

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 2013. 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 2013 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 Unsigned (now Baltimore Hit Parade) to highlight and connect Maryland musicians with music lovers in our service area. In addition, we co-produce the Concert for the Chesapeake Bay with Maryland Public Television that combines educational and public awareness about environmental issues affecting our region through music and storytelling. WTMD includes digital content to support appropriate programming

elements such as posting artist interviews and in-studio performances. We attend Ascertainment Day, held each September, to meet with many non profit, issues based community organizations. Through these meetings we become aware of needs and issues affecting our coverage area. We strive to include organizations in our media partnering activities as well as interviews with local musicians and others. While most of these activities engage music fans, First Thursdays Concerts in the Park engages a wider and more diverse audience. This concerts, held at West Mount Vernon Park, bring up to 10,000 people out for an evening of community and music. Many who attend are not WTMD listeners but appreciate the safe, energetic and community building aspects of the shows. These shows are free and open to the general public.

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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 connects with the community and partner organizations in a variety of ways. Media Partnerships: WTMD provides significant air time to street-level non profits to promote their events and fundraisers. Organizations we worked with between July 2012 and June 2013 include Johns Hopkins Kimmel Cancer Center, The Living Classrooms Foundation, The Baker Artist Awards, The Believe in Music Project, Mammojam, The American Red Cross of the Chesapeake, Civic Works and The University of Maryland Health and Wellness Institute. Governmental Agencies: WTMD partners with the Baltimore City Department of Recreation and Parks to produce First Thursdays Concerts in the Park. This five show monthly series involves various Baltimore City departments, including the Police Department, and reaches out into the business community for support and logistical needs. WTMD provides significant on and off air promotion to Towson University, our licensee, to promote events and programs available on campus. WTMD also works with other educational institutions, such as the Maryland Institute College of Art, University of Maryland Baltimore County, The Park School, and others to promote their offerings. The station offers internships to college students seeking a career in broadcasting. These students come to us primarily from Towson University but we have also had students who reside in Maryland and attend out of state schools. The Concert for the Chesapeake Bay is a co production with Maryland Public Television to highlight Maryland Music and the environmental efforts to clean up the Chesapeake Bay. WTMD's General Manager co-hosts the show with an MPT staff memeber and WTMD's Program Director books the bands. MPT constructs a variety of packages highlighting different groups working to restore the Bay's health.

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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.

The Concert for the Chesapeake Bay resulted in a few hundred thousand viewers being connected with both the bands and the environmental groups on the shows. WTMD simulcasted the program which resulted in increased awareness of the program as well. The over all program resulted thousands of volunteer hours being committed to organizations working to restore the health of the Bay. Measurable impact from our media partnerships are often anecdotal, but several partners reported sold out or significantly increased attendance including the Believe in Music Project, which raised significant funding for the program; and the Baker Artist Awards saw an increase in the number of self-nominated artists to more than 960. Just short of 80 musicians self-nominated for the Baker Awards and 10 percent of these artists have been played on WTMD and/or performed at WTMD events. WTMD's internship program helped launch the careers of four students from Towson University during Fiscal Year 2013. One of these students has remained a WTMD volunteer and is currently working on WTMD's video archive and event videos.

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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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WTMD's partnerships with The Living Classrooms Foundation and the Believe in Music Project specifically supported at-risk inner-city students to provide them with the academic and cultural skills to lead a secure life. Reggae Rhythms is WTMD's specific program into the Caribbean and African American audiences by showcasing artists from these communities. Events and other items of interest are announced on these programs. WTMD maintains a diverse playlist featuring minority artists from both the national and Baltimore music scenes. WTMD has already increased the nature of our partnership with The Believe in Music Project. We have already hosted a group of students who toured the station and recorded their own voices in our production studios. We plan to offer more experiences including music lessons and song writing in the next six months.

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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?

CPB funding is essential to WTMD's financial health. During fiscal year 2013, WTMD began constructing a new broadcast facility. While much of the construction costs were paid for by our licensee, WTMD had additional expenses which were above and beyond our regular annual budget such as incorporating our new logo into our operations and miscellaneous furniture an office expenses not covered by the build out. CPB funding allowed us to maintain our high programming standards and to purchase national programming of interest to our listeners during this time. Fiscal year 13 was a huge transitional year for WTMD's staffing as well. CPB funding continues to support our ability to hire experienced fundraising staff members and provide them with the professional development opportunities to customize their abilities to the public radio industry. CPB funding also plays a significant part in funding First Thursdays Concerts in the Park. This funding supports the technical expenses including security, staging and sound rental. Funding also supports artist related expenses including performance fees, hospitality and other items. These activities, and others, would be severely curtailed or even cancelled if we did not receive our annual CPB Community Service Grant.

Comments

Question

Comment

No Comments for this section