

WICN CPB Local Content and Services Report: July 1, 2020 – June 30, 2021 (FY21)

- 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.**

With the pandemic continuing throughout 2021, WICN's goals were to continue providing essential information on testing and vaccination clinics in Greater Worcester, as well as info related to unemployment, housing, and food banks, through our Community Resources portal on www.wicn.org and on-air via PSAs and expanded public affairs programming. Additionally, knowing that many of our listeners' tune to WICN as a respite from the onslaught of news found elsewhere, we offered two semesters of our now-virtual "Jazz 101" courses along with our Girls in Radio STEM-related classes for local Girl Scouts/Girls, INC. students. These resources were available on-air as well as on our website, included in our weekly email newsletters, and social media channels.

- 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.**

As the voice of arts & culture in Central Mass., WICN partners with a wealth of local organizations every year. In 2021, we served as the media partner for nonprofits including Notre Dame Health Care, The Shine Initiative, and The Casa Project. We worked with these organizations and others including United Way of Worcester, YWCA, Boys & Girls Club, Make A Wish, Dress for Success, Music Worcester, and the Chamber of Commerce's Women's Leadership Forum as a host site for their virtual events throughout the year, providing each of them with a low-cost venue option (our recording studio/performance space) to produce these events. Our ongoing Instrumental Partners program, meanwhile, enabled us to collect and donate over 200 musical instruments in 2021 to local high school students that otherwise would not have the opportunity to learn an instrument and play in the school band. Our partnerships with local Girl Scouts for our Girls in Radio program offers STEM-focused programs for their troops, including Production and Marketing. Lastly, we partnered with the EUREKA! program to offer internships to foreign-born high school students (the kids were terrific interns), who in turn helped us organize and produce a successful vinyl sale fundraiser for WICN.

- 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.**

Donating over 200 musical instruments in 2021 to local high school students has a tangible benefit, particularly when these kids, most of whom wouldn't otherwise have the chance to learn an instrument, performed live on WICN during our annual Holiday Jazz Jam concert in December. In turn, another three dozen instruments have been donated since the concert 6 weeks ago! Our Community Resources portal continues to receive regular traffic and drives visitors to local testing and vaccination clinics and social services. Our Girls in Radio program, a STEM-focused learning seminar for Girl Scouts and Girls INC. participants, has become the most popular program (and most sought-after Girl Scouts badge) for the local troop.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WICN ran PSAs in Spanish and English in 2021 (and continue to do so in 2022) regarding testing and vaccination/booster clinics in Greater Worcester. We have a popular Friday evening program called "Latin Jazz Now!" hosted in Spanish and English as well. Our youth-oriented educational programs cater to students from diverse backgrounds, including first-generation Americans. We participate in the EUREKA program that enables foreign-born students to gain hands-on internships, and in 2021 had a terrific group of students that helped us create a successful fundraiser through a vinyl record sale. Our PSAs and public affairs programs regularly highlight the needs of minority and immigrant communities in Worcester, particularly as the city continues its renaissance and the growing pains that accompany a rapidly changing city. These efforts are continuing in 2022; WICN is here to serve our community as effectively as possible.

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?

Without CPB funding, our ability to operate would be severely impaired. CPB funding provides WICN with operating capital to maintain the day-to-day functions of the radio station, which in turn enables us to do the fundraising, grant development, and underwriting that powers our public affairs and community outreach programs. We are continuously searching for ways to serve and engage our community, particularly with youth education programs supporting jazz, music recording/production, and nonprofit radio, and without CPB support, what we've built already and strive to expand would not be possible.