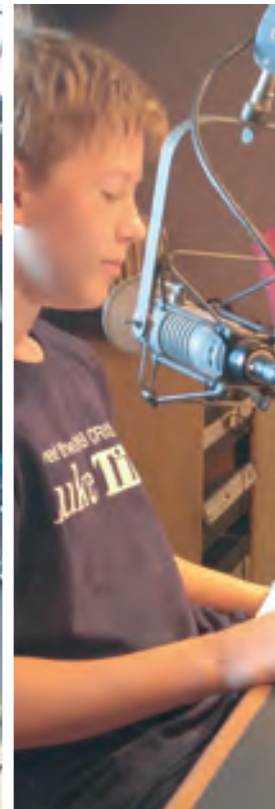


88.5 WFDD COMMUNITY OUTREACH

for FY17

July 2016 - June 2017



(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 believe that every interaction is an opportunity to learn more about what our community wants and expects from its public radio station and an opportunity to more deeply engage listeners and supporters. We feel these activities are an essential part of our role in the communities we serve.

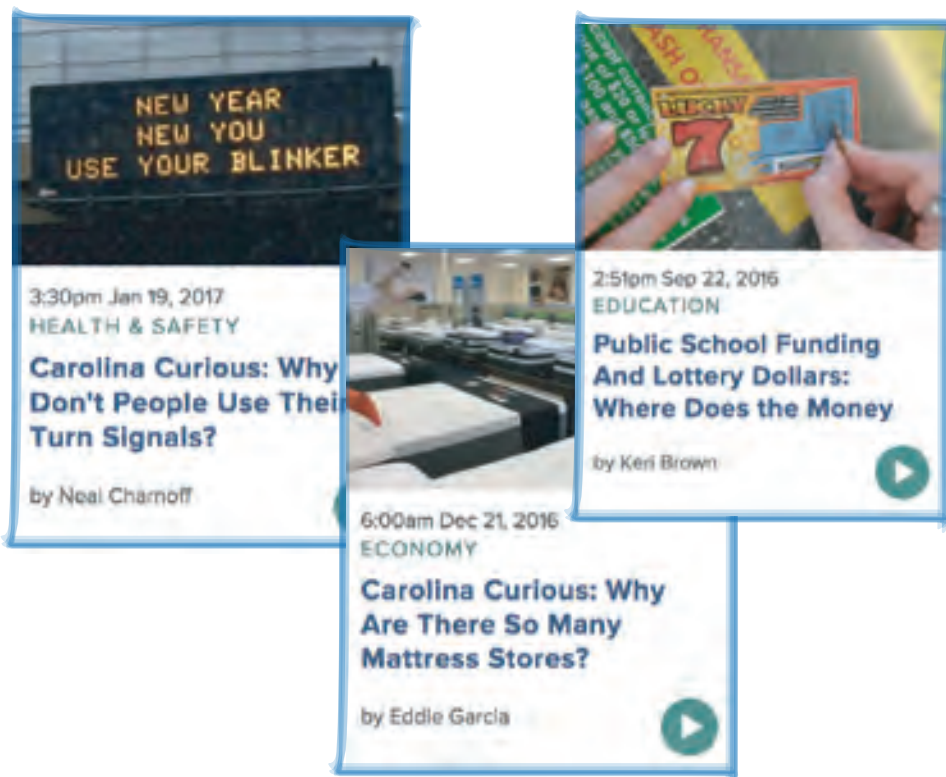
In FY17, we continued our education program, which includes Radio Camp, a week-long summer day-camp for middle-school aged students, and Radio 101, a program for high school students. These programs were begun respectively in 2010 and 2011 specifically to connect with youth voices in our community and to inspire the next generation of public radio advocates. Radio Camp, a fee-based program, brings a diverse group of students to the WFDD studios each summer and teaches them how to research and interview a subject and subsequently create a public radio style story suitable for broadcast. Radio Camp fees allow us to provide Radio 101 at no cost to the high schools with which we partner. Radio 101 teaches interested students about journalism, technology, personal reflection, and storytelling, and is coordinated with the backing of teachers and administrators at the participating schools. The stories produced through our education program are presented on our website and broadcast on air. With each

new audience—the students, their families, their teachers, and the administrators at the schools—and to connect our listeners with the voices and perspectives of the young people who participate in these programs.

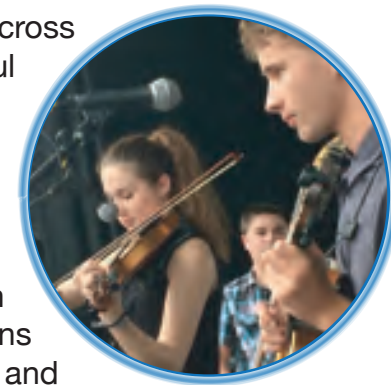
In FY17, we continued SciWorks Radio, an on-air module created in partnership with SciWorks, the Science Center and Environmental Park of Forsyth County. The science module covered topics ranging from astronomy and space travel to genomics, alternative fuels, and natural science. Producing this module in partnership with SciWorks reaches a new audience by connecting us to SciWorks' constituents; the module serves an educational purpose as well and addresses the public radio listener's tendency toward lifelong learning. All SciWorks Radio episodes are also shared via our website.



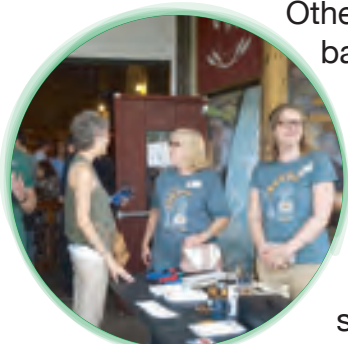
In FY17, we continued our listener-driven reporting initiative called Carolina Curious, which involves listeners in the journalistic process, allowing them to submit questions they'd like to have answered, vote on which question should be covered next, and then participate in the newsgathering and reporting process if their submitted question is chosen. We continue to use the Hearken module to assist with back-end tracking of listener-submitted questions. FY17 stories have investigated how money from the North Carolina Education Lottery is spent, looked into why certain railroad tracks still owned by Norfolk Southern Railway have fallen into disuse and disrepair, and explored how school field trips help level the playing field for students in schools with a high percentage of students on free-and-reduced lunch plans. This last piece was produced by WFDD news intern Mankaprr Conteh. This initiative gives us a deeper connection to our listeners and provides us a clearer picture on what stories are most important to the communities we serve.



In FY17, we continued to distribute Across the Blue Ridge in partnership with Paul Brown, a show that previously aired on WFDD for nearly a decade in the late 1980s-early 1990s, prior to Paul Brown's departure from WFDD for NPR. The program explores the music and culture of the Blue Ridge mountain region, and highlights intersections between traditional mountain music and music common to other cultures, including African, African-American, Scots-Irish, Creole, West Indian, and more. The program is now distributed to a half dozen other stations around the country. The distribution fees aid in the continued production of this show, which focuses on a style of music, and the culture that surrounds it, that many understand as distinctively American.



In FY17, we continued our efforts to connect one-on-one with listeners and community members, by hosting listening parties, which connect listeners more personally with public radio programming and spark conversation not just between WFDD staff and listeners, but among community members themselves. We partnered with a variety of local organizations to hold listening parties around several topics. Events were held at an art museum, a local business, and on a college campus in an effort to tap into different audiences. The businesses and organizations with whom we partner engaged their own networks, allowing us to reach new communities.



Other activities continued in FY17 include our bar meet-ups and "mug stops" at area coffee shops, which allow us to speak one-on-one with WFDD listeners; staff lectures at monthly meetings of various organizations like Rotary and Sertoma; and station tours for Cub Scout groups, YMCA After-School Care groups, and other student groups.

88.5 WFDD engaged in several key initiatives in FY17, which either established or deepened our connections across the communities we serve.

- In FY17, we continued our education initiatives Radio Camp and Radio 101, as noted in the answer to question #1.

- Over the course of a week of Radio 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 FY17, we expanded the number of campers enrolled in each week of camp to 16, reaching more campers, and connecting with more community members for interview subjects. Subjects interviewed represented topics including criminal justice reform, immigration issues, hunger and homelessness, art and entrepreneurship, environmentalism, gender inequality, and community. Included in 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 worked with its college radio station for space needs.



(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.



- 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 FY17 the program was held at the STEM Early College at North Carolina A & T State University in Greensboro and Reynolds High School in Winston-Salem. The program would not be possible without the support and partnership of the participating schools, their administrators, and the teachers who oversee the program on site.

- In FY17, we once again partnered with Second Harvest Food Bank of Northwest North Carolina and Ralph Lauren to create a three-way cause-related fundraising opportunity during our December 2016 pledge drive (the eighth such event). 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 partnership provides more than 800 backpacks of healthful, nutritious food for children in our area suffering from food instability (enough backpacks to feed 50 children over the weekends for 16 weeks). This cause-related fundraiser helps to draw attention to the major issue of hunger in our region (1 in 4 children in Northwest North Carolina suffers from food insecurity). 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, \$33,000 has been raised for the Food Bank (from a corporate partner) and 6,400 backpacks have been contributed to the BackPack program, supporting children in our region who suffer from food insecurity. It also regularly exceeds fundraising goals for WFDD.



- In FY17, we continued holding our quarterly WFDD Book Club meetings. We partner with a local, independent bookstore to hold meetings in their space, and the store graciously helps select the books, lead the discussions, 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 and diverse crowds and spurred meaningful and robust discussions on topics ranging from feminism, to death and dying, to racism. FY17 book selections included *Cooked: A Natural History of Transformation* by Michael Pollan; *Over the Plain Houses* by Julia Franks; *Just Mercy: A Story of Justice and Redemption* by Bryan Stevenson; and *Swing Time* by Zadie Smith.

- In FY17, through our sponsorship of the annual Yadkin Riverkeeper Tour (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 fourth Listener Paddle. The Yadkin Riverkeeper Tour 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, and together appreciate one of our region's most important natural resources



- In FY17, WFDD hosted a special Community Conversation addressing the issue of Access to Mental Health Care in our region. This topic was derived through our use of the Hearken module to gather listener suggestions, which we then put to a listener vote. We once again utilized the World Café group dialogue method to encourage open conversation among people from disparate backgrounds. It enables small, somewhat guided, roundtable discussions, where participants move from table to table after an allotted period of time. Using the World Café method leads to a much more engaged and eager audience than is typically found at panel-discussion style events. The conversations were robust and led to new connections among participants. We also conducted outreach to area organizations whose work is focused on access to mental health care, inviting them to participate and to share resources with other attendees.



- In FY17, 88.5 WFDD continued to sponsor events presented by other area organizations. Our sponsorships are strategically selected to reach the main parts of our listening area and to connect with different audiences: Arts Greensboro, Bookmarks, Greensboro Beautiful, TEDx Greensboro, Piedmont Land Conservancy, UNC School of the Arts, Blue Ridge Music Center, RiverRun International Film Festival, Piedmont Environmental Alliance, Yadkin Riverkeeper, Second Sundays on 4th, Eastern Music Festival, Appalachian State University Cultural Arts Center, Appalachian State University, The John Coltrane Jazz & Blues Festival, Historic Salisbury Foundation, Sawtooth School for Visual Art, India Association of the Triad, Indo US Cultural Association, and the Hispanic League.



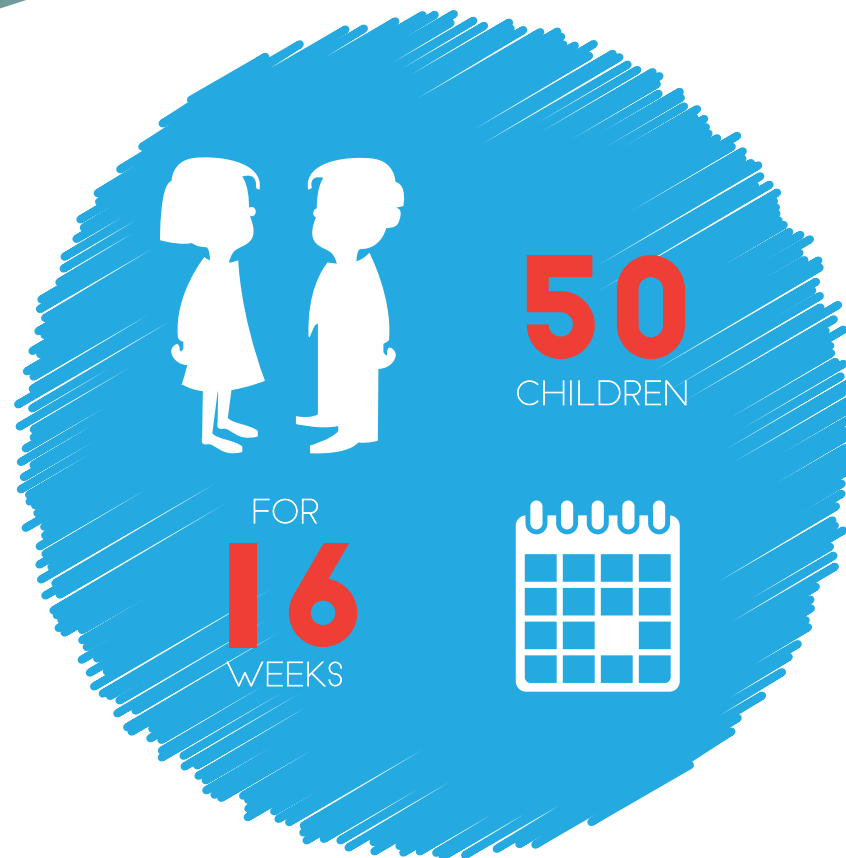
(3) What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning, or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational 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 and constituents inform us that our initiatives have a measurable impact.

1. 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. As noted in question #2, over the years of this partnership, \$33,000 has been raised for the Food Bank (from a corporate partner) and 6,400 backpacks have been contributed to the BackPack program, supporting children in our region who suffer from food insecurity.

Listeners to the station during the December BackPack campaign send 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 makes 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.

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



OVER
6,400
BACKPACKS
since 2008

2. In FY17, WFDD held a Community Conversation, the topic of which was determined by WFDD listeners. As is now our practice, we utilized the World Café Group Dialogue Method for this event, as a way to create real community discussion, rather than a group of community members listening to a panel of experts speak on a particular topic. For this event, we used the Hearken module to accept topic suggestions and then put those suggestions to a listener vote. Overwhelmingly, WFDD listeners felt a conversation about access to mental health care was of high importance. From the suggestions submitted, and from the ideas and issues discussed at the community conversation event, WFDD produced several stories around this topic, extending this conversation beyond the event. Reporting included coverage of the need for peer support, how to talk about mental health issues, and training for first responders on mental health issues. WFDD also produced a Storify about the event, again allowing the coverage of this issue to extend beyond the event itself. Stories resulting from the community conversation on access to mental health care can be found at these links:



"I'm grateful for the experience to serve as a table host and participant at WFDD's community conversation about Access to Mental Health Care. Using the World Café method is particularly enlightening, since it 'levels the playing field' for conversation from a wide variety of community members: professionals, leading experts, and those with lived experience. The conversation was creative, rich, and impactful. Bravo WFDD!"

- Community member and WFDD supporter
Beth Bealle . Table moderator during the community conversation



<https://www.wfdd.org/story/some-patients-mental-illness-road-recovery-begins-peer-support>



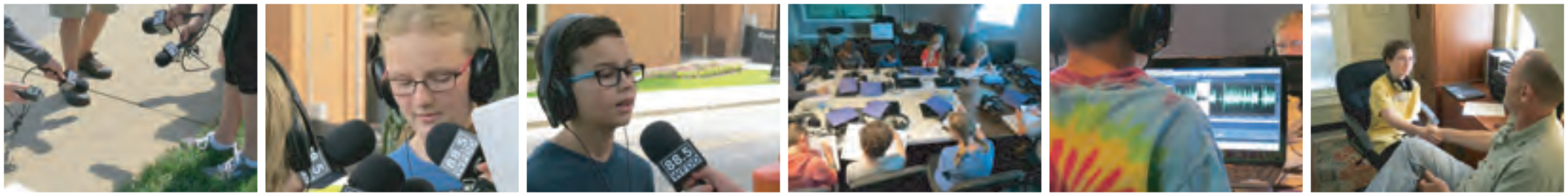
<https://www.wfdd.org/story/crisis-intervention-team-trains-first-responders-mental-health-issues>



<https://www.wfdd.org/story/important-not-easy-how-open-about-mental-health>



<https://www.wfdd.org/story/community-convenes-trade-ideas-mental-health-care>



3. The WFDD Radio Camp program has an impact beyond the campers themselves and a week of fun. It offers instruction in STEM, writing, and public speaking, and creates a deeper engagement with both the parents and extended families of campers, as well as the community members who are interviewed by the campers. We see the evidence of this engagement in the ways Radio Campers and their families continue to be involved with WFDD following camp and in the way Radio Camp stories are shared broadly on social media platforms. Young people participate in Radio Camp multiple years, and many ask to come back as camp volunteers when they are older. Following are statements from a Radio Camp participant, Max Seijn, and his mother, Margaret Talley-Seijn.



“My name is Max Seijn. I am a 7th grader at Brown Summit Middle School. I went to WFDD Radio Camp in the summer of 2016, back when I was about to start 6th grade.

I really liked Radio Camp. Flat out, it’s fun. You get to mess around with recording equipment and technology that I would never get to do anywhere else.

You get to make a radio story. The Radio Camp staff walks you through the steps and helps you when things go wrong, but they don’t tell you what to do all the time.

I learned how to make a good recording, the best way to make good audio edits, how to put music in the right places during the segment and lots of other stuff. The way they teach you is very hands on and well explained. You also get to have your story, which you spent the week developing and growing, read on-air. Definitely a major bonus.

I’m going to Radio Camp again this summer. I want to figure out a way for kids at my school to get to do what I’m doing.”

“My son, Max, attended Radio Camp in July 2016 as a rising 6th grader. Max was so stoked when we registered, I was concerned the experience might not meet his expectations. But my worries were for nothing. Max loved it.

Empirical evidence first: No complaining when he had to get up and dressed early in the morning during summer break. (We live in Greensboro, so had to commute into Winston-Salem.) The drive home each day consisted of Max chattering about what he got to do that day, what he wanted to try the next day, etc. For context, it’s usually pulling teeth to get more than a one-word description of any activity he participates in when we’re out earshot.

Of course, Max loved using and learning about the technology behind radio production, especially the editing process. But watching Max learn to appreciate the amount of time (and teamwork) that goes into creating a two-minute interview segment was immensely satisfying for me.

Max is attending Radio Camp again this summer. He’s already pitching ideas about who he might interview.”

- Radio Camp parent, Margaret Talley-Seijn



4. The WFDD Book Club has served to connect people from different backgrounds and provide a safe space for discussing challenging topics such as food politics, race and diversity, and criminal justice. Attendees have said that they appreciate having the opportunity to hear different perspectives discussed in an open and civil manner. The Book Club regularly draws a group of 20 – 30 participants, sometimes more. We see new attendees and regulars. Regular participant Hollis Gabriel shared this comment:



“I love the WFDD Book Club! Hosted in Greensboro's, fabulous independent bookstore, Scuppernong's, we spend the afternoon discussing a book. It doesn't get any better than that except when the author can be there which was the case at our last meeting!

The books, fiction and nonfiction are timely and carefully chosen, giving us the final say in what we'll be reading. Two Book Groups ago we read a book written by an author who gave a lecture at our coliseum the next week. Having read and discussed her book made the lecture much more meaningful.



We gather before the allotted time and begin discussing the book with people we have never met before. Of course that leads to talking about other books and coming home with a list of new books to read.

Our NPR Book Hosts do a great job introducing the book and keeping the discussion focused. They also encourage everyone to participate and provide a safe space for interacting. My only complaint is that we don't meet more often.



I am a very faithful listener and supporter of our local NPR station and a great appreciator of anything they do in our community! Thank you for helping to fund our Book Club which helps support our local bookstore, local authors and those of us who love to read and talk about books!! I hope you will continue to do so.”



(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 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 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 Carolina Curious, stories from Radio Camp and Radio 101, and SciWorks Radio.

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 FY17 the program was held at the STEM Early College at North Carolina A & T State University, a richly-diverse school, 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. As noted in the answer to question #2, Radio Campers' stories covered topics including criminal justice

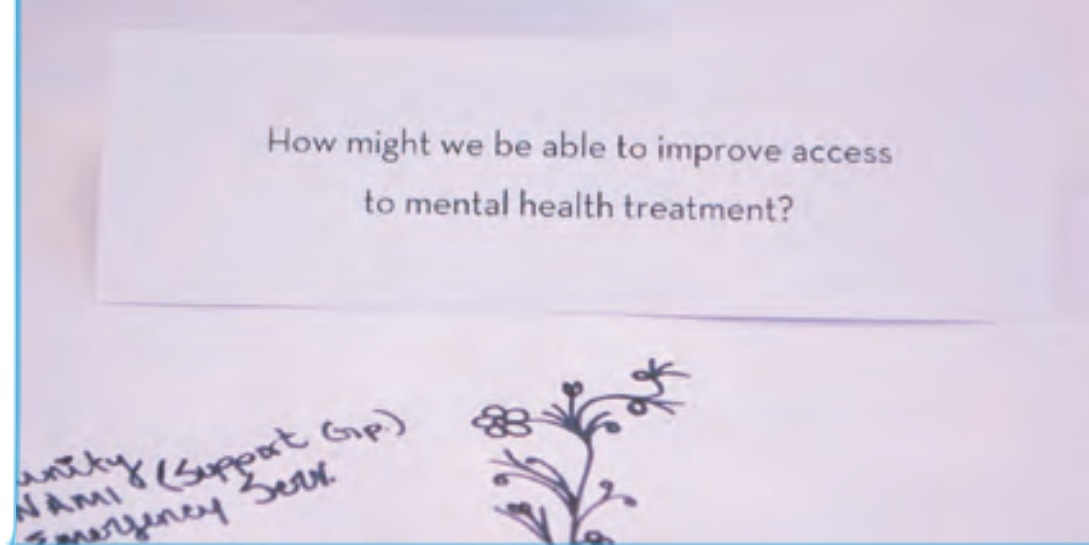


reform, immigration issues, hunger and homelessness, art and entrepreneurship, environmentalism, gender inequality, and community.

In FY17 our sponsorships included events presented by organizations like the Hispanic League, the India Association of the Triad, the Indo US Cultural Association, plus several other arts and community organizations. Sponsored events took place across our listening area and connected with people of all ages and demographics.

In FY17, we participated in several career exploration fairs, at area grade schools, early colleges, and community colleges. We also conducted tours for students involved in Forsyth Technical Community College's Journalism Club, a diverse group of students studying various subjects, but with an interest in journalism. These tours have led to heightened interest in WFDD's internship program. We gave presentations at Forsyth Technical Community College's Stokes Campus to its Journalism Club.

In FY17, our Community Conversation on Access to Mental Health Care sought to address a major issue in our region, one that disparately affects minority and poor communities. Our research



found that these groups have a much harder time gaining access to services than others. Our reporting on this issue was guided by listener questions and by the discussions that took place at the community conversation event.

In FY18, we will continue our efforts to connect with diverse audiences through several of our initiatives already in place. With the support of a major donor and a community foundation grant, we intend to hire a full-time education program manager, who will teach our Radio 101 as a course for credit within a partner high school, elevating the program from an after-school club. We also anticipate the education program manager exploring ways to grow this program so that it reaches more students. We also plan to embark on a listening tour around our coverage area, engaging with regional libraries and YMCA/YWCA branches to connect with more diverse populations. The success of Carolina Curious, with its listener-driven model, is evident, and the series will be even more powerful with input from the broader community. With the support of a local Sertoma club, we hope to involve site-impaired young people in Radio Camp. We also intend to seek a new corporate partner for our annual December Backpack Campaign, one willing to increase the number of backpacks donated to Second Harvest Food Bank's Backpack Program.



(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 expand initiatives like our education program, which are part of our overall vision, to better serve our community. It allows us to embark on new reporting projects and outreach efforts like Carolina Curious and listening tours to gain a better understanding of the issues of importance to our greater community. The loss of CPB funding would require us to reassess not only what programming we offer on the air, but also our community engagement and outreach initiatives like Community Conversations, Radio Camp and Radio 101, and Carolina Curious. We feel these programs are incredible assets and important to the service we provide.



88.5WFDD
PUBLIC RADIO FOR THE PIEDMONT