

2022 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 nearly 70 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* 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.

2022 KEY SERVICES

IN 2022, 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 2022 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 nearly 70 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 537,000 television viewers and 482,000 radio listeners per week. Whyy.org has an average of nearly 556,000 unique weekly users. WHYY hosted 38 events in 2022, drawing thousands of members of the community. WHYY provided instruction in multimedia production to thousands of teachers and community members largely virtually, through WHYY's Media Production courses and the Media Labs project.

“Our WHYY TV12 and YKids only scratches the surface of our educational offerings. WHYY's educational programming teaches young people to explore their environment, problem solve, tell stories and succeed in creative professions.”

William Marrazzo,
WHYY President and Chief Executive Officer

2022 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 and television 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*, *Check, Please! Philly*, *On Stage at Curtis*, *Youth Creators Studios* and *Flicks*. Podcast series *March On* explored the controversial history and unfolding story of the organization that ran the city's largest LGBTQ events, 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 and via the WHYY Passport streaming service.

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. This year, WHYY hosted many events open to the public. The station offered interviews around PBS and



NPR personalities and shows including Judy Woodruff, *The Moth Mainstage* and *BBC Newshour* as well as discussions on plant-based eating, conflict resolution and charitable trusts designed to foster discussion around the issues at the forefront of everyone's minds. Further, WHYY's Community Conversations offered individuals in our region a chance to discuss and debate important social issues that impact their everyday lives. A "Conversation with King" event looked at lesser-known speeches by Dr. King and what truths these speeches hold for modern life while "The Atonement Agenda" explored how reparations could close the wealth gap. A new initiative "Building Blocks" went into Philadelphia neighborhoods to bring together residents with differing views on parking and critical race theory a chance to hear from all sides of each issue to try to find common ground.

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. WHYY is committed to promoting literacy and early learning programs throughout the greater Philadelphia region. 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, activity sheets and resource materials families can keep. WHYY also conducts engagements with kids and families at the various sites. And as schools continued to struggle with issues around the pandemic, WHYY expanded its PBS LearningMedia web 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 129,000 members with 55% of members now being automatically-renewing Sustainers committed to ensuring that we remained a trusted resource.

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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. With timely news coverage of topics such as the how to address higher rates of diabetes, etc. for Black residents; the increases of women in the Delaware General Assembly and Delaware's new hotline to report abuse and neglect of seniors and vulnerable adults, WHYY is dedicated to providing multimedia, often solution oriented 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 Frances Moore Lappé about her book, *Diet for a Small Planet* while Terry Gross led a live interview with coach, legendary athlete and Lifelong Learning Award winner Dawn Staley about her work and life 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 afterschool programs, students learn how to produce multimedia content and become discerning viewers of media. 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 20 years.

EDUCATION ON LOCATION BRINGING MEDIA ARTS TO PHILADELPHIA SCHOOLS

WHYY brought the number of Media Labs partnerships with Philadelphia schools to more than 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's Education Department continued to regularly engage with students through in-person and online avenues. WHYY is bringing its renowned educational programming to the Camden City School District (CCSD) with the opening of New Jersey's first, fully equipped and staffed WHYY Media Lab, housed at the Big Picture Learning Academy on the campus of Camden High School. WHYY's education department also provides an online tool kit to help stations across the county implement these trainings into their work.

PATHWAYS TO CAREERS

To further prepare Media Lab students for the working world, WHYY's Youth Employment Program allows students ages 16-19 who have completed at least one year in a WHYY media education program a seven-week internship experience. Made possible with support from the Lenfest Foundation and the Corporation for Public Broadcasting, students are paid to work as video producers, reporters, social media producers and more. Since inception, companies such as Comcast, Al Dia and the Philadelphia Media Network have helped students gain career exposure and experience utilizing the skills they learned through our programs. Our students create videos and publish articles and radio segments including a promo video for Mural Arts and segments from The Pulse's Kids and "Mental Health" episode.

EARLY LEARNING PROGRAMS

Taking WHYY's educational contributions even further, we spent this year recording and producing two new kids shows, *Albie's Elevator* and *The Infinite Art Hunt*, which will air on WHYY TV12 in Summer 2023. *The Infinite Art Hunt* invites elementary aged children on a virtual field trip covering a range of artistic mediums and styles while *Albie's Elevator* explores the ups and downs of pre-school problem solving. Lesson plans and activities were created by WHYY and its education consultant to supplement episodes of both shows. Later in 2023, the shows will be distributed to stations throughout the country.

Here is what one student had to say about WHYY education programming:

“

[The Media Labs] helped me gain experience in video production and learn that it is a field that I am interested in entering. Because of my new interest, I applied to [Student Reporting Labs] Academy and this summer I will travel to DC to learn more.

”

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY 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.

“ Guided by a leadership team that has demonstrated time and time again its ability to outperform its cohorts, there was and 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

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.