

WFDD Community Outreach for FY16

July 2015 – June 2016

(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 FY16, 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 taught in residence at area high schools. These programs were begun 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 class of students, we are able to connect with a 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 FY16, we continued *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 listener’s tendency toward lifelong learning. All *SciWorks Radio* episodes are also shared via our website.

In FY16, we changed the way we present information from our online community calendar on air. We began producing more frequent, shorter announcements that could cover more events, and be sprinkled throughout the broadcast day, giving more exposure to these community events. Through these announcements, listeners are made aware of a variety of arts and community events in which

they may be interested. Events featured are presented by arts and community organizations from throughout WFDD's 32-county listening area.

In FY16, we launched a new 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 are using the Hearken module to assist with back-end tracking of listener-submitted questions. So far, questions covered have included the rise of the craft-brewing industry in North Carolina, changes in the North Carolina education system over the past ten years, and an investigation into why there are so few bus shelters in our community. These stories have proven highly engaging on air, online, and on social media, generating some of the highest traffic we've experienced. This initiative represents a shift taking place around the public radio industry, in which newsrooms are moving away from determining in a vacuum what should be reported and responding instead to questions asked by listeners, more effectively giving listeners what they want.

In FY16, we re-launched *Across the Blue Ridge* 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 produced in partnership with Paul Brown and his Mountainbirch Productions, and 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 FY16, we expanded our efforts to connect one-on-one with listeners and community members, continuing to host bar meet-ups and listening parties, which 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 coffee shop, a nightclub, and on a college campus in an effort to tap into different audiences. We partnered with local brewpubs to hold bar meet-ups, and local coffee shops to hold "mug stops," where we had the opportunity to engage on a personal level with listeners and community members. The businesses and organizations with whom we partnered also engaged their own networks, allowing us to reach new communities.

Other activities continued in FY16 include our participation on Second Harvest Food Bank's Empty Bowls fundraiser, where staff served soup, drinks, cleared tables, and greeted. Staff members also gave lectures about WFDD and its place in the community to area organizations, and we continued to conduct tours of the station for Cub Scout groups, YMCA After-School Care groups, and other student groups.

(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 FY16, which either established or deepened our connections across the communities we serve.

- In FY16, 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 FY16, interview subjects included local artists and musicians, business owners and community activists, entrepreneurs, an organic farmer and more: an expert on the Underground Railroad in Greensboro; the director of a musical group made up entirely of developmentally disabled adults; an underwater photographer; the Director of Development for the North Carolina Housing Foundation, which provides affordable housing for adults with disabilities, the elderly, the chronically homeless, and others; an AmeriCorps VISTA working with Wake Forest University Campus Kitchen to eradicate food waste and food deserts; an adviser for Youth in Transition, which works to help young people transition out of foster care; a political organizer with GetEQUAL-NC, which works to empower the LGBTQ community; a professor examining the portrayal of black women in the media; and the Executive Director of the Creative Aging Network, which works to enhance the lives of seniors through self-expression. Within 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.
 - 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 FY16 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 FY16, 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 2015 pledge drive (the seventh 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, \$29,000 has been raised for the Food Bank (from a corporate partner) and 5,600 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 FY16, 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, and 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. FY16 book selections included *Being Mortal: Medicine and What Matters in the End*, by Dr. Atul Gawande; *Between the World and Me*, by Ta-Nehisi Coates; and *Dimestore: A Writer's Life*, by Lee Smith.
- In FY16, 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 third 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 FY16, WFDD hosted a special Community Conversation addressing the issue of hunger in our region. This event fell during Hunger Action Month and coincided with the release of Feeding America's Quadrennial Hunger Study. We partnered with Second

Harvest Food Bank of Northwest North Carolina and Wake Forest University's Pro Humanitate Institute to present this event. We presented this event in a different format from past WFDD Community Conversations, utilizing a group dialogue method called The World Café. This method of group discussion encourages open conversation among people from disparate backgrounds, by enabling small, somewhat guided, roundtable discussions, where participants move from table to table after an allotted period of time. The end result of using the World Café method was a much more engaged and eager audience than we have ever experienced at panel-discussion style events. The conversations were robust and led to new connections among participants. Ideas generated during the event were collated and synthesized by a political science class at Wake Forest University and the outcomes were subsequently shared with a mayoral task force on poverty.

- In FY16, 88.5 WFDD sponsored events presented by these organizations: Arts Greensboro, Bookmarks, Smith Reynolds Airport, Carolina Theatre, Greensboro Beautiful, TEDx Greensboro, Piedmont Land Conservancy, Triad Stage, UNC School of the Arts, Blue Ridge Music Center, Weatherspoon Art Museum, RiverRun International Film Festival, PhuzzPhest, 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, Greensboro Symphony, Historic Salisbury Foundation, Piedmont Opera, Bel Canto Company, Hickory Choral Society, Sawtooth School for Visual Art, India Association of the Triad, Indo US Cultural Association, the North Carolina Writers' Network, Music for a Great Space, the Winston-Salem Youth Chorus, and Sirens on the Mountain.

(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.

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, \$29,000 has been raised for the Food Bank (from a corporate partner) and 5,600 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.*

2. WFDD also partnered with Second Harvest Food Bank to hold a Community Conversation on hunger, which served to enlighten certain members of our community not only about the prevalence of hunger in what can seem like a prosperous region, but also about ways to help alleviate the issue. It also gave many community members the chance to brainstorm ideas about ways to address the problem. Actionable items were delivered to a mayoral task force on poverty in order to hopefully affect change. The Food Bank's Director of Development and Community Relations, Tomi Melson, had this to say:

“The hunger statistics in the 32 counties served by WFDD are staggering. One in every six individuals is food insecure and worse, more than one in four children does not have enough to eat. The mission of Second Harvest Food Bank of NWNC is to alleviate hunger and malnutrition in the 18 counties we serve. In partnership with 450 hunger relief programs across our service we address this mission by providing food, nutrition programming, political advocacy, and education about the problem and solutions.

Community awareness was raised by the on-air and web site activities at WFDD; follow-up e-news, web postings, and printed news letters were sent out by Second Harvest and follow up was posted by some of our partner agencies. *The Winston-Salem Chronicle* (an African American newspaper) wrote an article covering the event. We also noted that our partner agencies were continuing the dialogue while waiting to pick up food at the food bank. We received follow up questions and suggestions from community members about our programming and our agency partners. Several other non-profit organizations in the Piedmont Triad contacted us about possible partnerships moving forward and a few of these have come to fruition including a new pantry partnership with the Downtown Health Clinic which helps underserved communities. Some of the information gathered and contacts made during this Community Conversation were used as foundation material by the Collaborating for Clients initiative, a national pilot taking place in Winston-Salem to address the root causes of poverty.”

3. We first created our Radio 101 program because we wanted to give young people a voice. It is our feeling that young people are often treated as though they have little of substance to offer to the larger cultural conversation and no significant stories to share. We disagree, but feel that too often children simply don't have the skills, tools, or vehicle through which to share their stories and opinions. We wanted to change that, so we created Radio 101 to teach students how to tell

their stories and how to write and record commentaries on current events. Radio 101 stories already produced have covered topics including (but not limited to) drug addiction, LGBTQ issues, breast cancer, race and ethnicity, and cultural divides.

We want to give students with an important story to tell an outlet, and we want to provide guidance in how to tell that story.

Of the importance of WFDD's Radio 101 program, Karen Morris, the Arts Magnet Director for R. J. Reynolds High School said,

“Reynolds has partnered with WFDD for four years now. For the first two years, Radio 101 was an afterschool activity. Involved students chose a topic, researched, learned how to interview someone, completed the interview, learned the technical skills involved in creating an audio story to be aired on radio, composed their story, recorded the story, edited the story, and, at the end of the year, each student had one piece aired on WFDD and posted on the website. The spaces in this program were limited, yet the skills the students learned were so important and desired by teachers and students alike that the decision was made to bring the program into a classroom. For the last two years, Radio 101 has been embedded in our Journalism classes so that more students could benefit from this partnership.”

Radio 101 student Andie Meise had this to say:

“My name is Andie Meise and I am a Junior at RJ Reynolds High School. Last school year, with my Newspaper class, I was given an opportunity to write a story that would be featured on Radio 101. While this assignment began as an ordinary class project, I soon realized that this story had the opportunity to be much more. I was able to write about a personal topic that I was interested in. I also was given the chance to work with professional radio equipment while recording my piece at WFDD. This was a fantastic experience that was unlike anything I had done before.

My story was a personal reflection. I described life growing up with a father addicted to cocaine and how that had affected my family. It was a cathartic writing experience; given the chance to share my experience with the world. It was interesting editing this piece, for it is different than regular newspaper stories. You have to make the piece sound natural - worded like it would be spoken. The recording process was surprisingly challenging. It is unnatural to read as you would speak in a conversation. At the studio, I had to record several takes so that my voice was going at the right pace, had natural inflections, and was pausing at the correct place. Learning the best way to record was very interesting because I was unaware of how much thought radio journalists put into making their pieces pleasing for listeners to hear.”

Radio 101 student Sierra Lee said, “I am very glad that I got to experience this program because it opened me up a little bit from my shy ways and also talking about the struggles I have faced growing up as an African American female.”

4. The WFDD Book Club has served to connect people from different backgrounds and provide a safe space for discussing challenging topics such as institutionalized racism and death and dying. Attendees have said that they appreciate having the opportunity to hear different perspectives discussed in an open and civil manner. Notable was a conversation between one of the oldest members of the group and the youngest on the topic of death and dying. Both found common ground,

(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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 FY16 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, including the director of a musical group made up entirely of developmentally disabled adults; the Director of Development for the North Carolina Housing Foundation, which provides affordable housing for adults with disabilities, the elderly, the chronically homeless, and others; an AmeriCorps VISTA working with Wake Forest University Campus Kitchen to eradicate food waste and food deserts; an adviser for Youth in Transition, which works to help young people transition out of foster care; a political organizer with GetEQUAL-NC,

which works to empower the LGBTQ community; and a professor examining the portrayal of black women in the media; and the Executive Director of the Creative Aging Network.

In FY16 our sponsorships included events presented by organizations like the Hispanic, the Friends of the John Coltrane Jazz and Blues Festival, 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 FY16, we conducted tours for YMCA After-School Care Programs at three elementary schools, all of which have a high percentage of children on free-and-reduced lunch programs and who come from disadvantaged backgrounds. The tours of the station last approximately one hour and include station history, explanations of broadcast technology, and the opportunity for students to interview each other on microphone and hear the playback. 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.

In FY16, the WFDD Book Club connected with community members from diverse backgrounds thanks to the intentional selection of books like *Between the World and Me*, by Ta-Nehisi Coates. Listeners from different backgrounds and with distinctly different life experiences have gained insight and found common ground through discussions about challenging topics like institutionalized racism and the realities associated with being black in America.

In FY16, our Community Conversation on hunger sought to address a major issue in our region, one that disparately affects minority and poor communities. Our outreach and promotion of that event included working with Second Harvest Food Bank of Northwest North Carolina and its network of food pantries; as well as connecting with other organizations like the Urban League of Forsyth County; the *Winston-Salem Chronicle*, an African-American newspaper; *Que Pasa*, a Hispanic media outlet; Samaritan Ministries; and others.

In FY17, we will continue our efforts to connect with diverse audiences through several of our initiatives already in place. We will also participate in career exploration fairs presented by Guilford County Schools, and the Stokes County School system, which is located in a rural county in WFDD's service area. We also plan to host another Community Conversation, with a topic determined not by WFDD, but by the community itself. Outreach for this will include connecting with area library branches, city government, and YMCAs/YWCAs. By FY18, we hope to offer our Radio 101 as a course for credit taught within a partner high school, elevating the program from an after-school club.

(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 *Carolina Curious*.