



wxpn
impact
report

FISCAL YEAR

2024

JULY 1 2023 - JUNE 30 2024

DUCKS LTD. / PHOTO BY PAIGE WALTER

Thanks to our community of members, donors, supporters, and volunteers, Fiscal Year 2024 (July 1, 2023-June 30, 2024) was another fiscal year filled with high notes.

It's difficult to choose just a few highlights from a year full of them: there was our rain-soaked XPoNential Music Festival (thanks, Ophelia!); the launch of a 24-hour songwriting challenge; an amazing countdown featuring songs by women artists; the transition of Kids Corner to a 24/7 digital stream; awards won by our World Cafe team and Finance department; the 50th Anniversary of Amazon Country; Robert Drake's epic 24+ hour broadcasts... and so much more.

Alongside each of those standout achievements, our goal every day of making musical discovery a collective experience has never waned. At every step, and despite every challenge, WXPB has kept our eye on the ball, remaining steadfast in our commitment to support and build out a stronger eco-system for artists, and to find new and deeper ways to connect our audience to those artists and to each other.

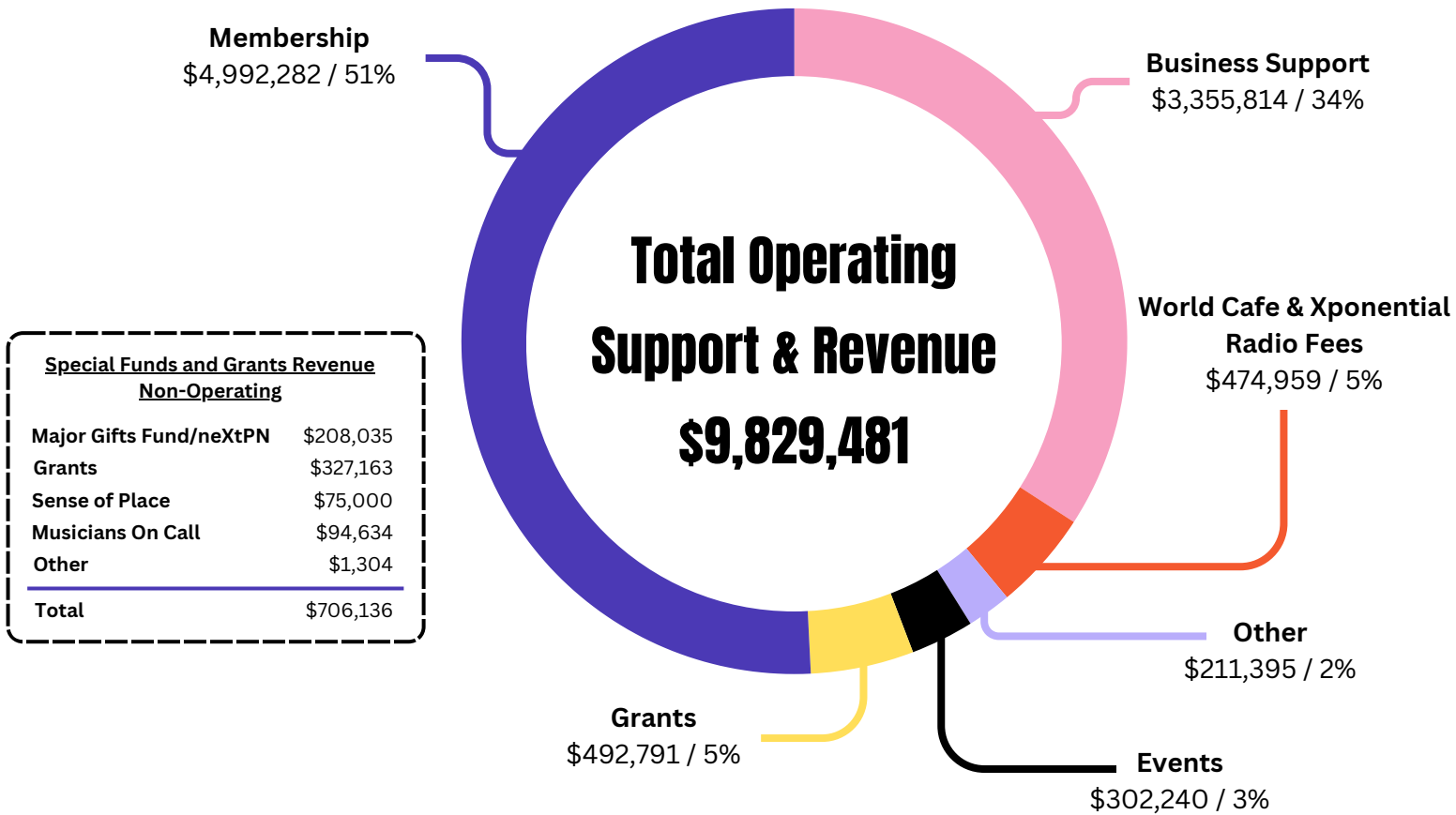
When you look at this Impact Report, I hope that you feel as proud as I am of everything we achieved together, and excited for all that we'll do in the next year.

Thank you, and Rock On!

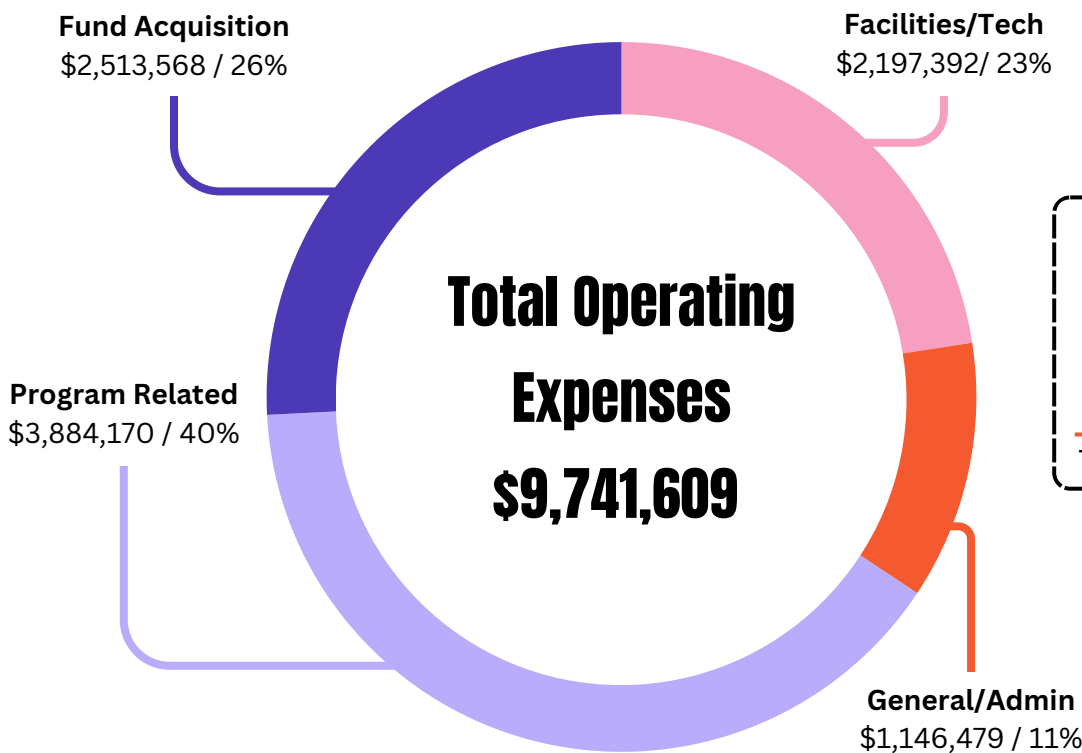
Roger LaMay
WXPB General Manager



FINANCES *BY THE NUMBERS*



<u>Special Funds and Grants Revenue</u> <u>Non-Operating</u>	
Major Gifts Fund/neXtPN	\$208,035
Grants	\$327,163
Sense of Place	\$75,000
Musicians On Call	\$94,634
Other	\$1,304
Total	\$706,136



<u>Special Funds and Grants Expenses</u> <u>Non-Operating</u>	
neXtPN	\$562,243
Grant-funded Projects	\$255,187
Sense of Place	\$82,865
Musicians On Call	\$109,993
Total	\$1,010,288

MEMBERSHIP BY THE NUMBERS

WXPB - 71%

GREATER PHILADELPHIA

WXPB - 11%

CENTRAL PA

WXPJ - 5%

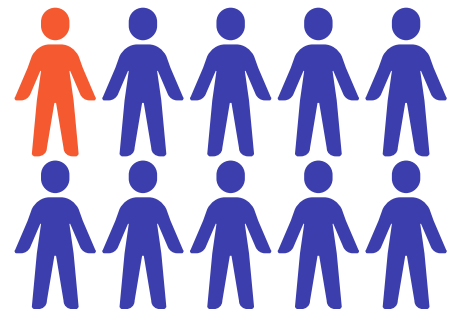
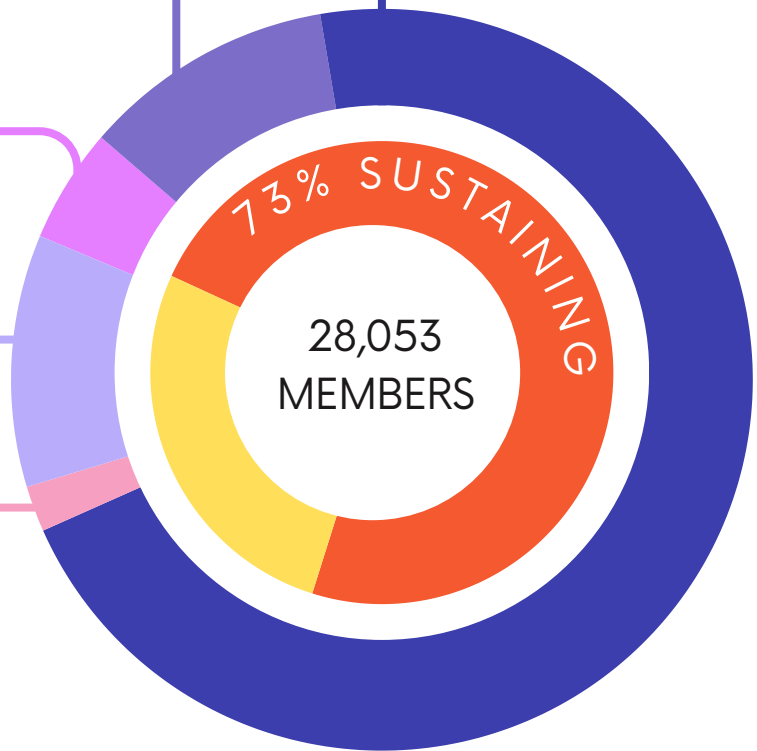
NORTH JERSEY, POCONOS,
AND LEHIGH VALLEY

OTHER - 11%

OUTSIDE BROADCAST AREA

WKHS - 2%

WORTON AND BALTIMORE



Fewer than one in ten of our listeners is a WXPB member

programming

BY THE NUMBERS

500+

LOCAL ARTISTS RECEIVING
AIRPLAY ON WXPB



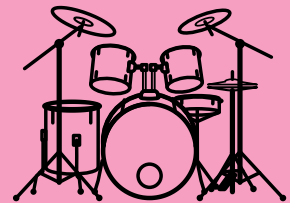
4,917

VOTERS IN OUR 2023
COUNTDOWN OF THE 885
GREATEST SONGS BY WOMEN



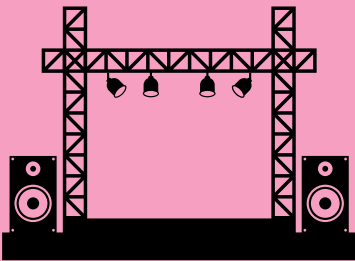
27

BANDS THAT PLAYED
NON-COMM 2024



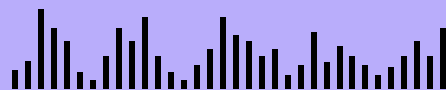
52

FREE AT NOON CONCERTS



1,200+

LOCAL SONGS RECEIVING
AIRPLAY ON WXPB



326

ARTISTS WHO SUBMITTED
VIDEOS TO OUR 24-HOUR
SONGWRITING CHALLENGE



YOUR COMMENTS

Not Spotify, not Pandora, not Sirius XM – NOTHING can replace your curated genius of musical mixes that keep me going everyday. I love the variety. I love the blend of old and new. Funky Friday and Highs in the '70s – I love both of them more than my own child (just kidding).

Sheila – Smyrna, GA

As an avid listener for over 30 years, I can't emphasize strongly enough how much having WXPN as my constant musical companion has enriched my life. I am grateful to everyone on the staff and especially to the DJs. Thank you and it is my pleasure to help support such a wonderful national public radio station.

Leslie – Jupiter, FL

Thank you for your active role in bringing bands and people together. The musicians and listeners deserve this service.

James – Hockessin, DE

Even though I listen from Ohio and have never lived in Philadelphia, WXPN is my favorite station! The music you play brightens my day, my funky Fridays and my weekends. Thank you!

Leslie – Chagrin Falls, OH

XPN rocks my socks off, and I typically wear sandals!

Scott – Philadelphia, PA

40 years ago I left Philadelphia for Vermont with cassette tape recordings of Sleepy Hollow to help ease the transition. Those cassettes are well worn but still loved. A brief nostalgic visit last fall to Philly inspired me to look up WXPN and discover live streaming. I am grateful to find something that has grown richer but sustained its essence over the years and that there is the means to bring it live back into my life.

Glenn – Burlington, VT

I really enjoy that WXPN keeps me constantly updated on new artists and music that I wouldn't have heard anywhere else, and yet they still often put a smile on my face when playing a past favorite song that I had long forgot. Thank you WXPN for all that you do!

Mark – York, PA

EVENT SNAPSHOTS

FY 24 was full of memorable events. Take a look back on some of our favorites.

XPoNential Music Festival



The Hold Steady | photo by Megan Matuzak

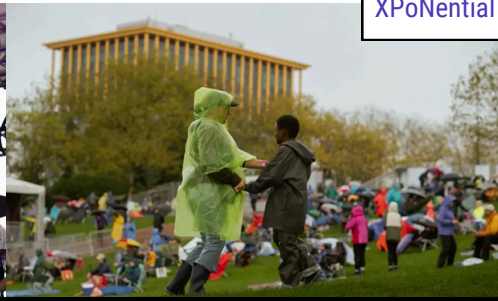


photo by Paige Walter



Say She She | Photo by Ellen C Miller

NONCOMM



Lizzie No | photo by John Vettese



Beabadoobee | photo by Danielle Ciampaglia



The Black Crowes | photo by Megan Matuzak

Free At Noon



Mannequin Pussy | photo by Paige Walter



Sheer Mag | photo by Paige Walter



The Record Company | photo by John Vettese

Musicians On Call 5k



photo by Megan Matuzak



Samantha Rise and Bruce Warren | photo by Megan Matuzak



Team Rave On | photo by Megan Matuzak

Inside Hustle



photo by Rec Philly



photo by Rec Philly

STATION HIGHLIGHTS

This year, XPN counted down the 885 Greatest Songs by Women! The countdown began on Tuesday morning, December 5th at 8am and came to an exciting conclusion on Tuesday December 12th at 5:50pm with the reveal of the Number One song, "Respect," by Aretha Franklin. After months of preparation, nearly 5,000 votes were counted and the list included many genres and styles of music – from heart-wrenching ballads and soul-scorching rockers to timeless classics and contemporary chart-toppers. Thank you for listening and for voting on this year's countdown.

RAINA DOURIS /
PHOTO BY RAINA DOURIS



World Cafe won two 2024 New York Festivals® Radio Awards! **Gold!**

World Cafe took home the Gold for its interview with "Weird Al" Yankovic, conducted by World Cafe Host Raina Douris and produced by Kimberly Junod.

Bronze!

World Cafe also received a Bronze award for its story, *Velour and Corey Fox: The All-Ages Venue and the Man at the Heart of Provo's Music Scene*, an episode as part of the show's "Sense of Place" series about Provo, Utah that aired in January 2024 hosted by World Cafe Contributing Host Stephen Kallao. The episode was produced by Miguel Perez.

STATION HIGHLIGHTS



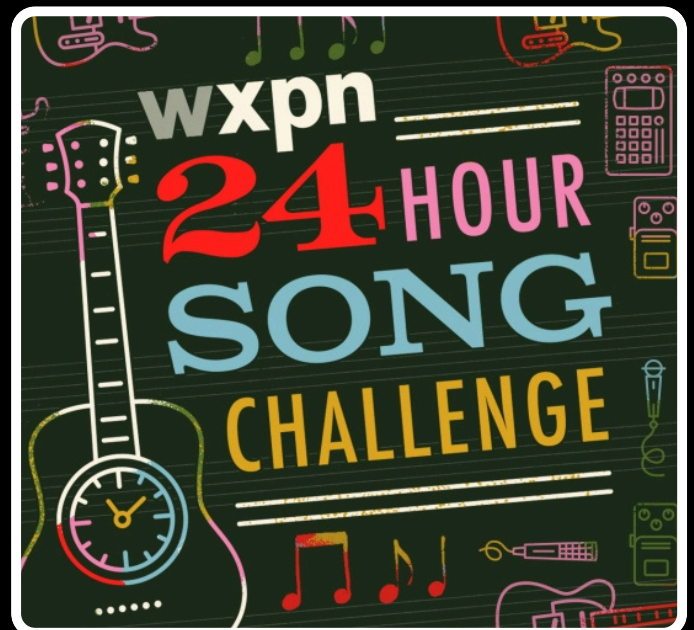
KATHY O'CONNELL / PHOTO BY ROBERT DRAKE

Fiscal Year 24 saw WXPN's programming department refresh and evolve its programming schedule. Taking notes from listeners who were hungry for more of their favorite tunes, we moved fantastic monthly shows like *What's The Frequency*, *Culture Cypher Radio*, and *Land of the Lost* to a weekly schedule.

In addition to making changes on the airwaves, we made big changes in the digital world as well! WXPN's beloved children's show, *Kids Corner*, made a crucial pivot to digital at the beginning of 2024. Launched in January, kidscorner.org is the new digital home for Kathy O'Connell and Robert Drake's award-winning children's program. The site hosts a 24-hour livestream so kids can access *Kids Corner* music and content on-demand.

In June 2024, WXPN held its first ever 24-Hour Song Challenge. The station announced a one-word prompt on June 1st - "summertime" - launching a flurry of songwriting across our region. In just 24 hours, the Song Challenge website received over 300 submissions of original songs! After careful review and consideration by a panel of 6 judges, WXPN announced our winner - Khalil Amaru, with his summer swooner, "Dear June." As grand prize winner, Amaru received a \$1,000 honorarium; 10 hours of recording time at Milkboy Recording Studio; a performance spot at the WXPN Music Festival; and a 1 year Program Partner membership at WXPN.

To learn more about our song challenge and hear not just "Dear June", but all 300+ entries, check out <https://songchallenge.xpn.org/> today.



Station Highlights

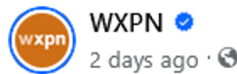
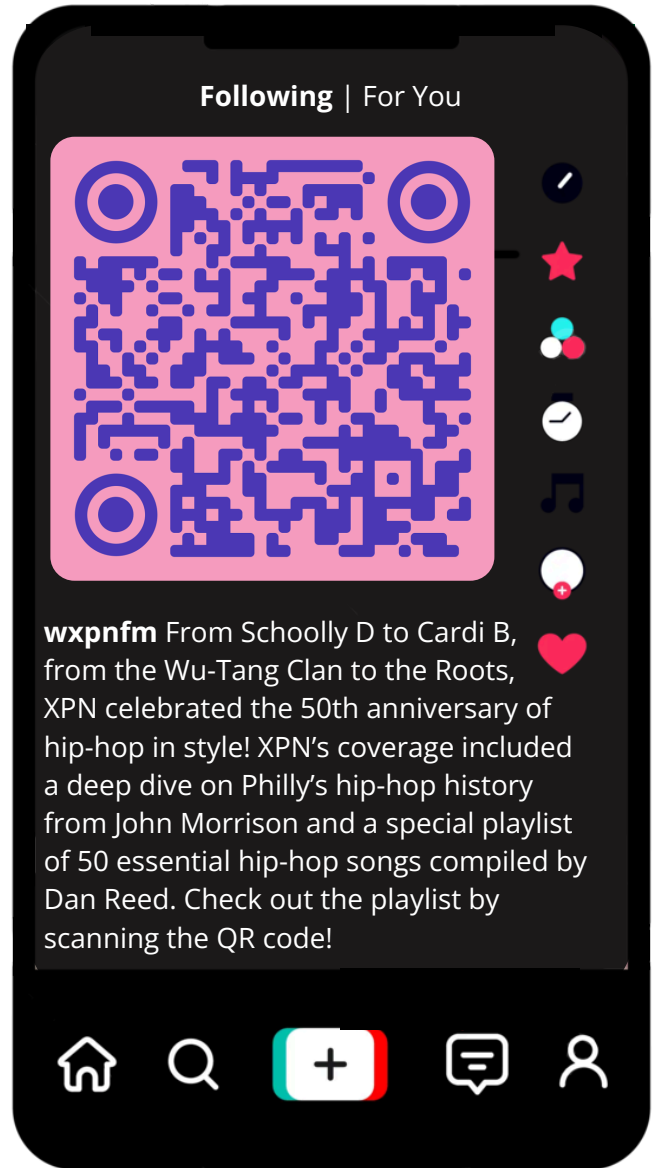


LAND OF THE LOST MARATHON
/ PHOTO BY EMILY COSTELLO



185 likes

wxpnfm DJ Robert Drake took over our airwaves this year not once but twice! In addition to his yearly 24 hour holiday broadcast *The Night Before*, for the first time ever Robert also hosted a 24 hour session of *Land of the Lost*, bringing a bit of 80s magic from the nighttime to the daytime and back again.



For the second year, WXPN partnered with Dogfish Head Brewery to produce a ten-song vinyl compilation for Record Store Day, collecting live performances by Philadelphia-rooted artists recorded over the last year, and presenting them as a free giveaway at select independent record stores around the Delaware Valley. *Homegrown Originals Volume 2* was so well received that our partner stores reported that all their copies had been claimed within only a couple hours of opening!

30

108 2

station highlights



wxpnfm Founded in 2020 as a partnership between WXPB, WRTI, and REC Philly, *Black Music City* awards annual grants designed to encourage artistic expression and heighten recognition for new artistic works by Philadelphia-area Black creatives that honor Philadelphia's rich Black music heritage. In March of 2024, *Black Music City* awarded 30 Black creatives grants of between \$1,500 and \$5,000 each, kickstarting amazing projects like Karen Moore's *Packin Up the Marion Williams Story*, celebrating the eponymous gospel singer, and Dianne Thompson's *Cosmic Funk Odyssey: Journey to Blacktronica*, focusing on the history of pioneering Black electronic music artists.



We're proud to have the winner of UPenn's 2024 Supplier Diversity Impact Award on our staff: our Director of Finance and Accounting, Carol Lerner! Carol earned this award for her outstanding contributions in supplier diversity and inclusion for her work on the WXPB Black Opry Residency, during which she focused the project on the inclusion of Black-owned and West Philadelphia-based suppliers and vendors.



Amazon Country, Lesbian/Feminist Radio



Amazon Country, the longest-running lesbian-feminist radio show in the US, celebrated its 50th anniversary in 2024! This photo shows current host Deb D'Alessandro with her guest Sonia Rutsein.



THANK YOU TO THE WXPB POLICY BOARD

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PHOTO BY PAIGE WALTER