



(WFCR – University of Massachusetts Licensee/CPB qualified station)

DIVERSITY GOALS

Workforce, Management and Board

DIVERSITY GOAL

New England Public Radio (WFCR – University of Massachusetts Licensee/CPB qualified station) is committed to offering comprehensive, diverse, balanced, enriching, high-quality programming, reflecting the unique resources and talents of its communities and supporting the development of a professional staff and board, representative of the diversity of the region NEPR serves.

NEPR will address diversity through the lenses of gender, race, ethnicity, culture, religion, language, age, geography, sexual orientation, social class, veterans and active service people, and people with disabilities, among others.

NEPR is committed to creating a diverse staff and board by widely advertising opportunities. Of the 39 regular staff, 3 are people of color. Of the New England Public Radio Foundation Board currently at 24 of 25 board directors, 6 are people of color. One is on the Board's executive committee. Of the University of Massachusetts Board of Trustees comprised of 22 members, 5 are people of color and its Chair is African- American.

DIVERSITY GOAL INITIATIVES FOR FY16

NEPR will include individuals representing diverse groups in our internship program which provides meaningful professional level experience in order to reflect the diversity of the communities we serve and further our commitment to education.

The NEPR Foundation, Inc. will actively pursue diverse candidates to serve as Directors and Advisors.

NEPR is searching for a Program Director for our new youth outreach program Media Lab. As with all of its searches, WFCR as a department of UMass Amherst will comply with all University standards for equal opportunity and diversity in hiring, and in the search process will seek to interview a finalist(s) of color.

NEPR Management will participate in the Healing Racism Institute of the Pioneer Valley - a process that facilitates an understanding of the root causes and effects of racism, and the institutional nature of racism, which will allow for the building of a better and more equitable community.

FROM NEW ENGLAND PUBLIC RADIO'S CURRENT STRATEGIC PLAN:

The stations are committed to these values:

- Offering comprehensive, high-quality programming that is diverse, balanced and enriching
- Serving the whole of their region by reflecting the unique resources and talents of their communities
- Fostering engagement with listeners, contributors and volunteers
- Sustaining their relationship with Amherst, Hampshire, Mount Holyoke and Smith Colleges and the University of Massachusetts Amherst
- Maintaining a dynamic workplace that supports the development of a diverse, professional staff
- Observing the highest ethical standards
- Embracing new technologies to create content and provide greater access to the maximum number of listeners
- Striving for intellectual vitality and artistic excellence
- Maintaining and developing a Board that reflects the diversity of the geography and the communities that WFCR serves

GOALS AND STRATEGIES

Programming Goal:

Produce, create and broadcast distinctive programming that appeals to a demographically and geographically diverse audience.

Strategy A. More fully use all of our platforms to increase and enrich our news and music offerings, with special emphasis on programming of a regional nature.

Tactics:

1. Increase the number of voices from different communities heard on WFCR and WNNZ

Measurement a): develop resources to hire a bi-lingual reporter to be based in Springfield - NEPR did hire a bilingual reporter in 2011, but she has since left the staff

Measurement b): re-introduce a commentary series - Complete (see “On Air” section below)

Measurement c): develop resources to hire staff adequate to expand “Focus: western New England” into a daily program - Currently developing plans for In Contrast with Ilan Stavans (see “Future Plans” section below)

2. Develop an outreach project of music or spoken word programming with community partners (See “Future Plans” section below - Street Level Sounds (working title))

Measurement a): identify partners and develop resources to fund a pilot

Measurement b): create a regular fully funded series

Measurement c): reach audiences of young people

Measurement d): music and/or word programming is recorded and aired on one of WFCR’s broadcast platforms

FROM NEW ENGLAND PUBLIC RADIO FOUNDATION’S BY-LAWS:

The Corporation and the Nominating/Board Governance Committee will work to create a Board that reflects the diverse community WFCR serves – geographically, ethnically and culturally.

FROM UNIVERSITY OF MASSACHUSETTS STRATEGIC PRIORITIES

Continue a focus on diversity and positive climate

RECENT PROGRESS TO INCREASE DIVERSITY

New Headquarters and New Berkshire County Bureau:

In October 2014, NEPR moved into its new headquarters. The choice to move to downtown Springfield was a deliberate one for NEPR. The organization wanted to play a key role in the city’s economic revitalization efforts. We also recognized that the opportunity to occupy a first floor space in the pedestrian center of the city would fundamentally change the profile of our organization. We now occupy a very public space – inviting a new level of community engagement. It is our hope that our new location, and of course our work - presenting locally produced news, talk and music programming - will add to the vibrancy of downtown Springfield.

At the end of August (early FY16), NEPR opened a news bureau in Pittsfield, Massachusetts, and hired a full-time reporter to cover Berkshire County. The bureau is a partnership with Berkshire Community College. As part of the partnership, NEPR will also offer three internship positions each year to Berkshire Community College students. This represents a significant expansion of NEPR’s news department and a major commitment to expand the station’s coverage of Berkshire County.

On Air

The NEPR news department focuses on stories relevant to the station’s diverse listening area, a region that includes major urban centers, struggling post-industrial towns, a large rural area and a vibrant academic community. The

news department participates in the New England News Network, and shares material through PRX. Partnerships with local newspapers were launched in 2013, to share NEPR content on newspaper websites, connecting to new audiences. *The Short List: NEPR's Week in Review* segment also aims to serve diverse audiences by connecting listeners to reporters and editors of local news sources, including *Lioness*, a magazine for female entrepreneurs, *El Sol Latino*, and *Point of View*.

The NEPR News Department produces daily newscasts, long-form features, interviews and commentaries. In FY 2015 commentators included: Mark Edington, director of the Amherst College Press, and rector of St. John's Episcopal Church in Newtonville, Mass.; Michael Carolan, who teaches literature and writing at Clark University; Northampton based writer Linda McCullough Moore, and Michael Lynch, president of Strategic Energy and Economic research in Amherst, Massachusetts among others.

For four decades, NEPR has produced *Tertulia*, a program in both Spanish and English, which features Latin and world music, addresses important issues to the region's Latino communities, and presents information about events of interest. *Tertulia's* host, Raquel Obregon, has incorporated more interviews of late to better serve Latino audiences. We also broadcast NPR's *Latino USA*. *Jazz à la Mode*, aired Monday through Friday, and *Jazz Safari*, aired Saturday, serve audiences of diverse composition throughout the signal area. In recent years, we added *Concierto*, focused on Latin American and Spanish composers, performers and conductors in classical music. The program is in English and Spanish.

In the summer of 2013, we added *The Moth Radio Hour* and *The Ted Radio Hour*, and in 2014, *The Takeaway*, to our schedule in an effort to provide more programming to diverse audiences. For years, we have aired *Snap Judgment*, *State of the Reunion* and *The Tavis Smiley Show* on the NEPR News Network. On the digital side, local music programs *Tertulia*, *Jazz à la Mode* and *Jazz Safari* are now available on demand, a significant development allowing listeners to hear programs again or for the first time. In 2016 we will expand our on-demand offerings to include our classical programming.

In recent years, NEPR has worked with community organizations in special fundraising partnerships. Collaborations have included: a veterans' organization building new transitional housing for female veterans, a partnership with Friends of the Homeless to provide food to homeless shelters in our region, and the Community Foundation of Western Massachusetts joined with the Food Bank of Western Massachusetts to increase donations to the latter for residents in need.

Online

With the goal of providing more content for our listeners and accessing the rich and varied resources of our region, AudioFiles, NEPR's online-only content source, was created in 2012. AudioFiles includes NEPR's 50 year-old archive, and recordings of varied recent events on the five college campuses, to give the community access to new ideas, historical moments and a bit of everything in between. It also includes pieces created for the site by our team of interns that are intended to share the stories of our community through sound. Pieces produced in 2015 include *Springfield Barbershop*, *Concussed in Class - A UMass Story*, *Pioneer Valley Politics in Electronic Dance Music*, *The Trouble with Natural Hair - A Mount Holyoke Story*, *Northampton's 34 Annual LGBT Pride Parade*, and *Humans of Northampton* among many others. This year, the AudioFiles Team worked to incorporate photography and montage video to their pieces adding content to the station's YouTube channel, and widening the audience for NEPR produced content.

NEPR has worked with CPB's American Archives Project, digitizing and archiving audio from NEPR's 50 years. Recordings feature poets and writers, politicians, activists, scholars, and many others. Some of these recordings will be included in the station's online offerings, hosted by UMass' W.E.B Dubois Library.

Words in Transit (A Partnership with Amherst College's Copeland Colloquium)

This year, NEPR collected the personal stories of 30 people from around the world who have made their new home in western New England. An extensive oral history project, *Words in Transit: Bhutan to Springfield, Romania to Hartford, Palestine to Amherst*, traverses continents and cultures to illuminate the many pathways leading to our small corner of the globe. It explores shared experiences among the refugees, immigrants and DREAMers creating a new life in a foreign land.

The project, at NEPR.net/wordsintransit, includes first-person narrative recordings, accompanying photo essays by Beth Reynolds of Base Camp Photo, an interactive map showing where each participant's journey began, and

resources for new immigrants in western New England. Excerpts from the project aired on *Morning Edition* and *All Things Considered*.

In 2016, The University of Massachusetts Press will publish a coffee table book featuring the photographs and transcriptions of the interviews collected for the project. WFCR is planning a museum quality exhibition that will travel to various museums and libraries in our region for 18 months beginning in September 2016. Please see “Future Plans” below for more information on the exhibition.

In the Community

With the goal of reaching new audiences and a younger demographic, we developed a live StorySlam event with the Academy of Music Theatre called Valley Voices in FY15. Four sold-out slams were held over the course of the year, at a local bar, culminating in a “Best of Valley Voices,” mainstage event at the Academy of Music Theatre in downtown Northampton. The five-minute stories were recorded live and posted on our website. The partnership will continue this year and plans include developing the series into a podcast..

The NEPR News Network on WAMH, Amherst College

Listeners in Hampshire County are now able to hear the NEPR News Network on the FM dial thanks to a partnership between New England Public Radio and Amherst College. As of Monday, September 21, the station now broadcasts New England Public Radio’s NEPR News Network on Amherst College’s WAMH 89.3FM from 2:00 a.m. to 4:00 p.m. seven days a week, unless otherwise specified in the schedule. Amherst College students continue to program the station at all other hours with its eclectic mix. The NEPR News Network also airs on WAMH at all times when there are no student programs being broadcast - making 89.3FM a 24-7 broadcast station for the first time in its history.

While this type of partnership is not unique, it is fairly rare around the country. Our goal is to give news listeners an FM option during the day (in addition to AM 640 WNNZ). We are grateful to the Amherst College community for giving us the opportunity to co-program WAMH in this way.”

With the addition of WAMH, and WFCR 88.5FM HD3, which now also broadcasts the NEPR News Network, New England Public Radio offers services on 13 stations, streaming on NEPR.net and on its App, which is available for Apple and Android, making our programming available to a wide audience throughout our region.

Personnel

In 2015 the following members of our management team attended a 2-day workshop with the Healing Racism Institute of the Pioneer Valley: CEO and General Manager, Martin Miller, Executive Director of Programming and Content, John Voci, and Executive Director of Development and Major Gifts, Pam Malumphy.

FUTURE PLANS

Expansion of Street Level Sounds (working title)

Street Level Sounds is both a live event and online initiative of New England Public Radio designed to promote arts and culture in western New England. The region teems with talented musicians, writers and arts organizations and NEPR has long been dedicated to showcasing local talent. Street Level Sounds, a cultural program devoted to music and spoken word, will significantly increase New England Public Radio’s role as an important convener and promoter of the arts in the region.

Through Street Level Sounds, New England Public Radio will partner with existing artists and arts organizations to present musical performances and spoken word programs at venues throughout the station’s listening area. During the program’s launch year, NEPR will partner with the non-profit, Live Arts Magazine (LAM) to present a major arts event featuring over 20 local and regional artists, musicians, writers and thinkers. NEPR will produce a LAM podcast featuring three LAM artists, and will select performances from the Live Arts show in October as a Street Level Sounds pilot. Because LAM does not record their show, NEPR would invite select artists to recreate their performances for NEPR in the station’s studios.

The Community Room, a function space in NEPR’s new facilities at 1525 Main St, Springfield will be used for small gatherings and presentations including lectures, author readings and forums. The space has the capacity to host 25-

30 people for small presentations or performances.

In addition to live events, Street Level Sounds will be an online initiative and repository of performances, lectures, forums and stories from the region. This unique online collection can take many forms including streaming audio and video, webcasts and podcasts. Select material from the series may also be broadcast on WFCR and WNNZ.

In Year 1, NEPR will further develop its partnership with Live Arts Magazine and, with funding, officially launch Street Level Sounds with three community room presentations. In subsequent years, this will evolve further to a total of six performances including three community room presentations and three collaboratively sponsored events in the region.

Launch of NEPR Media Lab in January 2016

In January 2016, NEPR will launch Media Lab, the station's first outreach program for high school aged youth.

The objectives of the project are to:

- Work with high school age students in projects that promote civic engagement, critical thinking and the development of marketable skills.
- Through basic journalism and broadcast production, students will learn to tell stories from their perspective and become engaged in discussing and examining issues faced by many teenagers today.
- The process of interviewing, writing, recording and producing commentaries and stories for radio and online will strengthen verbal expression, oral presentation, interviewing skills, computer skills and working collaboratively.

Curriculum:

Working with both an experienced radio journalist and an audio engineer, participants will work on a series of projects over the course of the semester that will introduce them to a variety of styles of audio production and focus on skills that are applicable to a broad range of careers. Projects will include: commentaries, interviews, reporting, and feature stories.

Aside from the practical production and presentation skills inherent in the curriculum, one of the most valuable aspects to the project will be the opportunity for the participants to work collaboratively with other young people, to work with adult mentors and to discuss and examine issues critical to contemporary teenagers. By engaging and supporting the participants, it is the hope of the project to promote self-confidence and civic engagement.

Target Group:

The project is designed to work with high school age students. Initially, the focus will be on participants from Springfield. It is the project's intent to recruit a diverse group of participants.

New Programming: *In Contrast with Ilan Stavans*

In July 2015, WFCR piloted a new program, *In Contrast with Ilan Stavans*, a one-hour program, with a focus on cultural life in New England. Hosted by Ilan Stavans, award-winning author and Lewis-Sebring Professor of Latin American and Latino Cultures at Amherst College, *In Contrast* will explore culture in a very broad sense— from the arts and humanities to the individuals that contribute to making the region a vibrant place.

The first episode featured interviews with author and translator Tim Parks; hip hop artist, activist and Assistant Professor of Popular Culture at Clemson University; Dr. Chenjerai Kumanyika, whose recent piece “Challenging the Whiteness of Public Radio,” appeared on Transom.org, Buzzfeed and NPR's *All Things Considered*; and Stacy Klein and Matthew Glassman of Double Edge Theatre in Ashfield, Massachusetts, who were preparing for the opening of *Once a Blue Moon* (Cada Luna Azul), the first Latin American based “summer spectacle” in the company's history.

The second pilot episode took an in-depth look at the immigrant experience in western New England. Stavans interviewed four of the people profiled in WFCR's recent series, *Words In Transit* (Angelica Merino Monge, Georges Annan-Kingsley, Hind Mari and Bryan Torres); along with Nancy Caddigan, the Intercultural Liaison for the Cultural Navigator Program at the Hartford Public Library, a program to assist new immigrants adjusting to living

in Hartford.

WFCR is currently moving ahead with plans to fund the weekly program, and hopes to launch it on the NEPR News Network in 2016.

Words in Transit Traveling Exhibit

NEPR is currently seeking funding to create a museum quality touring exhibit of our 2015 special project, *Words in Transit*. The exhibit will feature the photographs and transcriptions of the first person immigrant narratives collected in the initial project. It will also feature audio versions of the stories, and a way for visitors to the exhibit to record their own immigration stories. NEPR plans to tour the exhibit around the region for 18 months to libraries, museums and schools throughout the region. Pending funding, a school curriculum will be created to accompany the exhibition, and would be made available to schools who were interested.