

Alabama Public Radio CPB Station Activities Survey for 2015

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.

Alabama Public Radio provides regular ongoing coverage through local news headlines and feature stories scheduled during our most-listened parts of the schedule Morning Edition and All Things Considered. As the state's largest public radio newsroom, APR strives to provide a combination of headline news and in-depth feature reports about the critical issues and concerns facing Alabama citizens. The station identifies issues and needs through regular contact with educational, political, religious, and community leaders from across the state. In addition, APR has "Friends" groups in several communities in diverse parts of the state to assist in developing partnership with a variety of community organizations. With three HD channels and a robust online presence, the station strives to reach a diverse audience through multiple platforms.

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 APR news team spent six months producing six long features and a documentary on the 150th anniversary of the Battle of Mobile Bay. The Civil War campaign is credited with helping to bring the war between the states to a conclusion. Historians also credit the skirmish as a factor that put Abraham Lincoln into a second term in office. APR focused on the battle from the perspective of the Confederate admiral who lost. Stories were also produced on news coverage of the campaign, an Alabama cavalry unit who fought for the Union, and why the Mobile Bay conflict resulted in more Congressional Medals of Honor than any other naval battle in U.S. history.

The APR news team collaborated with AL.com on a year's worth of stories connected to the implementation of the Affordable Care Act. APR's stories looked into the challenges of individual families and non-profits in navigating the insurance bureaucracy, how Kentucky expanded Medicaid while Alabama chose not to, and the plight of people in the so-called "Medicaid gap," who earn too much to qualify for federal help, but too little to afford coverage.

APR also produced a three part series on the University of Alabama's adapted athletics program known as the "rolling tide." Wheelchair bound athletes, some from as far away as Australia and Lithuania,

receive scholarships to train and compete in sports ranging from basketball, to golf, to rowing. The team also covered how world heavyweight boxing champion Deontay Wilder developed a boxing based training regimen for disabled athletes. Coverage included visits to the nation's five training centers for Paralympians, in Birmingham, where athletes brought home gold medals in wheelchair rugby.

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.

APR has been honored with multiple national, regional and local awards for its quality reporting. The station's reporting on adapted athletics received recognition from groups working to promote understanding of physical disabilities. The Alabama Historical Commission praised APR's reporting on the Battle of Mobile Bay as "one of the best historically relevant radio series produced in 2014."

As outlined in our "Key Initiatives" report, APR provides regular ongoing coverage of stories of special interest to minority and other diverse audiences. Examples of other stories have included: a report on Alabama voting issues one year after the Supreme Court ruled a key provision in the 1965 Voting Rights Act unconstitutional, the escalating rate of diabetes among Alabama's most disadvantaged citizens, the impact of Alabama's new voter photo ID law, a profile of advertising executive Shelley Stewart and his role in Alabama's struggle for civil rights, and many others.

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.

CPB funding is critical to Alabama Public Radio's local mission: The APR News staff is the largest public radio news team in the state, covering political, economic and cultural issues of critical importance to the people of Alabama. CPB funding allows us to support staff who are engaged with our diverse citizenry. Alabama continues to grapple with significant social and economic issues; many of its counties rank among the poorest in the country. Our broadcast signal reaches more than 80 percent of the state. CPB funding helps us leverage the support of listeners and local companies extending our ability to produce high quality unique local programming. Without the support of CPB Alabama Public Radio would be unable to provide the current level of community programming and outreach.