

# 2021 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 68 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 90.9, three digital TV channels including a 24/7 PBS Kids channel, whyy.org and additional digital content distribution platforms including *Billy Penn*, *Keystone Crossroads* and *PlanPhilly*. 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.

## 2021 KEY SERVICES

### IN 2021, 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 2021 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 68 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 629,000 television viewers and 453,000 radio listeners per week. whyy.org has an average of nearly 1.6M unique monthly users. WHYY hosted 35 events in 2021, drawing thousands of members of the community. WHYY provided instruction in multimedia production to more than 3,500 teachers and community members largely virtually, through WHYY's Media Production courses and the Media Labs project.

“During these unprecedented and often challenging times, there continues to be no end to which WHYY staff will go to bring the people of this region trusted news, information and entertainment.”

William Marrazzo,  
WHYY President and Chief Executive Officer

# 2021 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, television and digital programs. WHYY-FM produces *Fresh Air*, *The Pulse* and *Radio Times*. WHYY-TV, which operates on three digital channels, produces *Movers & Makers*, *You Oughta Know*, *On Stage at Curtis*, *Youth Creators Studios* and *Flicks*. Podcast series *A.I. Nation* discussed the social and ethical impact of recent news, providing digital content to fulfill WHYY's focus of delivering content across platforms. Local and national programs are available to stream at [whyy.org/video](http://whyy.org/video) and via the WHYY Passport streaming service.



WHYY was not only ready to respond to ever changing needs but refused to retreat during a difficult time choosing to lean into the challenge of serving our audience's needs while remaining fully staffed and without cuts to pay or benefits. As the pandemic and widespread social and political turmoil waged on, many in our community turned to WHYY for truthful, balanced information and quality entertainment. We, along with public media stations across Pennsylvania, provided hundreds of hours of broadcast, standards-aligned educational content for grades pre-K-12. We also showcased an impressive slate of local filmmakers and hosted a series of Community Conversations featuring trusted voices from our region. WHYY hosted many virtual events open to the public. The station offered a host of interviews with PBS and NPR personalities including Bob Costa, Judy Woodruff, Nina Totenberg and Rick Steves as well as virtual cooking demos, tours of Jane Austen's House in Europe and a panel on African American illusionists in efforts to bring people across the region together during a period of isolation for many. WHYY members were also treated to panels on preserving mental health, immigration and the experiences of Asian Americans as part of a series of events designed to foster discussion around the issues as the forefront of everyone's minds.



From entertaining yet educational broadcasts on WHYY's main and YKids channels to additional resources such as PBSKids.org, the PBS Kids App and PBS LearningMedia content, WHYY is the place to go for trusted, educational enrichment. Through additional partners and generous support from funders, WHYY also brings media arts and education as well as important STEM academic skills to students across the Delaware Valley. But these past few school years have been especially different and caregivers, teachers, administrators and children have been faced with new challenges, questions and opportunities. WHYY remained vigilant, deeply committed to the needs of young people and taking pride in its educational program offerings. As schools across the region continued to struggle with a myriad of issues around the coronavirus pandemic, WHYY expanded its offerings with a suite of resources to spark genuine excitement and drive learning both in- and outside of the classroom serving as a bridge to learning opportunities.

**WHYY receives as much from the community as it gives. In fact, much of WHYY's recent, contributed income growth is driven by household's decisions to support financially year-round. WHYY currently has more than 127,000 members with 47% of members now being automatically-renewing Sustainers committed to ensuring that we remained a trusted resource.**

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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. As the only source of multi-media news and information coverage in the State of Delaware, WHYY continues to use television, digital, radio and social media to educate, inspire and entertain audiences in this region. WHYY's location in Wilmington is highly visible, integrating us even more into the surrounding community and allowing WHYY news coverage to be more flexible and take advantage of new technology to present information. Further, WHYY-TV released two new half-hour TV specials. One about President Biden called "Delaware's Joe Biden: President" which gives an inside look at how Biden's family and his home state of Delaware helped form the current leader of the free world. The second, "Where is Wilmington High?" focuses on the closing of Wilmington High School and how it affected the students and residents. WHYY is dedicated to providing multimedia news and specials for the state.

## AWARD-WINNING PROGRAMS: OUTSIDE THE STUDIO



WHYY provided opportunities to engage members of the community in the Philadelphia region with two of WHYY's most influential radio hosts. Many events featured Marty Moss-Coane, host and executive producer of *Radio Times*, a daily interview program that examines local, national and international news; and Terry Gross, host of the award-winning radio program *Fresh Air*. Both hosts took time to interact and explore the surrounding community through supplemental programs. Moss-Coane talked with NPR's *Planet Money* co-host Jacob Goldstein about his book, *Money: The True Story of a Made-Up Thing* while Terry Gross led live taping interviews with author, television personality and restaurateur David Chang and other stars like Dave Grohl about their work and lives in the public eye.

## 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 their parents, teachers and caregivers 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 20,000 students in video and audio production in the last 15 years.

# EDUCATION ON LOCATION BRINGING MEDIA ARTS TO PHILADELPHIA SCHOOLS

WHYY brought the number of Media Labs partnerships with Philadelphia schools to nearly 50 with the addition of several locations.



## REACH THE COMMUNITY

WHYY continues to help increase student engagement with its widely successful Media Labs program. WHYY programming teaches young people to explore their environment, problem solve, tell stories and succeed in creative professions. Though WHYY Media Labs activities in schools were halted in 2020 and 2021, WHYY's Education Department continued to regularly engage with students through online avenues, putting out calls for student-created videos and media projects and continuing instruction virtually. CBS News' national Sunday Morning news show featured WHYY's Media Lab program and highlighted how students are discovering the power of self-expression.

## PATHWAYS TO CAREERS

Made possible with grants from the Lenfest Foundation, the Corporation for Public Broadcasting and more, WHYY's Youth Employment Program is a seven-week internship experience, open to Philadelphia students ages 16-19 who have completed at least one year in a WHYY media education program. Students are paid to work as video producers, reporters, social media producers, recording and editing assistants and more. This year, dozens of students completed paid jobs with local businesses and media outlets. Since inception, companies such as Comcast, NBC 10/ Telemundo, Al Dia, the Philadelphia Public School Notebook, WURD, WXPB and the Philadelphia Media Network have helped students gain career exposure and experience utilizing the skills they learned through our media programs.

## EARLY LEARNING PROGRAMS

WHYY is committed to promoting literacy and early learning programs in Philadelphia. Despite pandemic restrictions, WHYY took Daniel Tiger for a trolley ride to neighborhood daycare centers to meet with kids, lead socially distant movement exercises and drop off books and other goodies. Additionally, thanks to grants from the Barnes Foundation and PNC, WHYY began installing Little Libraries at sites throughout the area stocked with PBS Kids books, take-home activity sheets and resource materials families can keep. WHYY will also conduct engagements with kids and families at the various sites.

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

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*“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.”*

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# SUMMARY



For decades, WHYY has persevered in the face of a volatile social, political and financial climate. And while it's been several tough years for everyone, we stand here today with stronger resolve and a continued commitment to providing vital services to the tri-state area steeped in the courage of our convictions and armed with the powerful support of our community. We're up for beating the considerable media headwinds to continue to ensure our efforts to reach more tri-state area citizens.

**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.**

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.