

WPLN (90.3 FM) / WTML / WHRS
2022 1st Quarterly Report
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Source Diversity Numbers

Reporters ask sources to self-identify their gender, race/ethnicity and other demographic and professional information that's relevant to the story.

In the first quarter of 2022, **410** sources were heard during our newscasts. Our goals for newscasts in 2022 is that at least 50% of sources are female or nonbinary each quarter and at least 40% are people of color. Here is how they broke down demographically.

GENDER IDENTITY

Female: 49% | Male: 50% | Nonbinary: <1% | Unknown/various: 1%

RACIAL IDENTITY

Asian: 2% | Black/African American: 26% | Latino/Hispanic: 3% | Middle Eastern/North African: 1% | Native American/Alaska Native: <1% | White Non-Hispanic: 65% | More than one race: 1% | Unknown: 1%

LOCATION

Davidson County: 63% | Middle Tennessee (outside Nashville): 14% | Tennessee (outside Middle Tennessee): 12% | Outside Tennessee: 10% | Unknown: 0%

Meanwhile, **159** sources appeared on our midday show, *This Is Nashville*. Our goal for the show is that at least 70% of our sources are people of color.

GENDER IDENTITY

Cis Female: 46% | Cis Male: 53%

RACIAL IDENTITY

Asian: 7% (Goal: 8%) | Black/African American: 40% (35%) | Latino/Hispanic: <1% (30%) | Middle Eastern/North African: 7% (5%) | Native American/Alaska Native: <1% (1%) | White Non-Hispanic: 48% (30%)

Coverage Narrative

Key topics for the quarter included:

- **Keeping an eye on flooding.** The newsroom continued to cover the aftermath of devastating floods in Waverly. We specifically checked in on the only Chinese family in Waverly, whose restaurant was swept away, and a family seeking to rebuild. We also covered the governor's efforts to relocate schools from the flood plains around the state, the redrawing of flood maps and efforts to create a Mesonet system. Coverage of natural disasters and climate change will continue to be a focus area, especially with our environmental beat.
- **Rethinking The Police Academy:** One of our special projects this quarter was a three-part investigation, in partnership with APM Reports, into the Nashville police training academy and its low graduation rates of women and people of color. WPLN's Samantha Max talked to several former recruits, current police officers and experts about how the culture of the academy is contributing to those disparities.

- **The Tennessee legislative session:** As lawmakers returned to Capitol Hill in January, the big topic was the new education funding formula — a proposal by Gov. Bill Lee to overhaul how public schools are funded. WPLN's Juliana Kim has been providing updates explaining the impact on communities, while Blaise Gainey has been tracking redistricting.
- ***This Is Nashville* launch.** After a year of planning, hiring and creating, our new daily show *This Is Nashville* went live on air. The hourlong format has allowed us to dive deep into topics like homelessness, infrastructural accessibility for people with disabilities, public safety and LGBTQ history. One of our own reporters appears on the show almost every day as well.
- **Innovation on social media:** We continued to highlight BIPOC-centered stories on social media after learning fall that this is the content our audiences want most. We incorporated more video elements via uniquely styled audiograms and even TV news standup-style Instagram Reels/TikToks. We continued to invite every person who engaged with our page on Facebook to like us — with big payoffs in terms of our online content reaching more people.
- **More and richer web posts:** On the web, we posted more. Period. And with the increase in posts, we also began exploring more embeddable options through resources like KnightLab, made more collages to incorporate more personal photos in web posts, and integrated more video and gif elements in features. The result is a more immersive web experience that complements our strength in audio journalism.

Key Numbers

In total, WPLN News created:

- **331** local stories with sound, including **33** features (3:30 or longer in length) and **34** superspots (1:45 to 2:30 in length).
- **20** national stories and appearances, **19** national newscasts (as of March 29)

National features and appearances:

Reveal

1. [Nursing homes are in critical need of staff](#) (Blake, Marketplace, Jan. 11)
2. [Louisiana becomes 1st state to include textured hair care among cosmetology board's requirements](#) (Ambriehl, Here & Now, Jan. 14)
3. [A Tennessee family must decide how to move forward after devastating floods](#) (Damon, NPR's Morning Edition, Jan. 17)
4. [More guns increase risk, even when no one is pointing a firearm at police](#) (Samantha, NPR's Morning Edition, Jan. 17)
5. [Nashville VC fund invests in health startups led by Black entrepreneurs](#) (Blake, Marketplace, Jan. 27)
6. [Nurses can earn much more as traveling nurses. But the job comes at another cost](#) (Blake, NPR's All Things Considered and [Shots blog](#), Feb. 4)
7. [Traveling nurses get high pay but some find it difficult to work locally](#) (Blake, Here & Now, Feb. 7)
8. [As state medical boards try to stamp out COVID misinformation, some in GOP push back](#) (Blake, NPR's All Things Considered, Feb. 14)

9. [Pandemic price gouging complaints raise staff tensions with traveling nurses](#) (Blake, Marketplace, Feb. 15)
10. [Mother of Nashville shooting victim tries to find positivity through her sorrow](#) (Paige, Here & Now, Feb. 15)
11. [Fights over the role of state medical boards](#) (Blake, NPR's All Things Considered, Feb. 16)
12. [Expanding Medicaid dental coverage means finding more dentists to handle the work](#) (Blake, Marketplace, Feb. 28)
13. [Behind the Blue Wall](#) (Samantha, Reveal, March 5)
14. [Nashville sees increase in gun theft from cars](#) (Paige, NPR's Weekend Edition, March 13)
15. [Rebuild or leave? In a flood-prone Tennessee town, one family must decide](#) (Damon, NPR.org, March 14)
16. [To save lives, Tennessee looks for funding to set up its own weather monitoring networks](#) (Caroline, Morning Edition, March 16)
17. [Asian American communities mark the Atlanta area spa shootings a year ago](#) (Juliana, NPR's Morning Edition and NPR.org, March 16)
18. [Knoxville uplifts the works of hometown artist Beauford Delaney](#) (Ambriehl, Here & Now, March 17)
19. [Company aims to buy and restore struggling rural hospitals in Tennessee](#) (Blake, Marketplace, March 24)
20. [Even with risky survival rate, shortages of ECMO machines cost lives, study finds](#) (Blake, NPR's Shots blog, March 28)