

Local Content & Services Report for WFMU

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.

WFMU's approach to addressing community issues, needs, and interests includes providing access to music and the arts, spanning across multiple platforms. Our digital offerings include streams in multiple formats, archived programming for on-demand listening, podcasts, live video events, interactive listener chat for nearly every program, song and episode favoriting, and mobile apps. We are active on Facebook and Twitter, and send out monthly e-mails to our listenership. WFMU hosted 11 listener meet-ups in FY15 to engage with our listeners in person, and one of these events happened outside of our broadcast area, allowing us to build better connections with members of our community who live far away. On top of this, we host regular live music, comedy, and film events in our public performance space, Monty Hall.

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.

In the previous fiscal year, WFMU collaborated with music festival organizers including the Golden Festival, HONK! NYC, and Cambodian Rocks, along with local venues like Barbes, plus we even took our live broadcast rig outside of our coverage area to the Primavera Sound Festival in Barcelona, Spain. The station co-presented events in Monty Hall with Radiohole Theater, Sarah Records, and other groups. WFMU lent technical advice to community stations KXRY, WPRB, WSOU, and many others. We hosted and trained interns from local high schools, Oberlin, and New Hampshire College. Our website, the Free Music Archive, has brought on 12 new curators including Pakapi Records, Tall House Recordings, Song-O-Phone, Dubophonic, Bakery All Stars, Foundscapes, Howie Tapes, Fit Your Mess!, Netlabel Day, Power Moves, Soosu, Spettro Rec, and I Heart Noise.

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.

From our day-to-day programming to our live broadcasts, live events, in-studio performances, and special remote broadcasts, WFMU gives underrepresented artists a wider reach and raises awareness among our listenership. Our partner the Golden Festival sold out tickets to their Balkan music and cultural event in the last fiscal year, attributing some of the popularity gain to our coverage of the event. Likewise, WFMU's co-presentation of the Cambodian Rocks concert brought awareness to the oppressive Pol-Pot regime of the 1970's and subsequent extermination of tens of thousands innocent Cambodians, including many artists and musicians.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

WFMU's Transpacific Sound Paradise program covered the Golden Festival, an annual multi-day event featuring musicians from the Balkans and Eastern Europe, as well as the Rainforest World Music Festival in Sarawak Cultural Village, Borneo, Malaysia. Beyond this, WFMU regularly hosts musical acts on the air and in our performance space from an array of musical acts that perform in languages other than English. Our JM in the AM program regularly features segments and music in Hebrew. Through our diverse freeform programming approach and knowledgeable on-air DJs, WFMU presents a broad spectrum of contemporary musical output from around the world.

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 has allowed us to continue operating and pursuing our mission without interrupting our programming for an additional pledge drive. Listeners want to hear the underrepresented artists that we feature, the live music we present, and the conversations we make possible, and it's CPB money that lets us focus on these important tasks rather than cutting back our services. CPB funding also helps us distribute our programming for national distribution.