

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.

WMOT is an Americana music station based in middle Tennessee that strives to enrich the lives of music lovers by curating, preserving, promoting and educating our listening audience about the sounds of Nashville's musical heritage. WMOT is the only Americana radio station in the Nashville area and one of a handful found nationally that is dedicated to this underrepresented genre. Our 100,000-watt terrestrial signal covers 40 counties across the middle Tennessee area; our audience can find us on air at 89.5FM, and they can listen online at WMOT.org or by downloading our Roots Radio app. We produce a variety of long form shows including the 60-minute weekly show Lost Sounds, which explores the roots of Americana and Tennessee music by featuring rare and often unheard music from the archives of our Center for Popular Music, and the 60-minute weekly show The String, featuring in-depth interviews and wide-ranging conversation about culture, media and American music. We offer listeners in-person engagement opportunities through weekly live artist showcases and a monthly two-hour live show featuring interviews and performances with artists in venues across the middle Tennessee area (these are also available on air and online). Our audience is diverse in age, income and ethnicity and our recent switch to Americana music allowed us to reach a much wider community of arts and music lovers, whom we are able to engage with consistently through our extensive outreach efforts digitally and in person. We also offer hourly NPR news updates and local news coverage that is created in-house to keep our listeners informed about their community. WMOT is licensed to Middle Tennessee State University and incorporates up to 25 students in our educational training programs each year. We also partner with a variety of arts, news and educational organizations to promote music discovery, community and experiences.

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.

WMOT is part of the ongoing education and professional experiences for students at MTSU in journalism, broadcast, recording industry, film and video production. We provide internships and paid student positions including producer, journalist, video, audio, board operator, public relations and promotions. MTSU's College of Media and Entertainment is our partner in all education-related activities and the majority of our student employees are enrolled in this College. WMOT also partners with area nonprofits like HeadCount, a voter registration group, and Mountain Tough, an organization that raised money to help east Tennessee residents recover from wildfires

in late 2016. WMOT works with industry nonprofit the Americana Music Association to promote Americana music, artists, programming, awards and live broadcasts. We partnered with Nashville's PBS station, Nashville Public Television, to trade air time. We partner with a variety of businesses and music venues to provide programming and opportunities for the public to experience live Americana music with other listeners. We've produced live music events and launched outreach efforts in communities across middle Tennessee, including Davidson County, Williamson County, Rutherford County, Wilson County and Sevier County.

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.

WMOT's engagement in the educational community has provided students with a pathway to professional employment in a variety of fields. In the larger community, WMOT has created successful live music events that are open to the public, which allows our community to engage with Americana artists, learn more about the roots of Nashville's music heritage and to meet and engage with like-minded music lovers. While the majority of our live music experiences occur in Davidson, Rutherford and Williamson counties, we try to reach listeners outside these urban cores through events like our Mountain Tough fundraiser in East Tennessee or an eclipse-viewing event during the historic solar eclipse in August 2017, where we held a show in a rural area outside of Lebanon, Tennessee that was free and open to the public. Our monthly live Wired In series has seen increased participation from the public and requests from artists and labels have also increased. Here are some quotes from our listeners:

"I continue to be amazed at the breadth of catalog that WMOT plays. This morning I heard a track from Buddy Guy's "Sweet Tea" CD from mid 90s. Killer. Thanks for recently playing tracks by The Band, Paul Thorn, and Rodney Crowell just to name a few other faves of mine," Larry Sandlin

"Absolutely my new favorite station. LOVE the local flavor, backstories, and wide variety of artists they play! WMOT Roots Radio 89.5 (or online for anyone outside of the wide terrestrial coverage area of their 100,000 watt signal) is not only a fabulous addition to the Nashville airwaves, but indeed one of the greatest radio stations, anywhere, ever. The most complete Americana station ever, covering the full scope of Americana music -- more, better, and deeper and wider than has ever been done in radio," Suze Garrett

"Great soundtrack to just to about any day. I sincerely think that "Roots Radio" is going to help bring Nashville back to original, "real" music again. Thank you WMOT for bringing honest, sincere, great music back to middle Tennessee. I found you about a month and a half ago, and my radio dial hasn't moved since. I've also downloaded your

app on my phone, and told all of my friends and family, far and wide, to stream you! You are a lighthouse shining brightly in a stormy sea of make-believe music! I love you guys!! Thanks for giving my airwaves hope again!" Joe Lurgio

"It is very difficult to list all the positive effects WMOT has done for our community, the students at MTSU , the local musicians in Nashville(Music city USA) and for me personally in such a short note.

WMOT has become the most important source of information and music for Nashville. They promote concerts all over town and through their membership programs they are building a large community of like-minded fans.

I have met so many new and wonderful people as a member of this station and it has greatly enriched my life.

WMOT is playing a major role in preparing students to have a lifetime career in the media and communication business. Some of the shows presented by WMOT are completely run by the students and there is no better way for them to learn than this hands-on approach.

In terms of music played, there is no station nationwide that plays the variety and depth of music that WMOT programs. It is a station of musical discovery and every day i am amazed by what i hear on this station.

WMOT is a gift to Nashville. Pls help us let this gift keep spreading joy and enriching our community."

Thank You,  
Cliff Seltzer

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

WMOT partnered with a group of Americana musicians and HeadCount, a voter registration non-profit to educate the community about voter registration, especially the Hispanic community. We partnered on a live music show that integrated community voices to raise voter registration awareness and plan to lend our resources to similar causes in the next fiscal year. Our Lost Sounds show highlights rarely heard music, such as old-style Conjunto music, Tejano music, or obscure rhythm and blues, and host/musicologist Dr. Greg Reish provides history and context so the listener can learn about these lesser-known artists and genres. We hope to increase outreach efforts into communities in Nashville who connect to this music. We plan to continue to grow our

diverse longform show offerings, potentially including a Latin roots show, a blues show, and continue to improve our roots gospel show. We also would like to add additional and diverse voices to WMOT programming.

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?

WMOT does not currently have CPB funding, which would allow us to pursue additional live programming opportunities throughout communities across middle Tennessee. Currently, we have limited staff and resources and can only commit to a certain number of outreach events each month. CPB funding would enable us to expand our staff and dedicate more time and energy to our vast listening audience with a larger number of live music experiences and opportunities to connect and share a love of Americana and roots music. When we can offer this programming to the community for free or for a suggested donation and reach areas with high concentrations of minority and diverse audiences that are currently underserved, we can be truly inclusive of all listeners.