

## **FY13 6.1 Telling Public Radio's Story**

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

We are committed to reflecting the musical diversity of the local community. These goals are fostered by our continued commitment to making great radio and creating compelling digital content. To that end, WXPB provides coverage of Indy, rock, pop, hip-hop, EDM, folk, world music, Blues, and Latin music, soul, jazz, space, avant-garde and quiet music. We engage with organizations in our local community, many of which are committed to music education. WXPB employs work study students and engages interns and volunteers to work with the staff to advance the station's primary goals to connect artists and audiences and build, serve and engage this music community. This responsibility drives us to advance our efforts toward new technology-driven distribution through which we are able to maximize the impact of events, tell our story and the story of the musicians and audiences we serve, and build our national brand and audience.

#### **The Key**

The Key is a local music initiative which is as much about diverse music as it is about the diverse audience. The online community that has developed during the past 3 years is part of XPN's long-standing, steadily growing "*XPN Local*" initiative. The Key as website is a resource for artists and it provides a way for artists and audiences to interact. Because of the project's success, WXPB expanded the range of *The Key* in FY13, achieving greater musical and ethnic diversity with the addition of freelance music journalists covering jazz, Latin and hip-hop in Philadelphia, as well as rock, pop and folk.

With music at the forefront, *The Key* advocates for locally-based musicians and artists, while also taking a broader view of major events, festivals and touring acts that come through town. It has become a comprehensive survey of the Philadelphia musical landscape, with a strong focus on Philadelphia artists.

Adding the online presence of *The Key* provides for growing community response and interaction. In FY13, the website experienced continued growth in visibility of its Key Studio Sessions series, releasing several digital compilations of music recorded exclusively for the website. Local artists are recorded in-studio and the tracks and video produced are downloadable, providing artists a means to reach audiences and promote themselves.

<http://thekey.xpn.org/>

Investments in The Key have resulted in significant growth for the local music site. From 2012-2013 the site had a 59% increase in unique visitors and a 48% increase in page views.

#### **Antenna Upgrade**

WXPB has been engaged in negotiating a new agreement to move the station's 24-year-old antenna from its present tower to a new location in Philadelphia and in doing so, elevate a new

antenna to a position 300 feet higher. XPN was interested in making this change while securing an improved lease agreement. The impact of acquiring a new antenna coupled with moving it to a higher position on the tower will improve the signal by filling in areas where the signal was historically weak or spotty. Another improvement will be greater signal reach deeper into the suburbs to the north and west of the antenna. While the improved reception quality in the listening region will be a most-worthwhile result of this upgrade, the overall potential impact will be increased listenership, which could result in increased membership to WXPN. A timeline has been established to complete installation in March 2014.

### **Going Mobile**

In FY13, XPN worked with Jacobs Media to develop 2 new mobile apps for Android and iOS. The impact of this innovation allowed listeners to access our renovated concert calendar and all 4 programs including our newly remodeled HD2 channel, *Singer Songwriter Radio*. In FY14, XPN is upgrading our Media Player in order to stream our concert and audio archives on sustainable mobile platforms. Lastly, XPN is formatting the layout of our blog, *The Key* to use responsive design to display properly on all devices.

### **Kids Corner**

During FY13, Kids Corner continued its mission and reached close to 250,000 listeners with children interacting via telephone and website. During a given month, Kids Corner averaged 2,000 calls – with web traffic at 15,000 unique visitors each month, for a FY13 total estimate of 24,000 calls and 180,000 unique visitors.

In FY13 Kids Corner produced and/or hosted 17 public events, with host Kathy O’Connell making 35 public appearances. These appearances were in both public settings and classrooms and auditoriums throughout Southeast Pennsylvania, Central Pennsylvania and New Jersey.

Additionally, In FY13 Kids Corner produced over 200 hours of programming, offering on-demand downloads of specific segments on history, health and nature. Those segments were clicked and listened to close to 400 times in FY13.

### **Singer Songwriter Radio**

With WXPN broadcasting increasingly more rock, the station reinvented the **live stream, XPN2**, with the sound and vibe of XPN’s core artists. The result is a new online and HD2 home for singer-songwriters, *Singer-Songwriter Radio*. The stream launched on 1/2/13.

<http://www.xpn.org/inside-xpn/press-room/pr-2013/wxpn-launches-new-singer-songwriter-radio-stream>

Music is selected and hosted by the XPN programming staff. XPN2 carries the nationally syndicated, *World Cafe*® hosted by David Dye. Additional programs include *Mountain Stage*, *Folkadelphia* programmed by volunteer host Fred Knittel, and folk legend Gene Shay hosts *Folk Alley*. Playlists from new artists are featured on Spotify. The 24-7 stream helps us to connect with our established community, reaching them in a meaningful way. These programming changes are intended to increase listening by appealing to and leveraging the current XPN audience. Listeners are invited to hear heritage and new singer-songwriter’s in-studio performances as well.

### **World Cafe® – freebees because the audience likes them**

*20 Downloads for February* – WXPB premier program, *World Cafe®* will give away 20 free downloads of *World Cafe®* performances at [worldcafe.npr.org](http://worldcafe.npr.org). Each Monday, we'll put up five more. Listeners have to grab them all by February 28th because at the end of the month they all disappear. This a specially curated set of live *World Cafe®* performances, chosen by the show's host. Last year when we did this (in February, 2013, FY13) it resulted in so much traffic that it was featured on the NPR main page - not just the NPR music page, but NPR.org. It was probably the biggest thing that happened for us on the web last year. David Dye's brilliant idea and we are hoping to repeat the success!

### **The Women's Music Hour**

Morning Show host, Michaela Majoun features a weekly program airing songs from women-only artists Fridays at 9AM. In addition to focusing on women's music, Michaela features *The Arts Crawl* Friday mornings to help audiences and online users plan for the week ahead. Area-wide cultural events are highlighted. The Arts Crawl receives online sponsorship and works in conjunction with XPN's online events calendar. <http://www.xpn.org/events/arts-crawl>

### **WXPB Office Renovation and Expansion**

In FY13, WXPB began expanding its operations into the space that existed when WXPB and World Cafe Live moved into the building in 2004. The space was designed to house three departments: Finance, Sales, and Engineering. The construction contract has been awarded to Intech and construction began in February 2013. The reasons for expanding into the empty space are that our current staff workspace is over-crowded and in FY13, XPN possessed both the funds, via contributions from a capital campaign, and the plans that will make the expansion purposeful. The timeline for the expansion ends in FY14.

### **The Blues Show/ The Mississippi Blues Project**

The Blues Show is a significant part of WXPB's outreach to include special programming and events for the broad community of listeners. The Blues Show covers the entire history of the genre from 1920 to the present, from the best-known to the most obscure blues, with an eye on the rich history of this music and its current vitality. The popularity of the Blues Show's spin-off, *Blue Dimensions* led to its being added to XPN's weekly evening programming in **FY13**. The hour-long feature brings attention to the relationship of a blues topic or artist and their place in the American musical culture.

As a force for musical discovery, WXPB brought regional, traditional Mississippi blues artists to perform live in the Philadelphia area, an area that has received limited exposure to the music and artists. *The Mississippi Blues Project* (MBP) concert series also included a free screening of the film, *We Juke Up In Here* at the African American Museum in Philadelphia in October 2012. Concerts and broadcasts launched at the Philadelphia Folk Festival in August, 2012 with Cedric Burnside and Big George Brock. The project concluded at the TLA with a Funky Friday dance party hosted by David Dye, and a set of blues music from WXPB's Blues Show host Jonny Meister. The finale was a dynamic performance by James Cotton. All of the performances are available online and showcase Mississippi blues as a vibrant folk art form.

<http://thekey.xpn.org/2012/07/20/xpn-launches-the-mississippi-blues-project/>

## **Student Roundup!**

In FY14 a kickoff meeting on 1/31/14 was launched to instruct student workers, both interns and work study students, through the basic understanding of the Triple A radio format and WXPN in particular. The purpose of the *Roundup!* is in part to raise their expectations of their work experience at WXPN and to provide instruction to them that will prove helpful, no matter the career avenues they pursue. This more formalized training will be delivered on a regular basis (quarterly has been discussed) by the WXPN Volunteer & Student Coordinator.

Training included these topics:

- Growing in professionalism – carrying out supervisors’ expectations;
- Talking through XPN’s hopes for their experience – what they get out of the time they are at the station, and how this will impact the choices they make to develop their skills;
- Discuss their gifts, passions and career direction
- Learn the culture of Triple A radio and Philly music, both the past and present, local landscape
- Broaden student’s imagination for non-traditional career paths in the arts
- Basic office etiquette – dealing with office conflicts; speaking with other students and staff on the job; appropriate emailing
- And finally, opportunities to get to know each other and become familiar with staff members over a relaxed lunch!

## **WXPN Work Study students, FY13**

Number of Work Study Students employed at WXPN between July 2012 and June 2013: **22**

### **By Department:**

Web Team - 5

Programming

    Morning Show – 3

    World Cafe® – 4

    Sports/News – 1

Marketing – 2

Membership – 7

In FY14, XPN is expanding its efforts to engage college students and young adults as volunteers through partnerships in the local university community.

## **WXPN Interns, FY13:**

Number of Interns engaged at WXPN between July 2012 and June 2013: **48 college students & 3 high school students**

### **By Department:**

Marketing – 2

Membership – 1 & 1 high school student

Web Team - 0

Programming

    Sports/News – 8 & 2 high school students

    World Cafe® – 14

    Dan Reed - 2

    Morning Show - 0

    The Key – 20

Engineering & IT - 0

Business Support – 1

**WXPN's News and Sports Department** continues to examine the news of the world around us and how it affects our everyday life. Issues from environment to community activism are addressed on the WXPN Morning Show in seven individual newscasts per weekday morning. Included on XPN Morning Newscasts are features produced and directed by students of the University of Pennsylvania. Penn students interview other students from local campuses about their opinions on current events and produce the raw audio into a packaged story. In **FY13**, XPN's News and Sports Director Bob Bumbera guided Penn interns to interview people on campus in preparation for the Presidential election. University of Pennsylvania senior, Matt Chylak was a *News and Sports* intern in WXPN's programming department. Under the supervision of Bob Bumbera, Matt took to the streets and interviewed forty-five students, an important and diverse voter base on campus, to voice their concerns during the season leading to the 2012 Presidential election. Twenty-one students made the final cut. The student responses were produced into audio features called "Penn Student Voices-Election 2012". The features aired 3x/day in the two weeks leading up to the Nov. 6, 2012 Presidential election.

### **WXPN Volunteers: Bringing the community together**

XPN Volunteers are an integral part of the stations' regional outreach efforts. Each week during FY13, our "Welcomes Volunteers" could be found in the lobbies of major music venues throughout the region, chatting with members of the audience, handing out free music, and getting the word out about the station that they love. Volunteers provided practical help and represented WXPN to the public during the weekly Free At Noon concert series and the annual NonCommvention and XPoNential Music Festival. Additionally, XPN volunteers provided vital phone support during three on-air fund drives, and assisted with administrative projects such as inputting data for the programming and membership departments.

"XPN Welcomes Events" – 120

Free At Noons – 30

Festival – 340

Fund Drives – 120

NonCommvention– 50

Administrative projects – 10

**In FY14**, XPN is expanding its effort to engage college students and young adults as volunteers through partnerships in the local university community.

**2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community non-profits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you've connected across the community and engaged with other important organizations in the area.**

WXPB expanded the station's outreach in the community broadly in **FY13** via partnerships with arts and culture organizations, and the City of Philadelphia's Office of Arts Culture and Creative Economy. The new connections were made in recognition of the diversity of interests among area residents, but also our recognition that music influences the way people respond to the broader world. Through the strengthening of established collaborations and by joining forces with new partners, we are able to foster learning about many musical genres and deepen our commitment to matching artists and audiences. Some of our audience members are fans and funders of the organizations with which we connect. Sometimes, they are employees. These connections promote meaningful and personal ties to the community on local and national levels.

### **Musicians On Call Benefit Concert 2013**

The 9th annual WXPB Musicians On Call benefit concert on March 14, 2013 at World Cafe Live featured Shemekia Copeland with her full band, and a set from Joseph Arthur. Local Philadelphia artist, Birdie Busch and The Greatest Night were the openers. General Admission Tickets were sold for \$25 and VIP seating on the venue's Mezzanine level sold for \$100. All proceeds benefit WXPB Musicians On Call, an innovative program that promotes healing through the power of music and brings live performances to the bedsides of hospital-bound patients.



Shemekia Copeland

WXPB partners with Musicians On Call in New York City. Support for Musicians On Call is provided by Friends Hospital, Hospital at the University of Pennsylvania, Lourdes Health System and the Scattergood Foundation. The annual benefit concert is performed at World Cafe Live. The **FY14** performance will take place on February 20, 2014 with Matt Nathanson performing and local artist, Chris Kasper opening. The annual event has become so popular that Mezzanine level tickets (\$100 each) sold out well in advance of the show. The show is expected to sell all general admission tickets. The FY14 benefit boasts the station's 4<sup>th</sup> highest pre-show



ticket sales of \$23,360. Additionally, WXPN favorite, once local - now nationally recognized artist, Amos Lee donates \$1 for every ticket sold to his performances to benefit Musicians On Call.

### **WXPN'S Musicians On Call program**

As described in #4 of Section 6.1, WXPN's Musicians On Call program in Philadelphia has unique spin-offs such as *Project Playback*. The *Project* was started at Friends Hospital, a mental health facility in Philadelphia in the spring of 2013. This program pairs professional musicians with long-term residents at healthcare facilities for six to eight weekly sessions to write and produce original songs. In FY13, in conjunction with sponsorship from The Scattergood Foundation, WXPN's *Musicians On Call* had a direct impact on the station's programming when songs from a special programming feature, "88 Songs To Lift Your Spirits Countdown" was aired. Most of the music featured in the countdown was also made available on a Spotify playlist. FY14 ushered in the new *Music Heals Series*, a series of audio features available for on-demand listening. XPN Morning Show host Michaela Majoun and News Director Bob Bumbera talk with musicians, therapists, and others about the impact music has made in people's lives. Resources to mental health and well-being organizations and professionals are a feature of the website. <http://xpn.org/music-artist/music-heals>.

### **Make Music Philly**

In FY13 WXPN partnered with the City of Philadelphia's Office of Arts, Culture & Creative Economy to engage leading musical culture organizations in the region to bring the ***National Day of Music*** to Philadelphia. The event is an international festival that has its roots in France's Fête de la Musique. The celebration was brought to the United States in 2006 as National Music Day. With WXPN as the lead organizer, Philadelphia joined over 500 cities participating internationally on June 21, 2013. The event brought together area businesses and arts and culture organizations including The Philadelphia Orchestra, Jacob's Music, WRTI, The University of the Arts – Music Department, The Settlement Music School, and Live Nation - just to name of few of the more than 40 organizations who joined together for the project's launch, <http://www.makemusicphilly.org/about/who-puts-this-together/>. In all, 150 professional and amateur artists performed at 15 locations. The event fit XPN's mission to connect artists with audiences. To accomplish planning and coordination, WXPN formed 3 committees to provide a framework for the free concerts. The Marketing/Sponsorship committee oversaw publicity, marketing coordination, and sponsorship opportunities and transactions. The Production/Logistics Committee created match-up sites and provided general production coordination and problem solving. The Website committee detailed technical design and digital assets. WXPN hosted the website and calendar as an adjunct to our all-local music website, The Key <http://thekey.xpn.org>. The National Day of Music has been spreading to other US cities. ***Make Music Philly*** will celebrate the longest day of the year, the summer solstice - with music, in **FY14** on June 21, 2014. <http://www.makemusicphilly.org/>

### **Shut Up and Dance**

WXPN's Morning Show Host, Michaela Majoun hosted the 21<sup>th</sup> celebration of *Shut Up And Dance* (3/23/13). WXPN partnered with MANNA and dancers from the Pennsylvania Ballet for a one-night benefit performance of original works choreographed and performed by the dancers. The show was all grown up in its 21<sup>st</sup> year and Michaela was the appropriate host; she stood on the show's stage for 15 years as emcee. Brava, Michaela! In this important cultural

partnership, Shut Up and Dance, entering the 22nd year of performances, donates all proceeds from the show and a MANNA-catered cocktail reception to MANNA's important nutritional mission. <http://www.phillychitchat.com/2012/03/shut-up-dance-2012-20th-anniversary.html>

MANNA chefs and 1,500 volunteers work together to prepare, package, and deliver 3 medically appropriate meals each day, 7 days a week, to individuals and families living with a life-threatening illness such as cancer (36%), renal disease (25%), HIV/AIDS (17%) and other conditions (22%) – in total, over 70,000 meals a month, delivered free of charge to recipients. In addition, MANNA offers nutritional education and provides almost 2,000 hours of counseling services to individuals and families in the greater Philadelphia area. WXPB is proud to be partnered with this kind of critically important, life-enhancing organization with which we share our community's concerns, as it continues to grow.

### **AIDS Walk Philly**

AIDS Walk Philly is the Delaware Valley's largest annual HIV/AIDS public awareness and fundraising event. Each year, thousands of people join with celebrities, community leaders, friends and neighbors in a walk-a-thon and 5K Run to make a lasting statement about our commitment to conquering HIV/AIDS.

For 22 years, WXPB has partnered with the AIDS Fund, which puts on the *Walk* and uses proceeds to support HIV/AIDS education, prevention, and services in the Delaware Valley Region at some 30 partner organizations. Each of those years *XPB's Morning Show* Host Michaela Majoun has co-hosted the AIDS Walk as part of the station's commitment to the cause of AIDS prevention, awareness, and treatment in our area, for which she was honored with the AIDS Fund's Founders' Award. In FY13, the 27th Annual AIDS Walk Philly & Run Philly presented by Merck was held on October 21st, 2012.

### **Kids Care – Woodmere Art Museum**

In November, 2012, for the 18<sup>th</sup> consecutive year, WXPB has coordinated an exhibit at the Woodmere Art Museum in the city's Chestnut Hill section. Over 1,200 children from more than two dozen classrooms around the city created a full array of art to exhibit and to distribute to seniors throughout the Greater Philadelphia region, in celebration of intergenerational harmony. Since its inception, the kids participating in *Kids Care* created over 20,000 individual hand-made pieces of art for people in need. The partnership will continue into FY14.

### **WXPB Music Film Festival**

For a second consecutive year, WXPB partnered with the Philadelphia Film Society to showcase the bond between music and film. The event was sponsored by the University of Pennsylvania's *Annenberg Center for the Performing Arts* April 11-14, 2013. Films were shown at the Annenberg Center, World Cafe Live, and The Mandell Theatre. The festival was solely dedicated to movies about music. Shown over four days, the contemporary films included *Rockumentaries* - biopics about musicians and movies that are defined by great soundtracks spanning a variety of musical genres. With a \$25,000 gift from the Wyncote Foundation and additional monetary support from the University of Pennsylvania, the event broadened WXPB's reach in terms of cultural activities, built awareness of XPB, and provided the station and its members with added partner, and points of contact in the city's film and music lovers. Music movie-goers enjoyed a closing night party to talk about the films, the bands, and the music.



### **The Porch at 30<sup>th</sup> Street**

FY13 saw WXPN partner with the University City District to bring local musicians to *The Porch at 30<sup>th</sup> Street Station* for weekly outdoor lunch-hour concerts from spring 2013 through fall 2013. The concerts brought in passers-by, travelers from Philadelphia and all over the country to listen and to linger at WXPN's outdoor stage. The shows brought added awareness to WXPN and exposure for the artists who joined us to perform.

### **WXPN / City Hall Presents**

Touting their slogan "*All the Hall's A Stage!*" **City Hall Presents** is a series of free events that welcomes the full spectrum of Philadelphia's performing arts into the City Hall Courtyard. Organized by the City of Philadelphia Office of Arts, Culture and the Creative Economy, these events bring a new vibrancy to the historic building and inspire citizens to become more active in the arts. The events are sponsored by partners, the Knight Foundation and the William Penn Foundation. WXPN collaborated with City Hall Presents to help book live music for 4 of the Wednesday night performances. The series started on May 29, 2013 and went into the summer (FY14). <http://thekey.xpn.org/2013/05/22/city-hall-presents-free-music-series-begins-may-29-with-summer-performances-from-kurt-vile-dice-raw-alo-brasil-norwegian-arms-cheers-elephant-and-more/>

### **XPN Welcomes**

As mentioned in Part 1 of this section, WXPN sends a dedicated team, 120 strong, of *XPN Welcomes* volunteers to assist at concerts – the ones that bring the small crowds and those filling venues in Philadelphia like the Theatre of Living Arts, Union Transfer, The Electric Factory and World Cafe Live. The volunteers put an additional face on WXPN at these sites. In communities throughout our listening area, WXPN teams with municipal cultural authorities to present *XPN Welcomes* concerts. Partners include Camden County at Haddon Lake Park, New Jersey, World Cafe Live at the Queen-Wilmington Delaware, and Lancaster Arts in Lancaster PA in listening areas outside of Philadelphia.

### **2012 XPoNential Music Festival presented by Subaru!**

In July 2012 (FY13) WXPN partnered with leading concert promoter, Live Nation to expand the XPoNential Festival from Wiggins Park to The Susquehanna Bank Center in Camden NJ. WXPN has enjoyed its affiliation with Camden County since bringing the festival to New Jersey's Delaware River Waterfront in 2005. Partnering with Live Nation allowed XPN to create a broader and more exciting experience for members, listeners and the general public. Sales of weekend passes increased with the show's headline artists, Wilco and Counting Crows at the Susquehanna Bank Center, intensifying the annual XPoNential Festival experience. In addition to ticket sales, weekend passes were part of a premium package during the pre- and on-air spring fund drives. In changing our pricing structure, our members received a greater discount than non-members, increasing our membership revenue. To experience a line-up of more than 30 outstanding artists, 20,000 people enjoyed the Camden Waterfront the weekend of July 20-22, 2012. <http://xpn.org/xponential-music-festival/2012>

**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 and 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 Key**

WXPN's blog, *The Key* is described in greater detail in Section 1 of *Telling Public Radio's Story*. In response to the question concerning indication of success, however, WXPN can site metrics showing that investments in The Key have resulted in significant growth for the local music site. From 2012-2013 we had a 59% increase in unique visitors to site and we had a 48% increase in page views. The success of The Key resulted in the blog becoming successfully monetized in FY13. Business Support began to generate revenue from The Key website by selling banner ads on the blog's homepage, in addition to vertical ads for the popular Morning Download post and between Key session posts. Interest in placing ads on the blog from companies ensures that the practice will continue in FY14. As a direct result of The Key's growth, the circle of people who found the featured artists on the blog increased. Readers were able to find something about the bands' histories, upcoming show dates and listen to their music. Artists are our most significant partners. Here is an email from Joe Sweeney, from *Arctic Splash and the Long Hair Arkestra* to XPN's programming director in May 2013.

**From:** Bruce Warren

**Sent:** Friday, May 31, 2013 6:32 AM

**To:** WXPN Capital Campaign; Rebekah Kaithern

**Subject:** Joey Sweeney testimonial

*Over the last year, I was very fortunate to have two totally different -- and uniquely great -- experiences with the Key Sessions with two very different kinds of bands. Back in the fall, my very loud rock band, Arctic Splash, came in to do a session that included a holiday-themed tune which we'd just written for the season; I wrote it one week, we recorded it the next, and it was out in the world in a matter of days after that. That kind of immediacy is something that few bands ever get to experience first-hand, unless they're demo-ing stuff at home, usually at a much lower quality and certainly on a less-travelled platform. I grew up idolizing the English bands that John Peel would record for his radio show on the BBC, and to me, the Key Sessions are a wonderful, more localized version of that. They make Philly bands feel like the news -- which, often enough, in a great music scene like ours, they are. Add to that the wide range of artists that get tapped for Key Sessions, folk to indie to R&B to art rock, and you've got not just a great survey of local artists and information source for fans. You've also got a time capsule that I can tell you, as someone who also writes about the city, people will return to time and again for years to come.*

*My second experience was playing the live Key Sessions event at PAFA, with my big band, including horns and strings; I'd just finished a more laid-back, singer/songwriter type record with Grammy-winning producer Aaron Luis Levinson, and we were invited to play as our first gig out of the studio. Both the live event itself and the resulting recordings were the kind of gig most musicians dream about: A well-constructed bill with like-minded groups, recorded professionally, and in a location that could only be described as impressive and, yeah, totally humbling -- in a very positive way. There, the Key Sessions did an even more impressive thing: They created a moment. And not just for the bands -- for the city itself.*

*We had fans and friends at the gig for sure, but I also imagine the random passerby who walked up on Lenfest Plaza and saw this tremendous environment and homage to creativity in the city, there in the shadow of Claes Oldenburg's giant paintbrush. And it was really what every Key Session does writ large: They survey this great city, scanning its abundant resources, and then take the best of what they find and put it on a platform that shows every last artist at their level best.*

### **Kids Corner**

Kids Corners outreach and programming were discussed in detail in Section 4 of *Telling Public Radio's Story*. The following is a brief description of the impact of the show's outreach. In FY13, Kids Corner continued its mission and reached close to 250,000 listeners with children interacting via telephone and website. During a given month Kids Corner averaged 2,000 calls – with web traffic at 15,000 unique visitors each month, for a FY13 total estimate of 24,000 calls and 180,000 unique visitors.

In FY13 Kids Corner produced and/or hosted 17 public events for children and their families, with host Kathy O'Connell making 35 public appearances. These appearances were in both public settings and classrooms/auditoriums throughout Southeast Pennsylvania, Central Pennsylvania and New Jersey.

Additionally, in FY13 Kids Corner produced over 200 hours of programming, offering on-demand downloads of specific segments on history, health and nature. Those segments were clicked and listened to close to 400 times in FY13.

### **Business Support Sponsors – Central PA**

Swedish Motors is an automotive repair and sales facility specializing in European models located in Marietta, PA. Swedish Motors has been a sponsor since 2009 and has gotten very positive feedback from existing customers appreciating their support of WXPB, and have seen new customers come in because of the underwriting spots. While they don't do much advertising, WXPB is a good fit as our audience is more likely to own or be interested in higher end European vehicles. The client does an on-going branding schedule on a monthly basis, and is continuing in 2014.

The Strand-Capitol Performing Arts Center in York, PA has been on the air with WXPB since our first month of broadcasting in Central PA in 2007. The Strand is a theatre that books a wide variety of concerts, theatrical productions, and other cultural events. They launched a music series called "Cap Live" that features artists that are played on XPB or who would be of interest to our audience, and that series happened in large part because of WXPB broadcasting in Central PA. The Strand has been a regular on-going sponsor, and will continue to be.

Iko's Music Exchange in York, PA is an independent music retailer selling used and new CD's, and specializing in vinyl (records). The owner feels WXPB is a great fit for him as our listeners love music, and are still buying rather than downloading music. Iko's has been a regular sponsor on WXPB since 2008, and will be on again this spring and fall. The owner does very little advertising, and is grateful to be able to get exposure on WXPB to reach an audience that loves music and are potential customers. He has seen a substantial amount of new business as a direct result of his exposure on WXPB.

## **Musicians On Call**

As described in Section 6.1 part 4, the biggest beneficiaries of WXPN's Musicians On Call program are the patients in health care facilities visited by area musicians at 6 local facilities in the Philadelphia Metropolitan area. In FY13, 9,544 patients were visited. In addition to comforting and entertaining in-hospital, visiting artists instruct and record patients' songs as part of *Project Playback*. Another measure of the program's success is the monetary contributions from the annual Musicians On Call benefit concert. All proceeds benefit the program. In FY13, WXPN raised \$87,000 for WXPN's Musicians On Call.

## **Free At Noon**

WXPN extends consistent support to artists by bringing audiences to World Cafe Live for free live weekly concerts, *Free At Noon*. In addition to World Cafe Live, Free At Noon shows also took place at The Porch at 30<sup>th</sup> Street Station and at The Kimmel Center in FY14. On average, 400 people come into these facilities to enjoy the hour long performances. Our foremost partner for the weekly series, World Cafe Live (WCL) benefits from this partnership with additional exposure from the Free At Noon audience. Because WCL is a restaurant and concert venue, many in the audience become customers when the show ends, boosting the number of meals served Friday afternoons. To keep the audience satisfied musically, local songwriter David Falcone performs while lunch is served.

## **XPoNential Festival, July 20-22, 2012 (FY13)**

In July 2012 (FY13) WXPN partnered with leading concert promoter, Live Nation to expand the XPoNential Festival from Wiggins Park to The Susquehanna Bank Center in Camden NJ. By enlarging the event to the adjacent Susquehanna Bank Center, XPN is able to further the essential core of WXPN's mission: to connect artists with audiences. The XPoNential Music Festival exposes local bands to audiences in the Greater Philadelphia region while showcasing national acts.

WXPN's partnership with concert promoter, Live Nation proved successful in FY13, benefitting both the station and the entertainment company, the promoter, and a larger-than-ever enthusiastic audience. XPN's audiences are always enthusiastic, but headliners draw crowds. The 2013 (FY14) XPoNential Music Festival would again pair WXPN with Live Nation to present superstar headliners. The partnership enabled WXPN to take the festival to another level with more press and increased ticket sales. XPN was able to differentiate ourselves in the festival arena, while still delivering the XPN experience that members and listeners desire and have come to anticipate. The partnership with Live Nation enabled us to book major headliners whose reputation and delivery sell tickets. With this piece of the puzzle reconciled in FY13, we were able to deliver more festival-oriented bands, and as a result of that, we were able to book more bands who were just starting to gather steam and earn recognition and their own audiences to play the XPoNential Music Festival.

Sales of weekend passes increased with headline artists, at the Susquehanna Bank Center. Sponsorship for the festival exceeded \$150,000, and ticket sales of over \$130,000 exceeded budget. Adding to the creative landscape, WXPN invites many fine crafters to partner at the event, completing the festival experience. In FY13, 12 artisans brought a unique array of crafts to Wiggins Park. Due to successful sales and the inclusiveness of WXPN's festival approach, the

majority of the same vendors returned in FY14. Here are a few comments written to XPN volunteer crafter coordinator, Effie Rubenstein.

**From:** "John T Crutchfield"

**To:** "Effie WXPB Crafts Village"

**Sent:** Tuesday, August 21, 2012 6:24:59 PM

**Subject:** Re: Hello!

Dear Effie ; Thanks for being so friendly and supportive of our art works!

We have met many promoters who are the opposite . . . & non appreciative of the Arts!

yours

john@mag

**From:** "susan rosetty"

**To:** "Effie WXPB Crafts Village"

**Sent:** Tuesday, July 24, 2012 11:46:54 PM

**Subject:** Re: WXPB Festival

Hi Effie!

Thanks again for all you did to make the festival a success for the craftspeople.

My daughter and I were thrilled to be a part of the festivities. We hope to be invited back again next year!

Thanks!

Susan Joy Rosetty

**In FY13** WXPB hosted over two dozen Business Support **Sponsors** at the XPoNential Music Festival. Our festival audience is very appreciative of our sponsors as they directly support their favorite radio station, WXPB. In fact, our Festival sponsors comment on how actively engaged our audience is at the sponsor booths. We've included 2 comments about how sponsors partner with XPN to "spread the word" about their businesses.

"Of the many events we sponsor, the XPoNential Music Festival is the gold standard to which all other events are compared. From organization to execution, this event captures the very essence of the core values of our customers. Like Subaru, the team at XPN is ready for anything, responsible and progressive, and purposefully intelligent."

- **MATT RITTER**, director - Subaru Philly Zone

"We found that [the XPoNential Music Festival] is the perfect event to spread the word about the co-op movement. XPN members tend to be really engaged and passionate. In addition to a very engaging audience, XPN staff was extremely helpful. XPoNential is definitely an event we plan on attending every year."

- **HILLARY WICKLINE**, Swarthmore Co-Op

## **Letters to WXPB**

WXPB receives and retains emails, tweets and letters from listeners and members as part of our effort to keep the conversation going and to inspire inclusion throughout our community. We hear the word "love" often from members, vendors who work with us at concerts, and even from sponsors and that is impactful to the XPN staff, and evidence of our reciprocal relationship with the public. The following are copied from email of members' letters sent to us. Sometimes the appreciation is expressed with a monetary gift. Sometimes the measure of appreciation is not membership but connection in a very personal way. Since part of telling public radio's story comes from the voice of the public we serve, here are 3 letters we received in FY13. The first

sample is from February 2013 as written to XPN's Membership Director, Deb Ashmore. The second letter was also sent to Membership, and it expresses gratitude for XPN's varied and inclusive playlist. And the 3<sup>rd</sup> is just something from the heart of a listener and member.

*Sent: Thursday, February 28, 2013 11:18 AM*

*To: WXPN Member Services*

*Subject: I love you WXPN!*

*Dear Deb,*

*WXPN is my rock, my perfect connection to amazing artists and music.*

*I listen to you everyday.*

*This year though I need to pass on my precious membership, I lost my job 18 months ago and have tightened my belt as much as possible. Only purchasing necessities; utilities, food, mortgage, and gas for my car.*

*I love and respect you all! You all are my family.*

*Michaela, Bob, and Lauren in the AM*

*Dan and Helen*

*and Kathy at kids corner! Plus all the weekend programs.*

*Kathy O'Connell*

*Kathy O'Connell*

*Also I'm in the process of adopting a sweet little boy (11). He is in the Foster to Adopt program. The adoption is not finalized yet.*

*Just know I love you all and hope to help WXPN as soon as I can.*

*With respect to the wonderful music you play.*

*I'll jump in with my membership as soon as I can land a full time job with benefits.*

*Thank you,*

*Susan (last name withheld for this report, but available in the public file)*

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**From:**  
**Sent:** Wednesday, June 26, 2013 8:26 AM  
**To:**  
**Subject:** XOX

Dearest XPN,

I humbly wish and hope with all the fabric of my being that you continue to do all that you can to promote quality sounds over the airwaves. In a time ruled by the iron fist of capitalism and the commercial, you seem to be fighting the good fight for the benefit of eardrums everywhere. Thank you for playing Neil Young - Ramada Inn, Antibalas - Beaten Metal, David Byrne - Like Humans Do, and many many more. I wish I could donate more to the cause. Continue pumping happiness through the speakers.

Love,

Tristan Kamrad



**Finally, we've included a letter to our General Manager from a listener from Central Pennsylvania commenting on our broadcast in that area of our listening region , outside of the Greater Philadelphia area.**

Carlisle, PA 17015

WXPN  
3025 Walnut Street,  
Philadelphia, PA 19104

To every person involved with WXPN, from top to bottom, I want to tell you this:  
WXPN matters to me because Music matters to me!

We live outside of Boiling Springs, near Carlisle, Pennsylvania, and when you started to broadcast in our area, our enjoyment of music increased exponentially. Music is restorative, inspirational, emotional, imaginative, stimulating, and soothing. It is good for the health, the mind, the psyche, the heart—the whole. Listening to WXPN brings so much music into my life that I don't know what I would listen to if you ceased broadcasting. There is no other radio station like WXPN, no other station to listen to so joyfully. My musical collection is extensive, but limited by its size. WXPN gives me, oh, so much more.

My wife and I own and operate a small, family restaurant in New Cumberland. We would love to be able to pick up and listen to XPN at the restaurant, but we can't receive you on our primitive radio. However, at home, and in our cars, we listen to your station all the time. XPN frames parts of my life: listening to World Café every day, anticipating the Blues show on Saturday night, eagerly awaiting Mountain Stage and the Folk show on Sunday evenings, Live at noon, Funky Fridays, and so much more—all of it is a part of my daily life. We patronize the Carlisle Theatre, and you sponsored three shows last year that were simply wonderful. Josh Ritter and the Dunwells was one of the best concerts I have ever seen. Shemekia Copeland was a joy. And the Gathering was wonderful, but not long enough. If you suddenly ceased to exist, or stopped broadcasting, I would not be able to fill the void, the emptiness left behind. XPN matters to me.

I just wanted to tell you that.

If we were well off, I would be able to support you more generously. As it is, I will do what I can. I really appreciate all that you do. Music of every sort and genre, kind and category, moves me, heals me, pleases me, and inspires me. Thank you! Keep on broadcasting.... And please strengthen your signal to Southcentral PA.

Sincerely,  


**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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.**

WXPN engages with a diverse audience that includes children, aspiring “Girl” musicians, programming of women-only music, the LGBT community, and patients in hospitals and health care facilities. The station has been reaching more broadly to satisfy the musical curiosity of the current audience and connect with new audiences by providing opportunities to travel to locations around the globe through the *Sense of Place* program, and to have music delivered to them in their hometown of Philadelphia via XPN’s World Cafe’s *Latin Roots* series. The folk art genre, *Mississippi Blues* music and the artists that carry the tradition forward would become the focus of discovery in 2013 via XPN’s *Mississippi Blues Project*. In FY14, World Cafe® on WXPN would celebrate a new feature called *20 Black Voices for the New Century*.

#### Children’s Programming – Kids Corner

Kids Corner has produced quality, informative, entertaining, call-in programming for children on WXPN since 1988. *Kids Corner* receives about 2000 calls during a typical month during the school year. WXPN continued to increase the level of online content. With more demand for online interactivity, the <http://KidsCorner.org> website serves as an arm to assist in the programming of the show. The *Hall of Fame* feature is in its 3<sup>rd</sup> year on the website. Kids submit the names of people from history that they admire and share their reason. One entry is selected each week and promoted on-air. An mp3 of the entry resides on the website. The popular program will continue in FY14. Kids Corner’s 25<sup>th</sup> Anniversary was celebrated through calendar year 2013 with special programming and events, described in detail below.

#### Kids Corner 25<sup>th</sup> Anniversary

In celebration of a quarter-century of programming for children, WXPN celebrated the 25<sup>th</sup> anniversary of Kids Corner during the calendar year of 2013, with most of the marketing and outreach elements happening in FY13. WXPN kicked off the celebration with a special 25<sup>th</sup> Anniversary edition of the Kids Corner Music Festival series, held at Union Transfer in Philadelphia with close to 1,000 fans in attendance. We partnered with Young Writers of Philadelphia to have several kids on site, acting as ‘reporters’ and giving them the chance to interview Kids Corner host Kathy O’Connell on stage. Additionally, WXPN produced a Kids Corner 25<sup>th</sup> Anniversary CD for WXPN Members – featuring 25 tracks from regional and national Kindie (kids independent music) artists.

#### Kids Corner Music Festival Series

In FY13 WXPN furthered its mission of community outreach to children continuing its Kids Corner Music Festival Series, with events in Philadelphia PA. The Festival Series is hosted by Kathy O’Connell with live music performances for kids and their parents of the newest sounds heard nightly on Kids Corner. The show’s producer, Robert Drake manages the events. Community-oriented programs recreated the Kids Corner experience and interactive educational components highlight the day’s agenda with program regulars. Science and “make and take” crafts are a hit with the kids. Because of the great interest from area families, the shows sold out easily. Building on the interest from families for this event, the festival was produced in FY13 in February at Union Transfer in Philadelphia and in May 2013 in conjunction with the University of Pennsylvania’s Annenberg Center for the Performing Arts’ Annual Philadelphia International Children’s Festival. On 9/22/12, The Festival was presented at World Cafe Live at The Queen in Wilmington, and in Central Pennsylvania, on 11/17/12 at Millersville University, Lancaster. The festival series continued into the fall of 2013 to culminate the Kids Corner 25<sup>th</sup> Anniversary celebrations.

### Kids Corner - Exploring The Amendments

Starting in February 2014, in partnership with the National Constitution Center, Kids Corner will present a weekly pre-produced module (about 10 minutes) each Wednesday that explores just one of the Amendments found in the United States Constitution – the module series begins next Wednesday. Once aired, the modules will reside online to be enjoyed on demand throughout the year.

On February 3, 2014 Kathy had historian and author Kenneth C Davis and Kerry Sautner, VP of Education at the National Constitution Center as her guests. They spent the hour explaining the birth of our Constitution to help lay the groundwork for the series. You can listen to the chat (in two parts) at the link below. Also, to connect to our series, the National Constitution Center is currently running a “27 Amendments in 27 Days” programming campaign on site at their location – the final day (Friday, Feb 28) Kathy will host a special event at the Center to celebrate the Constitution and a month-long poll asking kids what should be the 28<sup>th</sup> Amendment as part of our partnership with the Constitution Center.

Learn more at our web page: <http://kidscorner.org/html/constitution.php>

To learn more about the Amendment Poll (and the NCC):

<http://constitutioncenter.org/experience/programs-initiatives/27-amendments-in-27-days/>

### Kids Corner / LiveConnections Partnership

In fall of FY14, Kids Corner launched an ongoing series of recordings with LiveConnections. LiveConnections, founded in 2008, creates innovative, boundary-crossing music programming and education with partner venue, World Cafe Live. Through live concerts, interactive programs for youth and video technology, LiveConnections commissions collaborations that join artists from different genres — particularly classical with world, jazz, or popular styles — to highlight how music crosses cultures and re-imagine the landscape of live music. Our programs reach people who would not normally experience this kind of music, from urban youth to special needs populations to general audiences. The plan is for Kids Corner to record at least two (up to four) Live Connections Bridge Sessions for later broadcast on WXPB to help expand the Live Connections mission by reaching even more young ears than those attending the events.

### Kids Corner Spotlight on Depression in children and families

As part of a partnership between Kids Corner/WXPB and the Scattergood Foundation along with Friends Hospital Philadelphia, Kids Corner **aired a** one-hour special exploring depression **both in children and families to** offer constructive ideas on how to handle situations as they apply. Tracey Thomasey of the Support Center for Child Advocates **joined** host Kathy O’Connell (aired in January 2014). This special, along with helpful links and PDFs will reside on a page at KidsCorner.org:

<http://kidscorner.org/html/scattergood.php>

### Programming for Sexual Minorities

FY 2012 marked the 39<sup>th</sup> year that WXPB continued to produce two weekly programs, Q’Zine and Amazon Country for lesbian and gay listeners. It is still the only source of information pertaining specifically to sexual minorities on radio in the area. This program has won numerous awards and recognition over the past years.

Bob Bumbera routinely dedicates story time during his morning newscasts to issues of interest to the gay and lesbian communities with features on the issues of same sex marriages, health benefits to the partners of gays and lesbians and the state of acceptance of gay and lesbian culture in news, culture and entertainment. Q’Zine host, Robert Drake continued his first-person storytelling series called *The Outspoken Project*, where listeners are recorded sharing their personal coming out story with listeners. The series will continue in FY14. The host of XPN’s *Amazon Country*, Debra D’Alessandro focuses on lesbian rights and features music by a diverse array of women artists, many of whom draw attention to lesbian and feminist themes. The weekly program, continuously airing since 1974, highlights events of

local LGBT community interest. It is believed to be the longest running lesbian/feminist themed radio program, and the host reports that since posting to *Facebook*, the show has over 500 Facebook fans!

#### The Mississippi Blues Project

In FY13, from August through May 2013, Blues musicians performed live throughout the Philadelphia area as part of a unique concert series, *The Mississippi Blues Project* (MBP). In addition to producing 4 concerts, a free screening of the film, *We Juke Up In Here* was presented at the African American Museum in Philadelphia. The film's producers, Roger Stolle and Jeff Konkel answered questions after the film about their explorations through Mississippi's once-thriving juke joint culture. The Mississippi Blues Project was a year-long effort to share dynamic performances of a regional tradition of Blues that has received limited exposure in the Philadelphia region. To allow these performances to remain alive for their audiences, they have been made part of an online interactive initiative which showcases the Mississippi blues as a vibrant folk art form <http://mississippibluesproject.org/about/>

#### Girls Rock Philly CD Recording Sessions

Girls Rock Philly (GRP) is an area youth empowerment non-profit where girls, ages 8-18 learn to become rock musicians. Led by a team of all female volunteer instructors & band coaches, girls in the program learn how to play musical instruments, write songs, make their own band merchandise, and to discover other women in rock [www.girlsrockphilly.org](http://www.girlsrockphilly.org). The impetus for the program began with founder and executive director, Beth Warshaw-Duncan, former XPN staff. WXPN donated the World Cafe Performance Studio to GRP for the musicians to record sessions for the Girls Rock Camp Alliance series CDs. Kim Junod, XPN senior producer for World Cafe® engineers these sessions. In FY13, in August 2012, XPN worked with GRP again, resulting in the CD Girls Rock Philly 2012 Camper Compilation.

#### World Cafe® Sense of Place

As part of XPN's community engagement outreach, and in conjunction with our celebration of the World Cafe® 20<sup>th</sup> Anniversary, WXPN kicked off a new international travel series, **Sense of Place**. The quarterly series continued through FY13 with the goal of providing XPN members an opportunity to experience varied musical forms in musically rich communities around the world. Designed to give the traveler a sense of present and past musical cultures in a wide range of continental and international locations, Sense of Place is supported by a grant from The Wyncote Foundation. In FY13, travel was to Portland, Oregon (September 2012), New Orleans (January 2012), and Cuba (June 2012). In FY13, World Cafe® Host, David Dye and Producer, Kim Junod explored the musical culture of Memphis, Tennessee and Clarksdale, Mississippi in October, and Nashville, TN in April 2013. The World Cafe travel series provides WXPN with an opportunity to create new programming with video and audio links from the live performances in the places visited, while developing the station's growing digital interests. And since you're still reading, Icelandic musician, Asgeir appeared on the World Cafe 2/4/14 - great session, and a prelude to the upcoming Sense of Place trip to Iceland in June 2014. On 2/20/14, a mini one-day Sense of Place show in Louisville is planned in collaboration with WXPN affiliate WFPK.

#### World Cafe® Latin Roots

Latin Roots first aired in FY12 on January 12, 2012 with Latin music expert Aaron Luis Levinson, a member of the Latin Academy of Recording Arts & Sciences and owner of Range Recording Studios in Ardmore, PA. The program was developed to reach and add in a diverse audience in the Spanish speaking population. The series airs bi-weekly on nationally syndicated, World Cafe® Host, David Dye explores a variety of music and influences from a rotating roster of guest artists and commentators. Some of these include music critic and NPR music reviewer Tom Moon, reporter and producer for NPR's Arts Desk and co-host of web-based program, Alt-Latino, Felix Contreras, and his Alt-Latino co-host Jasmine Garsd, and Mexican-American singer-songwriter, Alejandro Escovedo. In addition we worked with the hosts of the Latin Alternative radio program, Josh Norek and Ernesto Lechner. Continuing to work with these commentators in FY13 we also added new voices to the series – Beat Latino host Catalina Maria

Johnson and Grammy nominated record producer Rachel Faro. Commentators and artists established in Latin music circles bring new audiences to the show. They use social media to tweet their appearances to these audiences. The Spotify playlist online has every episode available and has been a popular way to access the programs. The Wyncote Foundation funds the program which is found at <http://xpn.org/world-cafe/latin-roots>. WXPN's World Cafe® is continuing the program in FY14.

### 20 Black Voices For The New Century

Along with all our normally awesome programming, we have a new extra special feature -February on the Cafe. We are celebrating Black History Month with a feature called *20 Black Voices For The New Century*. All month we will feature the most important artists and music creators from the African American community, post 2000. We kicked things off with The Roots. David Dye is playing something from each of the artists on the show the day they are featured, and we are posting about them each day at [worldcafe.tumblr.com](http://worldcafe.tumblr.com). If you haven't visited the tumblr site yet, you should definitely check it out- a lot of fun stuff there.

February will also feature a Special Producers session at WPXN with West African singer, Angelique Kidjo on February 17, 2014.

### WXPN's Musicians On Call program in Philadelphia *Meeting the needs of hospital patients and their families*

WXPN Musicians On Call is the non-profit partnership between WXPN and the successful New York-based Musicians On Call. Working with the New York office on training and bookings, WXPN calls on its community of local musicians and passionate listeners to deliver the WXPN Musicians On Call services. A groundswell of volunteer support makes these programs possible.

In FY13, 96 volunteers participated in the Philadelphia program with WXPN.

Bedside performances are provided each week by volunteer local musicians who go room-to-room at participating healthcare facilities and perform for patients and their families. Musicians are escorted during their visits by volunteer guides who are selected and trained to meet the requirements of both the WXPN Musician On Call program and the participating healthcare facility.

Since 2004, WXPN Musicians On Call has made a difference in the lives of more than 50,000 patients and their families by bringing live music to the bedsides of patients through weekly programs at The Children's Hospital of Philadelphia, Hospital of the University of Pennsylvania (HUP), Thomas Jefferson University Hospital, Our Lady of Lourdes Medical Center, Philadelphia Veterans Administration Medical Center, and St. Christopher's Hospital for Children. Over 9,000 patients were visited in FY13. In FY14, WXPN plans to add a 7<sup>th</sup> hospital, in the state of Delaware, to the station's outreach.

**5. Please briefly assess the impact that your CPB funding has on your ability to serve your community. What can you do with your grant that you wouldn't be able to do if you didn't receive it?**

Not limited to on-air broadcasts, XPN connects with the community by distributing our content through a variety of platforms like live streams, archived/downloadable audio and video, and social media sites like Facebook, Twitter, and our blog, *The Key*. XPN's on-air and online audience includes the more traditional public radio members and listeners, and young adults, and children, who are entertained and educated weeknights on Kids Corner. WXPN's programs and services are continuing at increasing levels and reaching a more diverse audience. New programming is designed to reach into the Latin community with musical and cultural shows on our marquee program, *World Cafe* which is broadcast nationally. In order to maintain quality and to support innovation we've evolved major gift fundraising strategies via a capital campaign to accomplish goals beyond the limitation of our operating budget alone, which include increasing office space. The *Campaign for the Music* will reach completion in FY14. These goals will serve the community by providing quality programming and technical advancement. In FY13, XPN worked with Jacobs Media to develop 2 new mobile apps for Android and iOS. The impact of this innovation allowed listeners to access our renovated concert calendar and all 4 programs including our newly remodeled HD2 channel, *Singer Songwriter Radio*. We are motivated to make an impact in the burgeoning digital space while furthering our terrestrial footprint and strengthening our relationship with our music-loving community. Planning and negotiations were underway in FY13 to upgrade our antenna make improvements by moving it and raising the height 300 feet higher on a tower. These changes would result in better reception in the current broadcast region, and service provided to areas where the reach had been historically weak or spotty. A new contract and the ensuing renovation are planned for completion FY14.

In FY13 WXPN received approximately \$538,000 or 7.5% of total revenue from the CPB grant. This funding is significant to all areas of the stations operations, and will help to enable the station to achieve its community engagement and digital expansion goals.

Despite a substantial increase in member participation in XPN's *Sustaining Membership* program in FY13, a decrease in CPB funding could have an impact on the number or duration of on-air fund drives we conduct annually. In FY14, WXPN plans to continue to advance the model of *Sustaining Memberships*. WXPN would be forced to take a hard look at the specific programs and services that it offers, and to consider cutbacks in some of the high quality programming and efforts to engage with the community that supports our mission. The elimination of CPB funding would have a substantial negative impact and threaten our ability to continue to produce quality programs that serve our diverse listenership such as Kids Corner and the World Cafe. Without CPB funding, technical upgrades - which improve our communication with our audiences on every level: through radio broadcasts, on digital platforms and at community events could not be implemented with the excellence and competency they benefit from now. That would be a great loss for the audience we serve and for the progression of innovation at XPN's core. CPB funding allows WXPN opportunities to do new original programming and to engage with the community. As the station comes forward as a national leader, redefining radio as on-air, online and onstage in the new, dynamic music environment, CPB funding is vital to the stations goals of continued creativity and connection.