, lends professional guidance to the student-run station, WSTU 98.1 — The Station for the Students.



Jazz 91.9 WCLK Management

General Manager

Wendy Williams

Assistant Station Manager

Tammy Nobles

Development Director

Reggie Hicks

Program Director

Aaron Cohen

Communications and Marketing Director

Shed Jackson

Jazz 91.9 WCLK Advisory Board

Harold Watkins, **chair**, CEO, Invictus Productions

Lisa Mosley, **vice chair**, CEO, Mot 212o TV

Tina Capers - Hall, MBA, Independent HR Professional

Jea Delsarte, Pharmacist, CVS Pharmacy

Richard Dent, Entrepreneur

Sunny Franklin, CSM Bakery Products

Craig M. Garrett, Global Contract Manufacturing Manager,
The Clorox Company

T.K. Keels, Entrepreneur

Edward B. Krugman, Partner, Bondurant, Mixson
and Elmore, LLP

Sheryl Sellaway, Executive Public Relations Director,
Verizon Wireless, Inc.

Dr. Paul Suteji, Arthritis and Rheumatology of Georgia



Wendy F. Williams
General Manager
Jazz 91.9 WCLK

On April 10, 1974, Jazz 91.9 WCLK began its inaugural broadcast in Atlanta from the campus of Clark Atlanta University. Now at the dawn of 40 years of service to the Atlanta community, we are humbled by the hundreds of thousands of listeners who have made this journey with us. This includes the pioneers whose vision, perseverance and leadership established the first educational FM station in the state of Georgia. It also includes the members whose support never wavered over the years and the listeners who keep their dials set to 91.9 WCLK.

We have been enriched by the thousands of musicians and artists whose bodies of work have been disseminated through our broadcast each and every day. We are honored that we have stood as a training ground for hundreds of students to get their start in the broadcasting industry.

The mission of Jazz 91.9 WCLK is to develop and provide high quality multimedia and broadcast programs that uplift, education and inform Greater Atlanta and worldwide audiences. Jazz 91.9 WCLK is always commitment to increasing the awareness of the significance of Jazz music as an American art form, and guiding and training students in all aspects of broadcast and public media services. WCLK's vision is to leverage the station's legacy as a Jazz and cultural icon both locally and globally. Jazz 91.9 WCLK will cultivate the resources that will ensure uninterrupted quality broadcast and public media services, through the adoption and implementation of new technologies and content delivery platforms that serve the widest audience possible.

As we reflect on the last 40 years, we are grateful for our parent institution Clark Atlanta University and the resources it provides on a daily basis to ensure the station's broadcast would continue. And last but not least, we are most proud that we have been a treasured community voice that has reflected and changed with the people, culture, music and the stories of the community for the past four decades. Thank you!

Sincerely,

Multiplatform Long and Short Form Content

Jazz 91.9 WCLK broadcasts a monthly cancer awareness/prevention news/talk program, Center for Cancer Research and Therapeutic Development's Your Health Connection which is made available to African American Public Radio Consortium stations. As well, content on the main channel is broadcasted on the station's high definition channels.

In addition to keeping listeners engaged through the Jazzette, the WCLK newsletter; social integrity platforms like Facebook, Twitter and Instagram; WCLK cultivated communities through a series of eight (8) OVEE screenings, a new social screening platform for watching public broadcasting service television - The Motown Sound; Jazz Musician Wynton Marsalis; Music Impresario Quincy Jones; Esperanza Spalding "Cinnamon Tree"; Steve Wonder in Performance at the White House: The Library of Congress Gershwin Prize; Tavis Smiley talks with Music Legend Carole King; Cab Calloway: Sketches; and, Fela! The Musical. WCLK staff reviewed videos and selected shorts that had some significance to our audience, i.e., Jazz, inclusive news/information, university relations and music engagement. We created a video plan outline and drafted a news release about the events. The news release was distributed to Atlanta area and industry media outlets and, specific content was used to promo/call for participation via social media. For specific music education and information rich screenings, we reached out to experts in the field to moderate sessions. We created graphics and screening specific imagery to encourage participation and to demystify the signing up process. We began screening promotions about a week before each screening and asked moderators and, previous screening participants to aid with getting the word out. As the screening date approached, we increased eMarketing efforts and crowd sourced. For one pop up screening – which was moderated by our Midday Announcer - we used on air announcements, leading up to the screening, to encourage listeners to join the screening.



The Center for Cancer Research and Therapeutic Development

YOUR HEALTH



◀ w/ JaQuitta Williams, host • www.wclk.com/programs/your-health-connection

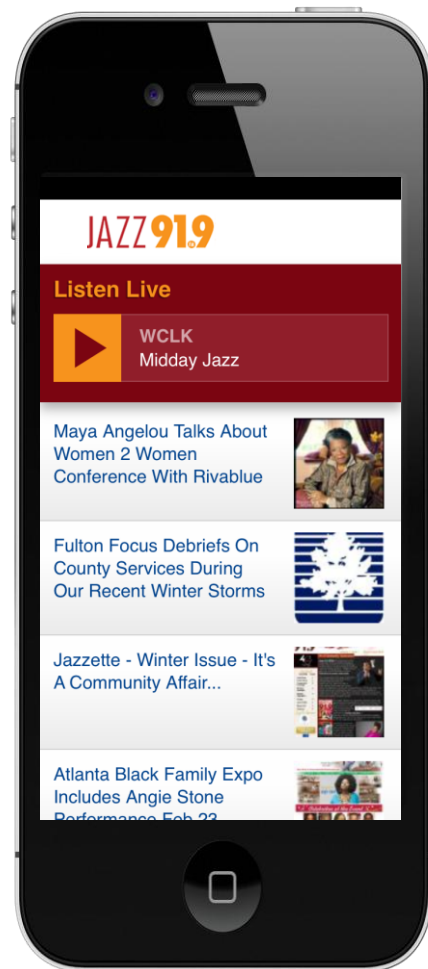


Have a Cancer or health related question? Please
Tweet our host, JaQuitta Williams during the show
@jaquittaw @ccrtd. You can also call during the show
at (404) 880-WCLK #YourHealthConnection

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Clark Atlanta University
91.9



Jazz 91.9 WCLK digital engagement provides listeners platforms to connect with WCLK through the Jazzette, the WCLK newsletter; social integrity platforms like Facebook, Twitter and Instagram; and, through OVEE screenings, a new social screening platform that allows users to watch Public Broadcasting Service (PBS) programs on computers.



ovee

Jazz 91.9 WCLK in partnership with the International Television Services conducted beta field testings of OVEE, a new social screening platform for watching television. The screenings provide attendees with advance viewing of content from PBS while chatting live about the content.



ovee



Tuesday
Jan. 29, 2013
8:00 PM EST

WEBSITE:
[https://ovee.itvs.org/
screenings/0vny4](https://ovee.itvs.org/screenings/0vny4)

The Motown Sound features performances by: Smokey Robinson, Natasha Bedingfield, Sheryl Crow, Jamie Foxx, Gloria, Nick Jonas, Ledisi, John Legend, Amber Riley, Mark Salling, Seal and Jordin Sparks

...WATCH TOGETHER,
from anywhere

OVEE is a new social screening platform for watching your favorite Public Broadcasting Service (PBS) and local public television programs together, from anywhere, on demand.

SPECIAL SCREENING

Hosted by the President Obama and First Lady, the program pays tribute to Motown's 50 year legacy and its distinctive soul-infused pop music sound that solidified its popularity in American culture and influenced American music.

You're invited to watch, chat and share...



Join
US!

Monday,
April 1, 2013
7:00 PM EST

WEBSITE:
[https://ovee.itvs.org/
screenings/ar4tn](https://ovee.itvs.org/screenings/ar4tn)

in celebration of
JAZZ JAM
Jazz Appreciation Month

...WATCH TOGETHER,
from anywhere

ovee a new social screening platform for watching your favorite PBS and local public television programs together, from anywhere, on demand.

SPECIAL TWO PART SCREENING

Tavis
Smiley



Wynton Marsalis discusses with Tavis Smiley the price Americans are paying for abandoning arts in education
Run time: 24 minutes

moderators



Joey Sommerville



Groov GroovProject



Penelope Williams

On April 1, 7:00 PM EST log on to

<https://ovee.itvs.org/screenings/ar4tn>

LOOK • LISTEN • CHAT • ENGAGE • CONNECT

celebrate with us
MUSIC • CULTURE • TRADITION

ovee
social screening

...watch together, from anywhere

TUESDAY • MAY 31 • 1:15 P EST

Special Performance by Esperanza Spalding
Cinnamon Tree



THE FOLLOWING LINK
ACCESSES THE SCREENING:

<https://ovee.itvs.org/screenings/193bh>

Moderated by Nicole Sweeney
Announcer, Midday Jazz Swing
Jazz 91.9 WCLK

OVEE, a new social screening platform for watching your favorite PBS and local public television programs together, from anywhere, on demand, online.





celebrates
JUNE
MUSIC • CULTURE • TRADITION

ovee
social screening

...WATCH TOGETHER,
from anywhere

A new social screening platform for watching your favorite PBS and local public television programs together, from anywhere, on demand.

Celebrate June with Jazz 91.9 WCLK as we explore legends in music and profile Jazz power players. Join us as we spotlight trail blazers who have impacted performing arts, education and community engagement for generations to come.

STEVIE WONDER IN PERFORMANCE AT THE WHITE HOUSE: THE LIBRARY OF CONGRESS GERSHWIN PRIZE



Tue • June 4, 2013 • 7:15 P

Run Time: 56 minutes; 50 seconds

President Barack Obama will give the Second Library of Congress Gershwin Prize for Popular Song to Stevie Wonder at a special concert in the East Room of the White House. The concert will feature a tribute by top performers singing the songs that propelled Wonder to the ranks of international stardom.

THE FOLLOWING LINK ACCESSES THE SCREENING:

<https://ovee.itvs.org/screenings/1b0bz>



Th • June 6, 2013 • 7:15 P

Run Time: 56 minutes; 50 seconds

TAVIS SMILEY TALKS WITH MUSIC LEGEND CAROLE KING

A Tavis Smiley Show special - Tavis invited Carole to sit down and talk about music, songwriting, the environment and her release of "Welcome to My Living Room" DVD.

THE FOLLOWING LINK ACCESSES THE SCREENING:

<https://ovee.itvs.org/screenings/j99u4>



Tue • June 11, 2013 • 7:15 P

Run Time: 59 minutes; 39 seconds

CAB CALLOWAY: SKETCHES

Cab Calloway: Sketches explores the Jazz legend's beginnings and musical milestones; and, delves into the life of this pioneering musical legend that charmed fans and audiences with his showmanship, charisma and talent. A Singer, Dancer and Bandleader,

Cab Calloway led one of the most popular African American Big Bands during the Jazz and Swing eras of the 1930s - 40s, with Harlem's famous Cotton Club as his home stage.

THE FOLLOWING LINK ACCESSES THE SCREENING:

<https://ovee.itvs.org/screenings/hro6c>



Th • June 13, 2013 • 7:15 P

Run Time: Five minutes; 10 seconds

FELA! THE MUSICAL

The story of Afrobeat legend Fela Kuti is now a high-energy Broadway musical starring Sahr Ngaujah and directed by Bill T. Jones. Watch this scene to see why audiences are dancing in the aisles.

THE FOLLOWING LINK ACCESSES THE SCREENING:

<https://ovee.itvs.org/screenings/vtv9t>

Public Outreach

Below are examples of in-person engagement, education services, community information, partnership support, other activities and audiences Jazz 91.9 WCLK reached or new audiences we engaged.

Jazz 91.9 WCLK initiated a series of video messaging opportunities for Atlanta area teachers to talk about what's important to them in connection with the Teacher Wall project, a virtual teacher town square, a part of "American Graduate: Let's Make It Happen," a national public media initiative funded by the Corporation for Public Broadcasting to help Atlanta and other communities across America address the high school dropout crisis.

Jazz 91.9 WCLK staff worked with CAU and Westwood College staff/faculty and provided a guided tour of the facility on July 19/August 24. Staff discussed with high school/college students the WCLK history; education/community/music engagement initiatives; and, careers in radio, mass communications/marketing and multimedia services.

Jazz 91.9 WCLK partnered with The Call to True Beauty domestic violence and dating violence prevention awareness campaign to roll out 2012/2013 education/community engagement projects at the campaign kickoff luncheon on September 7.

Jazz 91.9 WCLK presented WCLK Jazz Night benefit concert featuring Gregory Porter on Friday, September 14, 7:30 p.m. at Ferst Center for the Arts at Georgia Tech in Atlanta. The benefit concert is an anchor for WCLK's fundraising efforts to continue providing uninterrupted, quality programming and service to the Atlanta community.

Jazz 91.9 WCLK in partnership with Cobb Energy Performing Arts Centre Foundation and its new series Jazz Roots hosted Jazz in the Classroom led by Seven Time Grammy Award Winning Jazz, Crossover Legend Al Jarreau on Thursday, September 20 at Benjamin E. Mays High School in Southwest Atlanta. The music education and community engagement initiative convened more than 250 band and chorus students in an entertaining, informative and interactive session on the importance of Jazz music - the history, culture and significance of and, to musical forms; at the same time, driving awareness about the causes and ramifications of high school dropout rates.

Jazz 91.9 WCLK participated in the Clark Atlanta University (CAU) homecoming day parade and public outreach events on Saturday, October 13. The community event was attended by everyone from Atlanta area citizens and CAU students, alumni, faculty and, staff to stakeholders and elected officials.

Jazz 91.9 WCLK in partnership with Jazz Roots and Cobb Energy Centre Foundation presented Jazz in the Classroom featuring Terri Lynne Carrington at Pebble Brook High School on Friday, October 19. Jazz in the Classroom is a signature WCLK education and community initiative that engages metro Atlanta music students at participating middle and high schools in an entertaining, informative and interactive session on the importance of Jazz music - the history, culture and significance of and, to musical forms.

Jazz 91.9 WCLK partnered with CAU and domestic/dating violence prevention advocacy organizations throughout the month of October on the Call to True Beauty campaign, the university's advocacy, education and prevention campaign against dating and domestic violence. The campaign included workshops, engagement events, and a community rally and air balloon lift.

Jazz 91.9 WCLK hosted an Atlanta area Boy Scout Troup and provided a guided tour of WCLK studios on Saturday, January 12.

Jazz 91.9 WCLK presented its 39th Anniversary Benefit Concert featuring George Duke and Gerald Albright on Wednesday, April 3, 7:30 PM at Cobb Energy Centre in Atlanta. The benefit concert raised awareness and funds for WCLK.

Jazz 91.9 WCLK in media partnership with the Office of Georgia Congressman David Scott participated in the eighth annual 13th Congressional District Jobs Fair on Friday, April 29 at the Georgia International Convention Center which attracted more than 5,000 job aspirants.

Jazz 91.9 WCLK in partnership with Independent Television Service convened a group of stakeholders and hosted an OVEE social screening of The Tavis Smiley Show: Jazz Musician Wynton Marsalis and Music Impresario Quincy Jones in celebration of April as Jazz Appreciation Month; Esperanza Spalding "Cinnamon Tree (May);" Stevie Wonder In Performance at the White House, The Library of Congress Gershwin Prize (June); The Tavis Smiley Show – Singer Songwriter Carole King (June); Cab Calloway: Sketches (June); and, Fela! the Musical (June). OVEE is a new social [media] screening platform for watching your favorite PBS and local public television programs together, from anywhere, on demand.

Jazz 91.9 WCLK in partnership with Cobb Energy Centre Foundation and Jazz Roots presented Jazz in the Classroom featuring Johnathan Butler on Tuesday, May 21 at Tri Cities High School in Atlanta; and, a Conversation with Jazz on Friday, May 24 at Auburn Avenue Research Library featuring Tia Fuller, hosted by WCLK's Nicole Sweeney.

Jazz 91.9 WCLK staff worked with the City of Atlanta/Fulton County Summer youth program as a community panelist and discussed job readiness skills with an audience of 100 teens at the Adamsville Recreational Center on Wednesday, June 3.

Jazz 91.9 WCLK invited new and renewing members to pledge their [financial] support during its Fall Membership Campaign, October 10 through 21; Spring Member Campaign, March 13 through 24; and, fiscal year end membership campaign, June 5 through 16. The campaign included a series of volunteer opportunities, listener engagement activities and member recruitment efforts.

Community Engagement



PHOTO RELEASE

WCLK JAZZ NIGHT SKILLED MUSICIANS SOUND OFF - SOLD OUT SHOW

Atlanta, GA - Jazz 91.9 WCLK 38th Anniversary benefit concert series had yet another sold out show fueled by the dynamic energy of acclaimed Jazz Vocalist Gregory Porter and Flautist Claudia Hayden. WCLK Jazz Night created a crowd pleasing experience marked with ovations, cheers and rousing applause. Touring behind a new album, Porter induced a spiritually mellow and, groove filled vibe while performing songs like "Be Good" and "1960 What?". Hayden entertaining formula of original compositions "So Claudia" and "Sincerely" moved the audience to sway side to side while shaking their heads in delight.

The following are highlights from the WCLK Jazz Night Benefit Concert featuring Gregory Porter and Claudia Hayden on Friday, September 14, 2012 at First Center for the Arts at Georgia Tech:



LEFT (right to left): Gregory Porter and Claudia Hayden backstage before their WCLK Jazz Night Benefit Concert Performance.



ABOVE: Claudia Hayden (center) and her band, The Claudia Hayden Project with WCLK Announcers Nicole Sweeney, host, Midday Jazz Swing (first row - second from right); Rivalblue, host, Jazz at Sundown (first row - third from right); Jamal Ahmad, host, SOUL of Jazz (second row - first on right); and, Board Member Richard Dent (first row - third from left).



ABOVE (left to right): Wendy Williams, general manager, Jazz 91.9 WCLK and Morris Baxter, host, Morning Jazz prepares the crowd for an evening of Jazz filled performances.



ABOVE: Gregory Porter take to the stage belting baritone melodies blended with soothing sounds.



ABOVE: Claudia Hayden (center) and her band, The Claudia Hayden Project opens the WCLK Jazz Night Benefit Concert.



ABOVE: Dr. Carlton E. Brown, president, Clark Atlanta University, brings greetings during the WCLK Jazz Night Benefit Concert.



ABOVE (right to left): Jamal Ahmad, host, SOUL of Jazz and Harold Watkins, chair, WCLK Advisory Board, reignites the crowd in preparation for Gregory Porter.

LEFT: Gregory Porter shares words of wisdom and inspiration.



LEFT (right to left): Gregory Porter receives a musician's goodie bag from India Aire as Dexter East, marketing assistant, WCLK, looks on.



ABOVE: Gregory Porter (right) engages with fans and signs CDs after the WCLK Jazz Night Benefit Concert.



BELOW: (left to right): Gregory Porter and Keisha Jackson.



ABOVE: Jazz 91.9 WCLK Jazz Night Benefit Concert featuring Gregory Porter and Claudia Hayden audience - not an available seat in the house.

PHOTO CREDITS: Seve Adigun, Savvy Studios ATL
Shannon McCollum

PHOTO RELEASE

ATLANTA'S ONLY JAZZ STATION BRINGS MUSIC INTO THE CLASSROOM WCLK Jazz in the Classroom with Al Jarreau

Atlanta, GA – Jazz 91.9 WCLK in partnership with Cobb Energy Performing Arts Centre Foundation and its new series Jazz Roots hosted Jazz in the Classroom with music legend Al Jarreau at Benjamin E. Mays High School in Atlanta with nearly 250 students, educators and parents. The band played Jarreau's popular tunes as he entered the high school auditorium to a chorus of applause. Jarreau scatted, sang and spoke about his career accomplishment at the same talking about the importance of education in their lives. Nicole Sweeney, host of Midday Jazz Swing on Jazz 91.9 WCLK emceed the workshop.

The following are highlights from Jazz 91.9 WCLK Jazz in the Classroom with Al Jarreau at Mays High School on Thursday, September 20:



LEFT (right to left): Wendy Williams, general manager, WCLK (second from right); William Earvin, director, Benjamin E. Mays High School Bands; Al Jarreau; Dr. Tyrone Smith, principal, Benjamin E. Mays High School; and Nicole Sweeney, host, Midday Jazz Swing, WCLK.



LEFT: An aerial view of the nearly packed Mays High School auditorium, listening to Jarreau showcase his remarkable vocal register; talk about his career accomplishments and motivations; and answer questions from workshop attendees.



BELOW: Courtney Reed, director of education, Cobb Energy Performing Arts Centre Foundation, welcomes Mays High School Students and reveals what the audience has in store.



RIGHT: Mays High School Jazz band students play Four, one of three Jarreau songs that they performed.



PHOTO CREDITS: Seve Adigun, Savvy Studios ATL

ABOVE: Wendy Williams, general manager, WCLK, greets Benjamin E. Mays High School students and charges audience to preserve the legacy of Jazz.



ABOVE: Al Jarreau demonstrates his range of vocal skills.



ABOVE: Al Jarreau (center) and Mays High School band director and members.

About Jazz 91.9 WCLK Jazz in the Classroom

Jazz 91.9 WCLK Jazz in the Classroom workshops provides an opportunity to engage students through practical and career-related pedagogy, exploring the benefits of a high school education. WCLK partners Atlanta area high/middle schools to host the 60 – 90 minute session that addresses high school dropout prevention; the significance of including arts in school curriculum; and, [performing arts/music] model programs. The highlight of Jazz in the Classroom workshop includes professional musician demonstrations and a finale jam session between them and students. For more information about Jazz in the Classroom, visit: www.wclk.com.



PHOTO RELEASE

JAZZ 91.9 WCLK CULMINATES THE YEAR WITH A SOLD OUT CELEBRATION COMPLETE WITH NEW YEAR RESOLUTIONS

Atlanta, GA – Jazz 91.9 WCLK - The Jazz of the City - has an awe fantastic year of music, public and education engagement activities planned for 2013. The station outreach for the new year will include expanded support for civic and arts organizations; increased partnerships with communities and schools; enhanced business collaborations; and, a heightened awareness of cultural affairs.

For Jazz 91.9, this past year was one filled with tremendous joys and incredible advancements as WCLK experienced its largest transmission upgrade in its 38 year history and, launched the *Jazz All Over - Stronger Than Ever* Campaign. In December, WCLK ended the year with another stellar, sold out holiday Jazz concert featuring Ronnie Laws along with Debra Laws and Karen Briggs. The following are highlights from the concert:



ABOVE: Violin Soul-o-ist Karen Briggs delivers Jazz filled, Soul drenched, head bopping grooves with her distinctive string arrangements at the Jazz 91.9 WCLK All For You...Very Special holiday concert on Saturday, December 8, 2012.

BELOW (right to left): Ronnie and Debra Laws memorizes the audience with the chart topping, classic hit, *Very Special*.



RIGHT: Debra Laws swelters concert goers with her infectious vocals.

LEFT: Ronnie Laws delivers remarkable combinations of unparalleled instrumental cohesion and indelible melodies that kept the audience spellbound by the saxophone.

RIGHT (below): Ronnie Laws (center) poses backstage with the winners of the Jazz 91.9 Give A Toy, Give A Smile holiday gift campaign. The lucky winner was drawn from a pool of more than 200 people. The holiday gift campaign resulted in the collection of nearly 150 toys for disadvantaged youth in the Georgia Department of Family and Children Services Foster Care Program.



ABOVE: Ronnie Laws and his band members hypnotized concert attendees with a compilation of his awesome hits that included: *Every Generation, Always There Life and Life in Paradise*.



PHOTO RELEASE

A STUNNING EVENING OF JAZZ WITH GEORGE DUKE AND GERALD ALBRIGHT Jazz 91.9 WCLK 39th Anniversary Benefit Concert

Atlanta, GA (April 24, 2013) - **Jazz 91.9 WCLK** 39th Anniversary Benefit Concert featured legendary Keyboardist **George Duke** and renowned Saxophonist **Gerald Albright**, together for astounding performances of their original masterpieces. Duke and Albright set an inviting tone for the evening which created a spectacular atmosphere for Jazz. The musicians orchestrated an incredible set list to include some of Duke's greatest hits like: *No Rhyme, No Reason; Reach For It; Brazilian Love Affair; and Mothership Connection*. And, Albright captivated the audience with his renditions of Ne-Yo's *Champagne Life* and *Georgia on My Mind*; along with his original work *Sooki Sooki*.

The high energy crowd was full of enthusiasm and a steady stream of joyful energy filled the concert hall. The following are highlights from the Jazz 91.9 39th Anniversary Benefit Concert featuring George Duke and Gerald Albright which took place on Wednesday, April 3, 7:30 p.m. at Cobb Energy Performing Arts Centre in Atlanta:



LEFT: Henry Taylor, vice president, Institutional Advancement and University Relations, Clark Atlanta University, greets attendees at the Jazz 91.9 WCLK pre concert meet and greet; Wendy Williams, general manager (middle) and Harold Watkins, advisory board chair (left), Jazz 91.9 WCLK, look on.

RIGHT: Wendy Williams, general manager (second from right) and Richard Dent, advisory board member (back), Jazz 91.9 WCLK along with Leona Barr-Davenport, president and CEO of the Atlanta Business League (right); and, Susan Ross (second from left) and guest at the Jazz 91.9 WCLK pre concert meet and greet.



RIGHT: Jazz 91.9 VIP guests and members at the pre concert reception sponsored in part by Brown Forman Corporation, F. Korbel & Bros., Guerneville, Sonoma County, CA.

BELOW: Gerald Albright preparing to take to the stage at the Jazz 91.9 WCLK 39th Anniversary Benefit Concert.



ABOVE: Rivablue, announcer, Jazz at Sundown, Jazz 91.9 WCLK (second from left) and VIP guests at the pre concert meet and greet.



LEFT: Gerald Albright (second from left) and his band, backstage at the Jazz 91.9 39th Anniversary Benefit Concert at Cobb Energy Performing Arts Centre.



LEFT (right to left): Rivablue, announcer, Jazz at Sundown and Morris Baxter, announcer, Morning Jazz, Jazz 91.9 WCLK, along with a guest at the Jazz 91.9 39th Anniversary pre concert meet and greet.

BELOW: Gerald Albright set the stage for the evening with his diverse, smooth and sumptuous saxophone licks.

RIGHT (left to right): Carlton E. Brown, president, Clark Atlanta University; Wendy Williams, general manager, Jazz 91.9 WCLK; and George Duke, before his performance at the Jazz 91.9 WCLK 39th Anniversary Benefit Concert at Cobb Energy Centre.



LEFT: Jamal Ahmad, announcer, SOUL of Jazz, excites the audience in anticipation for George Duke.



LEFT: Guests at the Jazz 91.9 WCLK 39th Anniversary Benefit Concert on April 3 at Cobb Energy Performing Arts Centre.

BELOW: George Duke wows the audience with his soothing vocals and piano styling.



RIGHT: George Duke entertains the more than 2,000 concert attendees with non-stop music, call and response successions and memorable stories at the Jazz 91.9 WCLK 39th Anniversary Benefit Concert.



JAZZ IN THE CLASSROOM WITH JONATHAN BUTLER AT TRI CITIES HIGH SCHOOL



Atlanta, GA – Jazz 91.9 WCLK in a partnership with Cobb Energy Performing Arts Centre Foundation and its new series Jazz Roots hosted Jazz in the Classroom featuring Singer/Songwriter and Guitarist Jonathan Butler on May 21 at Tri Cities High School in East Point. Nicole Sweeney, announcer, Midday Jazz Swing, Jazz 91.9 WCLK, led the interactive workshop.

Received by nearly 75 performing arts students, educators and parents, Butler set the tone for the session with an inspirationally arousing opening performance of his popular song, *Falling In Love With Jesus*. The instant lyrical familiarity, his pure vocal tone and acoustic guitar recognition, moved Jazz in the Classroom attendees to stirring applause and emotional praises. Next, Butler grooved the audience with his rendition of *No Woman No Cry*.

Nicole put into context the history and influence of Butler's career in Jazz [music]. And, offered the performing arts students words of motivation. The Jazz in the Classroom workshop culminated with a finale jam session by [Jazz] band students and Butler, performing Stevie Wonder's *Living for the City*.

The following are highlights from Jazz in the Classroom on May 21 at Tri Cities High School in the Viola Turner Theater:

RIGHT (right to left): Nicole Sweeney, announcer, Midday Jazz Swing, Jazz 91.9 WCLK and Jonathan Butler (left) before the Jazz in the Classroom workshop - in the mist of preparation.



LEFT: Nicole Sweeney (standing), announcer, Midday Jazz Swing, Jazz 91.9 WCLK, shares with Tri Cities High School [Jazz] Band students the importance of education and the significance of performing arts; and, introduces Jonathan Butler.



LEFT: Butler (center stage) performs for and with Tri Cities High School [Jazz] band students.

Community Partners

The following are 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. that illustrate the many ways Jazz 91.9 WCLK connected across the community and engaged with other important organizations in the area.

Jazz 91.9 WCLK partnered with Hosea Feed the Hungry and Homeless throughout the months of November and December to help end hunger and poverty in the community through a series of public service announcements, interviews and social media marketing promotions. The holiday campaign encouraged listeners to get involved with the organization and, collect and donate non-perishable food and clothing.



Jazz 91.9 WCLK partnered with the Atlanta Business League (ABL) on the ABL 79th annual meeting. The partnership included a series of community/business awareness investment messaging and on air interviews; and, a membership recruitment table at the meeting which took place on November 27 at the Hyatt Regency Atlanta.



Jazz 91.9 WCLK in partnership with For the Children, Inc. kicked off the Give a Toy, Give a Smile 2012 holiday gift campaign at the WCLK holiday benefit concert on December 8. WCLK collected toys for youth in the Georgia Department of Family and Children Services Foster Care Program. The toys were distributed by WCLK staff and volunteers.



Jazz 91.9 WCLK partnered with the United Way of Greater Atlanta in March to encourage individuals to join in The Shoebox Campaign, a campaign to create personal care packages for Atlanta area homeless women and children through May 1. The campaign encouraged listeners to design, decorate and fill shoeboxes with personal hygiene items for homeless women and their children. The shoeboxes were delivered to the women by volunteers on Mother's Day.



Jazz 91.9 WCLK in a media partnership with Atlanta Business League participated in the Sixth Annual Congress on The State of Black Business which took place on Tuesday, March 19. The partnership included a series of community/business awareness investment messaging and an on air interview. Wendy Williams, general manager, Jazz 91.9 participated as a congress panelist.



Jazz 91.9 WCLK in a media partnership with MARTA, the principal rapid-transit system in the Atlanta metropolitan area, remote broadcasted from the College Park Rail Station on March 28 in connection with MARTA's Destination campaign which focuses on a specific RAIL station - the landmarks, restaurants and places to visit that are within walking distance from the station.



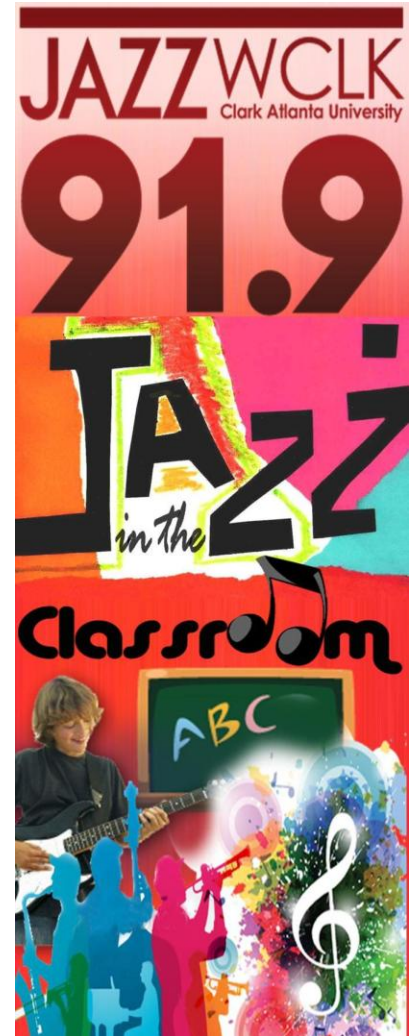
Jazz 91.9 WCLK in a media partnership with Atlanta Business League (ABL) remote broadcasted from the ABL CEO Appreciation Luncheon on Tuesday, May 7 at Hyatt Regency Atlanta. The partnership included a series of community engagement/business development messaging and an on air interview.



Community Impact

What impact did Jazz 91.9 WCLK key initiatives and partnerships have in your community? The following are measurable impact, such as increased awareness, learning or understanding about particular issues. Listed are indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods.

Through the OVEE screenings WCLK was able to cultivate a far reaching network on station supporters, community leaders and musicians via digital interfaces. Because of the educational experience that WCLK offers through Jazz in the Classroom and WCLK's partnership with Cobb Energy Performing Arts Centre Foundation, Greater Atlanta schools are now reaching out to station staff inquiring about how to bring the Jazz in the Classroom workshop to their schools. As well, because of WCLK's enhanced relationships with schools, station supporters and community organizations, peer to peer communication about WCLK interactive student/parent tours have increased and requests for station tours have escalated. So much so that we have had several tours scheduled after normal business hours, i.e., weekdays and weekends. Through our public affairs program, The Local Take, we have increased awareness about community concerns and provided ways to Get involved/address issues, like: homelessness in Atlanta and ways to allocate resources more effectively within a community; Vine City, Castleberry Hill and the Atlanta University Center gentrification and impact on the area in connection with the plans to build a new Atlanta Falcons stadium to replace the Georgia Dome; and, a profile of how Moms have changed over the years due to increased technology and ways to increase productivity. Through our partnership with Fulton County, we strengthen our relationship from broadcasting public service announcement to producing a monthly, 30 minute news/talk show which addresses hyperlocal issues such as: the new Georgia Ad Valorem Tax rules which effects everyone purchasing a car statewide; Fulton County Emergency Management's new "See Something/Say Something" public service campaign designed to keep everyone alert to their surroundings; and, discussion about the new Aviation Community Cultural Center and the services it will offer to the public.



Public Affairs

The following are efforts (e.g. programming, production, engagement activities) Jazz 91.9 WCLK made to investigate and/or meet the needs of minority and other diverse audiences.

Over the past 40 years, WCLK 91.9 FM has witnessed unprecedented growth in the quality and quantity of its programmatic, production and outreach activities. The station is the oldest privately held HBCU station in the nation, and remains steadfast, while many radio competitors have been silenced from the airwaves.

The following are efforts WCLK made to investigate and meet the needs of minority and other diverse audiences; Jazz 91.9 WCLK aired Tell Me More with Michel Martin, weekdays and The Tavis Smiley and Smiley and West shows, weekly on Saturdays, which addressed topics like:

- Playwright Fugard Bucked South Africa's 'Racist Ideas'; Host Michel Martin talks with a man known for plays exposing the brutal reality of South African apartheid.
- A New Kind Of Segregation, Income Segregation?; More Americans are segregated by income today, than they were 30 years ago. That's according to a new Pew Research Center study looking at U.S. neighborhoods. Rice University sociologist Stephen Klineberg says income segregation is a direct result of a shrinking middle class.
- African American Fly High with Math and Science where Michel Martin begins a series to observe Black History Month by speaking with African-Americans on the cutting edge.
- Vision for a New America as Tavis talks with a bipartisan panel about the creation of a national plan to eradicate poverty in America.
- Smiley and West, Poverty Tour, highlights the plight of the poor people of all races, colors, and creeds so they will not be forgotten, ignored, or rendered invisible during this difficult and dangerous time of economic deprivation and political cowardice.





Jump start Saturdays

Alternating Saturdays from 7:00 A - 8:00 A

JAZZWCLK
Clark Atlanta University
91.9

FIRST SATURDAYS
WCLK
Community
Focus

**News &
Information**

SECOND SATURDAYS
The Local Take *w/*
Kiplyn Primus

FOURTH SATURDAYS
CAU Now

THIRD SATURDAYS
Fulton Focus

**Well Balanced
& Insightful**

WCLK also produced local talk and public affairs programming to address issues concerning minorities during FY2012. Some of which include:

- Your Health Connection - WCLK partnered with the Clark Atlanta University Cancer Center for Therapeutic Research to produce a monthly 1-hour call-in program to address prostate cancer. This program is also distributed nationally through the African American Public Radio Consortium.
- The Local Take hosted by seasoned communications expert Kiplyn Primus and focuses on the Atlanta area impact of national stories. *The Local Take* sets the tone for community engagement by providing an outlet for information exchange with an emphasis on what matters most in metropolitan Atlanta. During each segment, Kiplyn talks with Atlanta area experts and, answers listeners' questions.
- Fulton Focus a monthly radio program, sponsored by Fulton County. The purpose of Fulton Focus is to engage citizens in the various programs and services provided by Fulton County, including Health and Human Services, Housing, senior services, youth programs and initiatives and much more.
- CAU Now a monthly radio program, to discuss the inside information of what's happening at WCLK's licensee, Clark Atlanta University, and how the university impacts the metro Atlanta community.

In addition to local programs, WCLK produces SOUL of Jazz which is distributed nationally through the African American Public Radio Consortium, and the Howard Radio Network.



WCLK partners with nonprofit agencies to produce radio vignettes about health issues, consumer information and much more. The station actively engages with PSA campaigns through the Georgia Association of Broadcasters. WCLK produces informational vignettes each year for Martin Luther King's Birthday in January, Black History Month in February Women's History Month in March, Jazz Appreciation Month in April and Music vignettes for Black Music Month in June. The WCLK Production Department has increased markedly its activities including creation of on-air promotion of underwriting, stagers, positioners and image spots.

All have added to the Station's greater emphasis on airwaves placement.

As well, Jazz 91.9 aired a series of public service announcements, such as:



Candler Road Business Night Out
 American Community Cultural Festival
 Girls: Contemporary Black Women Artists
 Atlanta Business League, 2012 Men of Influence
 The Youth Ensemble of Atlanta presents A Taste of YEA
 The Mary Tipton Corporation presents Music with a Mission
 National Black Chamber of Commerce 20th Annual Convention
 Cultural Ambassador, President/CEO of Africa World Museum
 Joan Garner, Fulton County Commissioner, Black History Month
 Emma Darnell, Fulton County Commissioner, Black History Month
 John Eaves, chairman, Fulton County Commission, Black History Month
 Fulton County Department of Registration and Elections runoff elections
 National Lung Cancer Partnership, Free to Breathe Atlanta 5 K Run/Walk
 Atlanta Business League Sixth Annual Congress on The State of Black Business
 Ebenezer Baptist Church Community Outreach Committee for Voter Education Summit Town Hall Meeting
 The Shrine of the Black Madonna, Social Action Committee presents the Seventh Annual West End African
 Clark Atlanta University hosts a sneak peek of Tyler Perry's movie Temptation; talk back/town hall discussion
 Resources for Residents and Communities, Neighborhood Life, Let's Invest for Tomorrow Information Session
 Spelman College Museum of Fine Art presents and opening reception and discussion for the exhibition, Material
 African Diaspora Conference, hosted by the African Heritage Foundation and Chief Tunde Adetunji, the African

WCLK has used the most recent fiscal period to remain active training students at Clark Atlanta University through the station's internship program. This internship program offers training in all the discreet station units. This offering rounds off a strong venue for student participation. The WCLK internship program was able to accommodate nearly 25 student interns this year.

The Station's leadership is also being sought in the expanded development of course to address student training needs.

Now in its 12th year, WSTU can be heard at 98.1 on the campus of Clark Atlanta University and on the web at wstu.cau.edu the students of WSTU shadow the announcers and staff of WCLK to learn more about the operations of a radio station, and the radio industry.

WCLK provides community service hours for select public school students interested in radio training.

In efforts to help enhance the enrollment/retention at Clark Atlanta University, a Historically Black College & University (HBCU), WCLK embarked upon a year-long on-air promotional campaign. PSAs air publicizing over 20 university educational programs, both graduate and undergraduate.

WCLK was an on-air promotional partner with the major fundraiser of the United Negro College Fund, "Evening of Stars" program. (Clark Atlanta University is the largest HBCU recipient of UNCF.)

WCLK partnered and promoted programs of the Georgia Coalition of Black Women, Inc., a non-profit Women's Advocacy Organization.

WCLK has continued its Jazz in the Class Room Program where the station's announcers visit elementary and junior high schools to talk about the history of Jazz in America. WCLK is looking to expand Jazz in the Classroom to include colleges and universities – we would not only have their music education students as participants, we'd use some students as middle and high school workshop presenters.

In addition to continue to work with its current community partners, WCLK has planned a host of activities to increase its community service efforts.

WCLK is partnering with the Clark Atlanta University Cancer Center for Therapeutic Research to produce a monthly 1-hour program to address prostate cancer.

WCLK is partnering with Verizon Wireless to produce a monthly one hour program to address domestic violence.



ABOVE: Jazz 91.9 WCLK Announcer, Jamal Ahmad, talks with students at North Atlanta High School.



The Call to True Beauty

WCLK will continue to work with the student radio station, WSTU. We have recognized students in news that are on the air now at WCLK, on-air personalities, and production personnel. Teaching these students the intricate aspects of radio has caught the interest of the entire Atlanta University Complex including Morehouse and Spelman colleges. Plans are in the works now to include students from these schools in the operations of the student station as well. .

WCLK now has the technology to place on-demand and archiving of our programs onto the station's website. Interviews include artist, Clark Atlanta University faculty and community leaders on a monthly basis. We have also posted the Men's Health line Programs to the website, and distributing the show nationally through the African American Public Radio Consortium.

WCLK is looking to expand Jazz in the Classroom to include colleges and universities – we would not only have their music education students as participants, we'd use some students as middle and high school workshop presenters. As well, we plan for our announcers to take more of a leadership role with this initiative and, our media partners to maximize exposure for the music education program

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?

Corporation for Public Broadcasting funding impacts our ability to serve in three major ways. First, the allocation makes possible a 24-hour broadcast day and the station's ability to broadcast community based programs and announcements, as well as the station's community outreach programs. In addition, the funding makes it possible for the station to leverage funding from other grantors, the university and members. Listeners respond positively to system wide support of public radio. Further, it makes program and equipment acquisitions possible.

It enhances student initiatives also required this funding. Trained students are paid when called upon to work live remotes and other station activities in a staff shortage or leave of absence. Funding reductions, even in small increments, would necessitate across the board adjustments that would further limit extended resources. Reductions in funding from the licensee, the membership base and the resulting match funding cuts from CPB have left the station vulnerable and not in a position to take advantage of opportunities delivered through new media. For the past 8 years, WCLK has merely been able to operate, and not grow and thrive as many stations with more funding resources. Even with the loss of the smooth jazz station in Atlanta, WCLK's audience numbers continue to be low, because it does not have the funding infrastructure to invest in a fulltime engineer, engineering consultancies and studies and equipment to deal with the problem of its antenna height. Now with the elimination of the NTIA program with the Dept. of Commerce, the station has to seek other funding sources for equipment upgrade needs. These activities are burdensome and weigh down efforts to capitalize on translator searches, more developed web design and content, efforts to stream broadcasting on mobile or iPod and HD radio opportunities.