

Grantee Information

ID	1597
Grantee Name	WYEP-FM
City	Pittsburgh
State	PA
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

Pittsburgh Community Broadcasting's two broadcast platforms (90.5 WESA and 91.3 WYEP) provide discrete content services ("NPR News & Information" and "Musical Discovery and Culture", respectively), but they share a common goal of enriching lives and strengthening the communities we serve through media. 90.5 WESA "works for the public to inform people in ways that engage and inspire them to create dialog about community issues and stories", and 91.3 WYEP "enriches the community through musical discovery, expression and education". On 90.5 WESA, coverage of national and international news from NPR is complimented by our own coverage of local and regional issues – a vital noncommercial and nonpartisan journalistic resource at a time of change. We have grown our newsroom and expanded the scope of our work in a platform-agnostic manner, meeting the needs of consumers and communities where they are: telling stories both on-air and online, using each platform to its best advantage. We also partner with other local non-profit organizations to create and distribute content. Working in cooperative ventures like Keystone Crossroads and State Impact (partnerships among Pennsylvania's public media outlets) and with new non-profit journalism centers (like PublicSource), we eliminate redundancy of effort and expense, maximize the reach of all our work, and amplify its impact in the communities we serve. Our noncommercial, nonpartisan journalism serves more people in Western Pennsylvania every day. More than 142,000 local citizens listen to our broadcasts every week, up 29% year-to-year. More than 116,000 unique visitors access our online journalism each month, doubling the prior year audience. WESA had nearly than 20,000 social media followers. Meanwhile, on 91.3 WYEP we continue our four-decades long tradition of bringing musical enjoyment, discovery and education to the region through broadcast...and we have also made significant investments in growing a digital adjunct to that over-the-air service. Educational programs are an essential part of our overall community service. For example, we have partnered with Point Park University to offer new opportunities for young musicians in our Reimagination recording project. A diverse group of teens are led through a series of workshops on topics including marketing and business management, songwriting and publishing, and touring and venue relations...ultimately resulting in the public release of a CD of their work. These workshops have been very well received by students and parents alike, and graduates of the program are now successful musicians (including one recognized with a Grammy® Award). Audiences on-air and online continue to engage with 91.3 WYEP. Our over-the-air broadcasts reached an average of 100,000 listeners per week, and our website saw about 20,000 unique visitors each month. WYEP had 40,000 social media followers.

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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.

Pittsburgh Community Broadcasting engages in a variety of partnerships throughout the year, with an eye toward leveraging our assets to mutual advantage and the betterment of the community. · In addition to the aforementioned partnerships with public media outlets across Pennsylvania (Keystone Crossroads, State Impact PA), with other nonprofit journalism centers (like Public Source) and with educational institutions (like Point Park University), we partnered with numerous local community organizations. · Educational programming and community events were staged at our facilities on Pittsburgh's historic South Side, including "Local 913 Live" and "Live and Direct" music events. · In partnership with the Pittsburgh Parks Conservancy, PCBC produced three free concerts at Oakland's Schenley Plaza, attracting approximately 15,000 people to hear local and national musicians perform in a beautiful green space surrounded by The University of Pittsburgh and Carnegie Mellon University. · Our "Summer Music Festival" showcased the teen musicians who participated in our

Reimagination CD recording project. · And our annual “Holiday Hootenanny” concert was a partnership with local musicians to collaborate on an evening of holiday songs, with some of the proceeds benefitting a local non-profit partner.

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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.

The work performed by Pittsburgh Community Broadcasting – in broadcast, online and at live events – has enriched and strengthened the communities we serve. 90.5 WESA's dedication to providing a reliable and nonpartisan source for news and information has been met enthusiastically by the citizens of Western Pennsylvania. Listenership for our local journalism and our NPR news programming has grown dramatically in the past year, as has use of our digital products and attendance at forums and listening sessions in the community. This growth in consumption is the best possible endorsement for the work that we do and of the value that local listeners and citizens place in it. And our media sponsorship program, WYEP and WESA donate broadcast airtime and expertise to drive the visibility and mission-related work of other non-profit organizations. In 2017, we partnered with 101 local non-profit organizations and provided them with on-air and on-line support valued at \$660,000 – all at no cost to them. This program is a flagship activity for PCBC, and all the organizations with whom we work have expressed gratitude for the contribution we make to their work.

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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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Attention to the underserved and under-represented communities of Southwestern Pennsylvania is a critical element of Pittsburgh Community Broadcasting's community service – and it starts with listening. PCBC relies on its Community Advisory Council as a primary voice for the constituencies it serves. The Council meets regularly with PCBC leadership, providing input and ideas on our programming, and critically examining the service provided to our local communities. We also conduct community forums (both at our broadcast facility and in local communities across the region) to seek citizen input on critical issues facing individual communities and to assist our editorial staff in framing and pursuing those topics.

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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 critical to all the work of Pittsburgh Community Broadcasting. It serves as the seed capital that allows us to envision and design new initiatives, which then inspires the support (financial and otherwise) of others. As a media entity constantly looking to its future, CPB support is critical in allowing us the flexibility to serve existing audiences and serve new, underserved audiences in new and inspiring ways. In these most uncertain of economic times - when listener sensitive revenue is at risk – funding from the Corporation for Public Broadcasting allows us create content and engagement opportunities that link the citizens of Western Pennsylvania to the world around them: providing trusted information, valued education and the inspiration that makes good on the promise of noncommercial public media.

Comments

Question

Comment

No Comments for this section