

WXPB Local Content and Services Report – FY-23 (from 7/1/22 thru 6/30/23)

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

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's process of evaluating and assessing the needs of our listeners and our local community is ever evolving with our primary commitment remaining the connection artists and audiences through music with an emphasis on new and local artists. As a public, member-supported radio station licensed at the University of Pennsylvania, WXPB has established itself as one of the region's significant cultural institutions, while taking a national leadership role in public radio and digital media by expanding the capacity, reach and value of our services to an increasingly diverse community. This commitment to connecting artists to audiences is accomplished through a variety of ways including through the

production of the nationally syndicated music program World Cafe to 280+ U.S. radio stations across the country. World Cafe features carefully curated music from multiple and varied musical genres including blues, jazz, rock, pop, Americana, Latin, African rhythms and world music, in addition to many others. The show is a program of the highest quality and value and provides 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.

WXPN'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.

The WXPN XPoNential Music Festival returned to the Camden NJ waterfront on September 16, 17 and 18, 2022. In collaboration with the Camden County Board of Commissioners, the festival proved to be another excellent example of the deep dedication of all of the organizers in continuing with WXPN's mission of providing an opportunity for the listening community to see established artists and to discover new up-and-coming bands. Among the national and local-based artists who performed included: Kathleen Edwards, Jenny Lewis, The Dip and Neal Francis.

On November 15, 2022 WXPN announced that for the third consecutive year, the Black Music City project would be providing financial and promotional support to local Black creatives. A total of

\$125,000, a significantly higher amount than has been previously offered, will be distributed in grants of between \$1,500 and \$5,000 each, reflecting the project's continuing growth in participation, sponsorship and funding. The Black Music City project encouraged Black artists in the greater Philadelphia region (PA, NJ, DE) working in any creative medium to apply for grants to help them create new work that honors the influence of Philadelphia's Black music history, known worldwide for having nurtured and developed multiple groundbreaking musical styles and many artists. The deadline for applications was January 10, 2023. A committee of Black Philadelphia professionals in the arts, media and business reviewed applications to select and award the Black Music City grants, which were announced on March 9, 2023. Work completed and submitted by grant winners was featured in expository Black Music City videos at a special public event in June, 2023, which was celebrated as part of Black Music Appreciation Month. The works were also promoted by the project's three partners –WXPN-FM and WRTI-FM, and REC Philly. Due to the enthusiasm that the first two years generated, Black Music City was able to attract more sponsors and award larger grants to facilitate the artistic progress of local Black creatives, who have historically faced more challenges in securing financial and promotional support. Black Music City is a project that recognizes and honors Philadelphia's rich Black music history by inspiring and supporting today's Black creatives.

On March 9, 2023 WXPN announced the 30 grant recipients of the 2023 Black Music City grants. The 2023 grants amounted to the largest amount of funds awarded to date by the Black Music City project, which provides financial and promotional support to local Black artists, musicians and other creatives to produce new artistic works that honor the influence of Philadelphia's legendary Black music heritage. All of the new works were revealed during a special event on June 11, 2023 which celebrated the grant winners. The

2023 recipients represented a wide range of persons and styles encompassing decades of Philadelphia music, from Marian Anderson and Sister Rosetta Tharpe to Tierra Whack and PnB Rock. Among the recipients were Philadelphia's own Zeek Burse, for his short film: Forbidden Fruit, A Love Story Told Through Songs. Musician Warren Oree, for his Contribution to Hard Bop. & Rhonda Hall (known professionally as Rahnda Rize), for her project: Sing A Black Girl's Song which includes Music, Poetry, Dance, Photography, & Video. Each of the 2023 Black Music City grant recipients received a free, one-year membership to Rec Philly-Philadelphia's local place for creators.

WXPB participated in "Giving Tuesday" on Tuesday, November 29, 2022. For Every two donations made to WXPB during the day, Subaru and WXPB donated money to the Philadelphia Animal Welfare Society (PAWS) to keep an animal fed and housed for a week. As part of the effort WXPB News Director and Morning Show Co-Host Bob Bumbera interviewed PAWS' Executive Director, Melissa Levy, and aired excerpts of her comments during the morning. WXPB's day of fundraising on "Giving Tuesday" to support PAWS resulted in 642 donors (surpassing the 600 donor goal) and raised \$52,000.

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. 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, WXPB continued airing “Live from the Kelly Writers House” during the fall and winter months of FY23. 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.

WXPB also celebrated the holiday season with a slate of special programming with the 15th Annual XPB “Home For The Holidays” Concert aired via video livestream at XPB.org on December 19 at 8pm. The concert was simulcast on the XPB radio broadcast at 88.5 FM, and rebroadcast on Christmas Eve during Robert Drake’s “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 XPB audience. The concert featured a range of local performers including rising local, Philadelphia area R&B singer-songwriter Suzanne Sheer, followed by a lively set from Philly modern rock veteran John Faye backed by Melissa Menago and Joey DiTullo, and concluding with a performance from Philly funk, soul, rock and roll favorites SNACKTIME.

In December of 2022 WXPB took the listening community on a musical journey through the advent of the alternative era and a heyday for singer-songwriters with “The 90s A – Z”, a week-plus listening event showcasing an array of music from an adventurous and eclectic decade, served up alphabetically by song title. Beginning in Dec. 1, 2022, the complete list lasted through December 8th. Over 2,000 songs representing modern rock, electronica, the golden age of hip-hop and R&B were played during

two weeks in December 2022. It was complimented by an extensive presence on xpn.org and on social media at #XPN90sAtoZ

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.

The WXPB 5K Run benefiting Musicians On Call took place on 10/16/22. Drawing on WXPB's strong relationship with the local music community, and in partnership with the nation's leading provider of live music in hospitals, WXPB Musicians On Call volunteers have performed for more than 145,000 individuals in healthcare facilities throughout the Delaware Valley since 2004. At each MOC Bedside program, a Volunteer Musician is escorted room to room in a healthcare facility by a Volunteer Guide or a hospital staff member to perform at the bedsides of patients. These one-on-one interactions between musician and patient have the powerful effect of restoring the happiness that often fades away in healthcare facilities. The MOC Virtual Program delivers music to patients of all demographics, caregivers, and those in need of a moment of relief through 1-to-1 interactive performances and hospital-wide concerts through closed circuit TV (CCTV) or personal / hospital-provided devices. Programs are available with Spanish-speaking Volunteer Guides. MOC Streaming provides patients music streaming access right at their bedside. These "Music Pharmacies" offered to hospitals act as a musical distraction and elevate the patient's experience during their stay. For more than two decades MOC has seen the undeniable physical, mental, and emotional benefits of music on hospital patients. There are also numerous clinical studies that support the impact of our programs.

WXPB also continued to collaborate with educational institutions in FY23 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.

WXPB's Black Music City project received a grant for \$200,000 in FY23, and we were approved for a two-year grant for FY24-FY25 for \$400,000. In FY23, 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.

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 premier annual industry conference for non-commercial triple-A radio stations, NONCOMMvention returned as an in-person gathering on May 2-5, 2023 at World Cafe Live. WXPB Members have a special opportunity to attend all of the music performances at this year's NONCOMM. Both the evening and noontime musical showcases featured over thirty artists and bands from around the world. Conference sessions explored the best practices, opportunities, and challenges for stations with a focus on artist and community impact and sustainability. Also during NONCOMM, The Rita Houston Memorial Fund honored much beloved and recently retired XPN employee Tess Coffey.

On May 11, 2023, as part of the launch of Philadelphia's "Love Your Park" week, WXPB News Director and Morning Show Co-

Host Bob Bumbera interviewed Maura McCarthy, the CEO of Fairmount Park Conservancy. “Love Your Park” week is a partnership of the non-profit Fairmount Park Conservancy and Philadelphia’s Parks & Recreation Department, and ran from May 13th through May 21st. It was a week-long celebration of parks across Philadelphia.

On June 22, 2023 - WXPJ GM Roger LaMay and Program Director Bruce Warren led a group that hosted a Music Meeting at Arts Quest in Bethlehem on Thursday. Over 40 (mostly) WXPJ listeners shared their varied musical tastes and appreciation of XPN's musical buffet.

WXPJ lost a colleague and inspiration in Jerry Blavat on 1/20/23. There was much about his career, his support for Philadelphia and the artists who work here, and his passion for the power of music to bring people together that personifies our own approach and aspirations. This news followed closely behind the passing of an icon of a later era, David Crosby. He was a key figure and artist in the Southern California Folk Rock movement that was a touchstone for WXPJ’s musical journey and for much of our audience over the years. He, like “The Geator”, continued to create and connect through music until his final days. It was our job and honor in these instances to document and celebrate the prolific creativity and impact of these artists who have meant so much to many of our listeners. With a combination of staff knowledge and capacity, credibility, our archives, XPN was able to honor these historic music figures across platforms often on a moment’s notice which was deeply appreciated by our audience and by our peers. In an article entitled “Public Radio’s Winning Strategy: Music Discovery it was noted that amidst declining ratings in commercial and public radio, four public radio music stations, including WXPJ, grew their audience with a commitment to new music, wide playlists and

musical discovery. This is critically important to the next generation of artists and audiences and our mission of connecting them. Our ability and commitment to both look ahead and look back is central to serving our community and continuing to build our membership and support. Additionally this fuels the success of our Business Support team as profiled recently in a Greater Public Media blog.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Music discovery is at the heart of our relationship with listeners and WXPB members and a key element in how we pursue our mission to connect artists and audiences. Of the many opportunities XPN provides artists that showcase their careers, XPN has long supported artist development through our Artist To Watch program, where we introduce new artists to our audience and showcase the uniqueness of their work.

WXPB received a Black Opry - received a grant for \$248,750 for the Black Opry Artist Residency. Details of XPN's Black Opry Residency were given on-air on Tuesday, Feb. 7, 2023. Over the next six weeks, the residents met virtually for weekly 2-hour mentoring sessions that were put together for the residents based on their stated needs with music business people who spoke to them about: touring/booking, management, licensing/publishing, management, marketing, community building and fan engagement. Independent radio promotion person Angela Backstrom joined the

residents for a radio promotions 101 session. . The Black Opry residents resided in Philadelphia from March 18-26, 2023 and collaborated, performed, and recorded with various mentors through activities with local musicians. Independent radio producers Alex Lewis and John Myers, (of Row Home Productions and related podcast) were brought in to produce a two-hour podcast/documentary that was aired and distributed in May, 2023. The WXPB Black Opry Residency was capped off with a live radio broadcast and NPR Live Sessions video webcast on Friday, March 24th from World Cafe Live in Philadelphia. It marked a profound opportunity to leverage WXPB's reach and role as a respected broadcaster to help marginalized voices.

The Black Opry Residency is an artist-driven creative residency where five independent, unsigned, Black Americana artists will be given resources and tools to create, collaborate, practice, and perform, while learning from each other and experienced mentors. The goal of the residency is to help these artists develop sustainable careers and engage with broader audiences. Approximately 100 artists applied for one of the five spots in this residency. The final roster of residents was chosen based on the overall excellence and quality of their recorded work, including songwriting craft, lyrics, production, and at what point they are in their careers to ensure all participants benefit from the residency experience. A team of highly respected music industry folks from the Americana music community served as judges to evaluate the submissions. This Creative Residency allows XPB to step beyond past practice and test a model for directly supporting the creation of new work and artist development. XPB has a well-established track record of producing mission-aligned programming that highlights new and significant artists, while offering in-person efforts designed to support civic and artistic life throughout the Greater Philadelphia region. With the Black Opry Residency, WXPB takes its support of artists to the next level, asking artists what they feel they need to

connect with audiences in the contemporary musical landscape and then working to provide it for them. This not only elevates our mission of connecting artists and audiences, but also builds and engages community via an artist-led approach. The Finalists/residents for the Black Opry review were announced on 1/24/23, and included:

- *Songwriter and performer Tylar Bryant, a Texas native now based in Nashville.

- *Singer-songwriter Denitia, a Hudson Valley-based artist whose poetic lyrics and retrospective music exhibits elements of country, and folk.

- *Grace Givertz, a Boston-based self-taught banjo player, folk artist and multi instrumentalist.

- *Nashville-based twin brothers Brandon and Derek Campbell, who harmonize, write and perform as The Kentucky Gentlemen

- *Samantha Rise, a Philadelphia-based teacher, activist, performer and songwriter.

The new mentors for the Black Opry Residents included:

- *Nashville based Frankie Staton, who began her career in country music as a songwriter and performer in the mid-70s. A year after the Black Country Music Association formed in 1995, Frankie took over as the organization's leader. Since then, she's been an active songwriter and performer and advocate for the role that Black artists have played in country music. Frankie was in attendance for a few days during the residency week in March, 2023.

- *Philly's Dyana Williams was also a mentor. She's a legendary DJ who worked at several stations in Philly including WDAS. Among her many accomplishments, Williams cowrote the House bill which led to the formation of African-American Music Appreciation Month. Her connections to Philly arts, culture, and music, in particular the "TSOP/Sound of Philly" era are deep. Williams is also

a talent coach and does media training and strategy with many musicians. Dyana also worked with WXPB on the gospel project.

All five of the Black Opry Residents were also featured at “WXPB Artists To Watch in March, 2023. A series of website profiles on each artist also accompanied the on-air features at XPB.org. Throughout March, 2023 there were also special promotions on social media and airplay of each artist’s songs.

As part of XPB’s programming and initiatives to celebrate Black History Month during Feb. 2023, each weekday during February WXPB featured one artist a day throughout the day – Lauryn Hill, Prince, Aretha, The Roots, Grace Jones, Run DMC, Janet Jackson, Marvin Gaye, are some of the featured artists. You can see a complete list of artists and a Spotify playlist here: <https://xpb.org/2023/01/30/black-history-month-2023/> Also, John Morrison will be joined Raina Douris on World Cafe each week for their segment, The Culture Corner, for a look at R&B through the decades.

Also complimenting WXPB’s Black History Month programming, during the entire month of February every day on the XPB Morning Show New Director Bob Bumbera presented an on-air story regarding an issue or historical memory in connection with Black History Month. WXPB’s Kristen Kurtis also highlighted a different black musician each weekday, diving into the life, career and music of iconic artists of the past and present.

February 1, 2023 was National Freedom Day- observed every year to honor the signing by President Abraham Lincoln in 1865 of a joint House and Senate resolution that later was ratified as the 13th Amendment to the U.S. Constitution that abolished slavery, but it wasn’t until June 19th 1965 (or Juneteenth as it is known) that the

last of enslaved black people in the US, in Galveston, Texas, were told they were free people.

On Feb. 2, 2023- The WXPB Morning Show looked back at the inaugural Million Man March which took place on Oct. 16th 1995- It consisted of a massive gathering of African-American men at the National Mall in Washington, D.C. The National Park Service issued an initial estimate of about 400,000, but later they estimated the crowd size to be about 837,000. Immediately following the Million Man March, A Washington Post poll, showed that almost two-thirds of African Americans surveyed believed the event had a positive impact on "the black community as a whole," and that in some problem areas, many had seen positive change. Two years after the Million Man march, the Million Woman March was held.

On Feb. 6, 2023 the WXPB Morning Show announced that the African American Children's Book Fair will be returning for its 31st year in Philadelphia. The fair is one of the oldest and largest single-day events for African American children's books in the country and began when the African American Book Project was founded in 1992 by Vanesse Lloyd-Scimbatì as a way "to promote and preserve children's literature written by, or about African Americans."

On Feb. 7 2023 as part of the region's celebration of black history month, we announced the return of Philadelphia's Sisterhood Sit-In Trolley Tours, taking visitors to five black women-owned- shops and restaurants every Sat. through the end of March. Only 3% of Philadelphia's businesses are Black-owned, and fewer are run by black-women. WXPB News Director Bob Bumbera interviewed the owner of Harriett's Book Store Jeannine Cook, who is also the creator of the Sisterhood Sit-In Trolley Tours.

Also as part of WXPB's celebration of Black History Month, on Feb 9, 2023 WXPB News Director Bob Bumbera reported on Philadelphia's African American Genealogy Group that is hosting a special workshop on Feb. 16th entitled: " Mapping a Legacy". The workshop will be hosted by Teddi Ashby, who is president of Philadelphia's African American Genealogy Project. The non-profit organization was founded in 1989 to respond to the increasing number of people who want to research their family "roots", but have difficulty finding information.

On Feb. 14 2023 Bob Bumbera shared information on The Black Girl Literacies Project,- a free program geared for black Philadelphia girls between the ages 14 to 18, that meets at the Penn Women's Center, on the Univ. of Pennsylvania campus, and also at the Colored Girls Museum in Germantown. The Black Girl Literacies Project was started by Barrett Rosser, a doctoral student at the University of Pennsylvania, who had previously worked as a public school teacher in Philadelphia for over 10 years.

In addition on Feb. 15, 2023, Bob Bumbera explained how the American Philosophical Society in Philadelphia will host a discussion by Historian Andrew Deimer, who talked about his latest book: Vigilance: The Life of William Still, Father of the Underground Railroad. The book tells the remarkable and inspiring story of William Still, an abolitionist who dedicated his life to managing a critical section of the Underground Railroad in Philadelphia—helping hundreds of black-people escape from slavery. William Still, was born a free Black-person in 1821 in Burlington Country NJ, and moved to Philadelphia in 1844. He became an abolitionist movement leader and writer, and one of the most successful Black businessmen in the history of the City of Philadelphia. It is the only first-person account of Black activities on

the Underground Railroad written and self-published by an African American.

As WXPB celebrated Black History Month in 2023, the Morning Show's Bob Bumbera detailed McCarter Theatre Center's celebration of the life and legacy of novelist Toni Morrison, with two new commissioned performances, inspired by the Toni Morrison Papers in Princeton University's archives, will premiering on March 24 and 25, 2023.

On Feb. 21 2023 on the WXPB Morning Show Bob Bumbera talked about a new exhibition now on view at the Museum of the American Revolution in Philadelphia: Black Founders: The Forten Family of Philadelphia, which explores the life of James Forten who was born a free person of African descent in the 1760's, and went on to become the budding nation's most successful African American businessman at the time. Featured was an interview that Bob Bumbera conducted with Matthew Skick, curator of Exhibitions at the Museum of the American Revolution.

As part of WXPB'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 '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 w/ 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 May 1, 2023 Local musicians were invited to get a closer look at the music industry at Inside Hustle that took place at REC Philly in Philadelphia on May 1, 2023. For the past several years, Philly Music Fest has included Inside Hustle in its programming, where expert panelists give their perspective and offer advice, and folks from all sides of the music industry including artists, promoters, producers have an opportunity to connect and network. This year, Inside Hustle expanded into a twice a year event. In partnership with WXPB, a spring edition of Inside Hustle took place on May 1, 2023 at REC Philly, coinciding with WXPB's annual NON-COMMvention, which was May 2-May 5, 2023. Inside Hustle's panel included musicians Chill Moody, Julia Pratt, and Jillian Taylor of Ruby The Hatchet. The panel was moderated by WXPB's Bruce Warren and was followed by an open-networking expo event, with tables focused on management, promotions, radio, promotion, fan engagement, and more.

The WXPB Black Opry Residency Podcasts debuted on 6/8/23 as black artists in Americana and country music challenge the outdated notion that their lack of representation is due to a shortage of interest or talent. Their rich melodies, soulful harmonies, and artful lyrics are the newest contributions to a body of work that has for too long been overlooked. WXPB's John Morrison presented five stories of up-and-coming Black Americana musicians seeking to

reclaim country music as an inclusive genre. Each episode dove into the real-life struggles of emerging performers and presented new talent to be discovered . The debut season explored the lives and music of up-and-coming musicians who found support, community, and inspiration through the The WXPB Black Opry Residency. New podcast episodes were published on Thursdays starting June 8.

June 19, 2023 marked the annual “Juneteenth” holiday which is the federal holiday celebrating the anniversary of the day in 1865, when the last of enslaved black people in Galveston Texas were officially notified by U.S Army troops arriving from Philadelphia, that they were free Americans. Two and half years before that in 1863, President Abraham Lincoln issued the Emancipation Proclamation, which declared a formal end to slavery in the U.S. Since then, June 19th has been observed in communities and states as a holiday, and was officially recognized as a federal holiday in 2021. Bob Bumbera aired audio of Professor Amilcar Shabazz, who is a professor in the department of American studies and director of the African American studies program at the University of Alabama. He talked about Juneteenth (which is also referred to as Emancipation Day or Freedom Day) as a celebration of freedom, resilience, community and the possibilities of good things to come.

The XPB Morning Show also promoted Philadelphia’s African American Museum’s all-day, free, family-friendly outdoor festival that featured a community marketplace spotlighting black owned businesses and community resources along with the new exhibition, “Rising Sun: Artists in an Uncertain America”.

In addition: Bob Bumbera outlined The University of Pennsylvania’s 2nd annual Juneteenth Celebration at The Rotunda at Penn. The event featured guest speakers, a fashion show, food,

and spoken-word performances; And the largest Juneteenth parade in the entire country in Philadelphia to celebrate the MLK holiday.

Also, as part of WXPN's celebration of the month of June being "Pride Month" on Friday, 6/9/23 XPN's, Robert Drake presented OUT LOUD! A Generation of Pride spotlighting the music that helped inspire gay people to step out and be proud of who they are with coming out anthems and artists from the 70s to today, to celebrate Pride Month.

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 helped to support WXPN'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 FY23, WXPN received \$452,615 from CPB, which represented 5% of the station's operating revenue. WXPN did not receive stimulus money from CPB in FY22. With this much needed and appreciated financial support, WXPN 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 WXPN's music discovery outreach that benefits new and local artists.

WXPN's continuing programming included shows that addressed 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 focussed 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 breaking into the industry.

As a community resource, WXPB brought local musicians into partnership with Musicians On Call, furthering our mission of connecting and responding to the voices of hospital patients in the Greater Philadelphia region and their families. The MOC program returned to local hospitals working with volunteer guides, to bring song and comfort to patients and families facing some of the most difficult health challenges of their lives. WXPB expanded the program, and strengthened it in all areas by connecting across various platforms.

In March of 2023 WXPB's Artist To Watch spotlighted five new emerging talents who were selected for our Black Opry Residency, (with support from the Pew Center for Arts and Heritage) It was a creative development project that aimed to help five black Americana artists build sustainable careers and broaden their audiences. For two decades, WXPB has cast a spotlight on emerging artists through its Artist to Watch series from which the Black Opry Residency grew and expanded. The artists included Philadelphia singer songwriter Samantha Rise. A graduate of Temple University's Jazz program, Samantha describes themselves as a gender expansive performer, teaching artist, & activist, who has a deep passion for music and community building. Tylar Bryant, a Texas native from Nashville who adds a rock and pop flair to traditional country. Denitia, another Texas native now based in Nashville whose sound is experimental but rooted in country. Grace Givertz, a Florida native and current Bostonian who leans toward folk with banjo as a constant, and Brandon and Derek Campbell, aka The Kentucky Gentlemen, who blend country-pop with R&B.

Samantha Rise was also featured on the WXPB Morning Show with Kristen Kurtis and Bob Bumbera. Bob interviewed Samantha on the experience leading up to the until the March 24th, 2023 capstone performance at World Cafe Live. The Black Opry residents spent the week of March 19, 2023 learning from mentors like Amos Lee, collaborating with one another through song shares. WXPB Program Director Bruce Warren was part of a six-person committee that selected the residents, that also included Holly G, WXPB General Manager Roger LaMay, and WXPB Black Opry Residency Project Manager Nathan Tempio, country singer Miko Marks. The structure of the week was developed by surveying the needs of Black artists through the Black Opry network. The residents benefitted during the residency from the mentor connections of the station, the collaborations with one another, the broadcast exposure of WXPB, and the urban experience of being in Philadelphia. The residents were housed in a former fraternity home at 39th and Walnut streets.