

***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.***

WXPN 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 engagement with organizations in our local community. WXPN 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 to 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.

### **The Key**

In just over 4 years, The Key has become the destination of choice for Philadelphia's music scene. Featuring a concert calendar, a blog, and video and audio recording sessions with exciting local artists in a variety of genres, The Key has grown its audience over 600% with over 140,000 page views per month and a robust social media presence. Launched as part of the Knight-funded NPR Argo network, The Key is now supported by major gifts from individual donors. The Key is in itself the big story; it's the place to observe deeply and broadly WXPN's mission of connecting artists to audiences.

### **Antenna Upgrade**

WXPN negotiated a new agreement to move the station's 24-year-old antenna from its present tower to a new location in Philadelphia and in doing so elevate a new antenna to a position 300 feet higher. XPN made this change while securing an improved lease agreement. The upgrade and new position on the tower improved reception by filling in areas where the signal was historically weak or spotty. Additionally, the signal reaches deeper into the suburbs to the north and west of the antenna. Improved reception may result in increased listenership and membership for XPN. Installation was completed in March 2014 and the first broadcast from the new tower was at 4PM during the afternoon show with Dan Reed on April 1, 2014.

### **Singer Songwriter Radio / XPN2**

WXPN launched an online and HD2 *Singer-Songwriter Radio* stream in January 2013 showcasing the station's core artists. In January 2014, WXPN transitioned the stream 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 helps us to connect with our established community, reaching them in a meaningful way. These programming changes are intended to increase listening by appealing to and leveraging the current XPN audience.

### **Kids Corner**

Kids Corner continued its mission and reached close to 250,000 listeners with children interacting via telephone and website. Monthly, Kids Corner averaged 2,000 calls, with web traffic of 15,000 unique visitors for a FY14 estimate of 24,000 calls and 180,000 unique visitors.

Kids Corner produced and/or hosted 14 public events; host Kathy O'Connell made 38 public appearances. The appearances were in public settings and classrooms and auditoriums throughout the region. The show produced over 200 hours of programming, offering on-demand downloads of specific segments on history, health and nature, clicked and listened to close to 350 times.

### **Digital and In-Person Engagement - Free At Noon (FAN)**

On February 11th, 2005, singer-songwriter [Donovan Frankenreiter](#) walked on to the stage of World Cafe Live in Philadelphia for the very first WXPB FAN performance. Since then, hundreds of musicians have graced the stage every week for XPN's weekly and very successful Free At Noon concert series.

**WXPB's News and Sports Department** continues to examine the news of the world around us and how it affects our everyday life. Issues from environment to community activism are addressed on the WXPB Morning Show in seven individual newscasts per weekday morning. Included on XPN Morning Newscasts are features produced by News Director Bob Bumbera. Subjects that have been addressed in the past include: Women's Healthy Heart Month; International House Philadelphia's Wayfaring Series on the cultural impact that travel has on the art world. Penn undergraduates are involved in the WXPB Sports Internship program. Penn students are involved in the writing, production and voice of audio features that air during radio broadcasts of Penn basketball games on XPN.

### **Year of Sound**

The University of Pennsylvania's office of the provost sponsors a number of special events, designed around a specific theme. This year's theme is Sound...How does Sound shape our lives? What affect does it have in defining a culture or art form? What role does sound play in science and medicine? Throughout the 2013-2014 academic year "the year of sound" was explored in a number of different ways. Bob Bumbera interviewed the director of Penn's **Year of Sound** initiative, David Fox. Fox is also the Director of New Student Orientation and Academic Initiatives.

### **WXPB Programs for Students, FY14**

Based in a metro region that is home to roughly 450,000 college students, WXPB 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 FY14, 53 students representing 16 universities served as interns and work study staff. So far in FY15, 56 students representing 12 universities have served as interns and work study staff. XPN's students gain meaningful, hands-on experience in Triple-A radio. A student's service here provides a practical extension and enrichment of his or her coursework.

In **FY14**, the Volunteer and Student Coordinator hosted four "**Student Round-Ups.**" The gatherings have value, as XPN's students may go on to be colleagues in the Philadelphia arts & culture community or the national radio and music industry. In March 2014, XPN's Programming Director and Events Producer addressed the topic, "Choosing the Music: How Programming & Events work in tandem to develop emerging artists." In April 2014, XPN's Associate General Manager and Student Coordinator led a career development workshop with an

emphasis on cultivating a professional network. XPN staff members are pursuing students through activity and career fairs at area universities. Volunteer & Student Coordinator spoke at 4 music and media-related classes at Penn and was keynote speaker at a lunchtime seminar at the Kelly Writers House. WXPB Street Team had a promotional table at *Philadelphia Weekly's* "CollegeFest" in Rittenhouse Square Park.

High school students can complete their schools' Junior or Senior Project requirements at XPN. Two seniors from Lower Merion High School assisted in the Programming Dept. for 4 weeks. In FY15, WXPB formalized the *High School Service Learning Project*. Five high school juniors and seniors will complete their project requirements at the station. Students in the program lend administrative support and help at special events. Students were selected because they demonstrated qualities including interest in radio, media, the arts, and/or the non-profit sector. Students also fill out weekly assessments and a broad "Personal Assessment" which help to clarify their gifts and passions as they look ahead to their careers.

WXPB Work Study students, FY14 *employed at WXPB between July 2013 and June 2014: 12*  
WXPB Interns, FY14 *engaged at WXPB between July 2013 and June 2014: 40 college students & 2 high school students*

### **WXPB Volunteers: Bringing the community together**

XPN expanded engagement college students and young adults as volunteers through partnerships in the local university community. The University of Pennsylvania's chapter of service fraternity Alpha Phi Omega sent 2-3 students to volunteer at every FAN from spring of 2014 on and at two Fund Drives in FY14.

***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.***

*WXPB expanded the station's outreach in the community in FY14 via partnerships with area arts and culture organizations. The new connections were made in recognition of the diversity of interests among area residents, and in recognition that music influences the way people respond to the broader world. By strengthening established collaborations and by joining forces with new partners, we are able to promote learning about many musical genres and deepen our commitment to matching artists and audiences. Many of our audience members are fans and funders of the organizations with which we connect. These connections promote meaningful and personal ties to the community on local and national levels.*

**The Moth Radio Hour** *The Moth Radio Hour* on Tuesday nights at 10 pm. Founded by George Dawes Green The Moth has presented thousands of stories told live and without notes. *The Moth Radio Hour* program can be heard on more than 200 radio stations nationwide. It is distributed by PRX. The radio program grew from the acclaimed non-for-profit organization [The Moth](#), which is dedicated to the art and craft of storytelling. On 9/17/13 WXPB added *The Moth Radio Hour* to its program schedule because "XPN is engaged and supportive of the arts, and there's a growing local storytelling and spoken word community here in Philly that we want to help support," wrote WXPB Assistant GM for Programming Bruce Warren. *The Moth Radio Hour*, its podcasts and live events is a high-quality program that we think will hold great appeal for our listeners." Visitors to the website enjoy listening to previously aired shows.

The Moth is supported by Government institutions and foundations including CPB and the MacArthur Foundation.

**Make Music Philly** 6/21/14 WXPB teamed with the City of Philadelphia's Arts, Culture & Creative Economy to engage leading musical cultural organizations around Philadelphia to bring the National Day of Music to the region's neighborhoods to expand the celebration of communities and music. Genres represented ranged from Blues to Reggae to Classical. Fifteen neighborhoods were represented and in total the event featured 240 performances (approximately 60% more than in 2013). 181 artists, amateurs and professionals, along with 38 volunteers, made the day's events possible. In its second year, Make Music Philly met two key goals: adding audience participation/ engagement, and expanding to new neighborhoods. A harmonica jam at Penn's Landing was led by John Colgan-Davis of the Dukes of Destiny. Venues in East Falls, Chestnut Hill, Manayunk/Roxborough and Germantown/Mount Airy joined in to expand the total number of participating sites to 53 – up from 38 the prior year. The culminating "XPB Presents" concert at Penn's Landing, featuring Ted Leo and Lee Fields & The Expressions, was supported by LiveNation; this enabled us to bring more prominent musicians to close the day's events. Awareness grew organically as our social media following rose 53%, to more than 1200 Facebook followers, over 540 Twitter followers, and an email list of 870 addresses. In total, 306 artists signed up. Nearly 40 mentions in print and online media, including neighborhood blogs: FrankfordAveArts.com, GoMountAiry.com, as well as industry outlets, That Music Magazine and Tri-State Indie. Metro was once again the official media sponsor, providing an 8-page guide.

**Musicians On Call** The Musicians On Call (MOC) program is in its tenth year bringing the healing power of music to the bedsides of patients struggling with long-term illnesses and extended hospitalization in the greater Philadelphia region. Musicians and guides volunteer in seven programs at six area hospitals. MOC provides hospitals with a CD Pharmacy service. In addition to support from the Carter-Rowe Charitable Trust, support from Friends Hospital and the Scattergood Foundation underwrote a mental health series entitled **Music Heals**, part of a station wide commitment to mental and physical well-being. A series of audio features explored the impact of music on mental health and wellness geared to both adults and children. The archived features are available online. Additional information and plans for FY15 can be found in Section 6.1 #4 of this report.

### **5K Run to Benefit WXPB Musicians On Call**

In FY15, WXPB hosted a 5K Run on 10/5/14 to commemorate the 10<sup>th</sup> Anniversary of MOC. Local musicians lined the course through University of Pennsylvania's Penn Park. All proceeds benefit MOC. Registration fees were set at \$40 for early bird; \$45 for advance registration, 723 people registered.

### **XPB Philly Local Wednesdays**

WXPB continued its partnership with the University City District to bring local musicians to *The Porch at 30<sup>th</sup> Street Station* for outdoor lunch-hour concerts. The concerts brought in commuters, passers-by and local area employees on their lunch breaks to listen to music at WXPB's outdoor stage. The shows added awareness of WXPB and exposure for the artists who performed. <http://thekey.xpb.org/tag/the-porch-at-30th-street-station/>

### **Shut Up and Dance 3/23/14**

For 25 years MANNA has been delivering free, medically appropriate meals to people home bound with disease. For most of that time WXPB's Morning Show Host Michaela Majoun has been hosting MANNA's annual benefit *Shut Up And Dance* in conjunction with the Pennsylvania Ballet. The benefit is a one-night performance of original works. All proceeds from the show and a MANNA-catered cocktail reception are donated to MANNA's important nutritional mission.

**AIDS Walk Philly** is the Delaware Valley's largest annual HIV/AIDS public awareness and fundraising event. For 24 years, WXPB has 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. The 28th Annual AIDS Walk Philly & Run Philly was held on 10/20/13.

#### **Kids Care – Woodmere Art Museum**

In November 2013, WXPB coordinated an exhibit at the Woodmere Art Museum in Philadelphia. Over 1,100 children from more than two dozen classrooms around the city created art to exhibit and distribute to seniors in the region in celebration of intergenerational harmony. Since its inception kids created over 22,000 individual hand-made pieces of art for people in need.

#### **Kids Corner – National Constitution Center**

In February 2014 in partnership with the National Constitution Center, Kids Corner presented a weekly pre-produced module to explore the Amendments in the United States Constitution. Once aired, the modules resided online through the year. On 2/3/14 Kathy O'Connell hosted historian Kenneth C Davis and Kerry Sautner, VP of Education at the National Constitution Center. They explained the birth of our Constitution to help lay the groundwork for the series. On the last day (2/28/14) Kathy hosted a special event at the Center to celebrate the Constitution with results of month-long poll asking kids what should be the 28<sup>th</sup> Amendment. To learn more about the Amendment Poll (and the NCC):

<http://constitutioncenter.org/experience/programs-initiatives/27-amendments-in-27-days/>

***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** WXPB's long-term vision is to create a sustainable central clearing house and connecting place for Philadelphia area artists and audiences. The Key will enhance the creative vitality of the region with a well-promoted, vibrant local music resource will attract national attention and enable featured artists to secure exposure and income. As Philadelphia builds its reputation as a vibrant community for rising artists more will choose to live here and contribute to the creative economy. Supporting and sharing the local music scene will help WXPB remain valued by its listeners and members. The Key strengthened by the cache of WXPB's brand functions as a clearing house for local bands. Jim Sutcliffe of Live Nation Philadelphia says he relies heavily on The Key in his marketing and promotional work with Live Nation: "I look at The Key every day to know what's going on in music in Philadelphia." A Key Studio Session quite literally translates into new performance opportunities that in turn reach previously untapped audiences. In speaking about the Argo grant, we have cited: The public media journal *Current* highlighted The Key as a "zebra among horses," an exemplar of the potential of local music journalism, in large part due to its multi-media content. The Key has seen significant growth. Demand from artists to be featured in Key Studio Sessions is strong. As we have diversified our coverage of genres we have found an equally strong need for a local music resource in hip-hop, jazz, and other musical communities. The Key, the Studio Sessions and the live events have become a strong model for local music coverage in other communities. WXPB

GM Roger LaMay has delivered presentations about The Key to public media thought leaders at National Public Radio and the Media Impact Funders group. XPN staff spoke about the program at WXPB's annual Non-COMMvention (May 2014) industry conference for the independent music industry.

**Children's Programming** [Kids Corner](#) has produced quality call-in programming for children on WXPB 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, allowing interaction with the parents. Plans to launch a new website, complete with audio on demand as well as other interactive features is underway.

**Kids Corner Music Festival Series** WXPB furthered its mission of community outreach to children continuing its Kids Corner Music Festival Series, with a family music concert in Wilmington Delaware at World Café Live at the Queen in November 2013. The Festival Series is hosted by Kathy O'Connell with live music performances for kids and their parents of the newest sounds heard nightly. The show's producer, Robert Drake manages the events. Community-oriented programs recreated the Kids Corner experience and interactive educational components highlight the day's agenda with program regulars. Science and crafts are a hit with the kids.

**KindieComm** In July 2013 the independent music for kids industry Kindiefest, closed its doors in NYC. Kids Corner and WXPB created a new annual gathering, hosted in house and next door at World Café Live. It was named KindieComm. The 1st KindieComm was held in June 2014. 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; the first was held on 6/27/14 at World Café Live Philadelphia with live performances. Over 400 kids and adults attended. KindieComm 2015 is scheduled for March 2015.

### **Programming for Sexual Minorities**

FY 2014 marked the 41st year that WXPB 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. *Amazon Country* interview guests included the directors of the local Mazzoni Center, Philadelphia's LGBT healthcare and wellness center, and Philadelphia's Anna Crusis Women's Choir, along with a variety of queer musicians and authors. Facebook page fans increased for the program from 500 to 637 since FY13.

### **Business Support Sponsors**

Susquehanna Stage Company is a non-profit community theatre. WXPB provided exposure for their productions through underwriting in Central PA, at a very affordable investment. This provided tremendous exposure to an audience engaged in arts and culture, and thus very interested in theatre. The exposure was invaluable and helped to increase attendance for their plays. In the sponsors own words (Mary Gilda), "*Our decision to advertise on WXPB paid off very nicely. While I can't say quantitatively how many ticket buyers for "Peter Pan" were*

*influenced by hearing our ad on the radio, I can say this: all 12 performances were sold out or as close to a sell-out as possible. This show by far has been our most successful in generating public interest from all over Central PA. Additionally, advertising on WXPN gave Susquehanna Stage Company "street cred," if you know what I mean. Many people told us they were impressed when they heard our ad on your station."*

#### Hunger Coalition Walk/Run on April 12, 2014

WXPN partnered with ACME Supermarkets (an XPN business supporter) to take part in the Hunger Coalition Walk/Run. WXPN's Mike Vasilikos hosted a booth at the event to increase awareness and a better understanding of the issue of hunger in the Philadelphia region. Pamphlets and pertinent information were distributed. Business support spots ran to showcase the event. Mike even ran in the Run! Acme received a great deal of positive feedback from attendees congratulating them for partnering with WXPN. The event also benefited the region's leading relief agencies including Philabundance and SHARE food programs. Over 2,000 walkers and runners took part in the event which we promoted on WXPN.

**XPoNential Music Festival** In July 2013 WXPN held its yearly music festival, now in its 20<sup>th</sup> year. For the 2<sup>nd</sup> consecutive year XPN partnered with leading concert promoter, Live Nation to expand the Festival from Wiggins Park to include neighboring Susquehanna Bank Center (SBC) in Camden, NJ. Partnering with Live Nation allowed XPN to create a broader, more exciting experience for members, listeners and the public. It was a key opportunity to reach like-minded music fans not already familiar with WXPN. We created an awareness campaign which included branded promotional materials distributed at SBC. Performers included Bob Dylan at SBC bringing attendance to an all-time record. 31,000 members and fans attended both venues. We contracted Edison to run an exit poll, surveying concert-goers to gather insights from a population guaranteed to have a relationship with XPN. In FY15, we expanded branding outreach efforts including a branded structure for XPN Members built SBC's lawn.

**XPoNential Festival – Sponsor's responses** 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. These sponsor quotes highlight how they partner with WXPN to showcase their business. *"Turkey Hill Dairy received a lot of support as a sponsor for the 2013 XPoNential Music Festival. We were very impressed by the courtesy and pleasant demeanor of those who attended. It was such a pleasant experience."* KAREN RUPP, Turkey Hill Dairy *"We had literally hundreds of face to face contacts with attendees who wanted to know more about our organization or who know of our services and hugged us for what we do! Our experience exceeded our already high expectations and we will be back next year."* LISA THIEBAULT, Catholic Charities

***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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.***

### **Kids Corner - [Understanding Depression 1/14/14](#)**

Kids Corner dedicated a full hour-long program to the discussion of the most common of all mental health problems in the US, depression. Kathy O'Connell discussed various types of depression that can affect kids and family members with Tracey Thomasey, Support Center for Child Advocates.

**The Key** – [supporting efforts in mental health - suicide prevention](#) WXPB covered the scheduled (February 2015) release of a digital benefit compilation produced raising awareness and funds for the American Foundation for Suicide Prevention. Eighteen bands were involved, including local Philly area bands, some of whom have been interviewed and recorded for The Key. All proceeds will go to AFSP.

[Mississippi Blues Project](#) was a year-long effort to share dynamic performances of a regional tradition of Blues that had received limited exposure in and around the Philadelphia region. Performances were made part of an online initiative showcasing the genre as a vibrant folk art form. The Project closed with a free dance party and blues performance from blues legend James Cotton. Eight hundred people attended the finale at the TLA on 9/6/13 (FY14). The Mississippi Blues Project achieved most of the objectives in the original proposal: it attracted new audiences; demonstrated quantitative and qualitative growth in online engagement; built a deeper appreciation of the Mississippi Blues with audiences.

Interests in the shows grew through the project's duration, and we noted a much more diverse audience for the James Cotton concert than the earlier events. Two screenings of the documentary *We Juke Up In Here* in partnership with the African-American Museum and at the *XPN Music Film Festival* drew audiences who were as interested in film as they were in music, exposing them to an important part of Blues history and culture. The website has a critical role in broadly sharing the project.

### **Zydeco Crossroads**

With the closing of the successful Mississippi Blues Project, WXPB sought to develop another project, another bridge for their audience to cross for exploration and growth in a new musical space. The space would bring artists from their established listening area into the Philadelphia region for a prolonged interval so that the audience could become familiar with them, the peculiarities of their sound and styles and history. WXPB chose Zydeco music and the African-American Creole heritage for the new space. [Zydeco Crossroads](#) launched in Oct 2014 (FY15). Zydeco music, concerts, dances, film screenings, panel discussions, and radio specials are featured along with an audio, video, essay rich website showcasing the history of the genre. Zydeco Crossroads reflects the diverse social and musical influences on the African-American Creole people of Southwest Louisiana. The project features traditional sounds of Zydeco alongside the modern day influences of R&B, soul and hip-hop. Filmmaker [Robert Mugge](#) created a documentary in Lafayette, Louisiana. Mugge traveled to Philly to produce a preview for the project, featuring a performance by [C.J. Chenier and the Red Hot Louisiana Band](#) at WXPB's [XPoNential Music Festival](#). Zydeco Crossroads has been supported by [The Pew Center for Arts & Heritage](#). Our Zydeco Crossroads partners include Allons Danser and Rounder Records.



[Going Black](#) 2/3/14 WXPB debuted [Going Black: The Legacy of Philly Soul Radio](#), a documentary chronicling the legacy of black radio. The documentary was made possible in part with support from the Knight Foundation's Knight Arts Challenge and production support from WXPB. *Going Black* showcases how vibrant radio was and continues to be, the electrifying soulful sounds of a culture and legendary pioneering DJs who held listeners' imaginations. It tells the story starting in the 1950s of how black radio stations became the pulse of African-American communities and a megaphone for people of color during the civil rights and Black Power movements. [Mighty Radio](#), the Sounds of Philadelphia Soul aired and is available on the web. Mighty Radio includes an audio documentary project currently in production called [Sound And Fury](#), an [internet radio station](#), and a website honoring the legacy of Philadelphia's Black broadcasters, the music they played and the stations they worked at, circa 1950-1979. Produced in association with [Mighty Writers](#),

### **20 Black Voices For The New Century**

World Cafe's special feature, February on the Cafe, celebrated Black History Month with a feature called [20 Black Voices For The New Century](#) showcasing the most important artists and music creators from the African American community since 2000. Songs were played on air and daily posts about the artists accompanied them at [worldcafe.tumblr.com](#). West African singer, Angelique Kidjo performed at a Special Producers session at WXPB 2/17/2014 as part of the feature.

### **The Blues Show with host, Jonny Meister and news from Blue Dimensions**

The [Blues Show](#) continues to educate and entertain fans of the music and listeners from 7PM – 12AM Saturday nights on WXPB. The Area Blues Concerts & Events can also be found on WXPB's website. In the midnight hour, [Blue Dimensions](#), focuses on an artist and his or her process. A sampling of a February 7, 2015 program is typical of the segment's objective: host, Jonny Meister writes: *As relations between the United States and Cuba appear to be warming, we have new albums from two Cuban musicians, singer Xiomara Laugart and conga master Candido Camero, both recorded "binaurally" by Chesky Records.*

[Latin Roots](#) Outstanding guest commentators on Latin Roots continue to bring new insights about Latin genre music. Programming spotlighted legendary artists. Josh Norek provided a two-part exploration of crossover aspects of Latin music – bilingual songs and Latin covers. Latin Roots once again explored Christmas music and expanded “festival” themes to include food-themed songs for Thanksgiving and spooky songs for The Day of the Dead. The exploration of genres from Puerto Rican jibaro to Ladino, or Judeo-Iberian music; to candombe from Uruguay detail the diverse cultural, ethnic and political forces which combine to yield unique sounds and stories. In December, we were excited to host a free Latin Roots Live concert with La Santa Cecilia, the Grammy-winning Los Angeles-based Mexican-American band, one of the hottest forces in Latin Alternative music today. World Cafe Live Upstairs hosted a crowd of 250 people. Music from that night which was broadcast live on WXPB was later featured on World Cafe in a special Latin Roots segment. The concert attracted a diverse audience including Spanish speaking patrons.

The WXPB Latin Roots homepage experienced a 44% increase in viewership – it received 3,500 unique page views between August 2012 and July 2013, and 5,090 between August 2013 and July 2014. In the coming year we will see more Latin Roots coverage that highlights “essentials” in each genre. We are working on a partnership with Austin's KUTX and Alt Latino to

incorporate more live music, intended to connect artists and audiences and enhance the on-air and online experience. World Cafe will produce 12 concerts through a 3 year period with a grant from William Penn Foundation. As part of this venture WXPB and World Cafe will partner with 2 community organizations, *Raices Culturales Latinoamericanas, Inc.* and *Afrotino*. The series begins with Grammy-winning record producer Aaron Luis Levinson and a passionate piece on the [Latin Roots Essential Salsa](#) songs. Don't miss our essential salsa Spotify playlist.

***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. 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. WXPB's programs and services are continuing at increasing levels and reaching a more diverse audience. WXPB 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 new RCS (broadcast software) system. The audio databases will also be on a 2<sup>nd</sup> server at the new transmitter site as a safeguard in case of emergencies. 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 are being 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 FY14 WXPB received approximately \$476,828 or 5.5% 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.

CPB is participating in funding the national music video project, VuHaus. The collaboration includes leading public radio stations WXPB, KCRW, KUTX, KTGB The Bridge-Kansas City, WFUV, and KEXP. The project will debut in spring 2015.

Despite a significant increase in member participation in XPN's Sustaining Membership program in FY14, a decrease in CPB funding could have an impact on the number or duration of on-air fund drives we conduct annually. In FY15, WXPB plans to continue to advance the model of Sustaining Memberships while focusing the stations reach to new members. WXPB 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. 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 WXPB 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.