



Local Content and Services Report

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.

Management and staff maintain continuous community engagement with dozens of local nonprofits and governmental organizations, via in person attendance at their community events and regular meetings. The station typically conducts 10 new public affairs interviews weekly, and among those hundreds of annual interviews aired during our weekday noontime Mid-Shore Mid-Day news and public affairs magazines. Those interviews are shared on social media in addition to on-air. Our daily community calendar listing is constructed with the engagement of dozens of organizations each week. Additionally, the station is unique in that all of our Station IDs are voiced by members of the community that we have recorded in the field at community events, or in our studios when they have visited the facilities to be interviewed (only the Hourly Legal ID is voiced by air staff). There are literally hundreds of local community members on air each week and this engagement is great asset in building goodwill as a grassroots cultural institution and news source. Additionally, the Community Radio Advisory Board members meet and provide documented feedback on how the station's programming is helping meet the most pressing community needs and priorities.

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.

WHCP has formal partnerships with both designated arts agencies in the core Mid-Shore Dorchester and Talbot County (Avalon Foundation and Dorchester Center for the Arts), as well as key performance venues: the Avalon Theater, the Oxford Community Center, and the Dorchester Center for the Arts, and the Ebenezer theaters, Vintage Venue, among other individual arts and community organizations. Additionally, the station has standing partnerships with Maryland Public TV, Spy Community Newspapers, the Dorchester Star-Democrat, and the League of Women Voters. The station is active with the Talbot and Dorchester Chambers of Commerce, Easton Rotary, and a wide variety of local nonprofits throughout the region. The station has had an active high school and college internship program over the years and has trained dozens of students for careers in the media. The station's chief Media Production Manager and production assistant & videographer are both former High School interns. Additionally, WHCP has traditionally hosted a YMCA Youth Media Camp as well as training sessions with the New Beginnings after school program, and frequently

solicits new interns via appearances at the Career Fairs at the local high schools and nearby colleges.

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.

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The Station routinely receives feedback from community organizations and agencies that content aired on the station has resulted in positive follow up responses from the community. Recently a person struggling with addiction contacted an agency offering support services publicized during our Mid-Shore Mid-Day noontime news and public affairs show, and another agency has reported that their informational interviews about hearing loss led to follow-up by local citizens, and a feature on a boxing therapy for those diagnosed with Parkinsons was immediately followed up by enrollment of an individual recently diagnosed. YMCA's Wendy Palmer recently wrote:

"Sandy, Thanks for all you do to connect us all! After my radio interview I instantly had a call from a gentleman that happened to hear about our Rock Steady Boxing Parkinson's program! He started today!"

Additionally, the Shore Legal Access legal clinic is frequently featured on air, as are multiple mental health organizations such as the Eastern Shore Hospital Center, Harvesting Hope Community Wellness, and others.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

WHCP has routinely featured interviews with initiatives in minority enclaves of both Talbot and Dorchester County focusing on success stories and initiatives with Building African American Minds' (BAAM) new Academic Center, the growth and outreach initiatives of the Harriet Tubman Museum and Educational Center, including their Walks With Harriet, the establishment of their Jazz at the Mural series, and their creation of a re-creation of the Bucktown Store (where Tubman was struck by a 2 pound weight early in her life), as well as the recent Pine Street Community Market opening and the adjacent Wells Street Habitat Choptank-built 13 community homes. These are the first significant new businesses and homes built in the Pine Street Historic District since the "H Rap Brown" fire event of over 50 years ago that destroyed 10 blocks of downtown Cambridge. Additionally, coverage of the new Harriet Tubman North Star statute "resilience celebration" has been a centerpiece of healing on the grounds of the Dorchester Courthouse where Harriet Tubman's family members were sold at auction. WHCP also operates the only Mid-Shore Reader Reading Service on the Eastern Shore for the print disabled (those who can not see, hold, or comprehend the printed word). Volunteer readers read the Star-Democrat newspaper, the Dorchester Banner, Tidewater Times, Attractions magazine, Shore Monthly and the Bay Journal, as

well as the Sunday Wall Street Journal. The service via the station's subcarrier is offered free of charge to anyone with a life-limiting print disability. Our partners at the Washington Metropolitan Ear and Talking Book Service of Minnesota provide reading service programs around the clock when the Mid-Shore Reader's local readings are not on air.