

Local Content & Services Report
2024 CPB Station Activity Survey
Period: July 2023-June 2024

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.

At WAMU, our mission is to connect Washingtonians with each other and the world. We achieve this by delivering impactful, essential content that informs, engages, and strengthens the fabric of our community. With an audio-first, multiplatform approach, we address critical local issues, expand our audience, and foster civic dialogue through in-depth journalism, strategic partnerships, and community-driven initiatives.

Multiplatform Journalism and Storytelling: Our content team provides trusted, high-quality reporting across the D.C. region. We offer daily news coverage, storytelling, and entertainment on our platforms, including shows like the nationally syndicated 1A, our weekly regional politics show, The Politics Hour with Kojo Nnamdi, The Big Broadcast, and Hot Jazz Saturday Night. We produce content on air, online, and across social media, ensuring accessibility and relevance in an evolving media landscape.

Community & Audience Engagement: We cultivate deeper connections through public events, live discussions, and collaborative storytelling. By listening to our audience and responding to their needs, we create opportunities for meaningful civic engagement.

Expanding Reach & Accessibility: We are committed to strengthening our coverage in underrepresented communities, amplifying diverse voices, and enhancing digital accessibility to serve a broader, more inclusive audience. Through innovative digital storytelling and strategic partnerships, we ensure that essential news and information reach all corners of the D.C. region. Our work is driven by a deep understanding of the community's needs and a commitment to delivering journalism that is not only informative but also irreplaceable in the lives of our audience.

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.

In FY24, WAMU expanded the impact of our journalism, engaged a wide range of audiences, and fostered civic dialogue through strategic collaborations with public media stations, cultural institutions, government entities, and community organizations. These partnerships deepened coverage, created meaningful engagement opportunities, and strengthened connections across the region and nationwide.

National Partnerships: Elevating Civic Dialogue: WAMU's national program 1A Remaking America continued its in-depth reporting on democracy and political divides by partnering with public media stations across the country. The final year of this initiative featured on-the-ground reporting, live events, and listener-driven discussions in collaboration with KVPR (Fresno), WBHM (Birmingham), KUNC (Greeley), KMUW (Wichita), Louisville Public Media, and KUT News (Austin). Supported by the Corporation for Public Broadcasting and the Community Foundation for Northern Virginia/Novelli Apol Charitable Fund, this project helped audiences better understand key issues in their communities. 1A also remained a media partner for the Aspen Ideas Festival, convening global leaders, educators, and policymakers to discuss pressing issues shaping the future.

Regional Public Media Collaboration: Expanding Regional Coverage: WAMU partnered with WYPR for special coverage of the Key Bridge disaster, ensuring that both D.C. and Baltimore audiences received timely, in-depth reporting. Additionally, WAMU joined WYPR, WTMD, and Clarice Presents to host a family-friendly concert featuring Enslow performing Taylor Swift favorites, expanding our engagement with younger audiences and families.

Local Coverage & Civic Engagement: Amplifying D.C.'s History: To mark the 50th anniversary of D.C. Home Rule, WAMU produced a series of stories on-air and online, culminating in a special episode of The Politics Hour. This coverage explored the

history, impact, and future of self-governance in the District, featuring voices from D.C. lawmakers, historians, and community leaders.

Cultural Initiatives: Honoring Black History: For the third year, WAMU aired Lift Every Voice, a series highlighting Black changemakers during Black History Month. Originally conceptualized by WAMU Midday Host Geri Mitchell, the initiative was inspired by the hymn Lift Ev'ry Voice and Sing and featured both on-air and behind-the-scenes voices from across WAMU. This year's series included collaborations with local cultural organizations and educators, ensuring broader community engagement.

WAMU Community Council: Strengthening Public Engagement: The WAMU Community Council serves as an advisory board representing the station's audience and plays a key role in community outreach and programming input. Council members reflect the wide

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.

WAMU's commitment to audio-first, multiplatform journalism and community-driven partnerships has strengthened public engagement, increased awareness of critical issues, and connected people with essential resources across the Washington, D.C. region and beyond.

Informing & Engaging the Public: 1A's Remaking America included live events that helped foster a deeper understanding of issues and gave audience members a chance to have a voice. Those included: WBHM, hosted by Jenn White, about the 2024 election and what it means to have a say in who represents residents at home and in Washington. Similarly, LPM participated in the "1A Remaking America" project, hosting events like a live discussion at Blak Koffee in Louisville. This event featured Jenn White in conversation with Kentucky voters, officeholders, and researchers about the state's divided government and its implications for residents

Strengthening Regional Collaboration/Expanding Access to Information: Our Key Bridge disaster coverage with WYPR provided timely, trusted reporting, ensuring affected communities had up-to-date information. Similarly, our partnership with Bloomberg Philanthropies at the CityLab Summit helped highlight how cities can share information to improve governance and civic life.

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

WAMU is committed to delivering journalism that reflects the full breadth of the D.C. region and ensures all communities have access to trusted information. In Fiscal Year 2024, we expanded coverage, deepened engagement, and strengthened partnerships to better serve underrepresented audiences, including new immigrants, non-English speakers, and those with limited literacy. In FY25, we will build on these efforts as part of our renewed content strategy.

Investigative Journalism That Impacts Marginalized Communities

Police Overtime Investigation: WAMU's "On The Clock" series uncovered excessive police overtime in D.C., revealing officers working extreme hours, raising concerns about budget strain, officer fatigue, and racial disparities in law enforcement. This reporting was especially relevant to Black and Latino communities, who are disproportionately affected by policing practices. Note: This story was completed with support from SpotlightDC and in partnership with the Investigative Reporting Workshop at American University.

Expanding Access for Non-English Speakers & Immigrant Communities

“AeroEspacial” – Latino Contributions to Aerospace: In collaboration with the Smithsonian, WAMU produced a one-hour special on Latino contributions to aerospace and science fiction, hosted by immigrant communities reporter Héctor Alejandro Arzate. To ensure accessibility for Spanish-speaking audiences, a Spanish-language version was published on Tiempo Latino.

Amplifying Voices in Historically Overlooked Neighborhoods

“Voices” Series: Our series spotlights stories from Wards 7 and 8, ensuring that issues affecting these predominantly Black communities—such as education, economic opportunity, and public safety—are part of the regional conversation. To improve accessibility, WAMU is prioritizing audio-driven storytelling and clear, accessible reporting.

Upcoming Plans: Strengthening Regional & Multilingual Coverage: In FY25, WAMU is expanding coverage in Maryland’s fast-growing suburbs, home to many immigrant communities. We will increase culturally and linguistically relevant reporting, broaden engagement efforts, and explore more non-English content to better serve these audiences.

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 vital to WAMU’s ability to deliver ambitious, community-centered journalism and provide the depth of coverage that informs and connects our region. As the D.C. metro area spans Maryland, Virginia, and the federal government, CPB support ensures that public media remains a trusted, accessible, and impactful resource for all Washingtonians.

Support Community Engagement Initiatives: CPB funding enables us to host public events, town halls, and listening sessions, where we directly engage with residents to understand their needs and concerns. This critical support allows us to foster dialogue and civic engagement, as seen in our Remaking America series, which brings together a broad spectrum of voices to discuss pressing national and local issues.

Enhance Accessibility & Reach More Audiences: With CPB support, WAMU can produce and distribute content across multiple platforms—radio, digital, and social—ensuring that trusted news reaches people across all parts of our region. This includes initiatives like our Voices series, which highlights perspectives from communities in Wards 7 and 8, making sure their experiences and concerns help shape the broader conversation.

Strengthen Coverage Across the Region: As programming costs from NPR, PRI, APM, and PRX continue to rise, CPB funding helps WAMU acquire essential programs while also supporting local content production. This is especially important as we expand our reporting in Montgomery and Prince George’s Counties—two fast-growing, dynamic areas that deserve in-depth coverage reflecting the full range of their communities. Ultimately, CPB funding doesn’t just sustain WAMU—it empowers us to grow, innovate, and deepen our service to the D.C. region. Without it, our ability to engage new audiences and continue providing trusted journalism would be significantly diminished.