

## 91.3 WYEP - FY15 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.**

In FY15, WYEP completed a strategic plan which was adopted by the board in January of 2015. The plan allowed us to articulate a focused mission centered on enriching the community through music discovery, expression and education and an impactful vision to contribute to a more inclusive community that has a deep appreciation for artistic and cultural diversity. Pittsburgh's star is on the rise and the city is being touted as one of America's most livable cities. However, local surveys and population data show that there are deep cultural and racial divides that are holding us back from becoming the world class city we aspire to be. Our city is getting younger and it's happening very quickly. According to the Allegheny Conference on Economic Development, the median age of the population in Pittsburgh is now at just over 32 years old. As the city's population and workforce shifts, so does the cultural fabric of the communities we serve. We recognize that WYEP has the power to bring diverse communities together under the umbrella of art and music. Since the adoption of the strategic plan, WYEP has been moving forward with a healthy sense of urgency to achieve our mission and realize our vision for Pittsburgh.

In August of 2014, we added a new locally produced program to our Friday evening schedule. "Grand Groove Radio" is a two hour exploration of soul, funk, jazz and hip hop hosted by DJ Selecta, a local club DJ and part owner of 720 Records. The show is crafted with an eye toward reaching a younger and more diverse audience and it is beginning to develop a passionate fan base. Along with our Saturday line-up of soul, blues and R&B music, WYEP is now attracting a more diverse audience for these programs. In the fall of 2014, 40% of our Saturday afternoon and evening audience was African American. WYEP is making a more focused effort to reflect the cultural depth of the community we serve.

In addition, our strategic plan calls for the development of unique digital content and service. Planning is underway in late FY15 for the launch of a digital music service revolving around shows created by community volunteers. We will be piloting some of these shows in late FY16 and early FY17 and creating greater digital engagement opportunities to reach diverse communities.

WYEP has taken great strides in providing 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 FY15, WYEP's Reimagine Media program recruited teens from across the region to produce content for our music and entertainment blog. We have about 16 students writing blog posts and producing short audio features and we take them on site visits to tour video production studios, music venues and we set up booths at festivals to give them a deeper learning experience in music and media. In FY 15 we released

our second Reimagination CD, a compilation of performances by Southwest Pennsylvania teen artists. This CD was our most ambitious and diverse production to date. Participants included a 16 piece steel drum band from Urban Pathways Charter School and the Center of Life Jazz Youth Combo from the diverse community of Hazelwood. We also began planning for a partnership with Point Park University's sports arts and entertainment management program to offer a more robust educational experience to both the student producers involved in Reimagine Media and the teen musicians who performed on the Reimagination CD.

WYEP has a very active internship program and in FY 2015, we had more than 30 interns engaged in learning opportunities such as digital content management, broadcast automation, live music production and audio editing.

**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.**

In FY15, WYEP's media sponsorship program provided promotion to more than 60 different community organizations. 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 activity, representing a total value of about \$258,000 in promotional value to support other nonprofit organizations in our region. WYEP's Alternative Souper Bowl live broadcast concert at the Carnegie Library of Oakland collected about 400 pounds of non-perishable food and supplies for HEARTH, a local women and children's shelter. During our Holiday Hootenanny, we partnered with The Pajama Program of Western Pennsylvania and WYEP listeners donated more than 250 pairs of new children's pajamas to help kids in distressed situations, primarily in Butler county. Through our education and community engagement programs, WYEP engages partners from the education and nonprofit sectors to offer kids and teens access to musical expression and learning experiences.

WYEP also maintains an excellent partnership with the Pittsburgh Cultural Trust and we work together to provide culturally rich and diverse experiences to the people in our region. In FY15, WYEP and the Pittsburgh Cultural Trust co-produced three major concerts. In November of 2014, New Orleans funk/jazz band Trombone Shorty and Orleans Avenue performed for a crowd of 1,100 people at the Byham Theatre. In March of 2015, we collaborated to once again bring The Decemberists to the Benedum Center, selling out all 2,800 seats. Finally, in April, on the heels of winning three Grammy awards for her album "The River & The Thread", Roseanne Cash and her collaborator and husband John Leventhal performed a stellar acoustic set for an audience of 1,000 at the Byham Theatre. In addition, as the exclusive media sponsor for Three Rivers Arts Festival, WYEP works with the Pittsburgh Cultural Trust as the music advisor, helping to secure a diverse line-up of national and local talent. This 10-day festival typically draws about 400,000 people and is considered the most prominent public art and music festival in the region. WYEP also sponsors quarterly gallery crawls in the Cultural District and works with the Pittsburgh Downtown Partnership on their rooftop movie screenings. WYEP has a strong and

positive presence in the community and is called upon regularly to partner in many different kinds of cultural activities all over the city.

**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.**

Through WYEP's various distribution channels, we are able to reach a wide audience in our area and beyond, allowing information from nonprofit organizations and partners to be heard by tens of thousands of people. Our average weekly cumulative audience grew to 100,000 listeners in FY14 and we have been able to maintain and see some measurable growth in FY15. With enhancements to our website and social media, WYEP is reaching more people than ever before. Our website averaged just over 65,000 monthly page views and 16,000 monthly unique visitors.

**FACEBOOK:**

Total Likes – 11,373

**TWITTER:**

Total Followers – 12,210

**STREAMING**

Monthly unique listeners – 11,711

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 instituted an application process and more organizations submitted applications than ever before.

In FY15, WYEP created "The Local 913", a project aimed at more fully embracing and nurturing the local music community. The project launched with two main elements – an on-air feature and a monthly event. The on-air feature includes biographical information about a local artist, a few interview snippets and a full song from that artist's most recent release. The feature airs throughout the broadcast schedule and is posted as a stream to our website. Since its inception, The Local 913 has spotlighted about 50 local musicians. The Local 913 Live is our monthly local music happy hour, formerly called Third Thursday, held at WYEP's Community Broadcast Center. It is free and open to the public and we promote the events on-air and through social media and e-communications. Local bands perform for an hour and we record the audio and post it on-line. Plans are underway to create a dedicated Local 913 web presence in which we will post all our own content as well as host a local music calendar and allow local artists to upload their own audio and images.

**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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.**

As stated above, WYEP's broadcast schedule includes "Grand Groove Radio", "The Soul Show" and "Big Town Blues" that all reach a much more diverse audience than any other program in our broadcast schedule. The programming goal for our strategic plan is to widen our reach and deepen our engagement and plans are being developed for the creation of alternate programming streams that we will distribute through our website, mobile app and potentially through our secondary HD broadcast channels. We plan to start with a single alternate stream and the vision for this stream brings WYEP full circle back to the early days when the station invited community members to come in and host programs based on their areas of interest. Our alternate stream will feature locally produced specialty programs conceived and executed by community volunteers. As these volunteers are producing programs for the digital stream, WYEP will be identifying new talent and creating a bench of new programs that can be placed into our broadcast schedule as well. In order to manage this stream, the plan is to set up remote studio locations in diverse communities where we can train volunteers how to record, edit and assemble their programs. These remote locations can also be used to engage community members in discussions about WYEP's programming and service and as additional production space for our teen education programs that engage kids in music creation.

In addition, through our music education programs, we are working to reach and engage diverse audiences. We have specifically recruited students and teen musicians from diverse communities for our Reimagine Media program and Reimagination CD and are developing an outreach strategy to ensure that we continue to engage kids and parents from all corners of our city.

**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 is a critical piece of our operational budget that allows WYEP to fulfill its mission and meet our strategic imperatives. CPB funding is essential in managing our education programs and in assessing their effectiveness. CPB funding is a vital piece of our programming budget, helping to cover the costs of launching new programming initiatives designed for better local public service. Our Community Service Grant will allow us to build our own capacity and hone our ability to launch sustainable revenue streams to keep WYEP healthy in the years ahead. Finally, unrestricted CPB funding gives us the space and time to experiment with our digital expansion plan so we can reach new audiences and become the 21st century media company that Pittsburgh demands and deserves.