



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Words can't describe what WHYY FM and TV provide. A kid that grows up on a good dose of WHYY will no doubt grow into a better human being and will always strive for betterment of humanity.”

Shivakumar, from Exton, PA

WHYY, the Philadelphia region’s leading public media provider, has served southeastern Pennsylvania, southern New Jersey and all of Delaware for 65 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.



WHYY is the PBS and NPR affiliate serving the nation’s fourth largest media market. WHYY operates WHYY-FM, three digital TV channels including a 24/7 PBS Kids channel, WHYY.org and additional digital content distribution platforms.

WHYY also provides a host of timely and thought provoking podcasts making access to content easy and convenient.

Each year, WHYY further serves the community through “off-air” programs such as community forums, artistic performances and program previews.

WHYY continued to grow the reach and scope of one of the most impactful news services in the Philadelphia region. WHYY consistently delivers sophisticated, smart and intellectually engaging stories about the world in which we live.

We offered free and easy access to arts and culture experiences through multiple media platforms.

WHYY helped increase student engagement by providing digital media production learning opportunities in dozens of area schools.

WHYY connects with 1.3 million people each week. We have 709,000 television viewers and 492,000 radio listeners per week and WHYY.org has an average of 326,000 unique users.

WHYY hosted 75 events in 2018, drawing thousands of members of the community.

WHYY provided instruction in multimedia production to more than 3,173 students, teachers and community members through courses at WHYY’s Dorrance H. Hamilton Public Media Commons and WHYY’s Media Labs project.

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 Why, The Pulse, Radio Times* and *Skytalk*, and WHYY-TV, which operates on three digital channels, produces *You Oughta Know, Movers & Makers, On Stage at Curtis, Articulate, Anthology* and *Flicks*. WHYY delivers content across multiple platforms with local and national programs available to stream at WHYY.org/video. WHYY is known for the depth and quality of its news services, providing reporting and insight on the full range of local and national issues.



*Philly's own Andrew Erace
hosts Movers & Makers*

2018 was a year of new local television initiatives, with the planning and production work for the 2019 launch of *Movers & Makers* and *You Oughta Know*. *Movers & Makers* introduces viewers to fascinating people and interesting places in the greater Philadelphia region. The program explores the unique and vibrant local arts scene and gets to know creators making an impact on our community. *You Oughta Know* is a weekly 30-minute guide to people, places and events viewers might not know about in the Philadelphia region. Topics range from an introduction to therapy dogs to the joys of a matchbox car museum.



Panelists discussed the issues in the film Minding the Gap

WHYY actively incorporated local citizens as full partners to discuss and analyze issues of civic life around the area and hosted various free events open to members of the community. Events included a look back at the 1968 racial conflicts in Wilmington, Delaware with a screening and discussion of *The Siege of Wilmington*, an evening at the Curtis Institute of Music with a pianist performing and discussing his work with *On Stage at Curtis'* producer Lillian Paulmier and a screening of *Almost Sunrise* followed by a discussion with local veterans about how their experiences compared with vets depicted in the film.



Annette John-Hall and Shai Ben-Yaacov host The Why

WHYY News continued its trusted reporting on regional issues. *The Why*, a new podcast and broadcast, brought audiences an in-depth look at a different topic each day, featuring behind-the-scenes discussions with reporters. Topics included the past and future of The Gallery mall; why an activist investor was stirring things up at Campbell's; chronicles of Narcan; why Philly didn't get Amazon; the Tree of Life shootings; and women making inroads in Pennsylvania politics after the midterms. WHYY also focused on diversity and conducted several research and training programs to become a more culturally competent organization and develop more diverse sources.



Let's Go Luna helps children explore the world

WHYY takes pride in its **educational program offerings**. 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 offers free access to educational and entertaining PBS Kids programming 24/7 on a dedicated TV channel for children, parents and other caregivers. 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.

Educating our children

WHYY hosted a series of eight free community events for young children in Pennsylvania, New Jersey and Delaware serving more than 5,230 children and their parents or guardians. These events provided meaningful educational activities at each community event, including “meet and greets” with PBS Kids costumed characters and early literacy resources such as book swaps. More than 1,000 registered for our kids’ event in Delaware, where WHYY worked with the Delaware Museum of Natural History and PNC to bolster the theme of being a good neighbor to kids’ local communities. Attendees enjoyed activities including the traveling Mobile Learning Adventure Tent and free museum admission.



Understanding poverty

Poverty has long been a central challenge for the city of Philadelphia where more than a quarter of the city’s residents live in poverty. WHYY joined a group of the region’s media organizations – both large and general interest newsrooms and small community and ethnic media – to cover the issue more robustly and identify potential solutions. *Broke in Philly* provides in-depth, nuanced and solutions-oriented reporting on poverty and the push for economic justice in Philadelphia. WHYY’s stories have explored poverty’s complex causes and highlight creative approaches that show promise in its alleviation.



Encouraging reading skills

An estimated 550,000 adults in Philadelphia function below basic adult education levels. WHYY helped call attention to the importance of reading through PBS’ The Great American Read series. The multi-platform program explored how writers create magical universes and how readers are deeply affected by their words. The series was designed to get the country reading and passionately talking about books. WHYY partnered with 51 libraries and bookstores throughout our three-state coverage area to provide easy access to the books included in the series and to encourage reading and discussion about the books. We also hosted an event with the editor of “Barracoon: The Story of the Last ‘Black Cargo’,” the previously unpublished work by Zora Neale Hurston.





BRINGING MEDIA ARTS TO PHILADELPHIA SCHOOLS

WHYY has expanded its media labs in Philadelphia schools to 34 with the addition of 6 additional locations.

Reach in the Community:

WHYY continues to help increase student engagement with widely successful video and audio production classes, afterschool programs, summer camps and in-school Media Labs. 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 now surpassed 14,000 total students, teachers and community members since it began its media arts training programs.

New Initiatives:

WHYY plans to serve 18 additional schools through its Media Labs while supporting the 28 schools launched in phase one. In addition to serving K-12 students through classroom media projects and afterschool news and documentary clubs, WHYY will now develop career pathways for its media arts graduates by providing 105 paid work experiences through 2021. Phase one of the Media Labs program served more than 5,000 students, a number expected to double in year two.

Impact and Community Feedback:

Participant surveys found that the students and teachers learn video and audio production, critical thinking, STEM education skills and 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.



Philadelphia Eagle and education supporter Rodney McLeod salutes WHYY's 10,000 student participants

Here is what a few students and teachers had to say about WHYY's education programs:

"I am better able to engage students who are not necessarily interested in the sciences. ...The students have novel ways of expressing their ideas"

"Participating has made me interested in future jobs involving film and video."

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



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY

“For years, I have adored and relied on the variety of rich cultural, informational, and pragmatic programming that WHYY offers on a daily basis--for free. I have supported WHYY in the past. However, now, I feel the intense need to re-start giving back, in order that my young grandchildren can grow with WHYY as I did.”

Terease, from Lansdowne, PA

“Thank you for your thorough and intelligent programming. I appreciate that you explore and report on all aspects of a story so we have a full understanding of issues at hand.

Patrizia, from New Hope.”



WHYY members enjoy "A Taste of History" with chef and program host Walter Staib



Radio Times host Marty Moss-Coane celebrate 30 years on air with public radio icon Bill Siemering

For people striving to meet the challenges facing our region, the information and programs we offer are vital. Member support allows us to challenge conventions, break the rules and promote meaningful conversation.
