

WBJC Local Content Report 2021

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.

As an all-classical music station WBJC is obviously committed to playing the great works of western classical music. However, we are also committed to playing music that was written yesterday and for that matter next door. We are grateful and devoted to representing our local musicians on air as they are the re-creators of music old and new. We are committed to working with local performers and composers whose music would be enjoyable to the listening public. Living in a diverse city like Baltimore it is incumbent upon us to represent the population that lives here within a classical music format. Baltimore is a city that has a cornucopia of excellent public radio stations and WBJC is pleased to be able to educate listeners with regard to this specific type of music which for us is classical music in all its diverse shapes and permutations. In this time of immense emotional stress caused by the COVID 19 pandemic and intense political and cultural upheaval, WBJC is a place where listeners can turn for emotional comfort and musical education and enlightenment. We are delighted to collaborate and work with great classical music institutions like the Morgan State Choir, The Baltimore Symphony, Shriver Hall Concert Series, Candlelight Concert Society and the International Women's Brass Conference. Within the classical format and in-between pieces of music WBJC is committed to producing short interview segments with community groups whose stories and purposes need to be shared. We have aired interviews with The Red Cross, The Baltimore Health department, The National Alzheimers Association and the Fibroid Foundation. We look forward to more community involvement in the year to come and hope that this will attract and engage new audiences.

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.

WBJC is indeed committed to partnering with a wide variety of local institutions. We regularly work and collaborate with the faculty of Baltimore City Community College our licensee. During normal non Covid times, part of this collaboration entails hiring six student interns per semester. We regularly work with the Baltimore Symphony and this year WBJC produced a ten-part series of programs entitled 'BSO Encore Powered by PNC Bank.' On our Music in Maryland program we are committed to broadcasting concerts by local artists such as the Baltimore Choral Arts Society, Shriver Hall Concert Series, Annapolis Symphony, The Baltimore Chamber Orchestra and the Handel Choir of Baltimore. During this time of the Covid Pandemic, WBJC has been able to present concerts and recordings of local groups and artists who have been adversely affected by the closings of local performance spaces. We have done interviews and public service announcements with members of the following organizations; Behavioral Health System Baltimore, National Park Service, Maryland Consumer Rights Coalition, Fort McHenry, Baltimore Museum of Art, Prince George's County, Johns Hopkins University Odyssey Division. Finally, the station also reserves, at no charge, its secondary SCA frequency solely for the use of the Radio Reading Network of Maryland, a service for the blind.

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.

Many of our partners like the Baltimore, National and Annapolis Symphonies have told us that their interviews and on-air announcements have resulted in increased awareness and audience size. While our audience is mostly interested in classical music, they are very committed to knowing what is going on in the community. After airing an interview, we often get calls e mails and inquiries through social media from listeners asking how they can get involved or find services. WBJC has been pleased to partner with the Elville Center for the Creative Arts which purchases and repairs instruments for schools which cannot afford to buy them. Many of WBJC's listeners have donated instruments (including the staff of the radio station) and also contributed monetarily to this important cause. The Elville Foundation has often credited WBJC with contributing to its success.

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

Throughout the entire year and during Black History month WBJC featured works by Black composers and performers, which include both historic and modern recordings. We realize it is important to represent the diversity of the city and region. As March is Women's History Month, we plan a similar initiative. While WBJC does not broadcast to any specific community, music, as the 'International Language', can be understood and appreciated by anyone from any age or background. Our listeners range from toddlers to people in their 80's and beyond.

WBJC has also broadcast interviews with members of its parent institution Baltimore City Community College, whose student body is primarily composed of African American and immigrant populations.

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?

It cannot be stressed enough how unique WBJC's classical music service is and how valuable it is to the local community. It also cannot be stressed how important it is to receive CPB funds to enable us to operate. A locally hosted and curated Classical Music station that is committed to education, the arts and public affairs improves the greater Baltimore community. So many stations that were formerly, locally hosted have now become mere translators for broadcasters in other cities. Based on our public support, it is clear that greater Baltimore enjoys having their own personal, local and professional classical music service. CPB's funding allows us to hire and maintain local announcers and producers. CPB enables us to produce and broadcast local concerts and recordings on Music in Maryland. Finally, CPS funding allows us to pursue and interview artists and leaders in the community, such as Dr. Leticia Dzirasa the Baltimore City Health Commissioner and present local stories which otherwise might not be heard. CPB's funding especially during the pandemic when WBJC's underwriting income is adversely affected is essential to maintaining this vital local service