

Grantee Information

ID 4507
Grantee Name WSNM-FM
City Winston-Salem
State NC
Licensee Type University

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us about special, innovative efforts in which the grant recipient is involved. Responses may be shared with the Congress or the public.

Jump to question:

6.1 Telling Public Radio's Story

1. Please Describe any efforts (e.g., programming, production, outreach 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 2012, and any plans you have made to meet the needs of these audiences during Fiscal Year 2013. If you regularly broadcast in a language other than English, please note the languages broadcast.

Jump to question:

In news/public affairs programming, WSNM continues to offer LatinoUSA to its audience, as well as specialty programs that shed light on the issues and concerns of minority groups include gays and lesbian, the elderly, women, and other under-represented groups in the community we serve and beyond. In music, WSNM offers such programs as Putamayo and AfroPop, which compliments our other electric programmings such as Gospel and Blues. Beginning in March 2013, we will add a volunteer World Music Host that we hope will help the station bridge the gap between the station and the ever-growing Latino community in our listening area.

6.1 Telling Public Radio's Story

Jump to question:

2. Please briefly assess the impact that your CPB funding has on your ability to serve your community. What can you do with your grant that you wouldn't be able to do if you didn't receive it?

We believe that public broadcasting should be an added value to the community it serves. WSNM provides our listeners with programming that no one else offers locally. In addition to the 100+ hours of jazz programming we provide our audience, the station also offers such diverse programs as Democracy NOW and Free Speech Radio News. We locally produce Empowering YOU and You Money Worth, two shows that give voice and addresses specific issues of the community we serve. We are clearly an added value to the community we serve and CPB funding allows us to continue this vital role of educating our listeners through diverse programming.

6.1 Telling Public Radio's Story

Jump to question:

3. Please describe any special activities you have undertaken in the areas of community service and outreach during the Year.

Community engagement is important to WSNC. And although we have made some strides, more needs to be done to ensure that we are making a connection to the community we serve. WSNC continued its partnership with area colleges and universities. We also worked with such diverse organizations as the Hispanic League, BookMarks, the Friends of the Winston-Salem Forsyth County Library, The ECHO Network, producers of StoryLine, The Arts Council of Winston-Salem, and The John Coltrane Society. This is important work, so we plan to continue and expand these efforts.

6.1 Telling Public Radio's Story

Jump to question:

4. Please describe any special efforts you have made to increase your involvement with the educational community during the year. Include a brief description of any major educational services provided.

This year, we continued our work with the Reagan High School Jazz program, assisting the school with its annual workshop and concert. We are hoping to expand these efforts to all area schools to develop a partnership between WSNC and these young musicians.

6.1 Telling Public Radio's Story

Jump to question:

5. CPB is interested in learning more about stations' significant activities planned for the upcoming year – both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

In addition to a new World Music volunteer host, we have added a volunteer Blues Host. The station's new program director sees increasing volunteer participation as a key component to connecting the station to the community. We hope to add more volunteers in the areas of programming and development during the period. We are also trying to increase student involvement with the station, bridging the gap between our current and future listeners. We are planning a student-produced public affairs program as the first step in this process. We must increase our community involvement, so we are reaching out to our licensee (Winston-Salem State University) to help the station build alliances with organizations that they have developed partnerships with. These activities will serve the dual role of strengthening our relationship with the community and the licensee.

Comments

Question

Comment

No Comments for this section