

**WPLN (90.3 FM) / WTML / WHRS
2022 4th 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 fourth quarter of 2022, 376 sources were heard during our newscasts. Our goals for newscasts in 2022 are 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: 46% | Male: 52% | Nonbinary: 1% | Unknown/multiple people: 2%

RACIAL IDENTITY

Asian: 5% | Black/African American: 21% | Latino/Hispanic: 3% | Middle Eastern/North African: 2% | Native American/Alaska Native: 1% | White Non-Hispanic: 65% | More than one race: >1% | Unknown: 3%

LOCATION

Davidson County: 69% | Middle Tennessee (outside Nashville): 10% | Tennessee (outside Middle Tennessee): 9% | Outside Tennessee: 11% | Unknown: >1%

Meanwhile, 231 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. This quarter, roughly 50% of our sources were people of color.

GENDER IDENTITY

Cis Female: 52% | Cis Male: 43% | Non-binary or genderqueer: 2% | Prefer not to say: 2% | Trans female: 0.4%

RACIAL IDENTITY

Asian: 5.6% (Goal: 8%) | Black/African American: 29% (35%) | Latino/Hispanic: 8% (30%) | Middle Eastern/North African: 3% (5%) | Native American/Alaska Native: 3% (1%) | White Non-Hispanic: 52% (30%)

Sixteen percent of our *TIN* sources self-identified as LGBTQ.

Coverage Narrative

Key topics for the quarter included:

- **Investigations:** WPLN's special projects team completed an investigative report that spurred a leadership change at a prominent Tennessee nonprofit. This reporting included numerous sources and public records requests and was completed in

partnership with a freelance journalist and another nonprofit newsroom, The Tennessee Lookout, and represents our newsroom's ambitions to deliver accountability journalism.

- **TVA:** Environmental reporter Caroline Eggers has been reporting on the Tennessee Valley Authority's efforts to expand its portfolio of natural gas plants all year. In the fourth quarter, she produced an in-depth look at some of the underreported aspects of a plan to build a natural gas pipeline to fuel a replacement for TVA's coal plant in Cumberland Furnace, Tenn. Weeks later, when Tennessee was hit by an historic cold snap that led TVA to institute rolling blackouts, Caroline was able to show that TVA's reliance on natural gas and coal likely played a factor.
- **Violence interruption:** In the wake of the Black Lives Matter protests of 2020, Nashville Mayor John Cooper pledged to dedicate money to violence interruption — an approach to public safety that relies on community groups to treat violence like a spreading virus. Two years later, little of that money has been distributed, and what had been spent was difficult to track. In the fourth quarter, criminal justice reporter Paige Pflieger did important public accountability work to trace the funding and ask critical questions about whether this promise will be fulfilled.
- **Police shootings:** Shootings by law enforcement continue to be a focal area. Though they slowed in 2022, Nashville police did fatally shoot two men in a period of less than 24 hours in early November. Reporter Paige Pflieger delved particularly deeply into one of those cases, noting how the shooting intersected with other social problems, homelessness and mental health.
- ***This Is Nashville:*** Our daily, hourlong show recently finished up its first holiday season, and 10 months on air. Highlights this quarter include a remembrance of Loretta Lynn, an episode on addiction and pregnancy, a profile of outgoing Rep. Jim Cooper and a crowdsourced episode on setting New Years' resolutions for Nashville. For our recurring series 'Citizen Nashville,' focused on rounding up resources for the community, we produced one episode about living with a disability -- inspired by community engagement with a source who lives with cerebral palsy -- and another episode ahead of the election on the Governor's race, for which we solicited questions for the candidates from constituents. The show team also produced a handful of sound-rich audio features that performed well online and on our social media feeds, including the story of a historic Black church in Hendersonville that started as a rock where enslaved people worshiped, an exploration of an elusive island in the Cumberland, and a bachelorette party bus ridealong. For the holidays, we rounded up the best episodes of *This Is Nashville* from 2022.

Key Numbers

In total, WPLN News created:

- **333** local stories with sound, including **25** features (3:30 or longer in length) and **31** superspots (1:45 to 2:30 in length).
- **11** national features, superspots and appearances, **34** national newscast spots

National features and appearances:

1. [For a rural hospital trying to reopen, hiring is a challenge](#) (Marketplace, Oct. 6)
2. [When should patients be admitted to a hospital through the ER?](#) (Marketplace, Oct. 20)
3. [Jerry Lee Lewis has died at age 87](#) (NPR, Oct. 28)
4. [Families fear a ban on gender affirming care in the wake of harassment of clinics](#) (NPR, Nov. 1)
5. [Legal concerns cause some stations to pull political ad denouncing transgender care for youth](#) (Here & Now, Nov. 2)
6. [Hospital Giant HCA Fends Off Accusations of Questionable Inpatient Admissions](#) (KHN, Nov. 4)
7. [Ad Goes Too Far With Claim That Joe Biden Promotes Surgery for Trans Teens](#) (KHN, Nov. 9)
8. [Long-COVID clinics are wrestling with how to treat their patients](#) (NPR, Nov. 18)
9. [Affordable Care Act enrollment expected to hit another record](#) (Marketplace, Nov. 18)
10. [Gig workers are signing up for ACA health benefits, though many still go uncovered](#) (Marketplace, Nov. 21)
11. [To make the most of a new Ford electric truck plant, Tennessee neighbors need sewer help](#) (Marketplace, Dec. 21)