

Annual CPB SAS Survey – 2018
Submitted 2/15/2019

6.1 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 a musically diverse community. This goal is 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 the events we produce, tell our story and stories of the musicians and audiences we serve, and build our national brand, listenership and membership. 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 FY18.

WXPN's goal of deeper engagement with a wider audience was realized in FY18 with an exploration of gospel music and its enduring influence on soul, rock and roll, rhythm and blues, hip-hop and other forms of popular music. The year-long project, the Gospel Roots of Rock and Soul was brought to community first with a free screening of the documentary film, How They Got Over in February 2018. A series of free concerts was produced in churches and local venues, 3 of the shows were performed in FY18 with locally regarded and internationally renown artists who draw from gospel's influence in their music today. The concerts drew new audiences to XPN. Live performances, a comprehensive website and ultimately, a nationally distributed documentary are the elements XPN used to tell gospel's story. Partnerships that have contributed to the project's formation included local church leaders and experts in the field. Field research was conducted in the Philadelphia region, Nashville and Memphis. Additional details about the Gospel Roots are found in section 6.4 of this report.

XPN's local footprint took us to Penn Park for the 4th Annual 5K Run for Musicians On Call on October 1, 2017. 700 guests registered for the Run. The event grossed \$95,000 for this important program. In December 2017, Helen Leicht assembled a group of local artists, some of whom participated as part of the Musicians On Call program for an in-the-round Home for the Holidays radio special. Refer to section 6.2 for additional information about the impact of XPN's Musicians On Call program.

WXPN celebrated 10 years of the station's broadcast on 88.7 WXPB in Lancaster with a Funky Friday Dance Party hosted by David Dye. 600 area members attended the event at Tellus 360 on 11/10/17. WXPN's Robert Drake hosted a Land Of The Lost Dance Party featuring a live broadcast to the station's newest listeners on signal 91.9 WXPJ at the Long Valley Pub & Brewery in Northwest NJ on 5/14/18. In June another community engagement event in the XPJ area was presented at the Sherman Theatre in Stroudsburg, PA with Lake Street Dive filling the venue with a sold out crowd for the free concert.

2018 was Kids Corner's year to Celebrate their 30th Anniversary. On 5/22 Kids Corner Night at the Phillies took Kathy O'Connell out the ballgame at Citizens Bank Park for The home team played Toronto. XPN Local favorite, singer-songwriter John Flynn performed the National Anthems of the USA and Canada. The program and events of its 30th anniversary are discussed in sections 6.2 of this report.

As each new project is considered we ask ourselves, “what’s the radio, what’s the digital, what’s the event.” 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 serving audiences in Philadelphia, Lancaster and York counties, Harrisburg and the Lehigh Valley, Worton Baltimore, Maryland and counties in Northeastern Pennsylvania and Northern New Jersey. In FY18, WXPB enhanced our technology and delivered more on video, and produced outstanding, unique live events. Our membership and underwriting bases were extended through increased interactivity with Northeastern PA and Northwest NJ regions. All these advances helped the station grow in a evolving media environment. WXPB 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 information about the station’s programming with a glance at the station’s program guide and may stream recently archived specialty shows. Four streams are available for online listening: WXPB, XPN2, Folk Alley and the World Cafe archives. In FY18 members and listeners engaged with the video channel, VuHaus featuring local events including WXPB’s Free At Noon shows, archived footage of live performances from World Cafe, station event performances, and WXPB’s 2018 Non-Commvention (May 15-18, 2018). In December 2017, a contributing host was hired for nationally syndicated World Cafe; another key strategy to add to the vitality of the World Cafe was to deepen the program’s podcast elements to allow listeners to hear more about artists interviewed beyond the on-air features. New features were added to The Key, the banner under which WXPB presents local musicians at concerts throughout the city. XPN’s website features a comprehensive concert calendar. XPN 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. Archival video of the festival can be visited at <http://thekey.xpn.org/tag/xponential-music-festival-2017/> Latin Roots Live Series of free shows were attended by WXPB members and listeners drawing a significant new audience from the region’s Latino community and fostering an important partnership with AfroTaino Productions. Combined marketing efforts toward community building were part of what made the project a success.

WXPB hosts the annual Non-Commvention bringing radio station and music industry staff to Philadelphia. Non-Comm was expanded to 4 days in FY18 with public-radio-focused conference sessions and a diverse roster of live performances. XPN members were offered admission to the shows at a music pass rate.

Penn Quaker Basketball games continued to be broadcast and streamed. XPN extended the stream and broadcast schedule to include March Madness when the Penn Quakers were seeded in the tournament.

XPN’s scheduled programming is enlivened with engaging musical productions, including our annual playback of the listener-voted year end countdown. On 11/29/17, WXPB began a 13 day playback of the music of the ‘70s, the XPN 70s AtoZ with a playlist of over 4600 songs. Most of the music was appropriated from the station’s massive RCS digital library, and CD library, and the DJs brought their erudition and their personal album collections to reinforce the project to the delight of members and listeners. For some listeners, the AtoZ experience was a time of music discovery. The playback’s listeners took to social media at #XPNAtoz to dialogue about the music. Like XPN’s comprehensive AtoZ the year before, the 70s AtoZ boosted listening throughout its airing. The 70s A - Z pdf is available for download [here](#).

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 also found on the Spotify playlist. Philly's Federal Donuts staff curated an appetizing playlist for the Friday Morning Mix Tape on June 1, 2018 aka, National Donut Day - for broadcast at 9 a.m. with Host, Kristen Kurtis. The summertime series Throwback Thursdays returned in FY18 with weekly-themes starting with a focus on 1967. Listeners joined the upbeat conversation with comments on The Key. The series ran every Thursday 6/1 - 8/31/17.

6.2. 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 values and cultivates relationships across the regions we serve in collaboration with a substantial number of partners including non-profits, government agencies, educational institutions and businesses. Each are important contributors to the station's success and outreach in the communities we serve. The annual summer XPoNential Music Festival sponsored by Subaru is the biggest event the station produces each year. Approximately 300 volunteers bring their time, talent, and positive approaches to help produce the event. The Festival generates opportunities to renew and deepen partnerships with the festival's title sponsor Subaru, event promoter Live Nation, and with the event partner, Camden County. Families are welcome to experience XPoNential with a special rate for children which includes free access in The Camden Children's Garden which is operated by the non-profit Camden City Garden Club, Inc. The festival's vibe is also enhanced by a village of vendors on the site who share the audience's 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. The XPoNential Festival spanned 3 days 7/26-28/17 at Camden's Wiggins Park and the BB&T Pavilion. Our online partner VuHaus brought the event to the streaming audience and provided video reprise with a 45-song video playlist. XPN's partnership with Live Nation provides a higher profile for XPoNential. Booking is underway for July's event, and Subaru will be back as the title sponsor.

World Cafe Live and WXPN share resources to produce weekly free shows for Free At Noon with local and national musical artists. World Cafe Live provides the venue for the productions and WXPN books the artists and produces this Friday afternoon event attended by members and listeners from the community. Comcast, the recognized business leader in communications found a partner in XPN, recognizing the importance of serving the local community. They connect with XPN and the community as the presenting sponsor for Free At Noon. Their underwriting support has continually grown on WXPN. Initially, Comcast underwrote with WXPN in the Philadelphia region and later grew in terms of their market reach with WXPB in Central PA. Reflecting the value of WXPN listeners as customers, their spots are now broadcast to Northeastern PA and Northwest NJ on the station's WXPJ signal.

WXPN works with area hospitals and musicians to deliver 10 programs that bring live music to the bedsides of patients in the WXPN Musicians On Call program, a partnership between WXPN and the non-profit New York-based Musicians On Call program. XPN volunteers are trained and participate as guides that accompany local musicians through area health care facilities in Musicians On Call.

Participating hospitals include Children's Hospital of Philadelphia, Hospital of the University of Pennsylvania, Thomas Jefferson University Hospital, Lourdes Health System, Philadelphia Veterans Administration Medical Center, St. Christopher's Hospital for Children, Christiana Care Health System's Wilmington DE Hospital, and Main Line Health System's Bryn Mawr Hospital.

WXPN fundraisers help the WXPN Musicians On Call program thrive. WXPN's 4th Annual 5K Run for Musicians On Call presented by Subaru helped support the non-profit program on 10/1/17. The annual race attracts members and listeners as well as racing competitors to the course through the University of Pennsylvania's Penn Park. Approximately 700 people registered; \$95,000 was raised for the program. In addition to Subaru, 5K sponsors included Lourdes Health System, Thomas Jefferson University, Main Line Health, Penn Medicine, Pam Carter and Liam Rowe, World Cafe Live, and McKeever Event MGMT. WXPN is frequently asked to bring the program to more patients. WXPN's 5th Annual 5K Run for Musicians On Call reprised in FY19 on 10/7/18. Next year, XPN will introduce a new feature, "Be The Match" to bring awareness to the bone marrow transplant program which is part of the national non-profit The National Marrow Donor Program founded by the Federal Government.

Subaru sponsored WXPN's 2017 Giving Tuesday on 11/28/17. With their support, 5 meals were donated to Philabundance for each person who gave to XPN: 700 members contributed over 3,500 meals. In FY19, WXPN partnered with Subaru and PAWS, the non-profit connecting the community with homeless and at-risk animals.

Kids Corner 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. Kathy O'Connell made appearance for a variety of area organizations:

July/August 2017 - Smith Memorial Playground, Philadelphia – hosted 2 concerts in the summer series

August 2017 – Long Island New York Children's Museum – hosted Trout Fishing In America concert

October 2017 – Mauch Chunk Opera House, Jim Thorpe, PA – hosted concert; Kathy made appearances in Collingswood, NJ for the annual Book Fest and at the American Birding Expo at the Convention Center in Oaks, PA.

On 3/3/18 Robert Drake emceed Flowers After Hours at the annual Philadelphia Flower Show with a 70s-themed dance party.

Kathy and Robert's outreach brings awareness and exposure to the Kids Music genre and the artists working in this music arena. For these artists, the industry has changed. Classic novelty artists built the show's music collection, now independent kids' artists occupy a huge kids' music market. These family music artists come together at the biennial kids music conference KindieComm in Philadelphia. To foster the program's outreach goals, In FY18 KindieComm was produced with an added celebration of Kids Corner's 30th Anniversary concert at World Cafe Live Philadelphia (4/20-22/18).

Gospel Roots of Rock and Soul explores the connections and intersections of gospel and secular music as a way of evoking gospel's central place within the history of American popular music. The project included 6 free live performances, radio programs, an interactive website featuring exclusive contributions from authoritative voices in gospel and popular music, and a documentary told in 4 one-hour long segments. The documentary is distributed nationally by NPR in FY19. The Gospel Roots of

Rock and Soul was supported with a grant from The Pew Center for Arts & Heritage. Among the contributors and experts in the field of gospel music that XPN partnered with were Peabody award-winning producer and host of the Sunday Afternoon Gospel music program on 96.3 WHUR, Jacquie Gales Webb; producer and narrator of the 2018 film *How They Got Over-Gospel Quartets and the Road to Rock 'n' Roll*, Jerry Zolten; host of Philadelphia's Gospel Highway 11 and the Martin Luther Medal of Freedom winner, Linwood Heath; host of American Routes and folklore specialist in the cultures of the Gulf South, Nick Spitzer; and Ann Powers, NPR's music critic, journalist and author.

Latin music has a presence on the World Cafe website that explores the volume of music from Spanish-speaking countries. Latin Roots radio programming is made possible by the Wyncote Foundation. The Latin Roots Live! Series was produced in partnership with AfroTaino Productions and made possible by the William Penn Foundation. Live streaming of Nuevofest 2018 (7/16/17) on VuHaus was presented by Subaru and hosted by WXPB from Fringe Arts in Philadelphia.

Live at the Kelly Writers House is a collaboration between the Writers House and WXPB. Six episodes of the program are recorded at Kelly Writers House in front of a live audience for broadcast on WXPB during the fiscal year. Audio for each of these episodes is available on Kelly Writers website.

6.3. 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.

WXPB's inspiration to research music's gospel roots for The Gospel Roots of Rock and Soul project was generated from the success of XPN's earlier projects in Blues and Zydeco, and most recently, Latin music. Each of these genres, although essential to the American music story are less commonly shared between audiences, and WXPB committed to bringing new audiences to experience them. WXPB received a grant from the Pew Center for Arts and Heritage to explore gospel music's influence on generations of musicians who evolved the brand away from its exclusively spiritual roots into secular and popular music. Gospel artists modeled the sound and performance styles that manifest in rock and roll, soul, jazz, rhythm and blues and other innovative musical blends. The project reveals how gospel connected and continues to connect across generations and styles while retaining its own brand, role, and importance. As the Gospel Roots of Rock and Soul project was launched, field research was undertaken in Memphis, Nashville and Philadelphia with a team of staff, producers, and experts in the genre. They scheduled interviews and events with gospel artists that embody the genre's origins in the reality of today's contemporary communities and churches.

In February 2018 the project was announced with features including live concerts, film screenings, panelists and audience Q&A, and a radio documentary.

On 2/25/18 two free screenings of the documentary film, "How They Got Over" articulated gospel music's role in the birth of rock and roll and was presented to the public at the Prince Theater in Philadelphia with a Q&A with the film's writer and director, Robert Clem. Six free live concerts celebrated the heritage and influence of the music. Three of the shows were scheduled through the end of FY18: an extraordinary kick-off concert on 3/8/18 under the direction of John B. Hedges directing the combined choirs of the First Unitarian and Mother Bethel Churches to an overflow crowd at the First

Unitarian Church of Philadelphia. The registered audience was 383, with every pew filled for an SRO evening of song. WXPB General Manager observed, "we made some new friends and deepened the bond with some we already had." On 3/29/18 The Fisk Jubilee Singers performed at World Cafe Live for a registered audience of 366; on 6/9/18 the sacred steel gospel group, The Campbell Brothers and a cappella singers Fairfield Four performed for an audience of 323. The concert series continued in FY19 and content from live shows was compiled.

In FY19, the Dixie Hummingbirds at World Cafe Live on 8/19/18 and the McCrary Sisters at World Cafe Live on 9/22/18. The grand finale brought the live performance segment of the Gospel Roots project to a close at the Bright Hope Baptist Church in North Philadelphia under the artistic and musical direction of Dr. Donald Dumpson, minister of music and arts at Arch Street Presbyterian Church. The evening performance included gospel, spiritual, and gospel-influenced R&B and blues songs by the Gospel Music Preservation Alliance Choir, the Philadelphia Heritage Chorale, The Gospel Blenders, and the Henderson Sisters with a special guest appearance by Sarah Dash of Philadelphia's legendary Labelle for a show that filled the church to capacity.

Packed houses and diverse audiences testified to the appeal Gospel Music has to contemporary audiences in the Greater Philadelphia region. The 6 shows that WXPB produced in venues and in churches helped to set the stage for production of a 4-part Gospel Roots of Rock and Soul documentary.

To connect the message of the genre's place in musical history to a national audience, WXPB worked with producer Alex Lewis and his team to produce the Gospel Roots of Rock and Soul documentary, with narration by Grammy Award winning Gospel singer CeCe Winans. The team compiled more than 50 original interviews from musicians and gospel music historians and experts. The documentary depicts how crossover from gospel to pop paved the way for generations of singers and musicians to follow. These histories are explored with early music samples and music compiled from the shows WXPB and partners produced over the course of the past year. The primary sources for the archival audio used were from WHYY's program, Fresh Air and from The WFMT Studs Terkel Radio Archive. The Gospel Roots of Rock and Soul documentary consists of four one-hour radio segments. Locally, WXPB scheduled broadcasts of the documentary on February 4, 5, 6 and 7 beginning at 8 p.m. ET. Philadelphia's Jazz and Classical music station WRTI scheduled broadcasts February 10, 17, 24 and March 3 at 8:00 a.m. WHYY, the public media radio station made the documentary part of its 8PM Radio Sunday Specials series to run February 17, 24 and March 3. Response to the documentary has been very encouraging. NPR is the national distributor. At the time this report was submitted over 190 stations committed to its broadcast while others have expressed interest in committing it to their schedules. A list of the stations' air times can be found at <http://xpbgospelroots.org/stations/> The completed project illustrates that Gospel music, so essential to American music is the foundation of contemporary music.

In addition to the outreach that XPN's projects like Gospel Roots makes possible, our programming reach benefits our brand throughout the broadcast regions we serve and provides opportunities to build relationships that support growth. XPN's Business Support staff added to XPN's community with business and non-profit partners throughout our expanding listening region on WXPJ 90.9 in Northeastern Pennsylvania and Northwestern New Jersey. Sponsors have discovered that cross promoting their products in the Philadelphia region on 88.5 and on 90.9 have been cost-effective with growth benefits. An XPN sponsor, Valley Forge Tourism added underwriting on WXPJ to raise awareness of their resources and brand. Their regional brand is Arts Montco which launched in 2017 in the Greater

Philadelphia region to guide and connect residents with the wealth of arts and culture available. Their message has an affinity with WXPB listeners and members. XPN Morning Show host, Kristen Kurtis spoke at Arts Montco's launch by the Valley Forge Tourism and Convention Board on 12/13/2017 for 100 arts enthusiasts and influencers from across Montgomery County and the region. WXPB was invited to the event because VFTCB values WXPB part of the arts and cultural community. WXPB's relationship with Arts Montco developed to cross-regional importance when in FY19 Arts Montco sponsored the Marina Stage at the XPNential Festival. XPN's partnerships connect regions with audiences bringing them to a deeper awareness, appreciation and support for the arts and cultural experiences. The Promenade at Sagemore in South Jersey also determined that the expanded station footprint benefited them by extending their reach to listeners in both the Philadelphia region and Central New Jersey.

Long-time clients in Central PA have reported business growth including, Appell Center in York, PA on 88.7 sponsor since 2007. The client developed a music series, Cap Live featuring XPN-centric artists; XPN Welcomes shows are supported with underwriting on XPN which provides opportunity to book a wider variety of artists in to their theatre. Iko's Music Trade (York) feels that their presence on XPN has helped increase sales of used vinyl & CDs. Swedish Motors (Marietts/Lancaster) receives feedback from customers who appreciate their support of XPN and has seen an increase in new business. Harrisburg Academy is an area prep school that values public radio and appreciates the intellectually curious XPN audience.

6.4. 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

WXPB's programming reflects the station's commitment to meet the needs of minority listeners and other diverse audiences on air, online and by bringing events into our broadcast communities. For instance, World Cafes Latin Roots programming and website are dedicated to exploring Latin music and culture. Latin Roots Live provided free live Latin music performances to new audiences in FY18. XPN's kids call-in radio program, Kids Corner has made an impression on children and their families for more than 30 years. World Cafe Sense of Place traveled to South Africa to connect with the nation's experience of apartheid and renewal expressed through its artist's paths and musical diversity.

Since 2015, WXPB's nationally syndicated program World Cafe highlighted Latin music on the radio program, Latin Roots. Drawing inspiration from the radio program, The Latin Roots Live concert series and website explores the variety of music forms from Spanish-speaking countries and people and has introduced a local and national audience to the genre. The digital connection also gives the existing Latin music audience more opportunities to engage with bands they know and enjoy. In FY18, XPN brought Latin music to venues in Philadelphia for free, live performances including Nuevofest at Fringe Arts (7/16/17) and to World Cafe Live on 10/29/17 with La Tribu DeAbrante and Combo Cimbita.

Latin bands performed for thousands of guests at the station's annual XPNential Festival with Chicano Batman and Xenia Rubinos (7/29/17) and Adia Victoria (7/30/17).

In FY19 WXPB hosted the 5th annual Nuevofest, in a celebration of the new sounds of Latin alternative music, produced in association with Afro Taino Productions. Seven outstanding Latin American artists performed: Delaporte, Dos Santos, Elena Y Los Fulanos, Femina-X, Ife, Orquesta Akokan, and Very Be Careful. The day of music brought together musical styles including punk rock, electronic beats, mariachi, son, cumbia, salsa, and classic Cuban. All of the bands XPN featured can be explored at the Latin Roots website. WXPB has been awarded a grant from NEA to hire a part time producer for World Cafe Latin Music segments. This additional support will help XPN continue to remain current, well-informed and interesting as we endeavor to deepen the station's commitment to a national audience of Latin music lovers.

XPN's Kids Corner Host Kathy O'Connell and the show's producer Robert Drake bring awareness of and exposure to the Kids Music genre with frequent appearances in the region. This outreach also benefits the artists who work in the family music business. To foster Kids Corner's outreach goals for the show and for Indie artists, WXPB hosts a biennial conference, IndieComm. In FY18, the conference concluded with the celebration of Kids Corner's 30th Anniversary concert at World Cafe Live Philadelphia on 4/22/18. Kids Music Independent artists from across the country attended the 2-day IndieComm Conference held 4/20-21/18 featuring break-out sessions and activities to connect with each other and share their work. In response to the artists' requests for more networking, a peer event for registered artists was added to opening night at the host hotel, the Sheraton University City. Novelty music radio host and icon Doctor Demento was the keynote speaker. Kids Corner's 30th Anniversary coincided with Demento's 50th anniversary of broadcasting. A full itinerary of conference sessions is available on the website. The conference was attended by 108 people in the industry.

It is an extraordinary achievement to keep a show on radio for 30 years and a singular achievement for a call-in show that is programed for kids. The celebration of the Kids Corner 30th Anniversary was a ticketed public music event featuring 9 bands at World Cafe Live. The program kicked off with the Philadelphia Boys Choir and Philadelphia Chorale. At WCL Downstairs, a multi-media band for adults and children - the new wave of Indie music, Lard Dog and the Band of Shy opened for long-time Kids Corner favorite band, Trout Fishing in America. 301 people attended the event sponsored by the Elmwood Park Zoo. Valuable publicity of the program's story in a Philadelphia Magazine article and Philly.com added interest to the event. Growth has been the key to the longevity of WXPB's Peabody Award and Major Armstrong Award winning Kids Corner. The show performs the important function of providing a presence for the genre's artists. Taking cues from the culture, the Kids Corner matured with technology, learned from the talent they interviewed and introduced, and from the wisdom of their young listeners. The show's host and producer observed many changes throughout three decades, some related to technology, and they produced segments of the show around these observations. In response, the program innovated its format, and is less fact and game based than when it started out. Its focus today is on entertainment and education with monthly guests like the Schuylkill Center for Environmental Education's Mike Weilbacher, and the Franklin Institute's Derek Pitts. Guests previously visited the studio to do the show live, now more segments are pre-recorded. Live segments now focus on the interaction between Kathy and the kids, fitting the radio call-in format and creating a safe respectful space for kids to share their thoughts and opinions. In FY19, a series of podcasts is being developed for families.

In FY18, the World Cafe Travel Series, Sense of Place visited South Africa 9/17-10/1/2017. WXPB's General Manager traveled with World Cafe On-Air Host David Dye and World Cafe Senior Producer Kim

Junod to lead a group of 39 WXPB members as they captured the sights and sounds of Cape Town and Johannesburg during recording sessions. The artist sessions told a story in each city as the group went from life in the country's economic hub, Johannesburg, to Soweto and south to Cape Town. Visitors gained an understanding of South Africa in the towns' experience of apartheid. Visitors to the website can experience the country's history and renewal through music in the recording sessions with Jonny Clegg, Freshlyground, Native Young, McCoy Mrubata, Sannie Fox and Sol Gems. Their sessions were broadcast on World Cafe in 2018. The 1/18 broadcast from Johannesburg and Cape Town gives the listener insight to the impact of the country's difficult social history from the artists Sol Gems who discussed their perspective as a part of the "born free" generation, those who entered the world after the end of Apartheid in 1994. Artist Sannie Fox moved to South Africa as a child right around the time Nelson Mandela was elected. She discussed her family ties to the anti-apartheid movement in a song on her album. Cape Town born saxophonist McCoy Mrubata left school after the 1976 student uprising. He discusses the future of regional music on the 1/25 broadcast. Anthropologist and an artist, Johnny Clegg discusses how he was drawn to Zulu culture and then created interracial bands at a time it was illegal to do so on the 2/1/18 broadcast. The World Cafe's impactful broadcasts of these world-view expanding visits are important features and accompaniment to the travel experience, as is the World Cafe Sense of Place website. The program is funded by the Wyncote Foundation and will advance its mission to connect with diverse cultures and music in FY19.

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 FY18 WXPB received \$429,494 from CPB or 5.4% of the station's total revenue. This support helps XPN accomplish programming, membership, marketing, community engagement and digital expansion goals.

CPB support allows XPN to focus on connecting artists with audiences and to give exposure to artists who aren't recognized on commercial radio stations. This support allows us to take chances and play new music, not just the music of established and well-tested artists. This is also reflected in WXPB's musical discovery outreach that benefits local artists. As a community resource, XPN brings local musicians into partnership in support of XPN Musicians On Call, furthering our mission of connection. The artists involved with XPN Musicians On Call, along with program volunteers bring live music to participating hospitals and comfort to patients and their families as they face some of the most difficult health challenges of their lives.

CPB support has allowed XPN to connect with families for the past 30 years with a daily show focused on children, Kids Corner. The show provides a space for kids music artists to be heard by an enthusiastic audience, and brings expert knowledge to them with guest scientists, authors and historians to name a few. The call-in format gives kids a connection with the Host and radio audience on any number of relevant topics from Halloween costumes to using technology safely. The show's program and format provide a safe respectful space where kids can share their thoughts and opinions. Their contribution strengthens the community providing a deeper level of communication, understanding and fun.

WXPB has an excellent record of fundraising for operations, as well as for targeted projects, but a decrease in CPB funding could impact the number and duration of on-air fund drives conducted annually. XPN produces 3 on-air fund drives each year in addition to targeted fund drives for Giving

Tuesday and the year's end. Losing the nearly a half million dollars in CPB funding would force us to fundraise for several additional weeks. Increased fundraising time would negatively affect station staff resources, too, as staff time would be redirected to performing fundraising alternatives. Other options could include charging fees to events that we currently provide free of charge to registered members and others in the community. If XPN had to provide added activities to this end, financing these activities would also add to the station's operating costs.

CPB's funding is effectively managed to encourage XPN's growth and sustainability.

WXPN's Sustaining Membership program is very strong, with 72% of members participating in the program and contributing over 50% of member revenue. While the program remained robust in FY18, we are looking ahead to advance our membership program and increase member numbers. Our loyal donor portfolio provides a sustainer base that is willing to support the goals, innovations and projects XPN identifies. Members increased their average annual gift amount by \$10 in FY18 as a result of our cultivation efforts. New campaigns are being initiated to tell members that their generosity is appreciated. After our successful fall fund drive, XPN hosts, staff and board members joined forces to man a phone bank for a Thank You Telethon.

Philadelphia is recognized as city with a great music tradition. WXPN is a standout among the Philadelphia region's radio stations. CPB funding helps XPN to program great music in an eclectic fusion of genres. Listeners on-air and online are familiar with our AAA sensibility woven with rock, soul, funk, rap, hip-hop, Latino, pop, classical, jazz, blues and Americana. CPB funding allows us to offer free live music every Friday for Free At Noon showcasing artists that reflect the diversity of the musical genres XPN plays from local and national artists.

Because of strong operational support from our members and CPB's commitment to XPN, we can explore stimulating genres of music. FY18, we began an exploration into the roots of Gospel music which would engage listeners to provide them with an awareness of gospel's history and status. For this project we expanded our audience locally on-air and online, through free events, and nationally with the Gospel Roots of Rock and Soul documentary that tied the project together in FY19. Special projects like the Gospel roots connect XPN with our listeners and bring new audiences and partners to us who appreciate our mission. Our programming and projects illustrate to the public the cultural trends and histories we consider important. These efforts reinforce community involvement and connect the station with members who embrace and support our vision. Growing our major donor base is an important objective in the coming year. This special group of informed and involved members enjoy being part of the expanding landscape of musical experiences that XPN provides. They also have the benefit of access to limited performances at XPN's invitation. It is vital to XPN to appeal to people who nurture the station's mission with their presence and financial support. CPB funding is an important part of sustaining the unique experiences that attract a range of listeners, from members and new audiences in the community to the station's major donors.

CPB support of WXPN allows us to cast a wide net to fashion and connect a varied audience who enjoy supporting our vision and mission throughout an expanded broadcast region. By investing in available stations, we've been able to expand our FM reach. With the addition of 90.9 WXPJ in Northeast PA and Northwestern NJ, XPN's impact has grown. With the expansion, WXPN produced events that brought

exposure for musicians to the region. New regional sponsors support XPN's unique blend of musical styles and special programming features as well as the events presented throughout the community. Sponsors have discovered that cross promoting their products in the Philadelphia region on 88.5 and on 90.9 have been cost-effective with growth benefits. As XPN continues to expand their footprint through Pennsylvania and New Jersey, their business partners also experience exponential growth.

CPB funding strengthens WXPB's mission to connect the community with artists and audiences online. XPN's online outreach is strong with awesome coverage of the Philly music scene on The Key. The online blog spotlights local artists with new music, bringing bands in studio to perform for the Key Studio Sessions, and with interview/photo shoots with High Key portrait series. Social Media Coordinator for The Key, John Vettese comments that he's happy with the balance in genres and styles and general variety and diversity in voices that we're showcasing as compared to other programs and media outlets. With strong writing from The Key staff, special coverage like [The Essential Love Songs of Philadelphia](#), explore old and new songs with themes of love from a variety of angles. Community engagement for the station and artist is at the top of XPN's mission. The blog develops this mission at local events and will continue in FY19. The Key partnered with a local independent promoter to put on Key-curated local music showcases. In November, close to 200 people attended at Underground Arts, and the next one is tentatively set for late March.

Thank you, CPB!