FY'17 CPB Annual Survey – Telling Public Radio’s Story; Local Content and Services Report

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 reach or new audiences you engaged.

At WFCR, our mission is to provide our community with diverse, high-quality programming that informs, educates, and entertains. We accomplish this with a passionate staff in our newsroom, and with extensive national and international coverage from a wide range of programming provided by NPR, American Public Media (APM), Public Radio International (PRI), and other public media sources. It is also vital to our mission to connect our audience to the wealth of art and culture in western New England. We do this by providing locally produced classical, jazz, and world music programs, and in-depth coverage of local cultural resources by our news department. In addition to the on-air content we provide, WFCR offers a variety of non-broadcast resources, from an impressive line-up of podcasts produced in house and community outreach initiatives, to our newly launched Media Lab program for underserved high school students and a robust college internship program. We strive to meet the needs of our community, reflecting its diverse interests in our programming, creating connections and exploring the world – across continents with NPR reporters stationed in far flung corners, and right here in western New England where our reporters cover state and local politics, our eclectic arts and culture scene, exciting academic pursuits at our many local universities and colleges, and so much more.

In October 2014, WFCR moved into new headquarters. The choice to move to the heart of downtown Springfield was a deliberate one for WFCR. We wanted to play a role in the city’s economic revitalization effort. We also recognized 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. The 15,350 square foot, state-of-the-art facility allows the staff of WFCR to do their best work; to continue to produce the caliber of radio that our listeners expect, to expand to new platforms like podcasting. 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.

In August 2016, WFCR, in partnership with Berkshire Community College, opened a news bureau in Pittsfield, Massachusetts, and hired a full-time reporter to cover Berkshire County. As part of the partnership, WFCR will also offer three internship positions each year to Berkshire Community College students. This represents a significant expansion of WFCR’s news department and a major commitment to expand the station’s coverage of Berkshire County. In October 2016, WFCR completed renovations at our UMass Amherst location and officially opened the newly re-named Five College Studios on the campus. The Five College
Studios now houses a reporter, traffic coordinator/production assistant, space for interns and instruction of five college students.

The WFCR 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 local news service produces newscasts, long-form features, interviews and commentaries. In FY ’17, commentators included children's book author and illustrator Grace Lin, journalist Shaheen Pasha, midwife Evelyn Resh and writer Jamil Ragland among many others.

The station regularly broadcasts stories about state government including a weekly segment with a reporter from the State House News Service. The Short List features a roundtable discussion with reporters and editors from the region's publications examining the top regional stories of the past week. In FY ‘17, WFCR added a digital editor to its newsroom, and expanded its podcast offerings, making a wide variety of content available to new audiences, including a podcast based on our Valley Voices Story Slam Series; and a podcast created by the high school students participating in WFCR’s Media Lab program.

WFCR has long been a champion of classical, jazz, and world music. The station features a wide range of music throughout the week, including opera, classical, jazz, world, and Latin music. At a time when many public radio stations across the country are switching to an all-news format, WFCR remains committed to being western New England's source for high quality music programming. In addition to producing over 3,000 hours of local music programming each year, the station is actively engaged in promoting the region's vibrant music scene including broadcasting material by the Springfield Symphony Orchestra and the Boston Symphony Orchestra and from both the Marlboro and Yellow Barn Music Festivals. And for decades we have broadcast live concerts from Tanglewood, the summer home of the BSO. Our music hosts are out in the community throughout the year, hosting events like the Springfield Jazz and Roots Festival, pre-concert talks with the Hartford and Springfield Symphony Orchestras, at the UMass Fine Arts Center, and various venues throughout our listening area.

WFCR also manages the 24-7 NEPR News Network, operating on seven stations and heard throughout western New England and in portions of New York State. This year, we added WAIC 91.9FM in Springfield, Massachusetts to the growing network. WFCR’s local news is heard on the NEPR News Network in addition to programs from NPR, PRI, APM and the BBC. In FY ‘16, WFCR became a partner in the CPB-funded New England News Collaborative and added the Collaborative’s new regional program, Next, to its line-up on the NEPR News Network and its podcast offerings.

Recently WFCR expanded its on-demand offerings on NEPR.net and within the station’s app. Listeners can hear past episodes of our classical music programming, Tertulia, Jazz Safari and Jazz a la Mode for a week following their original broadcast. These on-demand offerings allow listeners to access our music programming whenever they like, not only during broadcast hours. Our podcast, JazzBeat, and our jazz blog have received praise from many in the jazz
world. Our Spanish language program *Tertulia* features interviews with local artists, musicians, politicians and others and those interviews are archived at nepr.net as well. Our classical blog serves a growing number of classical enthusiasts, and we are expanding our offerings later this year with a new classical podcast.

In FY’17 WFCR completely revamped its online presence, moving its website to NPR’s Core Publisher platform. The move has enabled the station to offer more content to our online audience, and to put our content on NPR One, NPR’s news app. The number of WFCR listeners engaging with our content via NPR One is growing every day and we look forward to additional collaboration with NPR in the digital realm - including forays into smart speakers and more.

WFCR’s online archive contains more than 2,000 tapes of locally produced and performed music, primarily classical, as well as 1,500 tapes that document the cultural and political life of western Massachusetts from the 1960s through the 1980s. These tapes feature major poets and writers (E.E. Cummings, Robert Frost, Joseph Heller, Hugh MacDiarmid, James Merrill, Richard Wilbur), politicians (Hubert H. Humphrey, Ted Kennedy, Sargent Shriver, George Wallace), activists (Saul Alinsky, Noam Chomsky, Angela Davis, Gloria Steinem), and scholars (Henry Steele Commager, Severo Ochoa, Linus Pauling). With the help of a grant from the CPB American Archives Project and the work of archivists and students at the W.E.B. Du Bois Library at UMass Amherst, the tapes in the archive were inventoried and entered in a database in 2012. One hundred hours of recordings, representing a cross section of the collection were selected for digitization. These tapes are currently being added to our website.

WFCR hosts an annual celebration of our cultural community with its *Arts & Humanities Awards*. The community is invited to nominate their choice for the awards each year, and recipients are chosen by the New England Public Radio Foundation, Inc. Board and celebrated by the community at a special gala event in May. In FY ’17, we were thrilled to honor illustrator and artist Barry Moser, the Northampton Jazz Workshop and children’s book author and literacy advocate, Ty Allan Jackson. 2018 marks the 10th year of the celebration. We look forward to giving the first “Lifetime Achievement” award as part of this year’s ceremonies.

In January 2016, WFCR launched Media Lab, an after school program for young people, ages 14 to 18. Through basic journalism and audio production, participants learn to tell stories with sound. The curriculum includes learning how to interview, write and produce commentaries and features for radio and podcast. Fundamentally, it’s about providing opportunities to young people and encouraging their expression and exploration of issues that are important to them.

“When New England Public Radio relocated from the campus of UMass Amherst to downtown Springfield, we wanted to engage the community in a new way- particularly young people,” said John Voci. “Springfield and Holyoke are communities that have suffered a severe economic downturn over the past few decades and we hope that Media Lab can help some kids think about the future and to realize that their voices are valued.” The program has continued to grow in its second year. A cohort from Springfield High Schools and a cohort from Dean Technical Vocational High School in Holyoke completed the program in the spring.
Media Lab has established several partnerships in the community including The Care Center in Holyoke, Massachusetts, which works with teen mothers and their families as they continue their education; the University of Massachusetts Amherst and the Springfield High School of Commerce’s Community Journalism Project, Gardening the Community, The Vanguard 413, and UMass Amherst’s Upward Bound Summer Institute which works directly with students at Springfield’s High School of Commerce.

Media Lab students have recently launched a podcast to showcase their work. The podcast features audio produced by Media Lab students and can be found on Apple Podcasts and at nepr.net/medialab. The podcast offers an opportunity for listeners to engage with the students as they journey through a variety of commentaries, features and self-reflection.

In FY’17, WFCR embarked on a strategic planning effort to take stock of where we are as an organization and to look to the future. The station’s 2014 move to new, state-of-the-art headquarters in downtown Springfield, and the completion of a five year, $8.6 million 50th Anniversary Capital Campaign that helped to get us here, have been incredible accomplishments for WFCR. Now that we’re established in our new home, we are ready to turn our attention to what’s next. Recognizing the rapidly changing media environment, evolving audience behavior, and increased competition, our strategic framework outlines three essential goals for New England Public Radio over the next three years:

1. **Strengthen localism by significantly expanding capacity to produce high-quality news/talk programming.** Now more than ever, the role of public media in our region and around the country is critical. Compelling, in-depth journalism is at the heart of NEPR’s mission and will be at the core of what’s next for the station. We endeavor to build on the trust we’ve established with our community over the last 55 years by spending the next several years expanding our newsroom, becoming a multi-platform service and diving deeper into the stories that impact our community.

2. **Leverage our assets to expand our service through all platforms — radio, digital, video, and engagement.** Across the spectrum, quality journalism no longer is constrained to a single platform. NEPR will broaden its reach by being available when and where audiences want it by investing in multiple channels, including new broadcast frequencies, our own website, podcasts, apps and social media.

3. **Engage with the communities of our region.** NEPR endeavors to deepen our connection to the diverse communities of our region, most importantly those that are underrepresented in our listenership (notably people of color and younger people) by sharing new voices, developing new sources and inspiring new conversations. By bringing people together in new ways, we will grow our role as a convener of thought, news, culture and commentary, to serve as an authentic voice for our region.
New England Public Radio’s management team is currently developing a multi-year business plan to help us reach the goals. Planning for the station’s expanded news focus, new cultural programming and community engagement is underway.

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.

The WFCR news department is a member of the New England News Network Exchange, where material from public radio stations in the six New England states is shared through Public Radio Exchange (PRX). This partnership allows WFCR to broadcast more news relevant to our audience, and to share our content with other stations in the region. WFCR also shares stories with WBUR in Boston, WNPR in Hartford, and WSHU in Fairfield, Connecticut. Partnerships launched in 2013 with local newspapers, The Springfield Republican and The Daily Hampshire Gazette, have allowed WFCR access to the papers’ photo archives and encouraged their reporters to talk about their stories on the air. These partnerships allow the papers to share WFCR’s audio content on their websites, connecting our reporting to a new audience.

As mentioned elsewhere, NEPR also joined the CPB funded New England News Collaborative, partnering with eight other public media stations in the region to produce multimedia coverage focusing on the region’s energy usage, climate, transportation infrastructure, and its people and immigration issues. This robust partnership is producing dynamic reporting projects for on-air broadcast, digital and web presentations, and a series of public Town Hall-style meetings centered on issues facing New England and its residents. We also air Next, the program which features work from the collaborative on the NEPR News Network; and we host the podcast on our website.

In FY’17 WFCR continued its partnerships with Amherst College and American International College which have had a major impact on the station’s ability to serve our region with news and talk programming. In 2015, WFCR began a partnership with Amherst College that allows WFCR to program the college’s WAMH with its NEPR News Network programming from 9 a.m. to 4 p.m. daily, providing Hampshire County with access to NPR programs like On Point, The Takeaway, Here & Now and much more on the FM dial. In 2016, WAIC 91.9 FM joined The NEPR News Network, providing Hampden County with a 24-hour public radio news service on the FM dial, thanks to a partnership between WFCR and American International College (AIC) which owns the frequency. The NEPR News Network can now be heard on seven stations throughout the region including 91.9 FM in Hampden County, 89.3 FM in Hampshire County, 91.7 FM in Franklin County, 89.5 FM and 98.9 FM in Berkshire County, 88.5 FM HD-3 in Franklin, Hampshire and Hampden Counties, and on AM 640 across western New England and into New York State. Listeners can also stream the station at nepr.net and through NEPR’s app.
WFCR brought our listeners coverage of major international, national and regional stories. Our newsroom closely tracked the 2016 election, with major coverage of the issues facing our region; ballot questions, and local races. In addition, we continued our coverage of the opioid abuse epidemic in New England, airing stories that explored both the people affected by the crisis and the official response to it. We brought listeners extensive continuing coverage of the casino planned for Springfield, including the economic and social implications. Nearly every week, we aired conversations with a State House reporter about legislation under consideration on Beacon Hill. The Short List, our weekly round-table segment, in which a panel of journalists discusses the major regional news stories of the week, helped listeners explore key issues. Our newsroom won a regional Edward R. Murrow Award in FY ’17 for reporter Karen Brown’s story “Heroin Addicts Give Up Civil Liberty In Exchange For Treatment.”

In addition, the station supports the work of more than 20 regional institutions through media partnerships. In 2017 WFCR was a media sponsor for the following organizations: Amherst Cinema, Arcadia Players, Berkshire Bach Society, Berkshire Film and Media Collaborative, Chester Theatre Company, Emily Dickinson Museum, Glasgow Lands Scottish Festival, Inc., Hartford Symphony Orchestra, Jazz Ensembles of Mount Holyoke College, Jorgensen Center for the Performing Arts at UConn, Ko Festival of Performance, Mahaiwe Performing Arts Center, Mass MoCA, Millpond Live, Mohawk Trail Concerts, New Century Theatre, Northampton Arts Council: Transperformance, Northampton Center for the Arts/First Night, Novi Cantori, Pioneer Valley Jewish Film Festival, Pioneer Valley Symphony Orchestra, Signature Sounds / Green River Festival, Silverthorne Theater Company, Smith College Museum of Art, Smith College Music Department, Springfield Jazz & Roots Festival, Springfield Museums, Springfield Public Forum, Springfield Symphony Orchestra, The Berkshire Film Collaborative Film Exchange, The Seth Show, Valley Classical Concerts, UMass Fine Arts Center, and the Wistariahurst Museum.

WFCR partners with several organizations each year on special events that seek to engage the community. We continued our partnership with the Berkshire Bach Society to bring their annual new year’s celebration, Bach at New Year’s, to a packed house at Northampton’s Academy of Music Theater, as well as Valley Voices, our live Story Slam event produced in partnership with the Academy of Music Theatre. Four sold-out slams were held over the course of the year at various locations in our region. The five-minute stories were recorded live and posted on our website and featured in a new Valley Voices Podcast. The partnership launches season 4 in March 2018.

This year, WFCR was proud to partner with The GroundTruth Project, a non-profit media organization dedicated to supporting a new generation of journalists. The GroundTruth Project began its cross-country reporting trip “Crossing the Divide” with a weeklong stay in western Massachusetts focusing on stories of High School of Commerce students in Springfield. As part of the partnership, NEPR hosted an event with the GroundTruth Project and UMass Amherst called “Crossing the Divide: The Pioneer Valley in a Divided America.” The event
featured a diverse panel of speakers from the Pioneer Valley, including a retired machinist, and a community college student and DACA recipient, engaging in a discussion on how the Pioneer Valley fits into the picture of a changing America. The event began with an appearance by veteran journalist Ray Suarez who is a visiting professor at Amherst College this year.

In the cultural realm, WFCR partnered with Laudable Productions to pilot The Vault Sessions - a new live recording project that features local, national and international musicians playing a short set in front of the station’s architectural centerpiece - a room-sized vintage bank vault. In April, we debuted “The Vault Sessions,” with an acoustic set by Matthew Szlachetka, a Nashville-based musician with roots in western Massachusetts. Other performers have included experimental folk artist and composer Sam Amidon; two of North India’s most revered classical musicians, Ramu Pandit and Rabindra Narayan Goswami; and singer-songwriter, Hayley Reardon. To watch all of our Vault Sessions, visit nepr.net/vaultsessions.

WFCR also collaborated with Live Art Magazine on their fourth edition of a popular pop-up magazine style event in Northampton, Massachusetts. WFCR helped to program the event, which features local and regional artists, musicians and writers in a one-night-only event celebrating creativity and risk-taking among artists. One of WFCR’s veteran reporters has collaborated with a musician to present a “live radio” piece in two editions of Live Art Magazine.

In 2016, in partnership with The University of Massachusetts Press, WFCR published its first book, *Words in Transit*, featuring the photographs and transcriptions of the interviews collected for the web and radio project the station produced in 2015. In the spring, we launched a series of events around the region featuring panel discussions on immigration and the themes found in the book. Proceeds from the sale of the book are supporting a newly founded scholarship at Holyoke Community College for immigrant students.

As mentioned elsewhere in this report, WFCR’s Media Lab program has enabled the station to expand its reach in the underserved high schools in our community. Media Lab has also engaged in partnerships with organizations as diverse as a program for teenage parents in Holyoke, Mass. to a lively community garden program in Springfield, in addition to more traditional partnerships within the various high schools Media Lab serves. The director of Media Lab, Carlos McBride, is actively engaged with the community and is regularly invited to speak at local high schools and colleges on a broad range of topics from media literacy, to hip hop culture.

**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.**
Each week over 186,500 listeners tune to WFCR as a trusted source for local, national and international news, as an oasis of beautiful music during the day, for the latest author or artist interview, or to learn more about what’s happening in their community.

In FY 17, 348,000 unique visitors viewed nepr.net 708,000 times. Visitors came to stream our three services, listen to archived programs, follow up on a story they heard on the air, or get information about an upcoming event. We are particularly proud of our improved website statistics. Receiving the most “hits” these days is, not surprisingly, our “listen now” page, which gives listeners access to our live streams, to blogs written by our music hosts like Tom Reney, who is garnering national acclaim for his Jazz blog; and to our local news stories. Our social media presence continues to grow, and our newly hired digital news editor is making an impact on our website and on social, expanding audio stories for web. To date, WFCR has 4,213 Facebook fans, 4,247 Twitter followers and over 1,000 WFCR app users - up substantially from the previous year.

Our many event partnerships and media sponsorships allow WFCR to have an impact on the cultural community. Happily, these partnerships are mutually beneficial, and our partners are thrilled to have the backing of their local public radio station in their endeavors. We are able to offer underwriting and off-air promotion that has increased awareness about events and increased ticket sales for our partners.

Our internship program has graduated a number of individuals who have gone on to successful careers in public broadcasting, including Audie Cornish, now co-host of All Things Considered, Aaron Schachter, assignment editor and occasional fill-in host at The World, and Tina Antolini, who now works as a senior producer for Pop Up Magazine. Over the years our paid internship program has continued to grow. Twenty-four students participated in the program in 2017. Our internships offer experience for students interested in journalism, working alongside WFCR’s news team; in production, recording and producing on-air testimonials and writing fund drive scripts; in non-profit and public media marketing, and in content creation, production, audio recording and more.

An Intern’s Reflection - Carson McGrath, UMass Amherst
NEPR Newsroom Internship 2017

As a news intern at New England Public Radio, I fell in love with the magic of audio storytelling. Even though the newsroom is small and quiet at times, especially during the summer I’m told, it is thoughtful and diligent. Coming from the journalism department at the University of Massachusetts Amherst I developed a lot of reporting and writing skills, but as I wrote more and more stories for NEPR, I learned how to refine them. Thanks to NEPR my biggest accomplishment was learning to adapt those skills for radio. Sam Hudzik, the News Director, would always encourage me to get more information for a story, conduct more interviews and especially hone my writing. Coming from a mostly print background I quickly learned radio writing is much different. The style is more engaging and conversational. The other reporters in the newsroom, such as Karen Brown and Jill Kaufman, would also assist me with my stories
and push for my best reporting. I always felt like a member of the team. Being able to learn from journalists who have been in the radio business for a long time was and still is invaluable to me.

It was also exciting being in downtown Springfield for the first time. As journalists we always need to open ourselves to new environments and situations and I did just that as an intern at New England Public Radio. I spent most of my time as an UMass student close to campus and being able to see more of a place I deeply love expanded my range of experiences.

The most rewarding part of the internship was being able to create a feature story at the end of my time there. Sam let me pitch stories that interested me. Once I chose a topic he also urged me to develop the story even further. My first time reporting in the field for NEPR was in Charlton, holding a microphone while questioning customers at Tree House Brewery. This experience certainly put me outside of my comfort zone, after mostly conducting phone interviews during the duration of my time in the newsroom, but it was exactly the experience I needed as a young journalist.

I worked diligently on the feature story, listening to the audio again and again from Tree House, calling more experts on the phone to discuss the craft beer industry and speaking with Sam about edits and where the story should head. It was amazing to be able to work so hard on a story while having so much support and guidance to develop my piece. I learned a lot in the newsroom. When the script was finished, Sam sat down with me to record. Besides reading a few of my news stories for the air, I had no previous experience reading for radio. But Sam coached me along the way and taught me how to create my own voice. And when it was finally finished and set to air on the radio, I set an alarm for 6:30 in the morning, opened my laptop and hit play on the stream online to hear it. It was my first radio feature and listening to all that hard work come together was a feeling I will never forget. That first little feature for NEPR sparked a fire in me to only create more.

Without my opportunity at NEPR and the relationships I formed I would have never discovered this passion on my own. Because of New England Public Radio I want to pursue a career in audio storytelling, whether that is behind the scenes, in the field, or even advocating for new voices in radio, I’ve never been more sure of what I want to pursue since graduating. I make sure to wear my ‘I love NEPR’ button on my denim jacket, and whenever I do people always ask me the story behind it. I tell them they better tune in! I’m more than lucky to have been a part of this astounding community and will continue to wear that button to remind myself where it all started.

Testimonials from students who participated in Media Lab in 2017:

"I think of NEPR Media Lab as one of the most important things I’ve taken part in. It has pushed me to better myself in ways I didn’t even know possible, and do things I didn’t think I could ever do. It has become such a huge part of my life, and I’ve become so committed to it. The people, who are a part of it, and NEPR Media Lab as a whole, has really changed me in the best possible way." J. Capeles
“NEPR Media Lab has really helped me decide what I want to do with my life and that is to be a journalist. I love the power I have to make my own story and to put it together for anyone to hear. There is a level of professionalism that I feel when I go to the studios and work. I love the other students I have met there; we have all become a family.” M. Torres

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

This summer, WFCR launched a podcast called In Contrast with Ilan Stavans, which explores wide-ranging topics from art to politics through interviews with the people experiencing and defining the issues of the modern world. Recent guests included such diverse figures as American poet Wendy Barker, children’s book author Norton Juster, Washington Post journalist Wesley Lowery, New York Times op-ed columnist Bret Stephens, The New Yorker foreign-correspondent Robin Wright, and PBS broadcaster Ray Suarez. The podcast’s host, Ilan Stavans, is the Lewis-Sebring Professor in Latin American and Latino Culture at Amherst College. He is an internationally known, award-winning cultural critic, linguist, translator, public speaker, editor, short-story writer, and TV host, whose New York Times best-selling work focuses on language, identity, politics, and history.

The Short List, WFCR’s week in review, 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 Af-Am Point of View. Listeners can hear The Short List every Friday afternoon on All Things Considered and it is available as a weekly podcast.

For four decades, WFCR has produced Tertulia, a program broadcast in both Spanish and English that features Latin and world music, and addresses important issues to the region’s Latino communities. Tertulia’s host, Raquel Obregon, has incorporated more interviews of late to better serve Latino audiences. Latino USA, Jazz a la Mode (aired Monday through Friday), and Jazz Safari (aired Saturday) serve audiences of diverse composition throughout our signal area. 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 programming to more diverse audiences. On the digital side, local music programs including our daily classical music shows, Tertulia, Jazz a la Mode and Jazz Safari are now available on demand, a significant development allowing listeners to hear programs again or for the first time.

WFCR’s Media Lab directly engages high school students from underserved populations in Springfield and Holyoke, Massachusetts.

As mentioned elsewhere in this report, WFCR is actively engaged in a strategic planning process that will enable the station to better serve our current audience, and reach new audiences in our community. The three major goals of our strategic framework include the expansion of our newsroom which will enable WFCR to dive deeper into the stories that
impact our community; to expand our service on all platforms with a focus on digital (thus reaching new audiences where they are, online, via podcast, etc. in addition to traditional radio); and to build on our commitment to community engagement - deepening our connection to the diverse communities of our region, most importantly those that are underrepresented in our listenership (notably people of color and younger people) by sharing new voices, developing new sources and inspiring new conversations.

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?

WFCR’s CPB funding has a direct impact on what we are able to accomplish in local programming in any given year. There is no question that a cut in this funding would have a dramatic effect on our listeners. Currently, WFCR uses its CPB grant to pay for NPR programs like *Morning Edition* and *All Things Considered*. If funding were cut, we’d be forced to pay for our most listened to programs with other funds at the expense of local programming and community outreach, two crucial tenets of our mission. We would of course make every effort to make up the difference through our own fundraising, but we rely on that grant annually as an important piece of our budget.