



2015 Community Outreach

part of the Station Activity Survey submitted to the Corporation for Public Broadcasting

June 2014 – July 2015

Addressing Community Issues

88.5 WFDD considers itself a vital community asset, with multiple opportunities to connect and engage with other community entities to address community issues and interests. We feel these activities are an essential part of our role in the communities we serve.



RADIO 101

In FY15, we continued our Radio 101 program, an education initiative that teaches interested students about journalism, technology, personal reflection, and storytelling. It takes place in-residence at schools in our listening area, with the backing of teachers and administrators at the participating schools, and the stories produced are presented on our website and broadcast on air. With each class of students, we are able to connect with a new audience—the students, their families, their teachers, and the administrators at the schools.



SciWorks[™] RADIO

In FY15, we continued *SciWorks Radio*, an on-air module created in partnership with SciWorks, the Science Center and Environmental Park of Forsyth County. The module is a fun and informative look at the role science plays in our lives and has covered topics ranging from fossils, to regenerative medicine, to the environmental impact of a coal ash spill. Producing this module in partnership with SciWorks reaches a new audience by connecting us to SciWorks' constituents, and the module serves an educational purpose as well and addresses the public radio audience's trait of being lifelong learners. All *SciWorks Radio* episodes are also shared via our website. In addition, in FY15, we

began an outreach project to connect with colleges and universities throughout our listening area to broaden the reach and topics covered in the module.

In FY15, we continued producing our twice-daily module, *10 & 2: The Community Review*, which details events in the community presented by area nonprofit entities. Through this module, listeners are made aware of a variety of arts and community events in which they may be interested. Events featured are from throughout WFDD's 32-county listening area.

In FY15, through our sponsorship of the Yadkin Riverkeeper's annual Tour de Yadkin (an event in which community members join the Riverkeeper on a paddle of the entire length of the Yadkin, a river which traverses the majority of our listening area), we held our second Listener Paddle. The Tour de Yadkin itself serves to draw attention to the river as a place for recreation and reflection and to its need for environmental protection. WFDD invited listeners to join staff members on a day's paddle and saw a great turnout, during which we were able to engage one-on-one with station stakeholders.

In FY15, we began hosting bar meet-ups and listening parties to foster opportunities for one-on-one, face-to-face engagement with listeners and community members. WFDD partnered with NPR Generation Listen for the first Listening Party, which was held at a local contemporary art museum housed in a historic estate, and was part of Generation Listen's national tour. We held low-key bar meet-ups in different venues around our listening area, which were received extremely positively by our listeners.



In FY15, WFDD staff members once again participated in the Second Harvest Food Bank's Empty Bowls fundraiser. Staff members served soup, drinks, cleared tables, and greeted attendees at this annual event. Staff members also gave lectures about WFDD and its place in the community to area organizations.

In FY15, we conducted tours for YMCA After-School Care Programs at three elementary schools, all of which have a high percentage of children on free-and-reduced lunch programs and who come from disadvantaged backgrounds. The tours of the station last approximately one hour and include station history, explanations of broadcast technology, and the opportunity for students to interview each other on microphone and hear the playback.

In FY15, we launched a WFDD Book Club. We partnered with a local, independent bookstore to hold meetings in their space, and the store graciously helps select the books, lead the discussions, and secure local experts who may contribute to the discussions, and offers a 10% discount



on the book club book for listeners. The meetings have drawn large crowds and spurred meaningful and robust discussions on topics ranging from feminism, to death and dying, to racism.

In FY15, we produced an *Across the Blue Ridge* mini concert tour in partnership with the Blue Ridge Music Center and the Blue Ridge Parkway Foundation. Together we coordinated 5 live concerts featuring bluegrass and old-time musicians, hosted in different venues around our listening area. The partnership with the Blue Ridge Music Center and Blue Ridge Parkway Foundation garnered engagement with a new audience. The concert series paved the way to a re-launch of the radio show *Across the Blue Ridge* with Paul Brown, a former WFDD staple from years past. The audio from these concerts was captured for future broadcast.

Lastly, in FY15 we once again partnered with the Second Harvest Food Bank of Northwest North Carolina during our December 2014 pledge drive (the sixth such event), providing more than 800 backpacks of healthful, nutritious food for children in our area suffering from food instability. This



cause-related fundraiser helps to draw attention to the major issue of hunger in our region. WFDD was on the forefront of this form of partnership and continues to make an impact in the community in this manner. Because the Food Bank also promotes the partnership, we reach their constituents, as well as our own, which exposes us to new audiences. The fundraiser is conducted on air, but also has online and social media components. Over the years of this partnership, \$25,000 has been raised for the Food Bank (from a corporate partner) and 4,800 backpacks have been contributed to the Backpack program, supporting children in our region who suffer from food insecurity.

Key Initiatives:

88.5 WFDD engaged in several key initiatives in FY15, which either established or deepened our connections across the communities we serve.

In FY15, we continued our education initiatives Radio Camp and Radio 101. Radio 101 is an education initiative that teaches journalism, technology, personal takes place in-residence at with the backing of teachers and participating schools, and the



interested students about reflection, and storytelling. It schools in our listening area, administrators at the stories produced are presented

on our website and broadcast on air. The students in the Radio 101 program interview a personal acquaintance or family-member and an area expert on the topic of their story, thus the connections made extends beyond the group of students and the schools in which the program is held. In FY15 the program was held at Dudley High School in Greensboro and Reynolds High School in Winston-Salem.

Radio Camp is a week-long, summer enrichment day-camp for middle school students interested in technology, journalism, and the world of radio. Over the week of camp, students learn the basics of audio recording in the studio and in the field, how to conduct an interview, how to edit sound on computers into a



news story, and the other skills needed to write, record, edit, and create stories for radio broadcast. Prior to camp beginning, WFDD staff members reach out to businesses and organizations in the community to request interviews for the campers. In FY15, interview subjects included local artists and musicians of a variety of media and genres; the program coordinator of the Hispanic League of Winston-Salem; a university professor of music; the founder and editor of a local independent online newspaper; a photojournalist; a female park ranger; the secretary of the Indo-US Cultural Association; the communications manager for Goodwill Industries of Northwest North Carolina; founder of the local Beard and Mustache Club; several local business owners; a student of robotics; the executive director of the local science museum; a political cartoonist; the executive director of the Center for New North Carolinians; a zookeeper; the director of environmental sustainability at a local college; the director of the Bonner Center for Community Service and Learning. Within this list are people of all ages and ethnic backgrounds, and a variety of skills and organizations are represented. In order to hold Radio Camp in the city of Greensboro, we partnered with Guilford College to hold the camp on its campus and work with its college radio station for space needs.

In addition, in FY15, WFDD held Radio Camp for Grown-Ups. After many requests from parents of middle-school radio campers, as well as listeners who heard announcements about upcoming Radio Camp sessions, we created a modified program tailored specifically to adults. Grown-Up Radio Campers have since come back to WFDD to record testimonials advocating for listener support of WFDD; have become major donors to the station; have come back to volunteer or lend their voices

during pledge drives; several say they plan to participate in the camp again. All said that participating in Radio Camp for Grown-Ups changed the way they listen to the radio.

In FY15, we continued *SciWorks Radio*, an on-air module conceptualized and produced in partnership with SciWorks, the Science Center and Environmental Park of Forsyth County. The module is a fun and informative look at the role science plays in our lives and has covered topics ranging from fossils, to regenerative medicine, to the environmental impact of a coal ash spill. The two organizations share the costs and responsibilities of producing and promoting the module.

In FY15, we once again partnered with the Second Harvest Food Bank of Northwest North Carolina and Ralph Lauren to create a three-way cause-related fundraising opportunity in December of 2014. For each pledge made to 88.5 WFDD, Ralph Lauren filled a backpack full of nutritious, kid-friendly food for the Food Bank's BackPack Program—a program that provides children suffering from food insecurity with food to take home over the weekends during the school year, a time during which they might not otherwise have adequate food. The Food Bank and Ralph Lauren both assist in promoting the fundraiser and both send volunteers from their respective organizations to take pledges during the on-air portion of WFDD's pledge drive. The fundraiser has proven successful and has grown each year to providing enough backpacks of food to feed 50 children over the weekends for 16 weeks. It also regularly exceeds fundraising goals for WFDD.

Events:

In FY15, 88.5 WFDD sponsored the following events: Second Sundays on 4th July – October 2014 & April – June 2015; Eastern Music Festival, July 2014; Bookmarks Festival of Books, September 2013; the Hispanic League's Fiesta!, September 2014; Arts Greensboro's 17 Days Arts & Culture Festival, September 2014; Steve Earle at The Carolina Theatre, September 2014; The Winston-Salem Air Show, September 2014; Salisbury Home Tours, October 2014; David Sedaris at The Carolina Theatre, October 2014; A



Christmas Carol at HanesBrands Theatre, December 2014; Bookmarks Moveable Feast, January 2015; Bookmarks presents A Conversation with Tavis Smiley, April 2015; Riverrun International Film Festival, April 2015; Piedmont Environmental Alliance's Earth Day Fair, April 2015; Paula Poundstone at The Carolina Theatre, April 2015; Leonard Nimoy art exhibit at Alamance Arts, April 2015; TEDX Greensboro, May 2015; Greensboro Beautiful's Groovin' in the Garden, May 2015; Greensboro Beautiful's Parisian Promenade, June 2015; the Yadkin Riverkeeper's Tour de Yadkin, June 2015; Blue Ridge Music Center Summer Concert Series, June 2015.

Impact:

Our partners inform us that our collaborative efforts have made a measurable impact. Not only does the December cause-related fundraiser provide the Second Harvest Food Bank's Backpack Program with enough food to feed 50 children over the weekend for 16 weeks, Food Bank personnel tell us that the exposure of the problem of hunger in our region has more meaningful impact than anything else.

Listeners to the station during the December Backpack campaign sent in comments telling us how inspired they were by the partnership and the ability to support two great organizations at once. Many indicated that the drive made them more aware of how extensive the problem of hunger is in our region. Many also tell us that they have come to look forward to our Backpack Campaign each year.

The Second Harvest Food Bank of Northwest North Carolina's Development Manager said,

“BackPack Program sites represent unique collaborations among concerned community organizations, participating schools and youth enrichment programs, funding partners (like Ralph Lauren) and Second Harvest Food Bank of Northwest NC. . . . As of February 2015, Second Harvest Food Bank of Northwest NC operates 101 Backpack Program sites throughout its 18-county service area – having grown from 9 program sites in 2008.*

Not only does 88.5 WFDD's partnership with Second Harvest Food Bank of Northwest NC and Ralph Lauren raise funds to support both the station AND the Backpack Program, even more importantly, the campaign provides a forum to raise public awareness about the issue of childhood hunger in our community (where more than 1 in 4 children are at significant risk of going without sufficient nutritious food to grow, thrive and achieve) and generate conversation about solutions.”

**NOTE: 88.5 WFDD and the Second Harvest Food Bank began our partnership in December 2008.*

Of the influence of WFDD's partnership on the *Across the Blue Ridge* Winter Concert Tour, the Blue Ridge Music Center's Program Director said,

"The Blue Ridge Music Center was grateful to partner with WFDD 88.5 FM and Paul Brown to present the 2015 Winter *Across the Blue Ridge Concert Tour*. Thanks to our partnership with WFDD and a grant from the North Carolina Arts Council, we

were able to employ 35 local and regional Blue Ridge Mountain musicians to perform concerts in four different cities in the Piedmont and High Country of North Carolina. These concerts helped to raise awareness of the unique and influential musical heritage of Blue Ridge Mountain music, and to introduce some of the most establish mountain music performers (including National Heritage Award Winner Wayne Henderson, Grammy Award Nominee (2015 Best Folk Album) Alice Gerrard, and The Slate Mountain Ramblers) alongside some of the most gifted up-and-coming up younger musicians (Kitty Amaral, The Spencer Branch Band, Stevie Barr & The Mastertones) who are carrying forward these living musical traditions.

The *Across the Blue Ridge* Concert series also served to help introduce concert goers to the Blue Ridge Music Center, a National Park Facility along the Blue Ridge Parkway that features the award-winning, interactive "Roots of American Music" Exhibit, daily mountain music performances, and a weekend concert series. The Blue Ridge Music Center is one of only two National Park facilities honoring the cultural heritage of uniquely American music traditions; the other being the New Orleans Jazz National Historic Park.

Finally, the concert series also allowed two of our regions largest cultural heritage tourism promotion agencies (The Blue Ridge National Heritage Area - Blue Ridge Music Trails of North Carolina / Southwest Virginia Cultural Heritage Foundation - The Crooked Road: Virginia's Musical Heritage Trail - to directly connect with and inform concert patrons about tourism opportunities in their respective regions."

The Executive Director of SciWorks tells us that the *SciWorks Radio* partnership has been good for them, giving them more exposure in the community.

The coordinator of the Child Care Services Branch of the YMCA of Northwest North Carolina says that the tours for their students help the children understand how radio can connect a community through stories, music, and news sharing.



Voices of Our Community...

WFDD continued to broadcast locally-produced stories, programs, and documentaries of interest to our audience including minority and diverse listeners. Those locally-produced programs included *Triad Arts*, stories from *Radio Camp* and *Radio 101*, and *SciWorks Radio*.

WFDD's locally-produced arts program, *Triad Arts*, continued to highlight a wide variety of art and artists from the WFDD listening area. Many local arts organizations are represented, as are artists from many genres. In FY15, the program featured classical music artists, as well as blues musicians, rock musicians, folk musicians, jazz musicians, and others. Also represented were theatre performances, visual art exhibits, lectures, crafts fairs, fiction and poetry, dance performances, film presentations, and more. Hispanic, African American, and Jewish artists are represented.

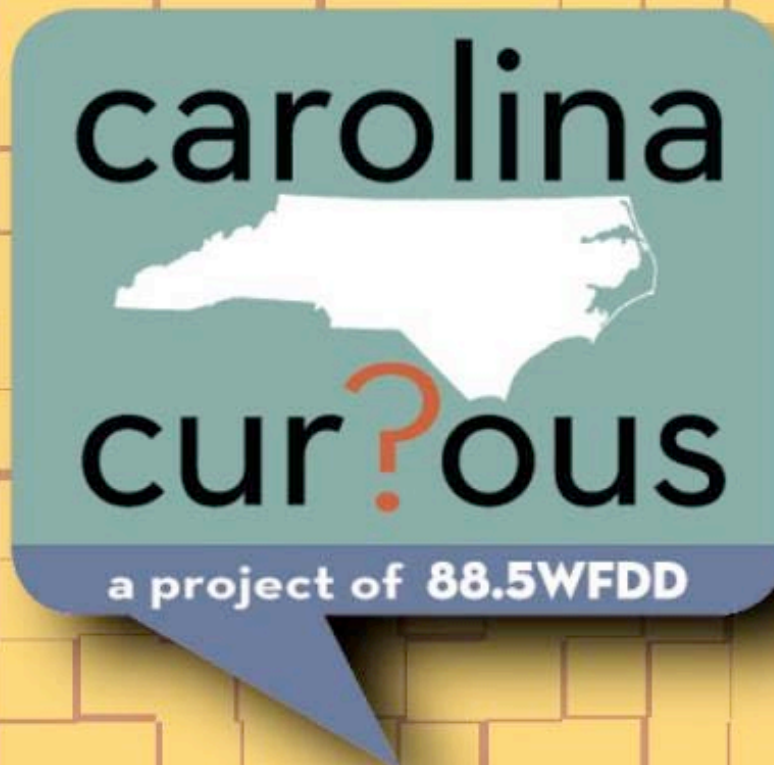
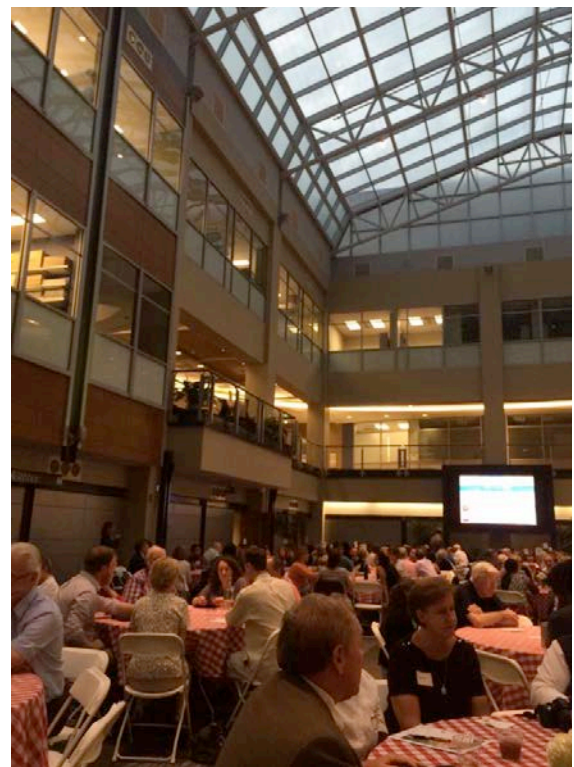


Our education initiatives include Radio 101, an after-school high school program that teaches radio but perhaps more importantly, teaches students how to analyze and communicate issues in their lives to people who would never experience their worlds. In FY15 the program was held at Dudley High in Greensboro, which serves over 90% minority students and at Reynolds High School in Winston-Salem, an arts magnet school with students from 38 countries, speaking 26 languages, making it the most diverse high school in the Winston-Salem/Forsyth County school system. The stories produced by Radio 101 students are aired on WFDD and posted to the station's website.

In addition to Radio 101, we again presented several weeks of Radio Camp, during which the participants and their interview subjects represented a diverse population. Middle-school-aged girls and boys from a variety of socio-economic backgrounds interviewed community members of various ages, talents, and ethnic backgrounds, including the secretary of the Indo-US Cultural Association, the Executive Director of the Center for New North Carolinians, the program coordinator for the Hispanic League of Winston-Salem, a Peruvian singer-songwriter, and an African American who is an expert on the Underground Railroad in Greensboro.

In FY15 our sponsorships included events such as the Hispanic League's Fiesta!, the Friends of John Coltrane Jazz and Blues Festival, the Blue Ridge Music Center's Summer Concert Series, the Second Sunday on 4th monthly street festival, and other events where a diverse population is present.

Coming in FY16, WFDD will host another Community Conversation addressing the issue of childhood hunger in our region. We are partnering with the Second Harvest Food Bank of Northwest North Carolina and Wake Forest University's Pro Humanitate Institute to present this event. It will take a different format from past Community Conversations presented by WFDD, following the "World Café Method," essentially small roundtable discussions all taking place at one time, where participants move from table to table after an allotted period of time. We think this format will encourage more robust conversation among attendees and lead to a better outcome (potential solutions, strengthening conversational ties, deeper audience engagement, reaching new audiences).



We are also launching a new reporting initiative in FY16. "Carolina Curious" will involve listeners in the journalistic process, allowing them to submit questions they'd like to have answered, vote on which question should be covered next, and then participate in the newsgathering and reporting process if their submitted question is chosen.



CPB funding allows WFDD to pursue efforts like our education initiatives, which are part of our overall vision, and to expand those initiatives to better serve our community. The loss of CPB funding would require us not only to reassess what programming we offer on the air, but also our community engagement and outreach initiatives like community conversations, Radio Camp and Radio 101, and *SciWorks Radio*.