

Alabama Public Radio CPB Station Activities Survey for 2018

1. *Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

Alabama Public Radio provides regular ongoing coverage of community issues through local news headlines and feature stories scheduled within our most-listened parts of the daily schedules. Our goal is to be an indispensable source of high quality, reliable information for our community of listeners. Our transmission system covers approximately two thirds of the state of Alabama and in many parts of the state APR is the only source of noncommercial news and information. We also provide a full schedule of locally hosted classical, bluegrass and big band music which attracts an enthusiastic and loyal audience.

The station identifies concerns and needs through regular contact with a broad range of educational, political, religious and community leaders. This year APR held community listener events in Northport and Fairhope and has "friends" groups in several communities to assist in developing partnerships with local organizations.

With three HD channels and a robust online presence, the station strives to reach a diverse audience through multiple platforms including an active website, online streaming, and multiple social media sites. Our online streaming includes our main broadcast channel as well as two sub-channels featuring BBC News and contemporary music. We also continue to increase our emphasis on digital engagement through Facebook, Twitter and Instagram.

In August, APR collaborated with the University of Alabama to launch a low power, non-commercial transmitter designed to communicate campus information and to play a key role in the University's emergency communication plan.

2. *Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

Alabama Public Radio seeks to address the diversity of its listening audience through its local news coverage, diverse program schedule, and non-broadcast activities.

APR's classical music programming included collaborations with the Tuscaloosa, Mobile and Huntsville symphonies. APR's evening schedule included a special three-night broadcast featuring performances by the Mobile Symphony Orchestra, collaboration valuable to both our gulf coast audience and the orchestra. APR began a relationship with the Alys Stephens Center (ASC) in Birmingham to inform listeners of program opportunities across the performance

spectrum which are hosted throughout the year at ASC.

This year the APR news team produced a multi-part, multi-media series of programs on the connection between Alabama and Dr. Martin Luther King Jr. The project involved working with the Safe House Museum in Greensboro, the Birmingham Civil Rights Museum, the Dexter Avenue Baptist Church in Montgomery, the Sons and Daughters of the Confederacy and many other individuals. A unique part of the series came from Mali journalist Ousmane Sagara, an International Center for Journalists fellow who had been embedded with the APR newsroom as part of ICJ's 2016 exchange program. Sagara produce a fascinating account of Dr. King's impact on his own West African country. A team of University of Alabama students created a multi-platform report profiling Montgomery resident Nelson Maldeny. As Dr. King's barber, Maldeny recalls that King "...was more concerned about his mustache than his haircut. He always liked his mustache to be up off the lip, like a butterfly. He would tell me, make it like a butterfly this time."

APR engages with the community through membership organizations including, but not limited to, The Chamber of Commerce of West Alabama, Public Relations Council of Alabama, Baldwin Business Council, Women's Business Alliance, Mobile Sr. Coalition, Mobile Chamber of Commerce, Eastern Shore Chamber of Commerce, and Coastal Alabama Business Chamber. These organizations enable APR to engage with the community through multi-media venues.

In addition, organizations including West Alabama AIDS Outreach (now Five Horizons Health Services), Alabama Department of Revenue, Bellingrath Gardens, Jewish Film Festival, Pensacola Opera, Mobile Ballet, Huntsville Symphony Orchestra, University of South Alabama, Tuscaloosa Symphony, Mobile Chamber Music Society, and Alabama Port Authority use APR to inform listeners across the state about services and performance opportunities.

StoryCorps came to Mobile in 2017. In 2018, student interns under the leadership of the APR Program Director edited more than 35 interviews for broadcast. Subject matter covered a wide range of ages, genders, and ethnic origins and they are a reflection of the deep diversity of Alabama.

- 3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.***

APR's yearlong investigation of rural health in Alabama was recognized with the 50th annual Robert F. Kennedy Journalism Award for Radio. RFK Human Rights also selected APR over other winning entries, including the New York Times, The Washington Post, ABC-TV, and PBS FRONTLINE, to receive the group's John Seigenthaler Prize for Courage in Journalism. Radio-Television Digital News Association also honored APR's rural health effort with the station's third national Edward R. Murrow Award. The Alabama Associated Press recognized APR with its statewide Public Service Award and named APR the "Most Outstanding News Operation" for the seventh year in a row.

An important part of the APR mission is to train a diverse community of future journalists. In 2018 we partnered with the University's Leaders Exploring Academic Possibilities (LEAP), a summer program for rising high school freshmen. The APR newsroom hosted some of the students to help broaden their understanding of educational and career possibilities. From that experience, APR is in the early planning stages for the creation of a summertime high school student internship program.

APR listeners provide ongoing feedback the programming and its impact on the community. Comments like these are typical:

APR is a big part of my life. I listen every day, all day, and really enjoy your programming especially the classical music during the day and the Sunday evenings of Getting Sentimental Over You, the Crooners and Jugs, Jukes and Jazz. My only regret is that I cannot send you a bigger gift, I have been unemployed for the last six months and only recently acquired a part-time job. But you're the best - keep up the fantastic work!!

My #1 source of WTH is going on in the world! I much prefer to listen to the stories and commentaries than watch it on cable. I think APR provides unbiased news information and interesting perspectives. I have discovered new authors, artists and music while listening. I never know how I will be entertained or kept interested so it's always a nice treat. I grew up in a small town that taught me the value of community. We have a responsibility as American citizens to be educated and involved. Alabama Public Radio helps ensure that we are.

The American people want transparency and dialogue. Listeners are able to find just that on APR. Thank you for all you do and thank you to everyone who continues to support APR. Our country desperately needs it.

APR/NPR is who I rely on for the truth happening in the world. There is no other voice I trust more. I commute to work daily, and I could not get through without Morning Edition and All Things Considered. On weekends, Radio Lab, Car Talk, and Wait Wait Don't Tell Me give me the boost I need. Thank you!

APR means sound, sane news coverage in an increasingly hysterical news cycle. I love the health and science news, human-interest stories, and clear coverage. Thank you!

I turn it on in my house (on a big speaker) first thing in the morning and my reality is immediately transformed through world news or concerto. The ability of each of those vessels (and others) to deliver hard-hitting sound waves through APR is truly ultimate freshness. I get flustered when I try to express my admiration for APR and my words come out funny but here is one last thanks for keeping my ears eager around the clock

- 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.***

APR provides regular ongoing coverage of stories of special interest to minority and other diverse audiences. In addition to the MLK multi-part project, the APR newsroom activities for 2018 included the following:

- Alabama's Native American roots with coverage of a pre-Columbian tool making event at the Moundville Archeological Park, south of Tuscaloosa.
- APR student reporter spotlighted Birmingham's Muslim community with a story on the "Red Crescent Clinic," one of the most active free clinics in the city, staffed with medical professionals with Muslim backgrounds.

APR believes that diversity of staff and students leads to diverse, relevant programming. APR staff participated in a job and career day event staged by United Way of West Alabama in the town of Demopolis.

Each semester, APR recruits university students. In 2018, 73% were female or minority. These students are treated as members of the newsroom and are given news assignments to hone their researching and writing skills under deadline pressure. The program has been a successful training ground for students pursuing journalism careers. Graduates of APR's student internship program have entered professional positions for a range of news organizations including NPR, Nebraska Public Radio and television stations in Denver and Miami.

Since the spring of 2018, APR's StoryCorps Local has exemplified diversity of voices in the interview subjects and in the student editors who produce the short stories for air. APR Program Director Brittany Young recruited a diverse team of students (50 percent women and 50 percent African Americans) to ensure that most of the local StoryCorps conversations captured during the StoryCorps mobile booth installation in Mobile made it to air and to social media. The students were directed to choose the stories that would be important to our diverse community and about which they were passionate. Our StoryCorps participants are a representation of our listeners: everyday people of different ethnicities, cultures, and backgrounds, who all love Alabama Public Radio and have unique stories to that can inspire the masses.

5. ***Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?***

CPB funding is critical to Alabama Public Radio's local mission: The APR News staff is the largest public radio news team in the state, covering political, economic and cultural issues of critical importance to the people of Alabama. CPB funding allows us to support staff who are engaged with our diverse citizenry. Alabama continues to grapple with significant social and economic issues; many of its counties rank among the poorest in the country and our broadcast signal reaches more than 80 percent of the state. CPB funding helps us leverage the support of listeners and local companies extending our ability to produce high quality unique local programming.

Without the support of CPB Alabama Public Radio would be unable to provide the current level of community programming and outreach.