

Section 6.1 Telling Public Radio's Story

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.*

WXPB is committed to reflecting the musical diversity of the local community. These goals are fostered by our continued commitment to making great radio and creating compelling digital content, and connecting with organizations in our local community. WXPB employs work study students and engages interns and volunteers to work with the staff to advance the station's primary goal: to connect artists and audiences and build, serve and engage this music community. This responsibility drives us to advance our efforts toward new technology-driven distribution through which we are able to maximize the impact of events, tell our story and the story of the musicians and audiences we serve, and build our national brand and audience. XPN is a part of culturally diverse Philadelphia and the surrounding environment. In expanding XPN's World Cafe Latin Roots program to target the Latino community, we launched our first Latin Roots Live concert.

Latin Music Series. In our third year of programming the Latin music series, World Cafe was able to revisit some of the genres, featured previously in a different format. Rather than contrasting a traditional and a new song, we shared essential artists in key genres including salsa, Latin Funk, cumbia, bolero, tango, hip hop, and ranchera. Other unique highlights included features on protest music, Canciones De Cuna (lullabies), an Argentinean mystical movement and the Brazilian Jovem Guarda movement of the 1960s. In FY15, we worked to showcase Latin artists in all of our Sense of Place destinations. In Lafayette, Louisiana, KRVS' Diego Martin Perez spoke about the relationship between the accordion-heavy music in Lafayette and the Latin music he grew up with. We were also pleased to introduce audiences to the Latin American Music Conference as it celebrated its 15th year, and celebrated new talent. Latin Roots commentator Josh Norek founded the conference. Latin Roots also marked the 50th Anniversary of Fania Records.

The highlight of the year was our Latin Roots Live concert on April 16, 2015 featuring Ana Tijoux and local Philly band Eco Del Sur. Our partners at Afrotaino and Raices Culturales suggested this pairing due to Ana Tijoux's use of native instruments on her new album. The William Penn Foundation has supported three years of concerts, which will both serve Philadelphia audiences and enable us to continue building content for World Cafe.

The impact of Latin Roots on the World Cafe has been significant. We are playing more Latin bands on the show (apart from the Latin roots segment) than ever before. Our commentators receive positive feedback from their audiences, and the Spotify playlist continues to be popular.

The Key www.thekey.xpn.org The Key, our local music website is now five years old, and it is much more than a blog and concert calendar – it has become a true virtual community and an incubator for local musicians. In FY15, WXPB curated concerts for local artists at area venues, under the banner of The Key. A new series of articles entitled, "Philly Music 101" was launched through which insider tips on making it in the local music scene are imparted. XPN's long-term vision is to create a sustainable central clearing house and connecting place for Philadelphia area artists and audiences. The Key enhances the creative vitality of the region with a well-promoted, vibrant local music resource, attracting national attention and enabling featured artists to secure exposure and income. Philadelphia has always had a reputation as a music town, and it is building a reputation as a vibrant community for rising artists. More artists are choosing to make Philadelphia home and in turn, are contributors to the city's creative economy. Supporting and sharing the local music scene will help WXPB remain valued by its listeners and members. The Key is strengthened by the station's cache, but the biggest impact the station feels from The Key is the numbers of artists who contact us to be recorded for a Key Studio Session. The Key is supported by major gifts from individual donors and foundations. While The Key tells the stories of hundreds of artists, it is in itself a big story – it's the online place to observe deeply and broadly WXPB's mission of connecting artists to audiences.

Commenting on the impact of The Key's diverse coverage, Editor of The Key/Social Media Coordinator at WXPB, John Vettese wrote: "It [The Key] served as another connection between artists and audiences. For example, we've covered a rapper who was mostly active in the hiphop scene, Bul Bey <http://thekey.xpn.org/2015/05/19/the-bul-bey-thoughts-while-marching/> and since we began covering him and featuring him in events that we curate, I've seen him getting booked by promoters who do more than just hiphop. . . I'd like to think our coverage has helped

in building awareness about him beyond his sub scene. It's also worked the other way, and helped make our core audience more aware of events that they might be interested in but are outside of their awareness/comfort zone. One of my jazz writers did a piece on Bakithi Kumalo, best known as the dude who played the catchy bass line on Paul Simon's 'You Can Call Me Al,' at a performance he had in town. The story got a strong response, pageview-wise, and I remember seeing people comment on social media that they were really happy to read it because it was a show they'd love to see and had no idea it was happening prior to reading the piece."

VuHaus <http://www.vuhaus.com> Our work on *The Key* has a national platform – the Philadelphia “channel” of VuHaus, a new digital music video service that is formed by several national leading public radio stations with the support of CPB. In FY15 we will be filming more local bands in studio sessions, to help them gain exposure through this increasingly popular platform. This requires some additional investment in video equipment and staff resources. XPN is the founding partner of the video collaboration for a web network which will include video content from XPN and leading alternative music stations in Los Angeles, New York, Austin and Kansas City. The project expands our commitment in nurturing local artists and to connect them with an expanded audience. VuHaus continues to grow by adding partner stations. VuHaus launched its first video recording session at the 2015 Non-Commvention in May 2015 at WXPB. In its 15th year, Non-Comm featured 30 bands over 3 nights including heritage artist, Brian Wilson and emerging talent, Brandi Carlile. Launch into VuHaus curated by WXPB: <http://www.vuhaus.com/happening/philadelphia>

Kids Corner During FY15, Kids Corner continued its mission and reached close to 250,000 listeners with children interacting via telephone and website. During a given month, Kids Corner averaged 2,000 calls – with web traffic at 15,000 unique visitors each month, for a FY15 total estimate of 24,000 calls and 180,000 unique visitors. In FY15 Kids Corner produced and/or hosted 7 public events, with host Kathy O'Connell making 43 public appearances. These appearances were in both public settings and classrooms and auditoriums throughout Southeast Pennsylvania, Central Pennsylvania, New Jersey and Delaware. Included in the public events were live music concerts for the family throughout the WXPB broadcast region – which served a total audience of 3,200 people. Additionally, In FY15 Kids Corner produced over 200 hours of programming, offering on-demand downloads of specific segments on science, history, health and nature. Those segments were clicked and listened to close to 300 times in FY15.

XPNential Radio / XPN2 <http://www.xpn.org/xpn-programs/xponential-radio>

XPNential Radio is WXPB's national online service carried on XPN2. In January 2014, WXPB transitioned the stream which highlighted singer/songwriters, to locally produced XPN2, a musical jukebox of new singer-songwriters and heritage XPN artists. Playlists from new artists are featured on Spotify. The 24-7 stream adds to the depth of connection with our established community.

The Women's Music Hour. In FY15, Morning Show host Michaela Majoun featured a weekly hour of songs by women every Friday at 9AM with live interviews, from local newcomers to national veterans and from pop to folk. The website shows a range of Women's Music Hour favorites.

<http://thekey.xpn.org/2014/12/26/keys-year-end-mania-michaela-majouns-womens-music-hour-favorites-2014/>

Weekend Arts Crawl An account of diverse, local entertainment was covered by The Key on WXPB via The Weekend Arts Crawl in FY15. Every Friday morning WXPB put the spotlight on arts & culture and family events that included Easter, Passover and First Friday all on the Same Weekend, traditional Daiko drumming in Fairmount Park, Super [Pet] Adoption Day, and the Odunde Festival's 40th Anniversary to name a very few that were reported on. The cultural event guide was led by on-air host, Michaela Majoun with the assistance of University of Pennsylvania work/study students. <http://thekey.xpn.org/tag/xpn-weekend-arts-crawl/>

News and Sports on WXPB. WXPB's News and Sports Department continues to examine the news and how it affects our everyday life. Issues involving arts & culture, music, science, health, politics, technology, the environment and community activism are addressed on the WXPB Morning Show in seven individual newscasts per weekday morning. Included are features produced by News Director Bob Bumbera. Subjects that have been addressed in the past include: Women's Healthy Heart Month; Black History Month; International House Philadelphia's Wayfaring Series on the cultural impact that travel has on the art world; and Zydeco Crossroads: A series of features and interviews with Zydeco musicians involved in WXPB's Zydeco Crossroads initiative. University of Pennsylvania undergraduates are also involved in the WXPB Sports Internship program, under the direction of Bob Bumbera. Penn students are involved in the writing, productions and voicing of audio features that air during radio broadcasts of University of Pennsylvania basketball games on WXPB. Penn

undergraduate students work as “Morning Show Interns” where they are responsible for researching and writing specific news stories that are broadcasted each day.

WXPN Work Study Students and Interns. Based in a metro region that is home to roughly 450,000 college students, WXPN seeks to serve the university community with a robust internship and work study program that helps students to imagine non-traditional career paths in media and the arts. In FY15, 66 students representing 12 universities served as interns and work study staff. XPN’s students gain meaningful, hands-on experience at a nationally recognized leader in Triple-A radio. A student’s service at XPN provides a practical extension and enrichment of his or her coursework.

In FY15, the Volunteer and Student Coordinator hosted four “Student Round-Ups,” where students who serve in diverse departments could get to know one another over a meal. These gatherings have tremendous value, as XPN’s students may go on to be colleagues in the Philadelphia arts & culture community or the national radio and music industry.

WXPN Volunteers: Bringing the community together. XPN Volunteers are an integral part of the stations’ regional outreach efforts. Each week during FY15, our “Welcomes Volunteers” were in the lobbies of major music venues throughout the region, chatting with members of the audience, handing out free music, and getting the word out about the station that they love. Volunteers provided practical help and represented WXPN to the public during the weekly Free At Noon concert series and the annual NonCommvention and XPoNential Music Festival. Additionally, XPN volunteers provided vital phone support during three on-air fund drives, and assisted with administrative projects such as inputting data for the programming and membership departments.

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.

VuHaus. In FY15, VuHaus, the non-profit, digital music video services collaboration was launched, introduced established and emerging artists to new audiences. VuHaus founding partners include WXPN, KCRW in Los Angeles, KEXP in Seattle, KTBG The Bridge in Kansas City, KUTX in Austin, WFUV in New York City. VuHaus is operated by founding partner Public Media Company, a national non-profit organization focused on maximizing the impact of public media through strategic partnerships. In FY16, additional stations will have been added to this important partnership. Public radio music stations are the engines for local and national music discovery. The partners in the collaboration find the next artists and their music. Artists enjoy being able to interact with music discovery public radio stations and VuHaus provides real, meaningful connections with fans and the curious music lover through online video of station concerts, in-studio performances and events. VuHaus provided live coverage of events in FY15, premiering with WXPN’s 3-day music industry conference, the 2015 Non-Commvention (May 14-16, 2015) and the live performance of WXPN’s World Cafe Latin Roots Live artist, Ana Tijoux. Latin Roots Live! is produced through WXPN’s partnership with Philadelphia’s Raices Culturales Latinoamericanas and Afro Taino. VuHaus broadcast and archived shows from WXPN’s Friday Free At Noon concert series.

The Key at Penn’s Landing. On Friday, June 5, 2015 WXPN announced a free concert series co-curated by The Key at one of the best Philly hangouts of the summer, Spruce Street Harbor Park (SSHP). Editor of The Key/Social Media Coordinator, John Vettese worked with Philadelphia’s Delaware River Waterfront Corp., along with promoters from Johnny Brenda’s and Franky Bradley’s to book the summer series at SSHP and the Blue Cross RiverRink roller skating spot for a really eclectic mix of Philly musicians. The series opened on Thursday, June 11, 2015 with Americana faves, Song Dogs and blues rock dudes, John The Conqueror. The series continues into FY16 with notables like WXPN XPoNential Festival veterans, DRGN King, jazz scene regulars the Sermon, and, Ernest Stuart, Motown revue, and York Street Hustle. All the shows were free and all ages.

Free At Noon 10th Anniversary . One of XPN’s on-going success stories is a free weekly concert series, Free At Noon. So successful, that with repetition, the series celebrated 10 years of scheduling, artists, production, and enthusiastic audience attendance in FY15. Singer-songwriter Donovan Frankenreiter launched the first XPN FREE AT NOON on February 11, 2005. In the 10 years that have followed, more than 500 local, national, and international artists have played to a combined audience of over 150,000 music fans. Adele, Joe Jackson, Carly Simon, John Legend, Ani DiFranco, Hall & Oates, St. Vincent, B-52s, Bobby McFerrin, Joan Osborne, Tori Amos, Buddy Guy, Mary Chapin Carpenter, Arlo Guthrie, and Sean Lennon are just some of the performers who have

played. A Philly artist who gained national recognition and was signed by Atlantic Records, The War On Drugs played Free At Noon on 3/14/14: <http://thekey.xpn.org/2015/06/12/the-war-on-drugs/>
The program was conceived as a way to establish the station's new home as an "XPN Clubhouse" connecting artists and audiences in an intimate setting as well as broadcasting to hundreds of thousands who could not join in person. To celebrate the 10th anniversary of Free At Noon in February 2015, WXPB issued its first commemorative CD featuring 10 years of performances. In FY15, the station also created a multi-story wall mural along the building's massive stairwell naming all of the artists who have performed by year. Most weekly Free At Noon concerts are broadcast and webcast from WXPB and World Cafe Live, with special or occasional productions at alternate locations. Comcast, Free At Noon's long-time title sponsor (since the inception of this program), has increase their marketing dollars to WXPB on behalf of Free At Noon every year. Free at Noon partnered with Philadelphia University City District to present several of Free At Noon concerts at The Porch at Amtrak's 30th Street Station to be enjoyed in the outdoors in the nicer weather by music fans, commuters and passers-by.

8/6/14 First Wednesdays at the Porch w/John Beacher

5/21/15 Thursday at the Porch with Andrew Lipke

<http://rebeccaharrisviolin.com/event/the-porch-at-30th-st-station-with-andrew-lipke/>

6/18/15 Thursday at the Porch with Charlie Phillips

WXPB's 10th Anniversary with partner, World Cafe Live / Musicians On Call – 10th Anniversary.

World Cafe Live derived its name from XPN's nationally syndicated marquee program, World Cafe in this unique partnership between a public radio music station and a for profit venue. The partnership is now in its 11th year. To celebrate the 10th Anniversary of the collaboration between the partners, WXPB with World Cafe Live hosted events from February through its culmination in October 2014. These events included evening performances by Dr. Dog, Suzanne Vega and Joseph Arthur. As part of the 10th Anniversary celebrations, WXPB produced a 5K Run for WXPB's Musicians On Call program. The program, Musicians On Call simultaneously celebrated its 10th Anniversary of bringing music to patients' bedsides in the Greater Philadelphia region. The 5K Run had music and dance elements all of its own beginning on October 3, as the runners picked up their packets and were treated to an afternoon happy hour with performances from volunteer musicians. All 753 registered participants were invited to a post-Run 80's Dance Party at World Cafe Live with DJ Robert Drake. The 5K Race on October 5, 2014 was run at the University of Pennsylvania's Penn Park, adjacent to WXPB. The event was a good way to introduce WXPB to the growing community of runners in our area. WXPB supplied a scenic runners' course, publicity for a noteworthy cause, and awesome music. All proceeds from the 5K Run benefitted **Musicians On Call**. WXPB and World Cafe Live's 10th Anniversary celebrations ended on 10/5/14 with open house and music showcase. Meaningful longevity was celebrated by WXPB, its partners, members and listeners.

REWOVEN: The Virtues of Music in Communities Rotary Club of Philadelphia | January 22, 2015.

Volunteer & Student Coordinator Cat Ricketts was the keynote speaker for the Rotary Club of Philadelphia's weekly meeting at the Union League. She addressed 30 Rotarians who serve in various professions around the city. Her talk was entitled, "Rewoven: The Virtues of Music in Communities," and it explored the ways that a good song can be healing to an individual and can integrate individuals into their local communities. She explained the ways that these ideals are realized at WXPB, and invited the Rotary club to engage as listeners, as volunteers at station events, and as guests at the Free At Noon concert series. Five Rotarians signed up to volunteer at the upcoming Winter Fund Drive, with a desire to invite an affiliate organization, University of Pennsylvania's Rotaract, to participate as well. Asserting that a good song can help a local audience to better understand the place where they live, Cat said "When neighbors gather to hear the music of a local artist, that artist can illuminate the wounds, the worries and the grace of their place. Artists can help us to see our city rightly, and can send us back to serve the place with sharper insight." As a leader of WXPB's volunteer community, Cat described the varieties of music that WXPB embraces and curates, and invited the audience into participation in the following opportunities: Upcoming Fund Drive: come as a group or as an individual; Event volunteer: volunteers needed for Zydeco events; FAN each Friday on your lunch break. Upcoming: Israel Nash, Father John Misty (Fleet Foxes); XPOntial Festival this summer—July 24-26, 2015 on the Camden Waterfront.

5th Annual Rockin' Docs for Diabetes Cure. Morning Show Host Michaela Majoun emceed the benefit concert on Saturday, April 18, 2015 at World Cafe Live Philadelphia. The concert is a sanctioned event by the Eastern PA Chapter of JDRF, (Juvenile Diabetes Research Foundation) the worldwide leader for research to cure Type 1 Diabetes and the largest charitable funder and advocate of diabetes science worldwide-and originally started in Philadelphia. All proceeds benefitted JDRF toward their mission goal to find a cure for T1D and its complications.

The concert features 4 well established local rock bands that have doctor-musicians from multiple medical facilities in the Philadelphia area. Each band also includes “guest” doctor-musicians getting together outside of the medical arena to support an important cause. <http://www.axs.com/support-the-rockin-docs-for-diabetes-cure-at-world-cafe-live-on-4-18-48265>

Shut Up and Dance. For the last 26 years MANNA has been delivering free, medically appropriate meals to people home bound with disease. For most of that time WXPN’s Morning Show Host Michaela Majoun hosted MANNA's annual benefit in conjunction with the Pennsylvania Ballet called Shut Up And Dance (3/21/2015 at the Forest Theater). WXPN is proud to partner with this critically important, life-enhancing organization with which we share our community’s concerns. Shut Up and Dance is a one-night benefit performance of original works with all proceeds from the show and a MANNA-catered cocktail reception donated to MANNA's important nutritional mission. WXPN Kids Corner producer, Robert Drake DJ’s the events’ after party. It is MANNA's largest single fundraiser each year.

AIDS Walk Philly. AIDS Walk Philly is the Delaware Valley’s largest annual HIV/AIDS public awareness and fundraising event. Thousands of people have joined with celebrities, community leaders, friends and neighbors in a walk-a-thon and run to make a lasting statement about our commitment to conquering HIV/AIDS. For 25 years, WXPN partnered with the AIDS Fund, which puts on the Walk and uses proceeds to support HIV/AIDS education, prevention, and services in the Delaware Valley at some 30 partner organizations. Each of those years XPN’s Morning Show Host Michaela Majoun has co-hosted the AIDS Walk as part of the station’s commitment to the cause of AIDS prevention, awareness, and treatment in our area, for which she has previously been honored with the AIDS Fund’s Founders’ Award. The 29th Annual AIDS Walk Philly & Run Philly was held on Sunday October 19, 2014.

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 Key www.thekey.xpn.org The Key has established itself as the online hub for Philadelphia’s thriving music scene featuring a concert calendar, a blog, and video and audio recording sessions with exciting local artists in a variety of genres. Brought to you by WXPN, The Key covers all local music in Greater Philly with features like *The Key Studio Sessions*, the *High Key Portrait Series* and the *Philly Music 101 Column*. For readers who are new to the Philadelphia music scene, The Key provides daily concert picks and news about music-related events around town regardless of whether the artists are local or national. This provides a resource for music lovers whether they are interested in the local sound or a broader net. Through audio recordings and most recently, video recordings, we’re able to showcase some of our most talented bands and solo artists in The Key Studio Sessions, as well as with in-depth features reporting. Artists’ interest in having a Key studio session for their bands has steadily climbed (skyrocketed!). We work on average with a band a week, but for every band we do record, we get 3 others that want us to record them. All of these artists get put into our pipeline, and we keep our eyes on them. Sometimes, artists featured on The Key have been asked to open shows for major touring bands. Artists also have benefited from increased individual attention from publicists and agents. We have heard anecdotally that coverage on *The Key* is very much responsible for increased interest in bands and their success. The Key’s audience grew 5% in FY15 over FY14 with a robust social media presence: Page views: 1,615,981; Uniques: 1,416,367

In February of last year, the impact of The Key’s community awareness was felt and appreciated in the area of mental health: In FY15, *The Key* at WXPN covered the scheduled (February 2015) release of a digital benefit compilation produced to raise awareness and fundraise for the American Foundation for Suicide Prevention (AFSP). The compilation is titled, *To Show That You’re Still Here*. The set features 18 bands from the DIY punk scene, including local Philly area bands that have been interviewed and recorded for The Key. All proceeds went to AFSP. AFSP advocates for people with depression and other mental illness and their families. More about the compilation, the artists and the initiative can be found here: <http://thekey.xpn.org/2015/02/05/american-foundation-suicide-prevention/> The Key Editor, John Vettese received an email to thank WXPN for using its resources to benefit the benefit: *from Michelle Lynn, the woman who organized the Winter Doldrums Festival*

benefit for the American Foundation for Suicide Prevention Philadelphia Chapter Michelle wrote, “ John, I know I thanked you already, but I need to do it again...THANK YOU SO MUCH for everything tonight. It means the world to me what you do for us, for local bands and for important causes. You're the best! Hugs. Michele :)” In FY16, WXPN did a Welcomes event for the 4th Annual Winter Doldrums Benefit Festival held at World Cafe Live for AFSP on 2/6/16. 24 musicians donated their talent for the 12 hour show.

WXPN Best and WXPN Worst Songs Countdowns in the large listening community October 20-24 / worst Oct 25, 2014. Loads of feedback was expressed on twitter on Saturday October 25, 2014 when XPN Host Dan Reed headed the station's 1st intentional Countdown of the Worst Songs *Ever!* WXPN asked participants to complete a ballot with their list of what they considered to be the best songs. The brainchild of the station's programming department was to also include a ballot for worst songs.

Trending on Twitter was strong, strengthening conversational ties across the nation – the Saturday that WXPN played the *Worst* songs!

<http://thekey.xpn.org/2014/10/24/makes-song-worst/>

<http://www.therecord.com/whatson-story/4977525-what-makes-a-song-absolutely-terrible-/>

<http://www.billboard.com/articles/business/6296869/worst-songs-of-all-time-lists-analysis>

All Access Music Group's Lori Lewis contributed regarding social platforms and audience interaction. WXPN's 885 Countdown (best songs) trended #5 nationally while the unprecedented countdown of worst songs trended #1.

With responses from artists to music fans: <http://www.allaccess.com/merge/archive/20413/the-era-of-entitlement-is-over->

Children's Programming [Kids Corner](#) has produced quality call-in programming for children on WXPN since 1988 with 2000 calls during a typical month during the school year. With more demand for online interactivity the website serves to assist in the programming of the show. A Twitter account and a Facebook page launched in FY14, continue to allow interaction with the parents. With the launch of a new website in FY15, we now have on-demand audio/video as new elements of our programming catalog.

Kids Corner Bookmobile Each month Joe Hilton – longtime librarian (now retired) from the Free Library of Philadelphia joins Kids Corner host Kathy O'Connell and the kids listening to discuss the joy and importance of reading. Quite often we'll discuss reading as a family and utilizing other methods of storytelling – designed to fold in those who might have difficulty in reading the printed word.

KindieComm In July 2013 the independent music for kids industry Kindiefest, closed its doors in NYC. Kids Corner and WXPN created a new annual gathering, hosted in house and next door at World Café Live. It was named KindieComm. The 2nd KindieComm was held in March 2015. 200 people from the industry attended from the US and Canada. The Kids Corner Music Festival Series morphed into KindieComm as a public event/concert; it was held 3/24/15 World Café Live Philadelphia with live performances. Over 400 kids and adults attended. KindieComm 2016 is scheduled for April 2016.

Programming for Sexual Minorities. FY 2015 marked the 42nd year that WXPN produced two weekly programs, Q'Zine and Amazon Country dedicated to serving the lesbian, gay, bisexual and transgender audience/issues. It is still the only source of information pertaining specifically to sexual minorities on radio in the area. Both programs won numerous awards and recognition over the past years. Interview guests on Q'zine and Amazon Country included the directors of the William Way Lesbian, Gay Bisexual Transgender Community Center, Philadelphia's LGBT healthcare and wellness center, Philadelphia's Anna Crusis Women's Choir and representatives from the AIDS Fund of Philadelphia. – both programs also showcase a wide variety of queer musicians and authors. *Amazon Country* continues to see growth on their Facebook page with an increase from 637 in FY14 to 778 in FY15.

Musicians On Call. WXPN's Musicians On Call Mission is to bring live and recorded music to the bedsides of patients in healthcare facilities. Services are provided in several ways:

Bedside Performance Program – Volunteer local musicians go room-to-room at participating healthcare facilities, performing for hospital patients and their families on a weekly basis. Volunteer guides, who are trained by both WXPN Musicians On Call and the participating healthcare facility, escort the musicians during their visits.

Music Pharmacy – Musicians On Call provides recorded music to healthcare facilities for patients and families to listen to while in the hospital or healthcare facility

Project Playback – Gives patients the chance to write, record and produce their own music with guidance and support from experienced musicians, including some award-winning songwriters and recording artists

Musicians On Call was founded in 1999 to bring music to those who need it most and add a dose of joy to patients in hospitals across the country. In 2004, WXPN formed a partnership with the national Musicians On Call

organization to form WXPN Musicians On Call, the non-profit organization's first expansion outside of the New York region. Thanks to the success of WXPN Musicians On Call, the program has since expanded to seven hubs and 16 cities across the country, including Los Angeles, Miami, Nashville, Washington, DC, and Baltimore, and produced performances for approximately half a million patients nationwide.

WXPN Musicians On Call Service Area: Since its inception at WXPN more than 200 volunteer musicians and guides have made a difference in the lives of more than 70,000 patients and their families, through weekly programs at these hospitals currently served:

- Children's Hospital of Philadelphia, Philadelphia, PA
- Christiana Care Health System's Wilmington Hospital, Wilmington, DE
- Hospital of University of Pennsylvania, Philadelphia, PA
- Our Lady of Lourdes Medical Center, Camden, NJ
- Philadelphia Veterans' Administration Medical Center, Philadelphia, PA
- St. Christopher's Hospital for Children, Philadelphia, PA
- Thomas Jefferson University Hospital, Philadelphia, PA

Christiana Care Health System's Wilmington Hospital is the most recent partner, added in FY15 to answer the growing demand for the service.

Number of Hospital Visits by WXPN's Volunteer Musicians Each Week: 9 programs at 7 hospitals

Volunteer Musicians in Network: 163

Volunteer Guides in Network: 67

WXPN Musicians On Call receives funding from family foundations, businesses. Benefit concerts to help support the program are also held, that showcase volunteer musicians as well as nationally-recognized artists. The WXPN 5K Run for Musicians On Call held in Philadelphia in the fall also helps to raise funds for the program. In FY15, 753 people registered for the 5K.

WXPN Musicians On Call Spokesperson: Helen Leicht helen@xpn.org

Business Support Sponsors and Partners. WXPN Business Support sponsor, Cooper University Health Care partnered with WXPN and WXPN Midday Host, Helen Leicht to host a panel discussion of the role of healthy eating, heart health and preventive care in women. The luncheon event was held at Cooper's Ripa Center. Panelists included Cooper Cardiologist Kathleen M. Heintz, DO; Francine Grabowski, Cooper Registered Dietitian; and chef and cookbook author, Hope Cohen. Moderated by Laura S. Picciano, DO. WXPN sponsored the community event which took place at The RIPA Center for Women's Health and Wellness at Cooper, 6100 Main Street, Voorhees, NJ 08043 on October 28, 2014. The panel answered questions from 50 audience members and discussed the warning signs of heart attack in women, which differ than those in men. Cooper University HealthCare is the sponsor of the WXPN's LEICHT LUNCH. Publicity for the event included tie-in to Helen's on-air program, "Enjoy a light lunch provided by The Ripa Center and also receive Hope Cohen's newest cookbook, Fast, Fresh and Simple" After the event, Cooper University Hospital Marketing Director, Debra Sorge, wrote, "I think you would all agree that the panel was a great blend of personalities and backgrounds that really complimented each other."

XPoNential Festival – Sponsor's responses

XPoNential Music Festival July 25-27, 2014 (FY15) For the 3rd consecutive year XPN partnered with leading concert promoter, Live Nation for the Festival at Camden's Wiggins Park and Susquehanna Bank Center (SBC) in Camden, NJ. Partnering with Live Nation allows XPN to create a broader, more exciting experience for members, listeners and the public, providing an opportunity to reach like-minded music fans not already familiar with WXPN. The Partnership is beneficial to both XPN and Live Nation in booking the event. Instead of competing bands at Wiggins Park and SBC, the partnership brings in headliners for evening performances. The XPoNential Festival audience's prefer to purchase a Go Everywhere Pass entitling them to admission at Wiggins Park then at Susquehanna Bank Center for the night time shows. SBC's turnstiles are just yards away. In FY15 shows included local band, The Districts to internationally famous, Beck. As a teaser to the upcoming 14 month long Zydeco music project, Zydeco Crossroads, WXPN gave top billing at Wiggins Park's River Stage on Saturday night July 26 with CJ Chenier and the Red Hot Louisiana Band. <http://www.xpn.org/xponential-music-festival/2014>

WXPN hosted 28 Business Support Sponsors at the XPoNential Music Festival. Sponsors commented to us about the commitment our Festival audience has to patronizing their booths and products. A sponsor's quote tells how

partnering with WXPN helped to showcase their business: “Less than a year ago, Inspira Health Network came together, encompassing three hospitals, four multi-specialty health centers and a total of more than 60 locations. It’s a big and often challenging job to make people aware of who we are and where we are going. The XPN XPONENTIAL MUSIC FESTIVAL was the perfect platform for us to engage and interact with our community. The event was flawlessly executed and produced a robust attendance. Our volunteers are already requesting to participate next year-now that’s what I call Collaboration in Action!” Suzanne Bauer, Director of Marketing

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016 If you regularly broadcast in a language other than English, please note the language broadcast.

WXPN’s engagement with diverse audiences extends beyond programming to online, events and travel. In FY15 the station reached more broadly to satisfy the musical curiosity of the current audience and connect with new audiences by providing opportunities to travel to locations through the World Cafe Travel Series, Sense of Place. In FY15, WXPN began new partnerships to explore and celebrate Jazz, and to connect with the African-American community in Philadelphia as it had with Zydeco musicians and audiences in Lafayette Louisiana. The station explored and shared Latin music.

Zydeco Crossroads <http://zydecocrossroads.org/>

Zydeco music reflects the diverse social and musical influences on the African-American Creole people of Southwest Louisiana, including the imprint of R&B and hip-hop. With Zydeco Crossroads WXPN took storytelling techniques that straddle our on-air, digital and live performance platforms to a new level. Fieldwork in Lafayette, Louisiana as part of WXPN’s World Cafe *Sense of Place* helped to frame our approach to the live events we would later create in Philadelphia. The auxiliary aspects of the Zydeco Crossroads project – pre-concert discussions, panel, film, and website collectively represent the most informative, academic and cross-disciplinary approach to our on-air, online and on-stage presentations. The engagement of experts, authors, scholars and journalists enabled XPN to do justice the music, artists and tCreole community and build a much deeper appreciation for Zydeco among the project’s audiences. We were able to keep the content accessible and fun by juxtaposing it with really great music by some of the best artists in the field. The creative collaborations were some of the most enjoyable aspects of the project. Building relationships with on-the-ground experts like Herman Fuselier infused our production team with joy and passion, enabling an understanding that Zydeco is an intrinsic part of Creole culture. As a regular voice in the project, Herman and his contributions were critical in keeping our work in Philadelphia connected to Louisiana in the minds of our audience. The project successfully tested our ability to sustain this connection over many months. In addition, the element of Zydeco dancing infused the project and drove audiences to attend events. These events were meaningful and authentic to our audiences. Serving gumbo - made with sausages imported from Louisiana at the dance concert at World Cafe Live on 2/27/15 completed the Zydeco immersion experience. The film collaboration with Robert Muggge successfully produced a film, “A Tale of Two Cities.” The premier of the film celebrating Zydeco artists in Lafayette, Louisiana and performing in Philadelphia was screened for a live audience with a panel discussion. The screening, live shows and dance lessons took place over 2 days, October 23 & 24, 2015 to end the project in FY16.

<http://zydecocrossroads.org/2015/10/zydeco-crossroads-weekend/> However, due to weather related travel plans that resulted in a show that had to be cancelled in August, another show was produced for delighted Zydeco music and dance enthusiasts in November, 2015. An interactive history of this great American music form www.zydecocrossroads.org harnesses the power of digital media to celebrate Zydeco’s past, present and future. Curated by WXPN, the website aggregates multi-platform assets, video fieldwork, audio and video archives of live performances, radio features, and documentary film. The broad range of interactive events not only generated audio and video content for the website, but attracted a wide audience, nearly 700,000 people who could visit the website for a deeper experience. Zydeco Crossroads has been supported by [The Pew Center for Arts & Heritage](#). Our Zydeco Crossroads partners include Allons Danser, Philly’s home for Cajun/Zydeco music and dance, and Rounder Records. We also worked with The Marketing Collaborative and WURD to engage African-American listeners.

Home Cooking: Celebrating the Philadelphia Jazz Organ Tradition (March 4, 2015) WRTI, Philadelphia's non-commercial Classical and Jazz radio station, with WXPN: "The Philadelphia Jazz Project," and NPR's Jazz Night in America teamed up to bring "Home Cooking" to World Cafe Live in Philadelphia. The evening was dedicated to the music of 3 of Philly's most renowned Jazz organists, Charles Earland, Shirley Scott and Jimmy Smith. Thirty musicians played Bebop, soul and pop at this dance party. This music influenced present day R&B, hip-hop and the contemporary youth culture. In FY16, WXPN continued to partner with WRTI and with Jazz Night In America when recently, The Forerunners played the music of Philly bassist, and Forerunner's founder, Jymie Merritt at World Cafe Live (1/16/2016).

DJ Brother Mister. Jazz Night In America's Host and renowned Philadelphia Jazz bassist, Christian McBride joined WXPN's Host of *World Cafe*, David Dye for a funky Sunday night dance party where McBride spun the funk and soul and accompanied himself on bass on 11/22/15 (FY16)

Latin Roots Live! <http://www.latinroots.org/> In FY15, WXPN took a deeper and more targeted approach to connecting to the Philadelphia area's Latino population with the first in the series of live performances, *Latin Roots Live!* On April 16, 2015 we were excited to host a free Latin Roots Live concert with French-Chilean rapper Ana Tijoux and Philly locals Eco del Sur which combine tradition Andean music with a variety of other Latin influences. World Cafe Live Upstairs hosted a full house with **over 225** people in attendance. Music from that night, broadcast live on WXPN, was later featured on World Cafe in two special Latin Roots segments. The concert attracted a diverse audience including Spanish speaking patrons. The *Latin Roots Live!* concert series is inspired by Latin Roots, the bi-weekly radio series on *World Cafe*® hosted by David Dye, which explores the vast variety of music from Spanish-speaking countries and people. Latin Roots on World Cafe is made possible by the [Wyncote Foundation](#). Latin Roots Live! is produced in partnership with Afrotaino and Raices Culturales and made possible by the [William Penn Foundation](#). Outstanding guest commentators on Latin Roots continue to bring new insights about Latin genre music. A variety of guests spotlight a wide swath of genres in the continuation of the *Latin Essentials* subset of the series. For instance, the first in the new Latin Roots series began with a conversation between World Cafe host David Dye speaking with Aaron Luis Levinson (9/11/14). As a correspondent for the series, Grammy-winning record producer Levinson explored the music and lyrics in one essential category of Latin music, *Salsa!* With deep appreciation and knowledge of the artists, Levinson took the listener into the genre as on the journey of a true devotee. The interview is exciting and the enthusiasm warranted. If the listener has had a merely casual relationship with Salsa, the music embraced in this interview will entice his or her imagination and interest. <http://www.xpn.org/component/k2/item/3913-latin-roots->
In FY16, WXPN welcomed Gina Chavez to perform at the annual XPoNential Festival. <http://xpn.org/world-cafe/latin-roots/item/4302-gina-chavez>

The WXPN Latin Roots homepage continues to increase in viewership – it has grown each year with 7,241 page views in FY15, an increase of 29.7% over FY14. Unique views measured 3,099. In the coming year we will see more Latin Roots coverage that highlights "essentials" in each genre. We are working on a partnership with Alt Latino to incorporate more live music, and to further enhance that with our own Latin Roots Live concert series recordings, intended to connect artists and audiences and enhance the on-air and online experience. Now in its 3rd year, World Cafe will have produced 12 concerts through a 3 year period with a grant from William Penn Foundation.

World Cafe Travel Adventure Series *Sense of Place*. Iceland was the featured destination in WXPN's World Cafe series *Sense of Place* from June 14-19, 2014. The next month, through July 2014, World Cafe devoted a week to broadcasting the music and interviews from the Iceland tour – the language and culture are quite rich, but not something most Americans are exposed to on an in depth basis. A local DJ, Oli P, who has a show on the Icelandic equivalent of NPR, shared up-and-coming bands to listen for. Live music and interviews were recorded with bands that have made some inroads in the U.S. such as, Of Monsters and Men, and those that are not known in the States, but well respected at home, like Árstíðir. Our partnerships with the featured local affiliates in the U.S. and with international public radio stations in Iceland ensured healthy promotion. Our Of Monsters and Men performance video from our Iceland trip received 25,000 views on YouTube within a week of its posting in mid-July. <http://www.xpn.org/support-xpn/travel/iceland>

Stockholm and Amsterdam were the focus of World Cafe's foreign destinations for *Sense of Place* to travel in FY15. The tour began in Stockholm in June 2015. Host David Dye writes, "We went to Stockholm to find out more about the Swedish music scene that is producing great artists as diverse as The Tallest Man on Earth and Aviici. We recorded three bands in X Level studio and experienced sunlight at 11 PM. We brought back live sessions with

Peter Bjorn and John of 'Young Folks' fame who introduced some brand new songs from a forthcoming album. The psychedelic band The Amazing stretched out for us and Jose Gonzalez played a mesmerizing acoustic set. Listen for these we recorded with Swedish artists including The Tallest Man On Earth and the breakthrough singer Seinabo Sey. We brought back videos so you can further experience Stockholm." <http://origin.xpn.org/world-cafe/guests/item/4287-jose-gonzalez> The European tour ended in Amsterdam, the 800 years old capital of Holland.

In FY15, World Cafe recorded in Lafayette, Louisiana, tying-in with WXPN's Zydeco Crossroads project. Tune in here to answer the question, "How healthy is Zydeco is with the younger generation?" <http://www.xpn.org/world-cafe/sense-of-place/lafayette/lafayette-episodes/herman-fusilier-is-the-hardest-working-man-in-zydeco-without-an-accordion>

We continued to use our local music website, **The Key**, to promote our shows on air. NPR Music also continues to make the sessions easy to find in their navigation.

On The Key is found a rundown of World Cafe's 2015 ode to home base: *Sense of Place* Philly! a week-long historic and history in the making tribute to the Philly music scene. Starting May 18, 2015, World Cafe scratching the surface of some of the incredible music our home city has produced in the past, and particularly right now - Philadelphia is having a musical moment! <http://www.xpn.org/world-cafe/sense-of-place/philadelphia> Sense of Place continues to evolve the listener and web experience. Video coverage is now mainly limited to performances. We use real time opportunities for the audience to engage with our team and get excited about the upcoming episodes while we are on site. This experience takes many forms, including using video, photos and text to capture the experience, shared on tumblr and Instagram. The content is easily shareable, which helps generate more exposure for the program and the artists. We strive to turn around completed broadcasts within a month's time to capitalize on the buzz we have built for each trip on air and through social media. World Cafe covers more cities by handling some as "day trips," working in partnership with our affiliate stations. This nimbler format keeps the focus on the music, allowing us to be timely with our coverage of new sounds. When the bands give us permission, we provide a web download feature which offers great exposure. This new approach has the added benefit of strengthening our ties with our affiliates and building greater visibility for *Sense of Place*. Our affiliates help promote the broadcasts on-air and in their own social media channels. In FY16, The World Cafe Adventure Series taped Sense of Place in Minneapolis, Minnesota in December to record the bands *Low* and *The Jayhawks*. Listen to the interview with the Replacements bassist, Tommy Stinson and the record store clerk who would become the Replacements manager, Peter Jesperson. <http://www.xpn.org/world-cafe/sense-of-place/minnesota> Then, hey, mate! get on board as the World Cafe Travel Series prepares to travel to Australia in September 2016.

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?

Not limited to on-air broadcasts, XPN connects with the community by distributing our content through a variety of platforms like live streams, archived/downloadable audio and video, and social media sites Facebook, Twitter, Spotify, and the blog, The Key, and the music video service, VuHaus. XPN's on-air and online audience includes public radio members and listeners, young adults, and the children who are entertained and educated weeknights on Kids Corner. WXPN's programs and services are continuing at increasing levels and reaching a more diverse audience. WXPN serves the community by providing quality programming and technical advancement. We are making an impact in the burgeoning digital space while furthering our terrestrial footprint and strengthening our relationship with our music-loving community. The revitalization of the station's infrastructure also included installing and training staff on a new RCS (broadcast software) system. Sponsor's spots in Central PA will be integrated on the system, and songs will be in multiple places in a central audio database as a result of this technical upgrade. Digital work stations were upgraded using Pro Tools software.

CPB funding helps to support our general operations and gives us the opportunity to devote assets to seek other resources to help pay for new and creative initiatives and services. In FY15 WXPN received \$534,866 or 6.7% of total revenue from the CPB grant. This funding is significant to all areas of the stations operations, and will help to enable the station to accomplish its community engagement and digital expansion goals.

Despite a significant increase in member participation in XPN's *Sustaining Membership* program in FY15, a decrease in CPB funding could have an impact on the number or duration of on-air fund drives we conduct annually. In FY15, WXPN advanced the model of *Sustaining Memberships* while focusing the station's reach to new members. The Sustainers program is still evolving since growing dollars does not necessarily translate into growing members. Realizing the importance of growing not only Sustainers but overall membership, WXPN's goal is 30,000 members by the end of FY16. Since even a successful Sustainers program is no guarantee of financial stability, WXPN would be forced to take a hard look at the specific programs and services that it offers, and to consider cutbacks in some of the high quality programming and efforts to engage with the community that supports our mission as featured throughout this report. The elimination of CPB funding would have a substantial negative impact and threaten our ability to continue to produce quality programs that serve our diverse listenership such as Kids Corner and the World Cafe. Without CPB funding, technical upgrades - which improve our communication with our audiences on every level: through radio broadcasts, on digital platforms and at community events, could not be implemented with the excellence and competency they benefit from now. That would be a great loss for the audience we serve and for the progression of innovation at XPN's core. CPB funding allows WXPN opportunities to initiate and produce new original programming and to engage with the community. As the station comes forward as a national leader, redefining radio as on-air, online and onstage in the new, dynamic music environment, CPB funding is vital to the station's goals of continued creativity and connection. And WXPN's programming is greatly creative and continually evolving. WXPN's *The Key* Editor, John Vettese is now also Host of the new monthly show, "What's The Frequency – the Music of the 90s" on 88.5 XPN and at xpn.org (7/10/2016). <http://thekey.xpn.org/2015/07/08/announcing-whats-frequency-music-90s-xpn/> With the departure of long-time folk-icon *Folk Show* Host, Gene Shay, the station continues to deliver folk music but opened the show up to reflect a younger demo - both in artists and audience, and in the selection of a young host, Ian Zolitor who is immersed in the history and future flourishing of the folk music genre. WXPN puts a significant amount of time and talent toward producing programming that responds to our listeners' preferences, but simultaneously brings the listener inside of a journey of meaningful musical discovery with many approaches, technical and interpersonal, to keep these innovations fresh. Because we are original and have CPB support, we are able to serve and connect many diverse audiences to rich and varied genres of music.