

FY17 CPB Report – Section 6.1, Local Content and Services Report – WXPN (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.

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 connecting with local, community and national organizations. This responsibility drives us to advance our efforts toward new technology-driven distribution 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. As part of the culturally diverse Philadelphia metropolitan area, the station’s on-air and digital efforts reflected a greater integration into that diversity in FY17.

As each new project is considered we ask ourselves, “what’s the radio, what’s the digital, what’s the event.” In FY17, WXPN enhanced our technology and delivered more on video, produced outstanding, unique live events, and grew our membership base, which now includes Northern New Jersey. These advances helped the station grow in a rapidly changing media environment. XPN’s multi-platform approach helps us to define and lead in community engagement. Our terrestrial broadcast reaches 400,000 listeners who enjoy a broadcast of curated playlists from a varied programming schedule supporting audiences in Philadelphia, Lancaster and York counties, Harrisburg and the Lehigh Valley, Worton Baltimore, Maryland and counties in Northern New Jersey. WXPN members enter the conversation with the station and each other through the station’s Twitter, Facebook and the XPN weekly E-news. Visitors to the website can find what’s playing on the [program guide](#) and tune in to recently archived specialty shows. Four streams are available for online listening: WXPN, XPN2, Folk Alley and the World Cafe archives. In FY17 members and listeners engaged with the video channel, VuHaus with features local events including WXPN’s Free At Noon shows, archived footage of live performances from World Cafe, station event performances, and the 2017 Non-Commvention (May 17-19, 2017) which is held annually at WXPN. VuHaus is continuing to grow, adding stations and new elements to their environment.

Significant programming choices are part of producing nearly 2 dozen daily or weekly staff curated on-air programs. Hiring a Contributing Host for the nationally syndicated World Cafe, plus the addition of a World Cafe Producer were key strategies for the vitality of the program; new features were developed on The Key, the local music website and banner under which WXPN presents local musicians at concerts throughout the city. In addition to video and audio studio sessions, The Key features XPN’s comprehensive concert calendar; WXPN produced and broadcast the annual XPoNential Music Festival at the Camden Waterfront at Wiggins Park and the BB&T Pavilion in partnership with Live Nation; Latin Roots Live Series of free shows were attended by WXPN members and listeners while drawing a significant new audience from the region’s Latino community. The station’s partnership, particularly with *AfroTaino Productions*, and marketing efforts toward community building were part of what made the project a success. WXPN hosts the annual Non-Commvention which brings radio station and music industry staff to Philadelphia for 3 days of public-radio-focused conference sessions and live performances featuring a lot of band diversity. WXPN members were offered admission to the shows at a 3-day pass rate. And we still found time to air a little Penn Quaker Basketball.

XPN’s scheduled programming is enlivened with engaging musical productions, including our annual playback of listener-voted “countdowns.” On November 30, 2016, the countdown was tweaked to an essential XPN AtoZ playback of the station’s extensive song library. The [XPN AtoZ](#) aired almost 24/7 for 18 consecutive days: “ABC by The Jackson 5 to Camper Van Beethoven’s “ZZ Top Goes to Egypt” preempting specialty shows and daily programming but retaining Friday’s Free At Noon shows. Songs were pulled from previous 885 Countdowns, David Dye’s Funky Friday vaults, Helen Leicht’s Philly Local record stacks, Dan Reed’s punk rock record collection, Kristen Kurtis’s massive collection of Friday Morning mixtapes, many years of our Artists To Watch, the hundreds of band that have played the XPoNential Music Festival, Robert Drake’s Land of The Lost library, and included music from the 1950s to the present day. The XPN A to Z was a musical experience showcasing the incredible size of the XPN music library, the depth of the artists we play, and all the many genres we explore from folk to funk, indie-rock to classic rock, soul and blues among them. For listeners who said they didn’t want it to end, Drive Time DJ Dan Reed started the whole thing over again – and faked everyone out. All good things must come to an end – for now. The success of XPN AtoZ boosted listening throughout its airing, and would be reprised in FY18 newly incarnated as the XPN 70s A-Z. Listeners followed the daily playlist and browsed the complete song list by letter at XPN.org, and they participated through Facebook and on Twitter at #XPNAtoz.

Programming stunts designed to develop themes in music are also built into individual daily programs to give listeners the opportunity to be one with the station: on the Morning Show, listeners' suggestions are incorporated into the playlist for the popular [Friday Morning Mix Tape](#) and found also on the Spotify playlist. Interactive playlists are the focus of the popular Saturday afternoon show, *All Request Saturday* with host, Eric Schuman. Dan Reed's [Binge on the 70s Weekend](#) (October 21-23, 2016) was a listening hit so popular on the air and on social media that it would work its way to becoming a 2 week long exploration of 70s sounds in FY18. March 1 through May 10 2017, The Key explored the music of a period, the late 60s and early 70s and its resurgence in the 1990s, in Philadelphia with a 3-part series [The Sounds of Psychedelphia](#). On May 31, 2016, Bruce Warren introduced [Throwback Thursday](#) in an article on The Key announcing the start of a summertime series on June 2, and every Thursday through the end of August. XPN hosts mine music's vast musical history for day-long trips into a specific genre or year or musical movement, playing the hits, misses and deep tracks for #TBTXPN. Reflecting WXPN's explorations of distinct musical landscapes, American Routes' range of music showcases Cajun, Zydeco, Tejano, Latin, rock, pop, gospel and soul to tell the story of these American styles and how they are distinguished; the program uniquely complements the vision of WXPN's musical mission. WXPN championed each of these cultural and musical genres exploring them with projects, [The Mississippi Blues](#) Project and [Zydeco Crossroads](#), and currently with [Latin Roots Live](#). The show is hosted and produced in New Orleans by Nick Spitzer. Most recently added to the musical journey will be [The Gospel Roots of Rock and Soul](#) with a grant awarded from the Pew Center for Arts and Heritage announced on June 19, 2017. All of the projects tied into the station's Travel Adventure Series, Sense of Place with cultural/musical excursions that includes the participation of those XPN Members who want to travel with their radio station to hear and see music performed by artists in their native countries. [Live at the Kelly Writers House](#) is a collaboration between the Writers House and WXPN. Audio for each of these episodes is available on Kelly Writers website. Six episodes of the program are recorded at Kelly Writers House in front of a live audience for broadcast during the fiscal year. These shows are streamed online at <http://xpn.org/>

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.

WXPN collaborated with other public media outlets to diversify, increase and enhance our music and cultural community. These efforts combine to illustrate the station's ability to be on the scene locally and nationally. Some of the productions noted in this report are large and many-faceted, while some others are smaller in scope but feed larger goals of connecting audiences to artists in significant ways.

WXPN's Musicians On Call – FY17. WXPN's mission is to connect musicians with audiences. The range of connection is focused on patients in local healthcare facilities and their families in the Musicians On Call program. WXPN is partnered in the New York based program, Musicians On Call (MOC). Nationally, the program has grown to encompass 14 cities. With a large community of WXPN Musicians On Call volunteers and local volunteer musicians, the program is thriving throughout the Philadelphia region. Our regional branch of the national program was launched in 2004 in 2 hospitals. Since then, WXPN's MOC program grew to 10 weekly programs in 8 healthcare facilities. The most recent addition to the roster of facilities is Bryn Mawr Hospital, part of the Main Line Health System. Since the program began 98,000 patients and their families have participated in the program that includes 2 pediatric facilities, St. Christopher's Hospital for Children and Children's Hospital of Philadelphia, in addition to the Veterans Administration Medical Center (VAMC), and 5 healthcare facilities in Pennsylvania, New Jersey and Delaware. In addition to the unyielding support of WXPN MOC Volunteer guides and musicians, the wholehearted advocacy of the station's midday host, Helen Leicht has been fundamental to the success of the program. Helen lends her connection with XPN and local musicians. Once musicians are selected and scheduled, they visit patients at bedside with a program volunteer guide.

WXPN local musical legends, Amos Lee and Mutlu were present at the launch of the program at **Bryn Mawr Hospital on June 7, 2017**. Lee, as quoted in the [Main Line Times article](#) shared that "it's just an opportunity to connect to people one on one." Indeed, it's the personal connection to those who are in the midst of illness and those bringing their gifts through the program that give Musicians On Call its strength and value.

To demonstrate the radio station's deep appreciation to the program's volunteers, a MOC Volunteers party was held at WXPN later that evening.

The program is sponsored by Subaru of America. It is also supported with fundraisers hosted by WXP. The 4th Annual 5K for WXP's Musicians On Call was held most recently on October 1, 2017, details are found in section 4 of this report.

Tiny Desk Concerts On the Road, May 2, 2017. NPR Music invited several station partners to do live events in various cities taking "Tiny Desk Contests On The Road." On May 2, 2017 WXP World Cafe Contributing Host, Talia Schlanger and NPR Music's Bob Boilen introduced Tiny Desk Philly to a sold-out crowd at World Cafe Live in Philadelphia with Philadelphia's hip-hop bands **Hardwork Movement** and **ILL DOOTS**, electronic singer and songwriter **Aphra** and rockers **Maitland**. WXP The Key Editor John Vettese introduced the bands on stage. A juried contest, Tiny Desk Concerts received over 6,000 submissions from unsigned artists. The 2017 Tiny Desk Contest On The Road tour was presented by Lagunitas Brewing Company.

A month-long **David Dye and the World Cafe 25th Anniversary celebration** started with a campaign that raised \$1,000,000 for the program and a celebration for the contributors to the campaign at La Peg in the Fringe Arts Building in Philadelphia on March 1, 2017. Two nights of concerts at World Cafe Live kept the party going with performances by Ben Vaughn, Sylvan Esso and Ryan Adams on March 3 and Josh Ritter and Rodney Crowell on March 4, 2017. These celebrations introducing World Cafe Next were just the beginning of a year of building the program. These initial events were bookended with a weekend that included past XPN partner and collaborator in the arts and culture festivals, The Philadelphia Film Society.

[25th Anniversaries Music and Film Festival](#), March 31-April 2, 2017. WXP partnered with the Philadelphia Film Society (PFS) to combine audiences from 2 arts worlds – film and music - as PFS and WXP's World Cafe combined forces to Celebrate their 25th Anniversaries with a Music and Film Festival featuring a weekend itinerary of classic music films, and dance parties at the Prince Theater, 1412 Chestnut Street, Philadelphia. WXP and PFS members were offered discounted ticket packages. World Cafe Host David Dye was joined by XPN on-air staff to introduce the films and talk about their soundtracks. The Key Editor, John Vettese spun the 90s music during vinyl market place and between films. Estimated Attendance: 980

The Weekend was structured with 4 discreet event parts. Facebook event pages carried the details for attendees and dressing for the decades was encouraged!

- Friday 80s night
- Saturday 70s hangout and Last Waltz
- Saturday Britishmania / Film
- Sunday 90s Day

March 30 - 80s Night

8:00pm STOP MAKING SENSE (MainStage) David Dye to intro film

10:00pm LAND OF THE LOST DANCE PARTY (Blackbox) Robert Drake hosting dance party

April 1

4:00pm 70S HANGOUT WITH DAN REED (lobby) hosted by Dan Reed

5:00pm THE LAST WALTZ Dan Reed intro

8:00pm 50 YEARS OF SGT PEPPER'S – BRITISHMANIA LIVE + SCREENING hosted by Helen Leicht

Sunday, April 2, 2017

2:00pm VINYL MARKET PLACE

3:30pm HIGH FIDELITY

6:00pm SINGLES

8:00pm ALMOST FAMOUS

[Live at the Kelly Writers House](#) is a collaboration between the Writers House and WXP. Audio for each of these episodes is available on Kelly Writers website. Six episodes of the program are recorded at Kelly Writers House in front of a live audience for broadcast during the fiscal year. These shows are streamed online at <http://xpn.org/> Episodes feature a musical guest, poetry readings, prose and spoken-word performances. Kelly Writers House hosts more than 300 events and projects a year, most of which are free and open to the public. [In FY17, WXP News and Sports Director Bob Bumbera produced the following episodes with Kelly Writers House coordinator, Alli Katz:](#)

[#118 Science Writers featuring Philadelphia-area science writers with musical guest, Shelly Peiken/recorded 9/26/16; aired 10/4/16](#)

[#119 featuring Philadelphia Poets with musical guest, Scraaatch/recorded 10/31/16; aired 11/8/16](#)

[#120 – featuring Local Writers with musical guest A Day Without Love/recorded 11/28/16; pre-empted](#)
[#121 – featuring the podcast, The Witching Hour with musical guest Shaina Jolle/recorded 1/30/17; aired 2/7/17](#)
[#122 – featuring Philadelphia Teachers with musical guest Little Strike/recorded 2/27/17; aired 3/27/17](#)
[#123 – featuring Women Writing about Conflict Regions with music guest Destiny X/recorded 3/27/17; aired 4/4/17](#)

The Schuylkill Center for Environmental Education October 23, 2016. Kids Corner Host, Kathy O’Connell and The Schuylkill Center Executive Director Mike Weilbacher (he is also the All-Natural Science Guy who knows a lot in the category Science Potpourri on Kids Corner) co-hosted the event’s “pirate” radio show from 10a.m.- 2p.m. for the celebration of Earth Day, *Naturepalooza!* at the Center.

Urban Outfitters College Night Out. On Thursday, September 15, 2016 WXPB participated in “Urban Outfitters College Night Out.” Area college students participated in the local event at Urban Outfitters, 110 S. 36th Street, Philadelphia. WXPB DJs Eric Schuman and John Vettese were present to help introduce WXPB to the “urban” community and to provide music for the event. XPN Member Services Managers Emily Pavie and an XPN Volunteer greeted students at XPN’s table filled with XPN handouts including information about the WXPB 5K Race for Musicians On Call on October 2, 2016. There was plenty of station swag for the taking and a prize wheel to spin in exchange for student’s email addresses. The membership staff sent emails to the students to familiarize them with the station’s music and outreach. In addition, 60 students signed up to receive XPN’s E-newsletter. This event furthered XPN’s effort to connect with students on campus and to give them a look at the opportunities the station could offer.

2017 XPoNential Music Festival presented by Subaru – July 28-30, 2016. WXPB’s annual music fest at the Camden, NJ waterfront hosted 30,000 total attendees to Wiggins Park and BB&T Pavilion for live performances from a diverse mix of artists. At Wiggins Park, audiences assembled in front of two stages, the River Stage and the JerseyArts.com Marina Stage. Evening show headliners for the weekend performed at BB&T Pavilion, adjacent to Wiggins Park. The [XPoNential Festival](#) is produced in partnership with the Camden County Board of Freeholders. WXPB’s collaboration with Live Nation enabled WXPB to extend the breadth of the Festival by booking major headlining acts at BB&T Pavilion. The partnership, in its 6th year in FY17, also allows access to BB&T for Festival goers. The waterfront’s Adventure Aquarium provided green rooms and hospitality for the River and Marina Stage artists. On Saturday and Sunday, July 29 & 30, [Kids Corner](#) occupied the performance space in the Children’s Garden at Wiggins Park. It was a cool and stimulating space for kids’ activities and live performances by “kindie” artists for families. Food vendors and crafters’ booths enhanced the family friendly atmosphere throughout Wiggins Park.

WXPB is a participant in the annual University of Pennsylvania campus-wide **Take Our Daughters and Sons to Work Day (TOD&STWD)**, a nationally recognized career-related activity, TOD&STWD is a 501(c)(3) non-profit educational program for parents to take their children to work for one day to explore careers and expand flexibility around gender roles on the job. On Thursday, April 27, 2017, WXPB welcomed staff from The University of Pennsylvania and their children for a performance by [Ants On A Log](#). Providing a live concert with artists who work in the genre of Family Music was a departure from WXPB’s traditional TOD&STWD event. WXPB’s Kids Corner Host Kathy O’Connell spoke to the families about the show’s broadcast Monday-Thursday at 7PM which features weekly segments on subjects that include science and technology, pets and books. The performers were two women who make terrific music, often hilarious and often with a message, Ants On A Log, Anya Rose and Julie Beth. The duo opened their performance demonstrating how anyone could make percussion instruments *out of anything!* Pouring portions of grains into empty containers found around the kitchen, their improvised instruments became part of the musical performance. They instructed the kids and their parents that “finding the way to create what you want encourages us to go a little farther. It’s all about getting people to do a little more to find the music and art in ourselves.” Ants On A Log’s strategy is informed by their own experiences and translated to their songs. Both artists are serious musicians in everyday life. Julie Beth is a music therapist and part of the band, [Silverton](#), which she noted would perform in Philly’s Fishtown section later in the week. Anya Rose studies Samba and performs Open Hand: Bach, Bluegrass, and Brazil! They advised the kids to “do a job you love” and that their jobs bring them in touch with many people and many projects. Host Kathy added, “sitting in front of a microphone – that’s a good job, too! The duo wrote and composed a musical, “Curious: Think Outside the Pipeline” to help kids speak up when something isn’t right and to help them find their voice when they want to say, “Please take me seriously.” Music and art articulate the things that others want to say. Sometimes people don’t hear what you’re saying unless you

put it into a song.” Their play is offered for use in grade schools and other venues wishing to bring art into environmental studies, clean energy and social justice.

Songs performed included: [Pickles and Olives](#) a responsible lunch packing song about using your own containers – like Tupperware instead of plastic bags to bring home pickles and olives from the supermarket and featured a sing-along refrain; [Some Girls Have Short Hair](#) is a story that says that you can’t tell what a person likes by the length of their hair; [The Kazoo Song](#) recommends learning to play instruments by improvisation and learning online before starting a kazoo band. The duo had CDs for purchase and offered a mailing list to stay in touch with their audience. In FY18, WXPJ will participate in the activity again. Plans include a live performance from a Kids Music band and an in-studio interactive demonstration given by News and Sports Director, Bob Bumbera. In FY17 Bob was cited as role model for the pre-demographic set in a March 2017 email to the station. Maria D. listens on WXPJ. She wrote, “... I have a really cute story to share. I'm an XPN member and I have two young sons, ages 7 and 4. I was reminded how much I have made XPN a part of their lives this morning. My husband and I were reading the sunday paper at the breakfast table ... when something made me perk up my ears. The 4 year-old said "Let's pretend I'm **Bob Bumbera** and I'm telling you about the XPN calendar" I thought it was the funniest thing ever and that you might like to know that the next generation of listener/member is coming along quite nicely :)”

Kids Corner’s Host Kathy O’Connell and Producer Robert Drake are frequently featured as guest hosts and panelists at community events in Philadelphia’s arts and educational organizations. Their outreach also adds awareness and exposure to the Kids Music genre and the artists working in this music arena. To foster their goal, WXPJ produces [KindieComm](#). In FY18 KindieComm will be shared with a celebration of Kids Corner’s 30th Anniversary concert at World Cafe Live Philadelphia (April 20-22, 2018). In response to the artists’ requests for more networking, the conference will include a **KindieComm Song Share** at the Sheraton Hotel on opening night. A full [itinerary](#) of conference sessions is available on the website. Artists will be offered discounted tickets to attend the Kids Corner 30th Anniversary Concert with headliner Trout Fishing in America performing on 4/22. Tickets to the public will be sold separately. The 30th Anniversary Concert’s title sponsor is the Elmwood Park Zoo.

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.

WXPJ. In June 2016, WXPJ completed the acquisition of 91.9FM and named the station WXPJ. Increased listenership was realized in FY17. Given the demographics and socioeconomic profile of the residents in the area, there is potential to increase our membership and business support for the station. WXPJ installed a new antenna in October 2016 (FY17) which has been redirected to broadcast further east, improving reception in Morris County, NJ and in the Poconos area in Pennsylvania. The station’s marketing push included a separate concert calendar to accommodate members and listeners in the area. We simulcast WXPJ 91.9 on 104.9 in North Whitehall Township to extend our regional marketing and sponsorship efforts. Sponsorship increased from FY17 into FY18.

Latin Roots Live Series. Getting new and diverse audiences involved as active listeners and members is central to XPN’s mission of community outreach as is connecting artists and their audiences. The on-air and online series, [Latin Roots](#), made possible with a grant from the Wyncote Foundation has been featured on XPN’s World Cafe program since 2012. The *Latin Roots Live* series, now in FY18 is in its third and final year of the grant from the William Penn Foundation and continues to be produced by WXPJ in partnership with AfroTaino Productions. The series premiered in FY15 with a free show that was webcast. Since then, the Latin Roots Live Series has garnered a Latino audience for performances. WXPJ uses a team of staff and volunteers to greet this new audience and to encourage them to become part of the XPN family while collecting their names and email addresses to use to further these relationships. Results of this partnership in FY17 indicated growing awareness and connection in the community. WXPJ collected demographic information that confirmed our informal assessment that Latin Roots Live is drawing younger, more ethnically diverse and many first-time audience members. Surveys taken following every Latin Roots Live event (except the XPotential Festival) showed that the series drew many audience members who had some familiarity with Latin Alternative music, but were generally new to the artists (75%) or the Latin Roots Live series (63%). Surveys also showed that majorities of each event audience were interested in attending future Latin Roots Live events (69%) or referring the series to a friend (87%). Anecdotally, we recognized, and the survey confirmed, that the concerts drew a much larger Hispanic audience than we receive at our typical concerts.

WXPN doubled the Hispanic/Latino audience goal of 15%, and surpassed by 2% our goal to draw a 40% audience share of those younger than 34. Anecdotally, XPN staff at the LRL shows could see this growth, with many more young people than old, from many ethnic backgrounds.

Other measurable effects realized include the following:

Latin Roots Live concerts attracted an increased percentage of Latino audiences, 28% FY16, 30% in FY17, The web (xpn.org, latinroots.org, vuhaus.org for post-concert videos and social media) was the most effective way to reach series audiences – 50% of respondents named these sites. We invited key thought leaders, promoters and bloggers to our events.

Street teams effectively placed posters in targeted neighborhoods; grassroots or word of mouth from community partners and friends accounted for one-third of the ways LRL audiences learn of the concerts.

The experience of producing Latin Roots Live has attuned WXPN on-air hosts to Latin Alternative artists, including Philadelphia's own PhillyBloco and Alo Brasil. Latin Alternative artists now appear on other WXPN-FM playlist (The Friday Funk, Sleepy Hollow, Folkadelphia).

XPN's partnerships with local cultural organizations serving the Latino community included Taller Puertorriqueño and the Mexican Cultural Center drawing partner audiences to the series events. XPN has developed a strong partnership with AfroTaino Productions, through which the series artists were selected. Latin Roots Live artist, Los Angeles-based psychedelic soul/funk/dance band Chicano Batman was featured at the XPoNential festival, where the artists performed before crowds in the thousands.

WXPN's programming staff grew more knowledgeable about Latin Alternative music, and the musical tastes of the diverse Latino/Hispanic community in Philadelphia, primarily through our continued work with AfroTaino Productions and new partnership with the Mexican Cultural Center.

The concerts presented solely by XPN were recorded and several of the artists were featured on nationally syndicated World Cafe. Several of the artists are featured on [VuHaus](#).

Latin Roots Series Shows in FY17:

Nuevofest 2016, July 10 at FringeArts. XPN presented Nuevofest 2016 in partnership with Afrotaino Productions. The festival closed out the annual Hispanic Fiesta on Penns Landing with the new sounds of Latin American music with concerts by iLe, Te Chamanas, Cartas A Felice, Calma Carmona, Sexy Zebras, QUITAPENAS and Gasolina. The free, outdoor evening event at FringeArts drew a large crowd for a diverse lineup of bands from Madrid, Puerto Rico, El Salvador, and Juarez. The Philly-based Gasolina DJ duo of DJ Precolumbian and Dame Luz supplied dance music between sets and warmed up the crowd with an hour-long mix. Estimated Combined Live Audience: 750

Chicano Batman, July 13 and 14, 2016 at the XPoNential Music Festival's BB&T Pavilion and Wiggins Park. After playing a packed show at the BB&T Pavilion as one of XPoNential Festival's second day of headlining acts, Chicano Batman returned to open day three of the fest with an afternoon performance at the Jerseyarts.com Marina Stage in Wiggins Park. WXPN discounted tickets to the day three show available to partner Taller Puertorriqueño.

Chicano Batman's members are students of rhythm on a quest to reclaim and represent the musical roots of their past generations. They draw from a broad range of 60s and early 70s Brazilian bossa nova and samba, psychedelia, slow-jam soul with a pinch of surf-rock cumbia. Estimated Live Audience (Two Performances, including the Saturday mainstage event): 7,000

Carla Morrison, October 4, 2016 at World Cafe Live. XPN partnered with the Mexican Cultural Center to successfully promote this evening featuring Mexican singer-songwriter Carla Morrison. Winner of two Latin Grammy awards, Morrison is one of Latin music's leading independent artists, an imaginative songwriter and wonderfully expressive singer in both Spanish and English. Estimated Live Audience: 650

Edna Vazquez / Alejandro Y Maria Luna, November 17, 2016 at World Cafe Live. Edna Vazquez is a Portland-based Latin American singer-songwriter who performs original compositions and transitions seamlessly between folk, rock, pop and Mariachi, while exploring jazz stylings. Peruvian singer/songwriter duo Alejandro Y Maria Laura sing their unique take on the Spanish Pop genre. Their music has been featured on Latin American television programs. Estimated Live Audience: 167

Gregorio Uribe Big Band, December 14, 2016 at World Cafe Live. After studying at Berklee College Of Music, Colombian musician Gregorio Uribe moved to New York City and has since established the Gregorio Uribe Big Band: a 16-piece ensemble that combines Colombian rhythms such as Cumbia and Chandé with funk and Jazz arranging techniques. He has performed alongside Grammy winners Carlos Vives and Rubén Blades, and was

recognized by the Government of Colombia as one of the “100 Most Outstanding Colombians Living Abroad.”
Estimated Live Audience: 594

Los Hacheros, February 9, 2017 at World Cafe Live. The Brooklyn-based six-piece band improvises and draws on a variety of influences to recreate a Caribbean sound. They revive folkloric styles like son montuno, guaracha and salsa, and often combine them with Bomba, from the mountains of Puerto Rico. Estimated Live Audience: 435.

Ife, and the M.A.K.U. Soundsystem, April 24, 2017 at World Cafe Live. M.A.K.U. Soundsystem is a New York based band with members mostly from Colombia. Their music carries reminders of Colombian Folklore, Psychedelic-rock, and Caribbean grooves. Their music is described as DIY and the sentiment of the Soundsystem is to put on a party for everyday people with grooves full of emotion, spirit and humor. Estimated live audience: 360

Growth of XPN’s **Latin Roots Live** series continues to be an impetus for connection with the diverse community of people who populate Philadelphia’s neighborhoods and nearby localities. In FY17, The Pew Center for Arts and Heritage awarded WXPX a grant to delve into a new project: **The Gospel Roots of Rock & Soul**. Pew awarded WXPX two previous grants that helped the station explore the distinct sources that make up the diverse bedrock of modern American music: The Mississippi Blues Project and Zydeco Crossroads. The **Gospel Roots of Rock & Soul** launches in FY18. The scope and focus of the project are discussed in detail in Section 4 of this report.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast. WXPX built on the success of many of the programs that were initiated to meet the needs of minority and other diverse audiences in FY18.

The World Cafe Next Campaign was designed to fund two key initiatives to be the drivers growing impact and audience for the program in the years ahead. These initiatives were launched with the World Cafe 25th anniversary series of events and programming highlighting new initiatives. The World Cafe **Nashville Bureau** now serves as a Southern music hub bringing national exposure to emerging artists from the vibrant Nashville music scene with Southern musical styles & new voices and locations. Our Latin Roots initiative is tied to these emerging American sounds as is the World Cafe Travel Series, Sense of Place. The travel series examines the influence of geography and environment on artists and their work. New music is embraced by public media and their audiences across the country. World Cafe will collaborate with NPR Music to conceptualize and produce new podcasts for World Cafe. In FY18 XPN is making an effort to increase the reach of World Cafe’s podcast. Some of the strategies we are using to do this include cross promoting our show with other podcasts, generating unique content for World Cafe’s podcast and trying new marketing ideas. Performance video will be enhanced to create one-of-a-kind video experiences for NPR/VuHaus using new editorial formats.

Latin Roots. Latin Roots Live. WXPX’s nationally syndicated program World Cafe features the bi-weekly radio series, Latin Roots that explores the vast variety of music from Spanish-speaking countries and people, from cumbia, mambo and son to Latin rock, and others. The station’s community expanding Latin Roots Live drew inspiration from the program. In Section 3 of this report, the shows presented in FY17 were reported. The program continued to into the 3rd year in FY18 with live performances including Nuevofest at Fringe Arts in Philadelphia (7/16/17), appearances at the annual XPoNential Festival with Chicano Batman and Xenia Rubinos (7/29/17) and Adia Victoria (7/30/17), and La Tribu DeAbrante and Combo Cimbita (10/29/17).

The Gospel Roots of Rock and Soul.

Do you feel like dancin? Then get up and let's start dancing; Start gettin the spirit, spirit in the dark-

Aretha Franklin wrote and performed the song Spirit In The Dark on an album by the same name in 1970. She’s a sojourner on the well-traveled road from the roots of gospel and soul. Seeds of the genre’s reach is everywhere you listen. WXPX’s inspiration to research The Gospel roots that have cradled and nourished decades of Rock and Soul music spawned from earlier missions to expose and reveal essential but less commonly shared genres in Blues, Zydeco and Latin music. Gospel music so underpins the American musical vernacular that it shares bedrock with contemporary music; there are many gospel grooves to explore. The Pew Center for Arts and Heritage announced that the grant for the project was awarded to WXPX in FY17 on June 19, 2017. Since then, field

research began in Memphis, Nashville and Philadelphia with a team assembled to compose the elements: scheduling events and booking the artists that embody the genre's origins in the reality of contemporary communities and churches, and setting the stage for a Gospel documentary. Six live concerts will celebrate the heritage and influence of the genre. Half of these will be performed in churches in Philadelphia. Three shows are booked through the end of FY18. The website and on-air announcements as well as two screenings of the film, "How They Got Over" are scheduled for February 2018.

WXPN's 4th Annual 5K Run for Musicians On Call. In Section 2 of this report, the addition of Bryn Mawr Hospital to WXPN's Musicians On Call program was reported. Fundraisers help the program thrive. On October 1, 2017 Subaru of America sponsored WXPN's 4th Annual 5K for Musicians On Call. The annual race attracts members and listeners as well as racing competitors and those who just want to participate in an excellent cause in and through the University of Pennsylvania's Penn Park. Along the route, participants are encouraged and supported by XPN volunteers. This successful annual fundraiser for the program that provides bedside performances from local artists for patients in participating hospitals and their families is a smash. 700 people registered to walk and run. Altogether \$95,000 was grossed for the event from those who registered and sponsored. Subaru signed on as the presenting sponsor of the event joining with a number of vital sponsors from medical institutions, among others, including **Team Rave On**, a group of family and friends who ran as a memorial to a recently deceased WXPN member, Andy Katz, who had been a volunteer in the program and later the program's recipient as a patient at the Hospital of the University of Pennsylvania.

KindieComm. Kids Corner's Host Kathy O'Connell and Producer Robert Drake are frequently featured as guest hosts and panelists at community events for kids and their families in Philadelphia's arts and educational organizations. Their outreach also adds awareness and exposure to the Kids Music genre and the artists working in this music arena. To foster their goal, WXPN produces [KindieComm](#). In FY18 KindiComm will be shared with a celebration of Kids Corner's 30th Anniversary concert at World Cafe Live Philadelphia (April 20-22, 2018). In response to the artists' requests for more networking, the conference will include a **KindieComm Song Share** at the Sheraton Hotel on opening night. A full [itinerary](#) of conference sessions is available on the website. Artists will be offered discounted tickets to attend the Kids Corner 30th Anniversary Concert with headliner Trout Fishing in America performing on 4/22. Tickets to the public will be sold separately. The 30th Anniversary Concert's title sponsor is the Elmwood Park Zoo.

Sense of Place / Australia. The World Cafe team visit musical hotspots all around the globe for the show's "Sense of Place" series. In each city, the team captures the sights and sounds, records studio sessions with native musicians, and interviews musical influencers to present them on the air and online extended features for each city. Past sessions are archived on [World Cafe on NPR Music](#). The *Sense of Place* series ties into the program's feature [World Cafe Next](#). Each week, independent and emerging artists are featured and many of these artists were recorded in the venues in the countries and cities visited by the World Cafe team for Sense of Place. In FY17, World Cafe grew through a campaign for **World Cafe Next** to position World Cafe as the leading public media radio source and digital destination for music discovery of emerging musicians by showcasing and end engaging with diverse music communities. The campaign raised \$1,000,000. World Cafe has digital presence on NPR.org, Facebook, Twitter, Instagram, Youtube, and Tumblr. **World Cafe Next** both refers both refers to the program's core mission of exposing new artists and music to a national audience and XPN's plan to make the future of World Cafe as impactful as its past. Going forward World Cafe will build on its commitment to regional roots music, add new voices and locations, expand its digital platform presence and impact, and draw on the strengths of WXPN and public radio music's commitment to musical discovery. In FY17, Sense of Place visited Australia.

World Cafe [Sense of Place – Australia](#) 9/18-28/2016. In FY17, XPN World Cafe Host David Dye traveled with the program's senior producer Kim Junod and WXPN General Manager Roger LaMay and 40 XPN members to continue what's become a World Cafe tradition of musical and cultural discovery, The World Cafe Travel Adventure Series. The tour provided for sightseeing in Cairns, Melbourne and Sydney. The focus of the international road trip is to experience the musicians and their music in their country of origin. That sentiment is expanded on by Australia's Lachlan Macara. Macara and colleague Dave Ruby Howe run triple j radio's music-discovery site. He was quoted on the Sense of Place website, "Our main motto is that we love music – particularly new music, and particularly Australian music." Musical discovery is what the travel group found throughout the country. An overview of the musical itinerary begins in Melbourne. 9/21: interview and performance at Bakehouse Studios by Missy Higgins, 9/22 King Gizzard and the Lizard Wizard, then a Milk Records Showcase w/some of Courtney Barnett's favorites: Loose Tooth/Fraser A. Gorman/Jen Cloher; In Sydney on 9/25 Matt Corby for an interview and performance; 9/26

Middle Kids and Steve Kilbey of The Church. Peter Garrett performed on the final night of the tour. The passion these artists have for their music is captured on the [World Cafe Sense of Place website – Australia](#).

The successful program will continue. In FY18, the traveling team visited South Africa.

XPoNential Festival. The annual summer music Festival is the biggest event the station produces each year; every department is involved. Besides providing a 3-day weekend of genuinely diverse entertainment, the Fest generates opportunities to renew and deepen established partnerships, highlight relationships with sponsors, expose an audience to vendors who inspire their interests and ideals. Like all the outreach events XPN espouses, XPoNential builds on our bond with the community - exponentially. It also provides critical support to the artists who perform for thousands over the course of the weekend. Live shows are the driving force for artists' revenue. XPN's upcoming 2018 XPoNential Festival Saturday night headliner is Philadelphia's own, and newly named Grammy Award winning band, The War On Drugs. Early in their career, the band performed at XPoNential on the Marina Stage in 2008. They were guests again on an early Friday evening, July 20, 2012 performing on the Festival's River Stage. Tri-State indie captured the excitement of seeing the burgeoning band as they gained audience identification <http://www.tristateindie.com/recap-the-war-on-drugs-at-xponential-festival/> Earlier that same year, The War On Drugs performed in a stellar line-up at WXPJ's NPR Music Stage at the industry attended annual conference [2012 Non-Commvention](#). This year the band will headline at the Festival's BB&T Pavilion on Saturday night with Sturgill Simpson and The Preservation Jazz Hall Band. WXPJ is awestruck with the band's success and prominence. We're not prescient, but we join the consensus of those who know a good thing when we hear it: The War on Drugs had the most songs (3) in the top 10 on the [XPN Top 50 Songs of 2017 Countdown](#). Grammy nominee in the dance/electronic album category, Sylvan Esso will take the BB&T stage on Friday night with icon and legend and, of course, former Grammy winner and 4-time nominee, David Byrne.

XPoNential's successful partnership with Live Nation provides both a higher profile for WXPJ and the XPoNential Festival while providing an increased stream of revenue for artists. The station's mission of connecting artists with audiences is validated each year as an average 20 bands perform bringing a variety of sounds and artistic styles to people who always report that they loved the band they came to see and learned that they needed what they hadn't known they were missing.

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 helps to support WXPJ's 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 FY17 WXPJ received \$607,561 from CPB. The CSG grant represents 6.9% of the total station revenue. This funding is significant to all areas of the stations operations, and helps to enable the station to accomplish programming, membership, marketing, community engagement and digital expansion goals.

XPN connects with the community by distributing content through a variety of platforms: live streams, archived/downloadable audio and video, and social media sites including The Key, VuHaus, Facebook, Twitter, and Spotify. XPN's on-air and online audience includes public radio members and listeners, young adults, and kids who are entertained and informed weeknights on Kids Corner. WXPJ's programs and services are continuing at increasing levels and reaching a more diverse audience locally, nationally and internationally. Services like World Cafe Sense of Place add to the diversity and inclusiveness of this audience. WXPJ serves the community by providing quality programming and technical advancement. We are making an impact in the flourishing digital space while furthering our terrestrial footprint and strengthening our relationship with our music-loving community. In FY16, WXPJ added 91.9FM to the terrestrial broadcast community. In FY17 A new antenna generating a wider broadcast reach followed the station's acquisition through counties in Northeastern New Jersey. Also, a part-time marketing coordinator was hired from the locale to help XPN explore and grow in the region, while providing information about WXPJ to area businesses and residents to familiarize the community with all that XPN has to offer. The acquisition of WXPJ, 91.9FM in Hackettstown, NJ intensified XPN's mission to build the music community. This investment provides an opportunity to increase the station's membership and sponsorship. Station events will focus on partners in the area in FY18. For instance, WXPJ's Community Partners program was launched to work with non-profits that serve the WXPJ in Northern New Jersey. In October 2017 XPN partnered with the Skylands Songwriters Guild, the Mayo Performing Arts Center, the Foodshed Alliance, the Sherman Theater, Peter's Valley School of Craft, and One Step Closer Animal Rescue. We are offering each community partner a one month underwriting schedule (3 spots a day, Monday-Friday for 4 weeks); in exchange

they are providing opportunities for XPN to reach out to their audiences. The partners link XPN on their websites and e-newsletters and XPN promotional materials are distributed to local businesses. Partners are named in XPN e-newsletter, provided with spots including the local Morristown Winter Farmer's Market and the upcoming Peter's Valley School of Craft's Creative Rush 5k (spring 2018). Each partner's agreement varies based on their products, services and number of people in their outreach. These community partnership spots will result in a more local listener experience. These marketing assets are expected to gain new listeners to the station.

Even with an effective fundraising track record, a decrease in CPB funding could have an impact on the number and duration of on-air fund drives we conduct annually. XPN's *Sustaining Membership* program is very strong; 71% of members are sustainers. The Sustainers program is very healthy, but since growing dollars does not necessarily translate into growing member numbers, WXPB is focused on adding new members on all premium levels. XPN's successful membership program does not guarantee financial stability, and without support from CPB, 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 marketing efforts to engage with the community that support our mission as discussed 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 listenership. Without CPB funding, technical growth and 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 same levels of excellence and competency, and would inhibit our expansion and ability to provide these services to new areas - and 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 artists and audiences in our diversifying community. As the station evolves 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.

A leader in the local and national music community, XPN seeks to enhance the station's insight and response to the community. As we develop our Customer Relations Management (CRM) capability we will be able to know with greater accuracy the composition of our event audiences. Shared characteristics like age, race and gender as well as more specific qualities like event preferences and attendance behaviors will be gathered from listeners' comments. In FY18 we are in the implementation phase of our station-wide project to integrate data between departments with Salesforce and implementation partner, Candoris. The system consolidates the work of the current database and various tracking methods into a single source. The process of assessing information to build CRM ensured that departments will benefit from more detailed and precise metrics and dashboard records. XPN's national efforts are connected to localism. WXPB co-founded the music video service, VuHaus to feature curated channels of local artists. The website adds to the strength of local public media and is providing more sponsorship opportunities as the service grows in number of station collaborators. VuHaus tied into station events 2017 XPNential Festival, Non-Commvention and Latin Roots Live projects. This exposure helps to boost the awareness of local, heritage and emerging artists. In FY18 the number of VuHaus stations grew to 24. The service sought additional opportunities for station exposure that would build on the awareness it was establishing with audiences. They also sought to signal the music industry of the significant connections VuHaus was creating between artists and these audiences.

[Slingshot](#) became the project with a unique approach that drew from the power of public radio's collaborating stations in partnership with NPR Music to provide exposure for selected emerging artists beyond the limits of their local station's reach. Stations pooled together to choose their favorite emerging artists, and the pool grew as 3 bands were added each month. In the first phase, three 2017 Slingshot artists emerged from 50+ contestants chosen from participating VuHaus stations: Big Thief, Jamila Woods and LoMoon. These artists, backed by the service, performed throughout the country while stations conducted interviews, recorded their live performances for video, on-air and on NPR.org/Slingshot

The goal of this project is to demonstrate and leverage the impact of stations on musical discovery and it continues in 2018 with some sponsorship developing around the project. As interest and participation in Slingshot grow, the project realizes additional assets for listeners, stations and artists. Artists chosen for the project are matched with station and NPR Music joint assets such as World Cafe and Tiny Desk Concerts and WXPB's Free At Noon and Latin Roots Live series. In FY18, 50 Slingshot artists will be picked from the compiled list, 10 of these will be highlighted as Slingshot Artist of the Month. Five additional artists will be added for 10 months providing for greater diversity included on stations' formats in addition to creating a bigger digital component.

Really good programming is at the heart of all we do. In Section 1 we stated, “As each new project is considered we ask ourselves, “what’s the radio, what’s the digital, what’s the event.” It is worthwhile to restate the maxim. We’ve taken winning themes and only reintroduced them fine-tuned and impactful. New radio experiences also help WXPB to enjoy surprising, entertaining and connecting with our audience.

#XPBtoZ 70s Style. Building on the success of WXPB’s 2-week+ long #XPBtoZ in FY17 (described in Section 1 of this report), the special feature was produced again in FY18 with support from Rutgers University Camden and MD Anderson Cancer Center. This time, the sounds of the 70s decade: Prog-Rock, Punk, Soul, Rock, Disco, Jazz, Country and New Wave hit the airwaves to show why it was the greatest decade in music – as voted on by WXPB listeners during our ‘15 Greatest Year In Music event.