

## WXPB Local Content and Services Report – FY-2022

**(1) Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multi-platform long and short-form content, digital and in person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

WXPB continues to evaluate and assess how the radio station addresses the needs of our listeners and our local community. As part of our mission of staying true to our core values, WXPB continues to:

- \* Connect artists and audiences with a particular emphasis on new and significant artists and music.
- \* Present a program service of the highest quality and value to its listeners.
- \* Establish the station as one of the region’s significant cultural institutions.
- \* Play a national leadership role in public radio and digital media.
- \* Expand the capacity, reach and value of its services to an increasingly diverse community.
- \* Provide significant opportunities for students throughout the station enabling them to evaluate potential careers in media, the music industry, and other related occupations, and enhancing their prospects for success in these fields.

As a public, member-supported, radio station licensed at the University of Pennsylvania, WXPB produces the nationally syndicated music program World Cafe to 280+ U.S. radio stations across the country. World Cafe features carefully curated music from every possible genre imaginable including blues, jazz, rock, pop, Americana, Latin, African rhythms and world music, in addition to many others.

WXPB’s Peabody Award winning children’s program “Kids Corner” continues to provide a stimulating variety of educational and entertaining programs for children ages 5-13. Interactive segments encourage young listeners to demonstrate their knowledge, talent, and abilities. Favorite call-in segments focus on science and space exploration, tech talk, pets, history, and the Kids Corner Bookmobile, while also serving as a resource for parents, educators, and professionals in child-related fields.

WXPB responded to the needs and interests identified by our diverse community by providing music discovery and experiences both in live settings and pre-produced programs.

- \* During FY22 WXPB produced and aired 39 Free at Noon concerts that had a total of 7659 attendees
- \* On 6/16/22 WXPB presented LAKOU MIZIK with 155 attendees
- \* 6/4/22 WXPB presented the World Cafe 30th Anniversary Celebration with 133 attendees
- \* On 4/13/22 WXPB World Cafe Audience Session with alt-J with 37 attendees.
- \* On 3/20/22-WXPB presented The Kanaval Ball at the Fillmore Philadelphia, the culminating live event of our Kanaval-Haitian Music series with 1350 attendees. “Kanaval: Haitian Rhythms and the Music of New Orleans” connects audiences with Haiti’s cultural heritage, as it showcases the impact and contributions of the Haitian people on the richness and culture of the music of New Orleans through live and virtual music events, theatrical performance, and long form music documentary. WXPB’s commitment to the yearlong project included the premiere of the KANAVAL -Breaking The Thermometer to Hide the Fever production. Musician Leyla McCalla of the critically acclaimed Carolina Chocolate Drops was the creator and host of the live production at Fringe Arts Theater. Excerpts of WXPB’s interview with Leyla McCalla were featured on the WXPB Morning Show. “Breaking The Thermometer” allowed WXPB to connect with community and our partners as we continued to educate people on the history of Haitian culture. The WXPB documentary “Kanaval: Haitian Rhythms & the Music of New Orleans” explored the little-known history of Haiti and the indelible mark it left on the famed music and culture of New Orleans, featuring live music, theatre events, and an audio documentary.
- \* WXPB culminated with the Kanaval Finale at the Fillmore: Philly Krewe du Kanaval Ball on May 20, 2022. The celebration, in which over 1,200 people attended, included three bands, noted DJ and dancers and was attended by hundreds of people from many diverse backgrounds. It should also be noted that WXPB was included in a New York Times feature on “Art At Penn” for the Kanaval project.

On 3/11/22 WXPB presented the Land of the Lost 80s Dance Party with 328 attendees.

12/10/21 & 12/11/21- Leyla McCalla: Breaking the Thermometer to Hide the Fever with 202 attendees.

On 12/7/21 WXPB World Cafe Audience Session with Hiss Golden Messenger with 42 attendees.

On 11/9/21- WXPB Leadership Circle Appreciation Show with Aaron Lee Tasjan with 72 attendees.

On 10/12/21 the WXPB Member Appreciation Show with Parker Millsap resulted in 148 attendees.

WXPB's commitment to making great radio and to creating compelling digital content connects us with audiences, the local community, and national organizations. WXPB's history is manifested in its desire and ability to share the international language of music by researching and experiencing the traditions that evolved the art and its artists throughout the world. For well over a decade WXPB researched and documented the musical and artistic roots contributing to the many genres of contemporary American rhythms and culture.

In addition, XPN continued airing "Live from the Kelly Writers House" during the fall and winter months of FY22. The series of programs originates and is recorded live from the Kelly Writers' House located on the campus of the University of Pennsylvania, and featured dozens of local creatives, writers, poets and musicians, sharing their work with the audience. Episodes included: The Cannery Reading Series, the West Philly Community Poem, Sci-Fi, Fantasy, and Speculative Fiction show, You Can't Kill A Poet program, Comedy Night, Univ. of Pennsylvania Class of 2022 Undergraduate Writers, and a show dedicated to Walking Around Philadelphia/Ways of Walking.

WXPB also celebrated the holiday season with a slate of special programming with the 13th Annual XPN "Home For The Holidays" Concert aired via video livestream at XPN.org on December 21st at 8pm. The concert was simulcast on the XPN radio broadcast at 88.5 FM, and re-broadcast on Christmas Eve during Robert Drake's 24 hour holiday marathon: "The Night Before". "Home For The Holidays" was an event for Philadelphia regional artists to take to the stage and perform their renditions of holiday classics for the XPN audience. The concert featured a range of local performers.

**(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.**

On November 10, 2021, WXPB announced that Black Music City, a collaboration between Philadelphia public music radio stations WXPB and WRTI, as well as talent incubator REC Philly, would return for 2022. For a second year it provided grants to Black artists to produce new artistic work inspired by Philadelphia's rich Black music history. For its second year, the program is anticipated to grant a total of nearly \$100,000, doubling its impact from last year, where \$48,000 was awarded in grants to 23 local Black musicians, songwriters, journalists, visual artists, and more. Black artists in the greater Philadelphia region were encouraged to apply via numerous on-air and website promos. A committee of Black Philadelphia professionals in the arts, media and business reviewed applications to select and award grants between \$1,000 and \$3,500, which were announced February 1<sup>st</sup>, 2022. Work completed and submitted by grantees was featured in specially produced Black Music City videos and a celebratory Juneteenth (June 19<sup>th</sup>) event. The works were also promoted by the project's partners to the broader Philadelphia arts community and beyond.

Also in FY22, WXPB engaged with partners to support a number of live programming events that brought artists and audiences together. The 2021 XPoNential Music Festival took place Sept. 17-19 at Camden's Wiggins Park and the nearby BB&T Pavilion. In South Jersey's biggest rock event of the year, over 30 music artists performed on three stages in what was the regular festival of the pandemic era since 2019 and not having to go to an all-virtual format, which was the case last year. The 2021 music festival took place in September instead of its usual July, due to inclement weather and other concerns for staff and attendees. Proof of vaccination or a recent negative COVID test were required of all attendees. The Camden Children's Garden, which features a variety of children's activities and educational exhibits was also open for festival attendees on Sept. 18 and 19. Music performances from the Wiggins Park stages were live-streamed for the online audience attending remotely. Subaru was the lead sponsor with underwriting support from many other businesses and organizations.

The WXPB 5K Run benefitting Musicians On Call took place on 10/17/21. The program brings artists and music to the bedsides of patients at participating hospitals. The impact and dramatic growth of the work of Musicians On Call is now experienced in medical facilities in 20 cities across the country, including Philadelphia. The program was the first participant in the expansion outside of the program's headquarters in New York and is commemorated for its leadership on

the National MOC Wall of Fame. WXPB presents 11 programs at 9 hospitals and has served over 145,000 patients in the Philadelphia region.

WXPB to serve our community through "Giving Tuesday" by partnering with Subaru to raise funds for the non-profit organization "Caribbean Community in Philadelphia." WXPB News Director Bob Bumbera interviewed the organization's founder and President Miranda Alexander. Alexander talked about the mission of her group, which she founded in 2013. She stated that the mission of her organization is to "positively reframe the narrative about and for Haitian and Caribbean people and to create a community with innovative programming and providing real life solutions and the needs of the Haitian people, who have suffered through so many natural disasters and political strife are at the forefront of the organization's efforts." Through our partnership with Subaru, we were able to provide one week's worth of food basics and temporary shelter to a Haitian migrant family living in Philadelphia, for every 10 people who donated to WXPB.

WXPB presented an original project by Haitian-American singer-songwriter Leyla McCalla called "Breaking the Thermometer to Hide the Fever"- a live multidisciplinary performance, hosted by Leyla McCalla @ FringeArts in Philly. The performance explored the legacy of Radio Haiti (the island nation's first privately owned Creole-speaking radio station) and the assassination of its owner, Jean Dominique, in 2000. The production combined storytelling, dance, video projection, and audio recordings from the Radio Haiti Archive at Duke University, and was guided by Leyla McCalla's own personal experiences in Haiti.

WXPB also continued to collaborate with educational institutions in FY22 to provide opportunities for station staff to connect with students. These connections make information available to the students interested in careers in public radio, and to others interested in what makes a radio station run. Live at the Writers House is a collaboration between the Kelly Writers House at the University of Pennsylvania and WXPB. News director Bob Bumbera and KWH coordinator Alli Katz collaborated to produce episodes that aired monthly. The partnership provides the platform for these performances to be heard by WXPB's radio audience, and provides an opportunity for student assistants to work with WXPB to air the series. The production, that also features live musical guests enriches the local creative community and listeners.

**(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.**

Kanaval: Haitian Rhythms and the Music of New Orleans presented an opportunity for WXPB to engage with the local and national Haitian and Caribbean communities. The 3-part Kanaval documentary debuted on February 1, 2021 and continued in FY22. It was hosted by Haitian American singer-songwriter Leyla McCalla and produced by Alex Lewis. McCalla has a wide-ranging body of work, both solo, as well as in the folk collective Our Native Daughters and the band Carolina Chocolate Drops. These past few years, she has stepped into the realm of theater with the production *Breaking The Thermometer To Hide The Fever*, which premiered at Duke University in early 2020 and was staged at FringeArts in December 2021 as part of the XPN Kanaval project, with director Kiyoko McCrae and production designer Zuri Obi.

CPB support allowed the Kanaval project team and WXPB to think more ambitiously about what activities would best tell the intertwined stories of Haiti and New Orleans with community involvement in a respectful, authentic way. We engaged a wide cohort of Haitians and Haitian American contributors to offer their points of view on the project website, news stories produced with our collaborators at WWNO, and the radio documentary itself.

In FY22, Black Music City again called upon Black creatives in the greater Philadelphia area (PA, NJ, DE) working in any creative medium to submit their project ideas honoring Philly's Black music history and apply for a project grant. Philadelphia's rich Black music history has cultivated numerous groundbreaking musical styles and artists and has been at the forefront of some of the world's most significant musical developments. That legacy is a source of inspiration and interpretation for today's Black creatives. The applicants submitted projects to tell clear, significant and relevant stories that fit the theme of this program in a unique, innovative style. Recipients of the grants received \$1,000 to \$3,500 to bring their projects to life. WXPB partnered with WRTI and REC Philly to assist young black artists across multiple disciplines to develop their artistic career pursuits creating Black Music City. Grant recipient Musician Zeek Burse, (a two-time grant recipient) presented "La La La (The Evolution of Love)." The Black Music City grant helped Burse finish the project. Burse stated: "I'm really, really grateful that I did [apply]," "I believe it will ... shine more light on just equality and knowing the earth and one another, loving nature." Jazz vibraphonist and grant recipient

Kelsi Bolden said the Black Music City funding gave her the opportunity to advance her career while learning valuable lessons about leading a band. Bolden and her band performed “Beams of Heaven: The Sound and Legacy of Charles Albert Tindley”, a tribute to a lesser-known Philadelphia gospel composer and pioneer.

**(4) Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.**

WXPN has a proud history of producing programming for a racially and culturally diverse audience. It continues to include the Latin Roots Series, which began in 2012 by the WXPN based, nationally syndicated radio show: World Cafe Live.

World Cafe’s Latin Roots series celebrates the sounds of traditional and new alternative Latin music through radio, online features and live events. As part of WXPN’s commemoration and celebration of “Black History Month”, World Cafe Live contributing host John Morrison produced and hosted weekly segments called “Unsung Black Musicians of Rock & Roll”, and daily “New Voices” features, along with a Spotify playlist that included new interviews with guests such as The Roots’ Questlove. World Cafe’s Black History Month featured Tuesdays with XPN Host John Morrison, with deep dives into “The Black Roots of Rock & Roll” along with a daily feature on World Cafe: New Black Voices music discovery feature of new artists with music playlist for social/web.

During the weekdays on XPN, Midday Host Mike Vasilikos presented a feature called “Black Inspirations”, that were presented weekdays at 10:30AM where Mike featured a contemporary Black musician and albums by black artists that have inspired them. Also, XPN Host Rahman Wortman reprised a series he had done the previous year on the XPN Local Show called: “Give Them Their Flowers” along with an accompanying digital component on xpn.org. The series featured four black local musicians talking with other black artists who inspired them and how Philly’s Black Music history inspired them.

On March 8, 2022, WXPN celebrated International Women’s Day with an entire programming day dedicated to women who made a difference. Beginning with the

XPN Morning Show, host Kristen Kurtis focused on women super-group and sister acts; the women of blues, jazz and rock and roll, which was complemented by News Director Bob Bumbera's hourly reports on the history and importance of these legendary women artists. Also featured during the Morning Show on International Women's Day were songs by women who are inspiring Gen-Z girls today, and general song requests from the XPN listening community. The World Cafe featured an interview with Janis Ian and covers of women/by women. Deb D'Alessandro hosted a special edition of Amazon Country, WXPB program of lesbian issues and music. Kids Corner host Kathy O'Connell re-created some of her favorite performances from variety shows past of women singing together.

As referred to in the prior section of this report, on GivingTuesday WXPB was proud to once again partner with Subaru to support "Caribbean Community in Philadelphia", a non-profit organization which offers basic resources like food, clothing, and housing to Haitians in our community whose home country is unsafe for them because of issues like natural disasters, human rights abuses, resource shortages, and health crises. For every 10 people who donated to WXPB money was donated to provide one week's worth of food basics and temporary shelter to a Haitian migrant family living in Philadelphia. WXPB's Giving Tuesday dedicated raised \$10,000 for the effort.

As part of WXPB's ongoing Kanaval: Haitian Rhythms & the Music of New Orleans project we presented a performance of Leyla LcCalla's Breaking The Thermometer to our region to educate people about Haitian culture and this presentation helped to make that goal a reality. The project's finale, The Philly Krewe du Kanaval Ball on March 20, 2022, was a uniquely joyous, colorful and exuberant Mardi Gras celebration of New Orleans' cultural and musical connection with Haiti. The Ball was be costume optional, coming during the Mardi Gras season, at The Fillmore Philadelphia with bands, DJs and dancers and food vendors. The capstone event of our #XPBKanaval project, the Kanaval Ball featured the legendary New Orleans Preservation Hall Jazz Band, as well as the Port-au-Prince based mizik rasin bands Boukman Eksperyans and RAM. DJ sets were hosted by Michael Brun, an award-winning DJ and producer from Haiti now based in New York. The ball also featured a performance by Haitian folkloric dance company Nadia Dieudonné & Feet of Rhythm. The Ball was free to the public with registration. Documentaries produced for both of these projects were broadcast for Black History Month and in June for Black Music Appreciation Month.



WXPB Musicians On Call serves nine area hospitals with visits to 145,000 patients, family members, and caregivers since 2004. In FY21, due to pandemic restrictions the program was prevented from returning live to bring music to the bedsides of patients in the hospitals we serve. Hospitals and hospital staff were still dealing with effects of the pandemic, and we looked for ways that the program could continue to bring the transforming power of music to staff and patients through the expanded virtual bedside performance program. The program continued into FY22, building our community through, music, relationship and lifted spirits.

**(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 WXPB'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 FY22, WXPB received \$481,220 from CPB, which represented 5% of the station's overall revenue. With this much needed and appreciated financial support, WXPB was able to accomplish programming, digital, membership, marketing, and community engagement goals. CPB funding helped give exposure to artists who are not played on commercial radio stations, and most importantly make the efforts needed to share and spread the music in the local and national communities. This support allowed us to take chances and play a diverse roster of music, not just the music of established and well-tested artists. This was also reflected in WXPB's music discovery outreach that benefits new and local artists. WXPB's continuing programming includes shows that address the concerns of diverse audiences. Voices from the LGBTQ community heard on Q'zine, Out-Music & Amazon Country were part of the programming for Pride Month programming. Kids Corner is a radio show focusing solely on kids and their interests and concerns. In March of 2022 Kathy O'Connell, the Peabody Award winning host of Kids Corner appeared on Children's Music Network Panel, speaking to artists from a promotions and marketing point of view of breaking into the industry.

As a community resource, WXPB brings local musicians into partnership in support of WXPB Musicians On Call, furthering our mission of connection, and responding to the voices of patients and their families calling out for solace. When we are able to return to the 9 local hospitals we work, the artists involved with WXPB Musicians On Call, along with the program's volunteer guides will again bring song and comfort to these patients and families facing some of the most

difficult health challenges of their lives. At present, artists bring their music virtually to patients as described in this report. In directing our effort toward specific aspects of our mission, we learned and strengthened in all areas of connecting across platforms.

To add perspective and interest and to thank public radio members, the special feature “Public Radio Music Day” was presented. Elements of the day included a full day of member requests to curate the music from 6AM to 7PM on 11/10/21. Bob Bumbera reported on the bipartisan resolution for Public Radio Music Day from Senator Chris Coons (DE) and Congresswoman Mary Gay Scanlon (PA). Throughout the day our airwaves carried member and artists messages about what public radio means to them. Listeners were also invited to hear a collaborative session between XPN PD Bruce Warren and WRTI.

WXPB continues to explore music and culture through our nationally distributed World Cafe program. Starting on 10/14/21, the program celebrated its anniversary with a roster of programming and events to mark 30 years as an influential source for music discovery. To commemorate the milestone, we launched “30 Over 30” (30 years over 30 weeks), a series of special programming features that highlighted its rich history as a trusted music guide. The highly regarded World Cafe is a dynamic, carefully crafted platform for musical discovery without genre boundaries.

World Cafe is distributed by NPR currently running on over 280 US radio stations and heard by approximately 575,000 listeners each week including artists, audiences, and the radio and music industry employees. Longtime features such as Latin Roots and Sense of Place help introduce unknown artists to a national audience and take listeners to great music cities around the globe. Host Raina Douris and Contributing Host Stephen Kallao also co-host the weekly World Cafe Words and Music Podcast from WXPB. Artists have seen their profiles and careers elevated due to being featured on World Cafe, and many credit the show with supporting them over the years, as well as breaking numerous songs.

As had been the case for many years, WXPB produces three on-air fund drives each year in addition to targeted fundraising campaigns for Giving Tuesday and Years’ End. Losing CPB funding would force us to fundraise for several additional weeks. Increased fundraising time would be detrimental as additional staff time and resources would be redirected to performing fundraising alternatives. WXPB effectively manages funds provided by CPB to encourage growth and sustainability, and produces programming that balances new music discovery with

heritage artists, while not losing sight of the important changes in the world that affected all of us.

As required of CPB's Community Service Grant recipients, all WXPB staff, interns, and work studies participated in the online Everfi harassment and bias prevention training CPB makes available. The completion date was met. CPB funding supported our outreach in FY21 without which the success of our programs and events would not have been possible. CPB funding helped to make it possible for WXPB to grow in digital development that supported the station's primary mission to connect artists and audience. All the great work WXPB delivers is dependent on growing audience, membership, business support and diversity across our programming and operations. As always we are very grateful to the CPB for its support which enables WXPB to continue producing impactful programming and events that not only reach a wide array of listeners but also into lesser supported minority communities.