

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 2019. 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 2019 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, involving nearly 20 area bands each year, 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. Over the course of the summer, Our First Thursday Festivals bring approximately 80,000 people to Canton Waterfront Park to experience a variety of Maryland and national bands. These concerts have become more than musical events, they are recognized by local media and civic leaders as an important part of the cultural fabric of Baltimore. Created and expanded the Saturday Morning Tunes event. This is a live performance and participation event for children and takes place 10 - 14 times per year including events at WTMD and various locations throughout the community. More than 5,000 children and parents attended these events, which were also broadcast live to thousands more.

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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.

WTMD works to support Young Audiences Maryland, which provides enhanced education programs with local artists in Maryland public schools. We support Living Classrooms, which provides music lessons & art programs to Baltimore City school students. We work with Live Baltimore to bring attention to economic development in Baltimore. 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. For our Saturday Morning Tunes program/event, WTMD partnered with Garrison Forrest School, Live Baltimore, Race Pace Bicycles, (Cool) Progeny, Eddie's of Roland Park, an Maryland Excels to produce the series of interactive/participatory concert events for children and parents. Created Green Happy Hour in coordination with the Towson University Office of Sustainability and Clean Choice Energy to connect community with local green businesses and practices. The event took place at the WTMD studios and approximately 100 people were in attendance. Partnered with The Baker Fund to host information sessions for local visual/performance/music artists on how to apply for grants. Also, WTMD hosted the Baker Artists Finalist showcase live performance session. Partnered with Towson University's Electronic Media & Film Department to host and produce film series. WTMD supports Mammojam, a non-profit organization supporting breast cancer awareness and treatment for low-income and under served communities. We have partnered with Mut Mart and VeRUS Pet Foods to donate 500 pounds of pet food to local animal shelters. WTMD has partnered with Sock Club to donate 1000 pairs of socks to Helping Up Mission, an organization that fights against addiction, poverty, and homelessness in Greater Baltimore. Partnered with Maryland Public Television to record and produce two of WTMD's First Thursday Festivals for broadcast on the statewide, and regional, MPT television network. This provided great, positive, exposure for the city of Baltimore, WTMD and the participating musicians.

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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.

Approximately 80,000 people attended First Thursday Festivals 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 Baltimore Magazine. WTMD provided airtime to more than 100 local bands with more than 10 plays per band. Feedback from numerous artists confirms 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. WTMD added over 40 songs from Baltimore artists to regular rotation and these songs received between 40 and 200 spins each. This is significant air support. WTMD also partnered with Mutt Mart and VerUS Pet Foods to donate 500 pounds of food to local shelters and with Sock Club to donate 1000 pairs of socks to Helping Up Mission.

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 as an integral part of our AAA music format. In addition, our local production specialty shows such as Baltimore Hit Parade, The Dirty Soul Party, Reggae Rhythms, Detour, The Roadhouse and, often in Spanish, The Latin Alternative feature minority artists. We have many in-studio performances from minority artists and WTMD's First Thursday Festivals feature a very diverse line-up including many female and minority artists. The events put these artists in front of thousands and WTMD's air support of these artists exposed their music to many thousands more.

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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 First Thursday Festivals, Saturday Morning Tunes and Live Lunch performances/broadcasts. CPB funding provides our ability to air NPR News & programming and to provide locally produced specialty shows.

Comments

Question	Comment
No Comments for this section	