

Grantee Information

ID	1343
Grantee Name	WPBI-FM
City	Fort Lauderdale
State	FL
Licensee Type	Community

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 2014. 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 2014 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.

Classical South Florida (CSF) is a classical music radio network, serving four distinct communities in South Florida, Miami, Fort Lauderdale, the Palm Beaches and SW Florida. The mission of CSF is to enrich the minds and nourish the spirit of our community through the art, availability and advocacy of classical music. CSF also includes an all-news station (WPBI-News) covering downtown West Palm Beach, with an HD signal reaching most of Palm Beach County. All CSF stations are available online and through mobile applications, offering the power to listen anywhere in the world 24/7. Through funding by the State of Florida, we participate in the Florida Public Radio Emergency Network (FPREN), which provides emergency weather alerts for the WKCP and WPBI listening area. CSF offers local arts groups opportunities to reach a much broader audience than they would otherwise afford through underwriting opportunities, our website Arts Calendar and On the Town, a weekly broadcast featuring upcoming local arts events. To better reflect and serve the community, we are strengthening our local presence with programs featuring South Florida's own cultural organizations and adding our own local on-air host and producer. We also added a membership/digital media specialist to expand our community engagement through web content and social media. To better serve our audience, many of whom are 65+, WPBI News added The People's Pharmacy, a resource for health information and breaking health discoveries.

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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.

The FPREN emergency system initiative that operates year-round is a collaboration of 10 public radio stations throughout Florida. This past year CSF partnered with local organizations to launch new special programs, including a live broadcast from the Adrienne Arsht Center for the Performing Arts. We also launched a 5-part series with the Miami City Ballet, Listen to the Dance, a 13-part series with the Chopin Foundation, Chopin Showcase, focusing on the great pianists, and a piano program series with the Dranoff Foundation. We presented 2 broadcasts of the Florida Grand Opera and a 4-part locally sponsored series Classically Gay, focused on the music of GLBT composers. We extended our partnerships with music organizations in Palm Beach by co-hosting artist receptions, namely the Dreyfoos School music and dance departments, the Chamber Music Society of Palm Beach and the Palm Beach Opera. We also partnered with Palm Beach Symphony in event marketing. We were a major presence at the PBIEC's Winter Equestrian Festival in Wellington, and held a donor reception in conjunction with the horse jumping event. For our WPBI-News listeners, we held a reception with Ira Glass of This American Life through our partnership with Bailey Hall in Broward; additionally the Weiler Foundation in Palm Beach provided funding support for the broadcast of Marketplace. In our commitment to education and community outreach, we continued to promote Play it Forward, a musical instrument drive that benefits the Miami Music Project, an organization that provides orchestral music instruction for children in underserved schools. We also

hired students from the Dreyfoos School for our donor receptions, which provided valuable performance opportunities for the students and increased publicity for the prestigious school.

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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.

) As part of APM's organization-wide Impact study, CSF gathers feedback and testimonials from listeners and partners as to how CSF and classical music makes a difference to them and their communities. We have collected 66 impact cases via emails, telephone calls, letters, Facebook, Twitter and direct verbal comment. Remarks are typically inspired by our regular and special on-air programs i.e. Holiday music, Broadway and opera. Due to our streaming and app capabilities, we hear from listeners as far away as Sri Lanka how happy they are to have classical music radio in their lives. Listeners who attend our artist receptions or other partnership events often become members or increase their contributions. As a direct measure of impact, we gathered over 100 instruments for Miami Music Project through our Play it Forward initiative. Examples of impact include: "I listen to CSF all the time in my car, especially when I'm with my kids so I can expose them to the music. They recognize certain composers and pieces, which supports their music education." "After listening to your gorgeous Advent program a couple days ago, I resolved to give more to a station that has done so much to bring us the beautiful music of Christmas...what price can we put on the miracle of music?" "Listening to classical music has aided my recovery from stroke...I wake up at 5 AM each day and do my bed exercises, stretching...to your music."

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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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

Concierto is a weekly program of classical music presented in Spanish and English. The program features music by Latin American and Spanish composers and musicians. Produced by WDAV in Davidson, North Carolina, Concierto fills a void in the CSF listening area, where 70% of our Miami listeners speak Spanish as their primary language. To increase our efforts to reach and engage Hispanics, we partnered with a Hispanic marketing agency, Latin2Latin, to conduct a focus group involving Hispanic and non-Hispanic CSF listeners in Miami and Broward. The results will enable us to further acknowledge Hispanic and listeners and develop additional strategies to deepen our engagement with this community. Working with Latin2Latin, we held a successful salon-style event at the Steinway Gallery in Miami targeted to our Hispanic members and listeners, and we conducted a PR campaign announcing the airing of Concierto in its new, more convenient time slot.

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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 the annual funding from CPB, Classical South Florida would not have the financial ability to purchase or produce new programming that serves our listeners and the arts community, nor participate in as many community events (over 60 in 2013-14). CPB funding enabled us to broadcast Concierto as well as other locally -based broadcast initiatives, as well as fund our efforts to sponsor local events and festivals that made positive impacts on our listening community. The many partnerships that Classical South Florida forms with other local arts entities to strengthen the arts in South Florida would be more difficult without CPB funding.

Comments

Question	Comment
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No Comments for this section