

Grantee Information

ID	4601
Grantee Name	WTMD-FM
City	Towson
State	MD
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

WTMD creates programming that "Connects Artists with Audiences." This simple phrase drives the mission of the station. We produce Baltimore Hit Parade to highlight and connect Maryland musicians with music lovers in our service area. WTMD is heavily involved with the Central Maryland music community and provides both long and short term programming and events that highlight these artists. WTMD holds the annual Baltimore Band Block party to further involve these artists with the station. In-studio performances become digital engagement through video and audio interviews posted on our site and promoted through social media. Our First Thursdays Concerts in the Park bring nearly 10,000 people to Canton Waterfront Park to experience a variety of Maryland and national bands five times a year. These concerts have become more than musical events, they are recognized by local media and civic leaders and important part of the fabric of Baltimore.

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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.

Each year WTMD coproduces the Concert For the Chesapeake Bay with Maryland Public Television. This two hour program gives state wide exposure to several local bands and offers ways individuals can become involved with environmental groups helping to reduce pollution in the Chesapeake Bay. WTMD works with the Believe in Music Project that provides music lessons to at-risk school children in Baltimore City. We provide station tours, the ability to record themselves here as well as promoting their events on line and on our electronic message board. WTMD coproduces the Downtown Minute with the Downtown Partnership of Baltimore to chart the economic development of the City. The program is broadcast and is made available on line as well. We partner on a similar project with Baltimore's Enoch Pratt Library system that provides information about the libraries resources and activities. We participate in The Baltimore Broadcasters Coalition Ascertainment Day each September to learn more about the needs of non profit groups and the issues surrounding our community. Plus, we make our air time, web site, electronic messaging board and other digital assets available to a number of "street level" non profit groups to promote their activities. Beginning in January 2015, WTMD began a partnership with BWI Airport in which WTMD curates & produces a playlist of the Baltimore artists heard through out the airport 24/7. In addition WTMD produces 12 monthly concerts featuring Baltimore Artists in the airport. These two components combined exposes Baltimore music to 22.5 million travelers annually.

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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.

More than 900 volunteer hours to clean up the Chesapeake Bay were generated by the Concert for the Chesapeake Bay. WTMD's participation with the Believe in Music Project saw WTMD senior staff interact with 30 at risk students and eight were given the opportunity to tour and record at the WTMD studios. More than 50,000 people attended First Thursdays Concerts in the Park over the course of the season. The series is now considered a mainstay of urban life during the summer in the Baltimore. WTMD was voted Best Radio Station for music by readers of the City Paper. WTMD provided airtime to more than 100 local bands with more than 10 plays per band. Feedback from numerous confirms a positive impacts as a result of WTMD's airplay & support. WTMD gives a home to Baltimore artists." In addition, more than 30 Baltimore Bands were given a long form interview on WTMD this year.

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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 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.

WTMD provides air time to minority artists to discuss issues important to their community during interviews and other performances. WTMD regularly features music from minorities, most notable in local production Baltimore Hit Parade, The Dirty Soul Party, Reggae Rhythms, Detour, and, often in Spanish, The Latin Alternative.

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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?

Without CPB funding, we would have to reduce the size of our staff and reduce various outreach programs/ events such as 1st Thursday Concerts and Live Lunch performances/broadcasts. CPB funding provides our ability to air NPR programming and to provide locally produced specialty shows.

Comments

Question	Comment
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No Comments for this section