

2017 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-FM, three digital TV channels including the newly created WHYY PBS Kids channel and the newly redesigned WHYY.org which combines the station's two primary websites — WHYY.org and NewsWorks.org — into a single platform unifying the station's content and brand. Ensuring that people have easy access to the station's trusted and informative content, WHYY also released a host of timely and thought provoking podcasts. Each year, WHYY further serves the community through "off-air" programs such as community forums, artistic performances and lectures.

2017 KEY SERVICES

IN 2017, 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 2017 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 capture life as it unfolds in one way or another.

WHYY currently reaches approximately 652,700 television viewers and 454,100 radio listeners per week. WHYY.org has an average of 526,510 unique monthly users. WHYY hosted 77 events in 2017, drawing thousands of members of the community. WHYY provided instruction in multimedia production to more than 2,977 students, teachers and community members through courses at WHYY's Dorrance H. Hamilton Public Media Commons and WHYY's Media Labs project.



WHYY is prepared to act quickly yet thoughtfully to meet the rapidly evolving expectations of this community thus increasing our value to the citizens of the tri-state area.



William Marrazzo,
WHYY president and chief executive officer





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*, *Articulate* and *Flicks*. Many new podcasts including storytelling show *Commonspace* and limited series such as *Eleanor Amplified*, *Grapple* and *Schooled* 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 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. These past months, listeners with questions burning a hole in their pocket turned to WHYY's Hearken platform for answers. From "Why is Pennsylvania called a commonwealth" to "What is Senator Toomey currently doing about gun safety in Pennsylvania," this editorial framework let our audience submit questions for the chance to have WHYY investigate. Also in 2017, 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 like acclaimed historian Michael Wood's *The Story of China* which chronicles the people and stories that helped create the country's distinctive character as well as two interactive panel discussions in Philadelphia and Wilmington designed to help pave the way for honest dialogue about race and foster solutions. WHYY members were also treated to a Q&A event with legendary entertainer and entrepreneur Patti LaBelle on her career and new book.



WHYY takes pride in its educational program offerings. In 2017, 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 provides 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 offered PBS Kids programming 24/7 on its new 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. Season 2 of WHYY's podcast *Eleanor Amplified* took our hero across the globe and under the ocean, from the dazzling lights of Hollywood to a medieval village in this series that sparks laughter and conversation the whole family will 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 115,000 members and posted growth in year-over-year net revenue. About 35% of Members are now automatically-renewing Sustainers. Volunteers contributed approximately 9,802 hours to help the station during membership campaign drives, events and other programs in 2017.



STORIES OF IMPACT

WHYY'S STRONG CONNECTION WITH DELAWARE



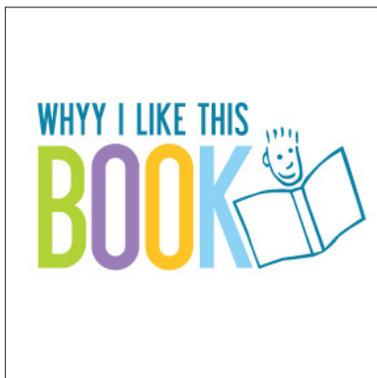
WHYY takes pride in finding entertaining, rich stories in and around the First State through our Wilmington-based newsroom. As the only source of multi-media news and information coverage in the State of Delaware, WHYY continues to use television, the Web, radio and social media to educate, inspire and entertain audiences in this region. Recently expanding its Delaware team to include education reporter and award-winning investigative journalist Cris Barrish, WHYY's education reports from Delaware focus on the issues facing parents, educators, and state lawmakers. Whether investigating the availability of education for the children of migrant workers or exploring the organization's and people that shape the First State's arts and culture scene, 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 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 throughout Greater Philadelphia, covering pressing matters such as the hotly contested local, statewide and national political races taking place in the region. Similarly, Gross offered exclusive behind-the-scenes insight with popular question and answer events.

THE EDUCATIONAL PROGRAM OFFERINGS THAT LAST



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. This year's finalists were each featured in a series of reading and literacy-focused 60-second video spots that aired on WHYY-TV throughout the year. These spots explored the motivations behind what interests a child about a book - the topic, the illustrations, the characters, a book that is a family favorite, and how children choose to read what they read. 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 brought the number of media labs in Philadelphia schools to 15 with the addition of 10 additional locations.



REACH THE COMMUNITY

WHYY continues to help increase student engagement with widely successful video and audio production classes, afterschool programs and summer camps. For the past decade, WHYY programming has taught young people to explore their environment, problem solve, tell stories and succeed in creative professions. WHYY has engaged 2,977 students, teachers and community members this year in hands-on media arts training through the program.

NEW INITIATIVES

Three years ago, WHYY launched a \$1.7 million project to bring media labs to 27 schools in the Philadelphia area. With five launched during year one and ten added in year two, participant surveys found that the students and teachers learn video and audio production, critical thinking, STEM education skills, problem solving, research, develop a strong sense of self-efficacy and are better prepared for a wide variety of workplaces. Students are also learning valuable life skills like how to work in teams, how to plan projects, and how to solve difficult problems.

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. WHYY began working with faculty and students at Philadelphia's Martha Washington Elementary School, as one of the station's new partners in the Media Lab initiative. After honing their filming, editing and interviewing skills through after school workshops, the 6th grade class group interviewed each other along with parents, teachers and community members for their documentary on violence in their community. The 8th grade group created a narrative film entitled "Stuck" which tells the story of a boy's introduction to drugs and addiction and the friends and adults who intervene. After receiving positive reviews during community screenings, the groups submitted both films for the prestigious BlackStar Film Festival. Both were accepted and the budding filmmakers even participated in a panel during the event.



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



WHYY Media Lab Student, Year 2



SUMMARY



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

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.



I have listened to WHYY exclusively for a few years during my 45 minute+ commute. I watch a variety of different news sources online when I am home, but WHYY/NPR is the perfect complement on the commute.



WHYY listener from Lambertville, 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 Greater Philadelphia region's residents.

