

# 2015 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 60 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.org and NewsWorks.org, a news and information service. Our news department has expanded dramatically in the last few years including the statewide Keystone Crossroads initiative and the city planning news initiative PlanPhilly. Each year, WHYY further serves the community through "off-air" programs such as community forums, artistic performances and lectures onsite in the Independence Foundation Civic Space and Dorrance H. Hamilton Public Media Commons.

## 2015 KEY SERVICES

### IN 2015, 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 2015 by providing digital media production learning opportunities.

## LOCAL IMPACT

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

For more than 60 years, WHYY has consistently delivered sophisticated, smart and intellectually engaging stories about the world in which we live. All of our programming and services captured life as it unfolded in one way or another.

As of August 2014 to July 2015, WHYY reached approximately 930,000 television viewers and 350,000 radio listeners per week. WHYY.org had an average of 119,085 unique monthly users; NewsWorks.org had an average of 411,485 unique monthly users. WHYY hosted 60 events in 2015, drawing thousands of members of the community. WHYY provided instruction in multimedia production to 1,000 students, teachers and community members through courses at WHYY's Dorrance H. Hamilton Public Media Commons and WHYY's Media Labs project.



**“WHYY is constantly creating new ways to improve our on-air and online content to engage with our audiences”**



William Marrazzo, WHYY president and chief executive officer





# 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*, *NewsWorks Tonight*, *The Pulse*, *Radio Times*, *Skytalk*, *Voices in the Family* and *You Bet Your Garden*. WHYY-TV, which operates on three digital channels, produces *First*, *Friday Arts*, *On Tour*, *On Stage at Curtis* and *Flicks*. Programs also offer 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](http://WHYY.org/video)**

WHYY actively incorporated local citizens as full partners to discuss and solve issues of civic life around the area. In 2015, WHYY hosted various free events open to members of the community. The station offered free film screenings of award-winning documentaries and dramas through a partnership with The Independent Television Service (ITVS). WHYY also hosted four separate screening events for PBS's award-winning drama *Downton Abbey*, creating fun, entertaining nights for participants. The station also encouraged discussion of today's issues with audiences, including *The Pulse's* live interview with Bill Nye, conversing about pressing environmental problems and how to solve them.



Finally, WHYY celebrated its 60th Anniversary with an open house, a free event to welcome and thank the community for their support. Participants were treated to lessons on podcasting and video editing, as well as conversations with WHYY producers, reporters and program hosts.

WHYY takes pride in its educational program offerings. In 2015, 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. WHYY offered PBS Kids programming on the station's main TV channel from 6 a.m. to 5 p.m., Monday through Friday. 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. WHYY also provided educational TV programming geared towards combatting the high school drop-out crisis in and around Philadelphia. Special programs provided by the Corporation for Public Broadcasting's *American Graduate: Let's Make It Happen* initiative periodically air on WHYY-TV.



**WHYY receives as much from the community as it gives in the form of membership and volunteer efforts. WHYY grew its membership base by 1,400 people in 2015 and posted growth in year-over-year net revenue generation. About 20% of Members are now automatically-renewing Sustainers. Volunteers contributed approximately 9,286 hours to help the station during membership campaign drives, events and other programs in 2015.**



# 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. Following in the footsteps of the hugely popular *Billion Mile Journey*, WHYY-TV aired fascinating specials illuminating the relatively unknown history of Delaware in *Hundred Mile Monument* and *Dela-Where*. From taking viewers on a virtual road trip down America's first highway, the Dupont Highway, to uncovering the oldest tales surrounding the "Northern Arc" of Delaware, WHYY is dedicated to providing leading multimedia news and specials for the state.



## 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 two-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. In *Radio Times on the Road*, Moss-Coane ignited community discussion at events around the region, including pressing matters such as women in the workforce and preserving the region's rich cultural heritage. Similarly, Gross utilized her show *Off Air with Fresh Air* to offer exclusive behind-the-scenes insight with popular question and answer events.



## THE EDUCATIONAL PROGRAM OFFERINGS THAT LAST

Now entering its eighth year, WHYY's annual "WHYY I Like This Book Contest" has become one of the most exciting initiatives in the Philadelphia region supporting and celebrating younger readers' love for books. The innovative and educational program encouraged kids from Pre-K through 12th grade to share their favorite book, with selected finalists featured on WHYY-TV. In the 2014-2015 contest, WHYY received over 1,147 applications across 147 schools. Promoting critical thinking and open discussion, the contest is one of many programs WHYY offered to keep education a focus among the Delaware Valley.





# STORIES OF IMPACT

## EDUCATION ON LOCATION

BRINGING MEDIA ARTS TO PHILADELPHIA SCHOOLS

WHYY piloted a new media arts education program at two Philadelphia schools



REACH THE  
COMMUNITY

In 2015, WHYY continued to help increase student engagement with the widely successful “Media Labs.” Six schools across the area, including Bodine High School for International Affairs and Parkway Northwest High School for Peace and Justice, received new audio and video production equipment. The program allowed WHYY to reach more students across the area, with on-site instructors guiding news and documentary production. Additionally, participating faculty were trained to integrate media production in the classroom.

NEW  
INITIATIVES

This past year, WHYY launched a 1.7 million dollar project to bring video labs to 27 schools in the Philadelphia area within the next three years. Sponsored by the William Penn Foundation, the initiative aims to provide students technological skills needed in today’s workforce. Combining engaging core subject matter with new media, the program provided a hands-on learning experience that will stick with students long after graduation.

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. Using technology as an effective learning tool, students felt learning media production prepared them for the world in a variety of ways. Here is what a few students had to say about the program:

***“It helped me by putting more confidence in me.”***

***“I learned... how to compromise and make sacrifices.”***

***“The way it affected me is by... allowing me to have more courage.”***

***“It has shown me... the extent [to] which I can have an effect.”***



# SUMMARY

Over the last several years, WHYY has persevered in the face of a volatile financial climate. While millions of dollars have been cut in both federal and state annual support, WHYY has risen to the challenge and has presented some of the most in-depth, engaging and original programming the station has ever produced.



*WHYY, through television, radio, and other new media platforms, binds the Philadelphia 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.*

“We are fortunate to have public radio and TV of the highest quality. They are wonderful, educational and stimulating assets to the Greater Philadelphia community.”

WHYY member from Haverford, PA

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 Philadelphia region's residents.

