

## **WICN CPB Local Content and Services Report: July 1, 2018 – June 30, 2019 (FY19)**

- 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.**

As the voice for arts and culture in Worcester and Central Massachusetts, WICN takes the commitment to our community interests, needs and issues quite seriously. During the 2019 fiscal year, WICN continued to build and develop our community partnerships and relationships with key stakeholders including the Massachusetts Cultural Council, Worcester Cultural Council, Greater Worcester Community Foundation, Music Worcester, Mechanics Hall, and several other essential local organizations. These partnerships were enhanced with on-air interviews; website and social media posts; live events hosted in WICN's facilities, and live concert broadcasts of local origination.

Additionally, WICN added several more hours of locally-produced music programming, including "The Friday Blend" and "Troy Gonyea's Electric Rollercoaster." WICN continues to provide internship opportunities to young students through the Dynamy non-profit program (students with intellectual or behavioral issues) as well as the Instrumental Partners Program, which enables us to collect gently used musical instruments and donate them to the Worcester Public Schools so that students have a chance to learn to play music. Finally, WICN offered two 8-week semesters of our popular "Jazz 101" course, taught by an esteemed Jazz historian and made available to the community at a discounted price.

- 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.**

WICN continued its support of local arts and events with two more live "Jazz at Sunset" concerts held in downtown Worcester, and facilitated in partnership with The Hanover Theatre for the Performing Arts and Worcester's Theatre District Alliance. These well-attended outdoor concerts also provided space for another pair of nonprofits to distribute literature and information about their organizations to the audience onsite. We also partnered with the Worcester Arts Council for a second straight year to serve as a host venue for "Make Music Day Worcester" in June, and provided media support for the Worcester Cultural Council's "Out to Lunch" free concert series on the Worcester Common.

WICN continued its long-standing partnership with Mechanics Hall to provide free Brown Bag lunchtime concerts, which are simulcast on WICN. In December, WICN hosted our annual "Holiday Jazz Jam" live concert broadcast from our Studio 50 space; there were 4 other live concert broadcasts in Studio 50 with audiences attending as part of our Thursday night "Folk Revival" programming, in which a dozen or so local folk artists perform 2-3 songs each under a themed program.

- 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.**

In April WICN held a special screening of a documentary film created by one of WICN's hosts chronicling the history of Providence's legendary Celebrity Club – the first interracial nightclub in New England and featured top national jazz and R&B acts as well as local talent throughout the 1950s. Our

"Jazz 101" educational courses have grown in awareness and attendance for each 8-week semester. This course is a guided listening session taught by esteemed Jazz historian Ben Young and has become one of WICN's most popular offerings, attracting a widely diverse audience. In addition, in fiscal year 2019 WICN's "Instrumental Partners" program delivered more than 100 musical instruments to local Worcester Public School students, the majority of whom live in low-income neighborhoods and lack the resources to otherwise acquire an instrument such as an electric guitar or bass or electric keyboards.

- 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.**

WICN's popular "Latin Jazz Now" program on Friday evenings continues to be delivered in a bilingual (English/Spanish) format. WICN continues to partner with Audio Journal, a local non-profit organization that we've allowed to share our transmission signal to provide translated print content to audio for the blind population. In FY20 WICN will be working in partnership with Audio Journal on a joint fundraising effort featuring a vinyl record and CD sale in WICN's performance studio.

We are also exploring opportunities to work more closely with Worcester's Southeast Asian community. And building on our partnerships with the Worcester Public Schools, WICN will be initiating a new educational class called "Youth in Harmony". This program will enable high school students to learn the full range of production and obtain hands-on experience in WICN's recording studio.

- 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?**

Our CPB grant is a critical element of WICN's ability to serve as the voice of arts and culture for Worcester and Central Massachusetts. The Community Service Grant we gratefully receive enables us to broadcast 24/7/365 the most compelling mix of Jazz and roots music in the region--and as one of only 15 primarily Jazz stations left in America-- as well as to maintain our NPR affiliate status. WICN's CPB funding provides the foundational support we need to continue developing and expanding our educational offerings such as Jazz 101 and Studio 50 live music programs that we would not be able to produce otherwise.

In addition, the grant enables us to cover the hard costs of production and marketing that helps these programs to flourish. Without this funding, WICN would be hard-pressed to continue in its existing non-commercial format and deliver all of the aforementioned programs, initiatives and partnerships.