

**Telling Public Radio's Story**  
**Troy University Public Radio**  
**WTSU WRWA WTJB**  
January 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.*

Troy Public Radio currently produces four programs each week that are aimed at diverse listening audience, providing them with news, cultural information, and music.

"In Focus with Carolyn Hutcheson" is a thirty minute weekday program that frequently features an interview with a member of the community or a regional organization, and two pre-produced segments. "In Focus" includes regular segments on money and personal finance, classical music reviews and interviews, travel segments, and a weekly wrap of news headlines from across the region. The program also provides an opportunity for reporters to broadcast feature work and in depth cultural reporting.

"OPUS Three" is a weekly hour long classical music program hosted by Catherine Allard, professor of music at Troy University. Catherine's mission is to introduce listeners to a new world of music each week and the program features music from the medieval period to contemporary composers.

"Clarinet Corner" is a weekly thirty minute program featuring music from the diverse world of the clarinet. Hosted by Troy University's Tim Phillips the show often features music from a range of genres including: classical, jazz, hip-hop, and electronic music.

"The Sundilla Radio Hour" hosted by Kelly Walker is a weekly hour produced for Troy Public Radio highlighting some of the best music by singer songwriters, many of whom appear at the Sundilla performances in Auburn.

Troy Public Radio also continues to broadcast a Radio Reading Service for the visual impaired and enlists volunteer support to read the news four days a week.

- 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.*

**Telling Public Radio's Story**  
**Troy University Public Radio**  
**WTSU WRWA WTJB**  
**January 2015**

Troy Public Radio has collaborated with many arts organizations across the area to produce programming including: The Arts Association of East Alabama, The Alabama Shakespeare Festival, The Alabama State Council on the Arts, The Southeast Alabama Community Theatre, The Alabama Writer's Forum, The Compassionate Friends Network, MADE Newspaper of Montgomery, The Southern Makers Association, EAT South of Montgomery, Empty Bowls of Montgomery, and The Hummingbird Research and Conversations Association.

- 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.*

Because of our emphasis on cultural and public affairs programming we often hear from listeners that our programming allows them to stay connected to the arts in their area. They are able to attend live performances or go attend other cultural events. Also many of our listeners tell us that our segments on personal finance have helped them stay connected to local resources and make important decisions about their finances.

Listeners to our Radio Reading Service tell us how important it is to be able to stay connected to the news through our service.

- 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 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.*

Our Radio Reading Service is specifically designed to reach visually impaired listeners and provide them with access to content from local newspapers and well as content from the Minnesota Talking Book 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?*

**Telling Public Radio's Story**  
**Troy University Public Radio**  
**WTSU WRWA WTJB**  
**January 2015**

Without our CPB funding we wouldn't be able to provide local programs such as "In Focus" which listeners tell us is their way to stay connected to their community in a number of important ways. We are able to produce interviews and features not only in our studios but in communities across our listening area as well as take the show on the road to better serve listeners and audiences in other areas. Funding from CPB also allows us to produce our music programs such as Opus 3, Clarinet Corner, and The Sundilla Radio Hour which each have large, loyal, and diverse audiences.