

## WICN CPB Local Content and Services Report Fiscal Year 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 and new audiences you engaged.**

WICN Public Radio believes that arts and culture contribute to a quality of life that keeps a community vibrant and economically alive. Our commitment to this is demonstrated through education about and the presentation of authentic, independent music, on the radio and in the community, thereby preserving America's living art forms of jazz and other music for generations to come.

During fiscal year 2018 we were focused on revitalizing our presence in the community through partnerships and support for other nonprofit organizations, especially those focused on the arts and education. These partnerships included hosting or co-hosting interviews with other organizations and media outlets, live concert presentations, and web content featuring key community events.

We increased our presence on-air by providing more locally-produced shows with hosts who share their knowledge and passion with our listeners. And we continued to ensure that the national programs we broadcast are of the highest quality and able to educate our listeners, in addition to entertaining them. We introduce and attract new listeners to new jazz offerings through our broadcast of "Cool Jazz Countdown" weekly, as well as providing a refreshing look at "straight-ahead" jazz with "Return to the Source". We also created a special membership category for students providing them with discounts for key events we presented.

We made significant progress in the commitment we made to key foundations regarding utilizing the performance space at WICN. We have created a professional recording studio, Studio 50, and have assisted several local performers create their first professional recording in addition to securing grant funding for student recording education. Also several members of our Board of Directors are involved in establishing relationships with key local universities to provide internships and to partner with them on offering seminars/classes related to professional recording studios.

- 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.**

In FY 2018 we collaborated with several cultural institutions in our community to build a vibrant alliance dedicated to ensuring that arts and culture continue to flourish for decades to come. In conjunction with the Theatre Alliance in the city of Worcester, WICN presented two live concerts in partnership with The Hanover Theatre and other members of the alliance. We also partnered with the Worcester Arts Council in both promoting and participating in the city-wide celebration of "Make Music Day," including opening our performance studio to the public and presenting a wide range of live music for anyone in the community to stop in and enjoy. Additionally, working with the nonprofit organization Crocodile River Music we co-hosted the internationally-renowned African Children's Choir's performance in Worcester.

WICN continues to promote other members of the Worcester Cultural Coalition, both on-air and on our website. In addition, our Executive Director, who is a performer herself, has provided pro bono performances at key business and cultural events, including the Worcester Women's Leadership Conference, Shrewsbury Retirement Community, and The Worcester Club, to name a few. We partnered with Worcester's public access TV station, WCCA TV, to present WICN's Holiday Jazz Jam, the African Children's Choir and through our Executive Director participated in the New Voice Music Awards as an advisor and judge.

WICN continues to partner with Mechanics Hall to present the Brown Bag series of free lunchtime concerts as well as spearheading Instrumental Partners, the ongoing program to ensure instruments are provided to students in the Worcester Public Schools who might otherwise not be able to afford to play.

- 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.**

The increase in quality instruments that have been donated and delivered to WICN has been significant and measured in the increase of students able to play in the Worcester Public School music programs. The following is a testimonial from Johnetta Smith, Band Director of the Worcester Public Schools who is our direct contact for our ongoing Instrumental Partners Program, This testimonial was in support of our grant application for a proposed Youth Harmony Program. *“WICN has been an invaluable resource for Worcester Public Schools through the Instrumental Partners Program, which provides our students with instruments that are donated by the WICN listeners and has made a tremendous impact in the amount of students who, without an instrument to play, would otherwise not be in a school band.”* The impact of our Jazz Education classes has created a diverse and dedicated community within a community, starting as students and evolving into self organized groups who commune at various parts of the city of Worcester to share and converse about jazz and play jazz music. This also extends into supporting local music venues and artists, all generated by WICN’s mission to educate, inspire and enhance the culture in its surrounding community.

- 4. 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 2018. If you regularly broadcast in a language other than English, please note the language broadcast.**

In Fiscal 2018, we broadened the scope of our programming by broadcasting our locally-produced show “Latin Jazz Now” in a bilingual format; Spanish/English. This was done in conjunction with reigniting a partnership with “Vocero”, a Latin publication for Central Massachusetts. We have partnered with Crocodile Music who reaches out to the Immigrant and African American community, offering music showcases and hands-on clinics for youth programs in African drumming. WICN is also a longtime partner with Audio Journal, a non-profit organization that we allow to share our transmission signal providing radio programming for the blind.

- 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 continues to play a critical role in helping WICN stay a vibrant community partner in fostering support for the arts in the communities we serve. With the Community Service Grant we receive we are able to provide 24-hour a day access to some of the most interesting jazz and roots music in this area and maintain our affiliation with NPR. Because of our CPB funding, we are able to execute community-based events such as concerts and educational classes like our popular “Jazz 101” series. This funding allows us to put resources towards these community partnerships that otherwise we could not afford to make available such as staff time, air-time and hard costs of production and promotion. Frankly, without CPB funding WICN would most likely need to default to a commercial station to maintain the level of revenue that it takes to provide these community outreach initiatives that both inspire and educate.