

## 91.3 WYEP - FY14 LOCAL CONTENT and SERVICES REPORT

**1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

As a local arts institution with deep roots in the community, WYEP recognizes our unique ability to help provide educational opportunities for kids and teens in media, music and the arts that they may not have access to through traditional school-based programs. In FY14, WYEP's Reimagine Media program for teens was transformed into a music education experience. The students in Reimagine Media launched a music and entertainment blog and we brought in experts in writing, digital media and photography for training opportunities. Perhaps the most impactful and exciting development in FY 14 was the production and release of the inaugural Reimagination CD, a compilation of original music by Southwest Pennsylvania teen artists. We received more than 30 submissions for this first CD project and ten bands were chosen to participate. Each artist was teamed with a local professional producer and given up to ten hours of studio time at The Church Recording Studio, a state-of-the-art recording studio in Pittsburgh. The CD was released in early June, just in time for the summer festival season in Pittsburgh. Most of the songs received airplay on the station and each band was given the opportunity to perform at one of three summer festivals, attended by thousands of music lovers in the region. Reimagination gave these teen musicians a one-of-a-kind educational experience and a true taste of what a career in music would feel like. This is the kind of hands-on engagement experience that only a local organization like WYEP can provide and we have received a glowing response.

WYEP's Zoobeats portable touchscreen devices give children ages 2 to 6 the chance to create their own music. The devices were made specifically for WYEP in 2012 and for the past two years, Zoobeats has been enjoyed by thousands of kids throughout Southwestern Pennsylvania. The software features bright and colorful graphics, matching colors and animal shapes with musical notes on a scale. Kids create a song by touching the animals and dragging their corresponding musical notes onto the musical scale, then playing the song from beginning to end. WYEP had five of these kiosks built and we take them with us to events throughout the region. We are currently working to develop partnerships that will allow Zoobeats to have greater impact. Three of them have been on loan to the Allegheny County Library System since 2013 and we plan to continue that partnership. Our partnership with the Pittsburgh Symphony allows us to bring Zoobeats to their "Fiddlesticks" children's concert series and the devices are wildly popular at those events. We are exploring partnerships with the Carnegie Science Center and the Pittsburgh Children's Museum as well. In addition, we have a proposal to develop Zoobeats software into a mobile application and we have applied for grant funding to support that work.

WYEP has a very active internship program and in FY 2014, we had more than 35 interns engaged in learning opportunities such as digital content management, automation systems, live music production,

writing online reviews and audio editing. In FY 2014, WYEP's Director of Education and Community Engagement attended six internship fairs at local colleges to spread the word about our internship program. Many of our interns have gone on to work in media and music production as a result of the time they spent at WYEP.

**2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

WYEP's effort toward building community partnerships and maintaining a healthy media sponsorship program in FY 2014 is evidence of our commitment to having a positive community impact. Fifty-seven different community organizations benefited from our media sponsorship program, we aired about 4,000 on-air public service announcements and placed information about our partners on our website, in our e-communications and in our social media presence, representing a total value of about \$250,000 in promotional effort to support other nonprofit organizations in our region. WYEP's Alternative Souper Bowl live broadcast concert at the Carnegie Library of Oakland collected about 200 pounds of non-perishable food for HEARTH, a local women and children's shelter. WYEP also promoted and participated in the Pittsburgh Pride Parade and PrideFest with members of the on-air staff riding on our parade float. During our Holiday Hootenanny, we partnered with Jeremiah's Place, the community's first crisis nursery, and WYEP listeners donated more than 700 pairs of new children's pajamas to help kids in crisis. Our Third Thursday monthly local music events at the Community Broadcast Center help connect local musicians to new fans. At our FY14 summer concert series, we partnered with Bike Pittsburgh to help promote healthy commuting in the city by setting up bike valet stations, which were full for most of the concert events.

Through our education and community engagement programs, WYEP engages partners from the education and nonprofit sectors to help enrich the community with music discovery and expression.

**3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

Again, through our media sponsorships program, WYEP was able to promote the activities of about fifty-seven different community organizations, raising awareness by giving them exposure to our growing

audience. In FY14, due to increased awareness around the station's 40th anniversary, we have seen dramatic growth in our audience with cumulative weekly listening reaching a new monthly high of 116,000 listeners. Our average weekly cumulative audience has grown to about 100,000 listeners. Our website saw an average of about 60,000 monthly page views. Our social media statistics continue to show remarkable growth:

**FACEBOOK:**

Total Likes - 10,293

Average Daily Reach – 13,425

**TWITTER:**

Total Followers – 11,108

Average of 60 interactions daily

**MOBILE APP:**

3,617 downloaded since January 2014

WYEP has about 18,000 subscribers to our weekly e-newsletter and we regularly share information about our community partnerships through social media and e-communications. Based on the success of our media sponsorship program, we increased the amount of promotional inventory to accommodate the overwhelming number of requests we are receiving and added new organizations to our sponsorship program. Organizations like Jeremiah's Place saw increased exposure through their partnership at the Holiday Hootenanny.

**4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.**

WYEP serves diverse audiences with programs dedicated to soul, blues and roots music and in FY 2014, we added a new show on Friday evenings called "Grand Groove Radio" to help bolster our effort to reach diverse listeners. As we have celebrated our 40th anniversary year with special events, increased marketing presence and interest from local media, we have seen growth in our audience in FY14. As a result, we've seen growth in audience for programs designed to reach diverse listeners. Spring 2014 audience data shows a marked increase in the diversity of our audience for soul, roots and blues programming with as much as 50% audience composition comprised of people of color. This trend has been growing for the past two years as we work to promote these genres of music and invite new audiences to sample our programming. Through our media sponsorship program, we endeavor to reach people with the messages of our community partners. WYEP once again sponsored the Greater

Pittsburgh Literacy Council's Trivia Bowl, the proceeds of which benefit adult education and family literacy programs. We provided a team to compete in the trivia bowl, aired public service announcements and provided promotional space on our website. These are just a few examples of how WYEP has made efforts this year to meet the needs of diverse audiences.

The most exciting development in FY 2014 is related to the growth and focus of our education program Reimagine Media. Early in the fiscal year, WYEP completed re-launched Reimagine Media to focus on the intersection of WYEP's brand and profile as a cultural institution and the keen interests of the teen participants. In the fall of 2014, Reimagine Media launched their music and entertainment blog that is showcasing the perspectives of Southwestern Pennsylvania teens. The blog is helping students learn excellent writing; blogging and photography skills build digital capacity and understand digital rights issues. All high school age students in Southwestern Pennsylvania are welcome to submit contributions and the Reimagine Media students vet the contributions and curate the blog. With the production of the Reimagination CD, we are able to engage with teens from all across the region. The diverse mix of artists included hip hop, ska, rock, acoustic and flamenco styles of music and our next round of submissions includes a jazz band from Hazelwood, a disadvantaged community. The growth and reach of this new project allows WYEP to reach teen musicians from diverse communities and help them hone their talent and reach new audiences.

**5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?**

CPB funding allows WYEP the opportunity to explore new projects and deeper community service. In FY14, WYEP engaged in a strategic planning process that has refocused our vision and mission and is renewing our dedication to serving this community. Our strategic plan calls for substantial growth over the next three years and CPB funding through our Community Service Grant will allow us to build our own capacity to produce even more significant public service programming, reach new audiences through digital expansion and allow us to contribute to a more inclusive community that has a deep appreciation for artistic and cultural diversity.