Goals

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, Alabama Public Radio 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.

Key Initiatives

Over the past four months, Alabama Public Radio has played a key role in a multi-state, multi-media project covering health care delivery to populations across Alabama and the southeast. Partners include other public radio stations as well as newspapers and on-line news outlets. In addition, APR has partnered with several different storm recovery groups, including Habitat for Humanity.

Impact

Over the last two years, storm recovery efforts and civil rights coverage have been ongoing initiatives. An example of one community partnership is APR's relationship with Western Alabama's Habitat for Humanity. We worked with Habitat and other organizations to follow rebuilding efforts over time. In addition, the radio station included a Habitat home on its annual "Kitchen Tour," providing additional information to affected communities. The agency reported increased awareness among potential contributors and families needing service.

Diverse Audiences

Alabama Public Radio provides regular ongoing coverage of stories of special interest to minority and other diverse audiences. Examples of stories have included: military education, civil rights, small business development, food security for low income people, criminal justice, access for people with disabilities, Jewish culture in Alabama, racial equality, ongoing recovery efforts from the 2011 storms, and Hispanic culture in Alabama. Fiscal Year 2014 will mark the 50th anniversary of the historic Selma to Montgomery march; Alabama Public Radio will be doing extensive reporting and special programming to mark the anniversary.
Impact of CPB Funding

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.