



Contact:
Tory Harris
Public Information Manager
(215) 351-1243
tharris@whyy.org

NEW WHYY WEBSITE GIVES AUDIENCES TRUSTED CONTENT WHEN AND HOW THEY WANT IT

The new WHYY.org is a signature element in ensuring that WHYY is a vibrant, accessible digital resource for people in Delaware, South Jersey and Southeastern PA. Recently, WHYY has also launched the WHYY Listen app, a series of podcasts and the WHYY Passport video service ensuring that people have easy access to the station's trusted and informative content.

As part of WHYY's commitment to serving the modern day digital and broadcast audience, the Greater Philadelphia public media provider has combined its two primary websites — WHYY.org and NewsWorks.org — into a single platform that unifies its content and brand. The new and improved WHYY.org brings together in one location the station's respected and award-winning news service with the organization's video and audio content, schedules, event listings and more.

"Organizations have to tune into and adapt to changing audience needs in order to survive in this constantly evolving media landscape," said WHYY President & CEO William Marrazzo. "We must be prepared to act quickly yet thoughtfully to meet the expectations of today's users thus increasing our value to the citizens of the tri-state area."

WHYY launched NewsWorks.org seven years ago. However, as how people use media websites changed, WHYY joined forces with experience design agency *Bluecadet* to design and develop a new website and platform and to create the site's new information architecture making programs and information easier to find, improving the audio experience for both live and on-demand programs and providing more relevant related content from across all that WHYY offers, including *PlanPhilly*, *Keystone Crossroads* and other WHYY properties.

Amidst years of consistent revenue growth, WHYY also focused on supporting and growing its burgeoning programmatic assets by expanding its digital services, growing its on-demand audio and video platforms and investing in podcasts. The organization then hired *Yahoo!* and *KQED* alum Gabriel Coan as Vice President of Digital Strategies and Services in 2016 and began to strategize how best to package and promote all of this content to appeal to current listening and viewing trends.

"WHYY is working to ensure that we continue to serve this community far into the future by offering top quality, multimedia content accessible to audiences how they want it and when they it," said Coan.

The recently released *WHYY App* allows users to stream the 90.9FM service from any mobile device or access any of the station's on-demand or podcast audio features. With a generous



grant from the Council on Library and Information Resources (CLIR), the organization just completed the massive process of preserving historically and culturally significant moments from *Fresh Air with Terry Gross*, creating a digital archive of decades of interviews with the world's foremost personalities. Most recently with the support of a Lenfest Institute for Journalism grant, WHYY is partnering with The Center for Investigative Reporting (CIR) to launch a second round of user testing for CIR's Amplify tool, which allows listeners to engage with broadcast content via SMS text messaging. This test will be associated with a special October 28 episode of CIR's *Reveal* podcast about immigration that it is co-producing with WHYY.

With growing buzz around the WHYY *Passport* on-demand video service and hit podcasts *Cosby Unraveled* and *Eleanor Amplified*, WHYY remains committed to growing its digital offerings and making sure that consumers of all ages have easy access to WHYY.

WHYY is Greater Philadelphia's leading public media provider and PBS/NPR member station, serving southeastern Pennsylvania, southern New Jersey and all of Delaware. WHYY's multimedia outreach includes WHYY-TV, WHYY-FM, WHYY News and "off-air" community forums, artistic performances, lectures and media education programs through the Dorrance Hamilton Public Media Commons.

