

## **WBJC Local Content Report 2023**

**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.

During a time of immense political division and economic challenge, WBJC is a place where all listeners can turn for emotional comfort, musical education, and enlightenment. We are delighted to collaborate and work with great classical music institutions like Chamber Music Maryland, The Baltimore Symphony, The Baltimore Chamber Orchestra, Shriver Hall Concert Series, 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 St. David's Episcopal Church, The Kappa Guild, Federation of Jewish Women's Organizations, The Walters Art Gallery and Johns Hopkins University. 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. On our Music in Maryland program we are committed to broadcasting concerts by local artists such as the Baltimore Choral Arts Society, Chamber Music Maryland, Annapolis Symphony, The Baltimore Chamber Orchestra, and the Handel Choir of Baltimore. 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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.**

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, there was 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, CPB funding allows us to pursue and interview artists and leaders in the community and present local stories which otherwise might not be heard. CPB's funding, especially during the post pandemic, when WBJC's underwriting income is still adversely affected, is essential to maintaining this vital local service