

## **SAS Community Outreach for FY14**

**(1) Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multi-platform 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.**

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.

In FY14, 88.5 WFDD partnered with the Forsyth Education Partnership, an independent, nonprofit organization focused on advocating for quality public education, informing citizens about critical public school issues, and supporting public school teachers, to present a Community Conversation on School Choice, Charter Schools, and School Vouchers. We convened a panel consisting of: Darrell Allison (President of Parents for Educational Freedom in North Carolina), Sara Dahill-Brown (Associate Professor of Politics and International Affairs, Wake Forest University), Rodney Ellis (President of the North Carolina Association of Educators), Robin Hollis (Principal of Winston-Salem's Arts Based School), and Don Martin (Professor at High Point University and retired Superintendent of Winston-Salem Forsyth County Schools). Members of the community were invited to the free event moderated by WFDD reporter Keri Brown; audience questions were strongly encouraged. The event was preceded by a number of news stories (presented on air and via our website) on these topics, which were of intense interest in the community at the time. It was also recorded on video, and subsequently shared on WFDD's YouTube Channel. One of the news stories presented in conjunction with the event received a First Place RTDNAC award in the category of Education, and the Community Conversation itself received an AP Award for Public Service. This event allowed us to address an important community issue on air, online, and in person, and created opportunities to engage with education organizations in our community.

In FY14, 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.

In FY14, we launched *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 FY14, 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 addition, in FY14, our work-study student completed a major outreach project, creating a marketing piece for *10 & 2: The Community Review* and distributing it to nonprofits who present events in all of our 32-county broadcast area.

In FY14, 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 a 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 FY14, WFDD was a sponsor of the Piedmont Environmental Alliance's Earth Day Fair, April 2014. WFDD broadcasted live on location from the Earth Day Fair and recorded several *SciWorks Radio* episodes specifically related to environmental issues. WFDD's participation is seen by event organizers as instrumental to the success of the Earth Day Fair.

Lastly, in FY14 we once again partnered with the Second Harvest Food Bank of Northwest North Carolina during our December 2013 pledge drive (the fifth such event), providing 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.

**(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.**

88.5 WFDD engaged in several key initiatives in FY14, which either established or deepened our connections across the communities we serve.

In FY14, we continued our education initiatives Radio Camp and Radio 101. Radio 101 is 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. 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 extend beyond the group of students and the schools in which the program is held. In FY14 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 FY14, interview subjects included a yoga and meditation instructor, the Executive Director of the Piedmont Triad Film Commission, a pop culture podcast producer, an artist from Piedmont Craftsmen, a several musicians and composers, a poet and poetry slam organizer, a DJ, an app developer, the Executive Director of the African American Atelier, a poet and performance artist, a music journalist, a business entrepreneur and film programmer, a dancer, a comic writer and manager of a comics store, an advertising executive and business owner, a Lumbee Indian tribe member (interviewed by a camper from Russia who spoke very limited English), a newspaper editor, a sports journalist, the Executive Director of Kids Voting-Guilford County, an artist and art teacher, the owner and founder of the “Treasure of READasaurus” reading program, the CEO of the Davie Community Foundation, a comedian, an owner/operator of Broadway’s Best Theatre Company, a film producer and professor of Cinema Studies at UNC School of the Arts, a sports broadcast producer, an actor with Theatre Alliance, and a graphic design company owner. Within this list are people of all ages and ethnic backgrounds, and variety of skills and organizations are represented. WFDD attempted to collaborate with our neighboring public radio station, WUNC, on this initiative, but were told that station leaders were not interested in pursuing this kind of partnership.

In addition, in FY14, WFDD expanded Radio Camp to include 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 specific to adults. The first camp sold out so quickly, we had to add a second session. Grown-Up Radio Campers have since come back to WFDD to record testimonials advocating for listener support of WFDD; several say they plan to participate in the camp again.

In FY14, we launched *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 FY14, 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 2013. 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.

In FY14, 88.5 WFDD sponsored the following events: The High Point Cycling Classic, July 2013; Bookmarks Festival of Books, September 2013; the Hispanic League's Fiesta!, September 2013; The Historic West End ArtsFest, September 2013; Arts Greensboro's 17 Days Arts & Culture Festival, September 2013; The Winston-Salem Air Show, September 2013; Bookmarks presents Lemony Snicket, October 2013; Riverrun International Film Festival, April 2014; Piedmont Environmental Alliance's Earth Day Fair, April 2014; Greensboro Beautiful's Groovin' in the Garden, May 2014; Second Sunday on Fourth monthly street festival, April, May, and June 2014; Greensboro Beautiful's Parisian Promenade, June 2014; the Yadkin Riverkeeper's Tour de Yadkin, June 2014; Sirens on the Mountain music festival, June 2014; Eastern Music Festival, June 2014; Greensboro Farmers Curb Market, June 2014; Blue Ridge Music Center Summer Concert Series, June 2014; Appalachian State University, An Appalachian Summer Festival June 2014; Grassroots Productions Limited, Greensboro Fun Fourth Festival, July 2013; Bel Canto Company season, September 2013 – March 2014; Appalachian State Performing Arts Series, September 2013 – March 2014; John Coltrane Jazz Festival, August 2013; Hickory Choral Society season, October 2013 – April 2014; Piedmont Business Ethics Awards, April 2014; Greensboro Ballet presents The Nutcracker, December 2013; UNCSA presents The Nutcracker, December 2013; Boys & Girls Clubs of Greater High Point Stake & Burger Dinner, March 2014; Historic Salisbury Foundation Annual Tour of Historic Homes; October 2013.

**(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 a person(s) served.**

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.

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.*

The Community Conversation on School Choice, Vouchers, and Charters sparked a heated and thorough discussion of the issues at hand with charter schools and the voucher program, and provided an important public service, as evidenced by the AP Award received by WFDD for this event and the related news coverage. The event was well attended by school employees, parents and members of the community.

The Executive Director of SciWorks tells us that the *SciWorks Radio* partnership has been good for them, giving them more exposure in the community and national recognition of the stories/topics covered. SciWorks Radio airs weekly on WFDD on Sunday morning and Sunday afternoon during our most listened to hours.

**(4) Please Describe any efforts (e.g., programming, production, outreach 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the languages broadcast.**

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 *Real People*, *Real Stories*, *Triad Art*, and *SciWorks Radio*.

WFDD's locally-produced arts program, *Triad Arts*, continues 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 FY14, 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 FY14 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 Executive Director of the African American Atelier, a Lumbee Indian tribe member, an African American poet, and an African American comedian.

In FY14, WFDD hosted another Community Conversation: School Choice, Charters, and Vouchers. We collaborated with the Forsyth Education Partnership to present this event and convened a diverse panel of experts to discuss these topics in front of a live audience.

In FY14 our sponsorships included events such as the Hispanic League's Fiesta!, the Friends of John Coltrane Jazz and Blues Festival, the Boys & Girls Clubs of Greater High Point's Stake & Burger Dinner, the Blue Ridge Music Center's Summer Concert Series, and other events where a diverse population is present.

Coming in FY15, 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).

**(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 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*. Winston-Salem is known as *The City of Arts and Innovation*, without CPB funding we would not be able to produce a daily and weekly arts program that spotlights the rich and diverse arts available to our community. The arts community has told us that if they are featured on the program, then their events are well attended to sold out.