WAMU 88.5 fosters a collaborative and inclusive environment that includes the community. We do this through a variety of outreach initiatives. Our mission states that WAMU will remain the standard for lifelong learning through civil discourse, in-depth news and compelling entertainment that foster an engaged and connected local, national and global community. We believe that as the community’s radio station, it is incumbent upon us to engage our community.

We hold a variety of in-person meetings to hear what is of interest to our listeners, we encourage and foster conversation through digital media and partner with worthy organizations to help share information about their programs.

WAMU 88.5 has a variety of ways in which we engage with the community and with partners. These include:

**WAMU Community Council**
The WAMU Community Council is the station’s advisory board as defined by the Public Broadcasting Amendments of 1981. The purpose of the Council is to represent the diverse interests of the listening public in meetings with the staff and management of WAMU and to assist the staff in carrying out community outreach activities. The Council consists of 21 members who serve three-year staggered terms and who reflect the diversity of the community served by WAMU. A nominating committee comprised of current members nominates and the full Council votes to recommend candidates to fill vacancies.

**Community Dialogues**
Community Dialogues are in-person discussions with experts in a variety of fields. The WAMU Community Council selects various topics that are of interest to the community and engages experts in a Community Dialogue. Reporters and producers attend the Dialogues to gain insight into these issues and how the community is affected. News segments appeared on-air and online at wamu.org.

**American Graduate**
WAMU 88.5 participates in the American Graduate program with the Center for Public Broadcasting (CPB). Led by education reporter, Kavitha Cardoza, WAMU developed original reporting projects for FY2015.

**Community Minute**
WAMU 88.5 creates one-minute on-air spots and short online articles about regional nonprofit organizations. The Community Minute highlights organizations that provide direct services to our region and that are not capable of purchasing underwriting. We attempt to highlight local independent nonprofits.

**Kojo In Your Community**
Kojo Nnamdi is a well-known and trusted local resource and host of *The Kojo Nnamdi Show* and *The Politics Hour*. Kojo facilitates community events that focus on neighborhood issues through Kojo In Your Community.
Media Sponsorships
We also offer media sponsorships to organizations that provide arts and entertainment to our region. These sponsorships are selected based on their appeal to our audience as well as the opportunity to reach out to new audiences. WAMU 88.5 does receive recognition, but most often it is not of equal value to the on air and online promotions we provide.

2 - Activities During Fiscal Year 2015

WAMU has had significant impact on our community in several ways.

Highlights from shows and digital content for 2015 include the following activities:
| Hosted Washington, D.C., mayoral debate |
| Hosted two community events |
| Developed a strategy to share more news stories through social media |
| Continued a multi-platform investigative report about connections between contracts awarded to contractors from the Washington, D.C., City Council and the campaign contributions these contractors gave to City Council members. |

During Fiscal Year 2015, the 21 members of WAMU's Community Council participated in four meetings on May 7, 2014; December 3, 2014; February 11, 2015; and April 29, 2015. Members of the Council represent the interests of the listening public and serve as an extra set of “eyes and ears” for the station in the community. These meetings are open to the community and promoted on-air and on the station’s website. Staff and management of the station also attend.

The following three Community Dialogue sessions were held during FY15:
| “Policing in Diverse Communities: Best Practices” |
| “The Evolving Latino Community: Emerging Trends and Issues” |
| “The Chesapeake Bay Watershed: What will Clean Mean?” |

Breaking Ground: Military Children was a multiplatform documentary by Kavitha Cardoza. Nearly 2 million children have parents currently serving in the military, and that number doubles when you include the children of veterans post 9/11. Cardoza explores how these children are affected by their parents’ struggles to readjust to civilian life; what we can learn from their resiliency; and what our duty is to these children who sacrifice so much.

WAMU worked with the Meyer Foundation to expand its coverage of local, nonprofit organization through 18 Community Minute highlights. We also developed a guide on how featured nonprofits could gain momentum through social media.

A feature organization commented:
“[The Community Minute] helped us fulfill one of our grant deliverables, which was to publish a PSA! Because the PSA went up on WAMU, we reached way more people than we had imagined. Thank you for making life easier for us.” - Asian/Pacific Islander Domestic Violence Resource Project

Kojo In Your Community hosted three community events, including a mayoral debate held in at NPR’s Studio One. This was broadcast live and featured the final three mayoral candidates. WAMU panelists were Patrick Madden and Tom Sherwood. The Kojo Nnamdi Show broadcast from Capitol Hill for one week in February 2015 and held a live, in person conversation with D.C. Mayor Muriel Bowser in the underserved neighborhood of Anacostia.

WAMU supported arts and entertainment through 66 media sponsorships that included Atlas Theater, the Capital Soccer Classic, the Environmental Film Festival, and the Turkish Festival.
**WAMU made significant efforts to meet the needs of minority and other diverse audiences in FY 2015.**

- While WAMU 88.5 does not single out specific groups for targeted programming or outreach, our interactive news talk/public affairs programming, which consists of four locally produced hours each weekday, continues to serve the needs and interests of the diverse constituencies in WAMU’s coverage area. The senior hosts/executive producers of our two award winning daily talk programs, *The Diane Rehm Show* and *The Kojo Nnamdi Show*, have been for many years and continue to be Diane Rehm, a white female, and Kojo Nnamdi, an African American male. The guests on both talk shows covered the entire spectrum of demographic, political and cultural possibilities.

- In FY2015, *The Diane Rehm Show* aired on 190 public radio stations and an additional 75 HD stations. The national audience remained stable at nearly 2.4 million listeners. To extend its reach to diverse audiences, the program makes use of social media to engage with listeners, regularly soliciting questions and comments from audience members on Twitter and Facebook. *The Diane Rehm Show* placed among the top 9 most powerful programs in public radio again in FY15.

- *The Kojo Nnamdi Show* continued to serve as a catalyst for far-reaching local and regional discussion. The Politics Hour a weekly segment of the show which airs every Friday continues to be the go-to program for lively discussion of local politics. In FY2015, Kojo Nnamdi was again chosen as the “Best Radio Personality” in Washington in a City Paper “Best of DC” poll.

- WAMU News continues to focus on its long format reporting as well as daily reporting. In addition to other awards, WAMU received five awards from the Chesapeake Associated Press Broadcasters Association (CAPBA), the American Immigration Council, the Online News Association, and the National Coalition for Literacy.

- *Metro Connection*, WAMU’s weekly news magazine program, turns a spotlight on DC-area stories. Each 60-minute program focuses on a theme and features in-depth reporting from host Rebecca Sheir and the award-winning team of reporters in the WAMU newsroom. *Metro Connection* is deeply committed to finding the stories that can only happen in the Washington region.

- The membership of WAMU 88.5’s Community Council, the community advisory board of the station, is selected to represent “the diverse needs and interests of the communities served by the station and to bring these needs and concerns to the attention of the station.” Several major minority constituencies in the community are represented on the Council. During FY2015 the Council continued to sponsor dialogues with community leaders to ascertain the needs and interests of audiences in our service area, and representatives of minority communities were sought out for these meetings.

Through our regular programming and special features, we are continuing to meet the needs of minority and other diverse audiences in 2016.

### 3 - CPB Funding Impact on WAMU’s Community Service

The funding that WAMU 88.5 received from the Corporation for Public Broadcasting in Fiscal Year 2015 amounted to just over $1 million (1,232,749.) about 6% of the station’s total revenue and support. WAMU uses that money to pay for critical components of our programming schedule. The impact of the CPB funding on our operation is that it allows us to invest in national programming that raises significant revenue for the station, leaving funds generated locally to be invested in LOCAL, more “mission” oriented programming that distinguishes our station as the place – on the dial and on-line—for lifelong learning through civil discourse and in-depth news. If we did not receive this funding, we would be faced with hard choices about our programming service and our station’s entire budget would be significantly affected.