

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

WHYY, the Philadelphia region's leading public media provider, has served southeastern Pennsylvania, southern New Jersey and all of Delaware for over 66 years. WHYY takes pride in bringing our audience news when it needs it, entertainment when it wants it and education when it counts — on television, radio, online and in the community.

LOCAL VALUE

WHYY IS A VALUABLE PART OF GREATER PHILADELPHIA

WHYY is the region's leading public media organization and PBS/NPR affiliate, serving the nation's fourth largest TV market. WHYY operates WHYY-FM, three digital TV channels including a 24/7 PBS Kids channel, WHYY.org and additional digital content distribution platforms including the newly acquired Billy Penn. WHYY also ensures that people have access to the station's trusted and informative content through the release of timely and engaging podcasts. Each year, WHYY further serves the community through "off-air" programs such as community forums, artistic performances and program previews.

2019 KEY SERVICES

IN 2019, WHYY PROVIDED VITAL LOCAL SERVICES

- WHYY made the Philadelphia region a better place, connecting each of us to the world's richest ideas and all of us to each other.
- WHYY engaged citizens as full partners in the conception and execution of content and advanced civic life through storytelling, arts, education and civic dialogue.
- WHYY helped increase student engagement in 2019 by providing digital media production learning opportunities to thousands of students throughout the region.

LOCAL IMPACT

WHYY'S LOCAL SERVICES HAD A DEEP IMPACT IN THE DELAWARE VALLEY

For more than 66 years, WHYY has consistently delivered sophisticated, smart and intellectually engaging stories about the world in which we live. All of our programming and services capture life as it unfolds in one way or another.

WHYY currently reaches approximately 638,300 television viewers and 451,700 radio listeners per week. WHYY.org has an average of 716,700 unique monthly users. WHYY hosted 57 events in 2019, drawing thousands of members of the community. WHYY provided instruction in multimedia production to more than 4500 students, teachers and community members through courses at WHYY's Dorrance H. Hamilton Public Media Commons and WHYY's Media Labs project.

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“WHYY is proud to offer dependable news and information service in the region, easy access to thought-provoking, locally produced expression and many forms of educational programming in support of lifelong learning.”

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William Marrazzo,
WHYY president and chief executive officer

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY IN THE COMMUNITY

WHYY is an NPR and PBS member station that broadcasts national favorites in addition to presenting many locally produced radio and television programs. WHYY-FM produces *Fresh Air, The Pulse, Radio Times, Skytalk* and *The Why*. WHYY-TV, which operates on three digital channels, produces *Movers & Makers, You Oughta Know, On Stage at Curtis, Articulate* and *Flicks*. Many original limited series podcasts boasted follow up seasons including *Eleanor Amplified* and *Schooled* providing content online to fulfill WHYY's strategic focus of delivering content across multiple platforms. Local and national programs are available to stream at WHYY.org/video and via WHYY's Passport portal.



WHYY actively incorporated local citizens as full partners to discuss and solve issues of civic life around the area. This year, Pennsylvania listeners with questions burning a hole in their pocket turned to WHYY-FM for answer. WHYY's Keystone Crossroads platform presented #AskGovWolf where Pennsylvania Governor Tom Wolf answered questions live during an afternoon radio program. From education to infrastructure, election security and more, no topic was off the table. Also in 2019, WHYY hosted various free events open to members of the community. The station offered a host of free film screenings of award-winning documentaries and dramas including one for BOSS: The Black Experience in Business where viewers discovered the untold story of African American entrepreneurship and discussed why skill, industriousness and ingenuity in the face of overwhelming odds provide the backbone of this nation's economic and social growth. WHYY members were also treated to a luncheon with NPR commentator and New York Times best-selling author Cokie Roberts about the future of American politics.



WHYY takes pride in its educational program offerings. In 2019, educational events for children were held at partner organizations throughout the region and provided family-friendly activities, such as meet-and-greet opportunities with costumed characters. WHYY offered students of the Philadelphia region homework help through a partnership with PBS LearningMedia, a vital resource for parents and caregivers that provide thousands of free, digital resources outside of the classroom. Through support from community-based partners and additional funders, WHYY brought media arts and important STEM academic skills to underserved students across the Delaware Valley. WHYY also offered PBS Kids programming 24/7 on its kid's channel. PBS Kids programming is the safest on-air destination for children and the top provider of content that helps children learn reading, math and essential skills. Now in season 3, kids podcast *Eleanor Amplified* is entertaining and informative with Eleanor defending the very values you expect from high-quality journalism. *Eleanor Amplified* sparks laughter and conversation the whole family can enjoy, while preparing kids to appreciate journalism and make smart media choices in the future.

WHYY receives as much from the community as it gives in the form of membership and volunteer efforts. WHYY has more than 122,764 members and posted growth in year-over-year net revenue. About 39% of Members are now automatically-renewing Sustainers. Volunteers contributed approximately 9875 hours to help the station during membership campaign drives, events and other programs in 2019.

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STORIES OF IMPACT

WHYY'S STRONG CONNECTION WITH DELAWARE



WHYY-TV takes pride in finding entertaining, rich stories in and around the First State through our Wilmington-based newsroom. As the only source of multi-media news and information coverage in the State of Delaware, WHYY continues to use television, the Web, radio and social media to educate, inspire and entertain audiences in this region. Recently our Delaware news team kicked off this latest era of multimedia news and information coverage in Delaware with the opening of a new office in downtown Wilmington. This new space in the heart of the city reinforces WHYY's dedication to providing leading multimedia news and specials for the state.

WHYY-TV also released a new half-hour TV special about Wilmington called "*Rebound from Murder Town*" which explored the rampant violence the city had become known for and what the city has been doing to reduce that violence and improve its image. Featuring interviews with Mayor Mike Purzycki, police chief Robert Tracy and lots of community leaders, "*Rebound from Murder Town*" takes viewers on a tour of Delaware's biggest city to see what is improving, and what still needs to be done.

AWARD-WINNING PROGRAMS: OUTSIDE THE STUDIO



WHYY provided numerous opportunities to engage members of the community in the Philadelphia region with two of WHYY's most influential and popular radio hosts. Many events featured Marty Moss-Coane, host and executive producer of Radio Times, a daily one-hour call-in interview program that examines local, national and international news; and Terry Gross, host of the Peabody Award-winning national radio program *Fresh Air*. Both hosts took time to interact and explore the surrounding community through supplemental programs. Moss-Coane ignited community discussion at events covering pressing matters and even interviewed former gubernatorial candidate Stacey Abrams about her personal story, politics and her latest book: *Lead from the Outside: How to Build Your Future and Make Real Change*. Similarly, Gross offered exclusive behind-the-scenes insight with popular question and answer events.

THE EDUCATIONAL PROGRAM OFFERINGS THAT LAST



WHYY is renowned for the educational kids programs it broadcasts on TV, but when it comes to supporting kids as they grow up, that's just the tip of the iceberg. WHYY's education initiatives support children and the parents, teachers, and other adults who care for them. Through WHYY production classes, afterschool programs and summer camps, students learn how to tell stories, produce multimedia content and be aware of the world around them.

Other programs, such as the Journalists Summer Camp, provide students with an engaging way to continue to learn about storytelling, even once the school year has ended. WHYY has trained more than 14,000 students in video and audio production in the last 12 years.

STORIES OF IMPACT

EDUCATION ON LOCATION

BRINGING MEDIA ARTS TO PHILADELPHIA SCHOOLS

WHYY brought the number of media labs in Philadelphia schools to 41 with the addition of 7 additional locations.



REACH THE COMMUNITY

WHYY continues to help increase student engagement with widely successful Media Labs program. For the past decade, WHYY programming has taught young people to explore their environment, problem solve, tell stories and succeed in creative professions. WHYY received a grant to expand its in-school Media Labs program by adding Labs in 18 additional Philadelphia-area schools, establishing five existing Media Labs as Media Arts Centers for Excellence to receive additional resources/training and providing pathways to careers for participating students through paid work experiences at 17 partner organizations around Philadelphia.

NEW INITIATIVES

WHYY recently expanded its Media Labs program by providing a pathways to careers component for student graduates of WHYY's youth media programs to help students transition from the classroom to a career path through paid work experiences at partner organizations around Philadelphia. The internships provided through this initiative are in alignment with the City of Philadelphia's new "Fueling the Talent Engine" workforce strategy. In Summer 2019, 21 students were placed in jobs in local organizations. We expect to place more than 80 students in summer jobs over the next two years.

IMPACT

Students learned audio and video production and created documentaries in and around the Philadelphia area. They became active, critical viewers of media, while developing new skills, gaining self-esteem and experiencing how to be voices of change in the community. To highlight their stellar accomplishments, the WHYY Youth Media Awards honor the best digital media created by young people in the Delaware Valley. More than 150 students in grades 6 to 12 submitted entries. The awards competition was designed to bring young producers together so they can communicate, help develop their skills and form a community of young artists.

Here is what a few students had to say about WHYY's education program:

"I learned that my ideas do matter and I can do what I believe in."

"It gave me more confidence, and that sense of, you know, I can do this! "

"There was a sense of being on a strong team...they backed me up on all I needed to do."

"I learned that greatness can come from something you put your time and pleasure in."

SUMMARY



Over the last several years, WHYY has persevered in the face of a volatile political and financial climate. The station has tripled the size of the newsroom, earning the reputation as the most trusted source of news and information, with a cultural arts program amplifying the creativity of the region’s rich cultural heritage. Consequently, WHYY enjoys growth from its general audience, corporations and foundations, positioning it as one of the most financially stable non-commercial media enterprises in the nation.

WHYY, through television, radio, and other media platforms, binds the region together while connecting each of us to the world’s newest and brightest ideas. WHYY’s range of services honor its founding mission of using technology to provide lifelong learning.

“ WHYY has really made a commitment to Philly through not only creating great content, but also providing opportunities to young Philadelphians through programs such as their digital media labs. ”

– Pa. Representative Mary Isaacson

More than half of WHYY’s operating budget comes from member contributions. These generous contributions are invested into programming and services that enrich the lives of all of the Greater Philadelphia region’s residents.