

Alabama Public Radio CPB Station Activities Survey for 2015

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.*

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 partnerships 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 including an active website, online streaming, and multiple social media sites.

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.*

The APR news team led a statewide, multi-media project examining Alabama's water supply and the health of its rivers. The project launched in collaboration with the University of Alabama's Graduate Program in Community Journalism. The APR staff mentored graduate students in developing "river stories" that were published online and in print by the Anniston Star, the Program's newspaper partner. APR's news team created their own stories by travelling from one end of the state to the other, conducting interviews on the source of municipal water, coal ash pollution problem in poor, rural communities, one town's solution to Alabama's long-term water war with Florida and Georgia, and the impact of storm water runoff on the brackish water of Mobile Bay. As part of the research into this series, the team interviewed individuals

representing both corporate and municipal interests. The APR news team also documented the 50th anniversary of the events in Selma and the Alabama Black Belt, when Alabamians stood up and peacefully fought for the right to vote, that spurred the passage of the Voting Rights Act of 1965. APR produced a documentary titled "More Bridges to Cross," which combined breaking news coverage with enterprise stories by the news team. APR collaborated with radio stations around the state, sharing of sound we collected during the anniversary observance in Selma with public stations in Birmingham and Troy. APR also provided national coverage of this event to NPR. APR's classical music programming included collaborations with both the Tuscaloosa and Mobile symphonies. APR's evening schedule included a special three-night broadcast featuring performances by the Mobile Symphony Orchestra, collaboration valuable to both our gulf coast audience and orchestra.

- 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.***

APR has been honored with over fifty awards for journalism excellence, one third of which are at the national and international levels. In 2015, the Alabama Associated Press named APR the "Most Outstanding News Operation" in the state for the fourth year in a row. News Director Pat Duggins sent two newsroom interns, Vasele Jones and Jasmine Haynes, to accept the honor on behalf of the news department. APR's efforts to cover minority issues as well as the make-up of its student newsroom intern program (40% minority, 60% female) was considered an element in earning the University of Alabama's College of Communication and Information Sciences the 2015 national AEJMC Equity & Diversity Award.

- 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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.***

As outlined in our "Key Initiatives" report, APR provides regular ongoing coverage of stories of special interest to minority and other diverse audiences. Our coverage of the 50th anniversary of the "bloody Sunday" attacks on voting rights marchers in

Selma, our features of the condition of Alabama's water supply and the health of its rivers, and our continuing stories of the same sex marriage issue and the local reaction to the SCOTUS decision, will be followed in 2016 by a major project on rural health. Preliminary research into this topic includes the recent tuberculosis outbreak in the minority community of Marion in west central Alabama. The current TB case load is a hundred times the normal rate for Alabama, putting the state in a worse condition than Kenya or Bangladesh. Further stories on the availability of quality health care in Alabama's "black belt" region across the southern third of the state will air starting in the fall. APR investigates the needs of its communities through multiple modalities, including regular "talk back" sessions in the diverse communities served by our network.

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 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.