

Grantee Information

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

6.1 Telling Public Radio's Story

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 2021. 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 2021 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.

Jump to question: [6.1](#) ▼

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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. Each station streams its broadcast signal online, through a website and through a mobile app. WESA operates two additional HD channels: one featuring locally programmed jazz and one featuring the BBC World Service. WESA's mission is to "work for the public to inform people in ways that engage and inspire them to create dialog about community issues and stories." WYEP's mission is to "curate and champion diverse music experiences to enlighten, entertain, and connect people in the Pittsburgh region." WESA's national and international news from NPR is complemented by our own reporting on local and regional issues, with an emphasis on stories that help listeners be more informed and engaged citizens. We continue to grow our newsroom and expand the scope of our work, with increased emphasis daily news that helps citizens navigate these difficult times. In addition to local newscasts throughout the day, WESA provides even more local news via its website and through its weekday newsletter Inbox Edition, which has more than 12,000 subscribers. WESA contributed to produce its local news and discussion program, The Confluence, bringing important depth and context to local issues and providing a platform for a diverse range of voices and opinions from the community. We continued our weekly broadcasts of The Allegheny Front, a locally produced program about the regional environment. WESA also partners with other stations and non-profit organizations to create, distribute and present content, including WITF, WHYY, WPSU, Keystone Crossroads, State Impact, and PublicSource, and Point Park University's Center for Media Innovation. This expands the breadth and reach of our work and the journalism of our partners. WESA's Weekly radio audience in FY 21 average 105,500, which was flat compared to the end of FY 20. The number of monthly listeners to WESA's stream increased to 108,600, which was an increase of 8% over the end of FY 20. More than 14,000 people subscribers to WESA's daily newsletter Inbox Edition. Over 117,000 people visited WESA's website each month. The station had more than 30,000 social

media followers. Meanwhile, on 91.3 WYEP we continued our over 45 years-long tradition of bringing musical enjoyment, discovery and education to the region through on-air and online means. Once again, WYEP has devoted notable resources into supporting and promoting the local music ecosystem, despite the pandemic having reduced our ability to employ live events to bring together musicians and audiences. During FY21, WYEP has played over 300 different Pittsburgh-area musicians and bands for a total of over 5200 spins. Educational programs are a part of our overall community service. We select some area high school-age to participate in our Reimagination recording project. This 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 the kids' songs on an album. The album is distributed digitally and has been streamed by listeners locally, nationally, and internationally. These workshops have been very well received by students and parents alike, and graduates of the program include a number of successful musicians (including one who received a Grammy® Award and another whose music earned her an Emmy® Award). Audiences on-air and online continue to engage with WYEP. Our over-the-air broadcasts reached an average of about 69,500 per week listeners during FY21. Our website had an average of 17,750 unique visitors each month. WYEP had 44,880 social media followers.

6.1 Telling Public Radio's Story

[Jump to question: 6.1](#) ▼

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 partnerships with public media outlets across Pennsylvania (WITF, WHYY, WPSU, Keystone Crossroads, State Impact PA), with other nonprofit journalism centers (like Public Source), we partnered with numerous local community-service organizations to extend their reach and impact, including the Greater Pittsburgh Community Food Bank, Dress for Success, and Hearth. During September 2020, WYEP co-presented three concerts along with the Pittsburgh Cultural Trust as part of City Theater's Drive-In Arts Festival, including performances from local artists Inez, Meeting of Important People, and Social Justice Disco. Also in September, we presented our annual Singer-Songwriter Competition, with solo musicians from the region performing original songs. While normally an in-person series of events, we pivoted to a virtual format with the musicians sending us a video of their performance which we included in an edited video for each round published on YouTube. Each of the four rounds as well as the finals had more viewers than would usually attend the in-person events, with the videos getting an average of around 1,300 views. For Black History Month in February, we featured throughout the month important Black songwriters that have left a mark on the music landscape, including Sam Cooke, Stevie Wonder, Donny Hathaway, KRS-One, Jill Scott, and Curtis Mayfield. Short-form audio pieces were produced on this subject that ran on the air throughout the month and were archived on WYEP's website. During Women's History Month in March, notable women in Pittsburgh with a connection to the music world were asked to discuss a woman music-maker who has been inspirational. Short-form audio pieces were produced on this subject that ran on the air throughout the month and were archived on WYEP's website. These participants included local musicians, including representatives of music venues or event producers, including the Pittsburgh Cultural Trust, the August Wilson African American Cultural Center, the Thunderbird Music Hall, and concert promoter Opus One Productions). WYEP provided support for Pittsburgh's music ecosystem after the severe curtailing of live music due to the pandemic. In April and May, we began running a series of short "check-in" audio pieces, featuring 20 different area musician or a music venue representative who shared with listeners how the pandemic has affected their work. The guest also gave their thoughts about how music fans could help the music ecosystem during this period. And in Pride Month in June, WYEP invited representatives for the LGBTQ community in the Pittsburgh region to pick a music artist and discuss why that musician has been inspirational. Participants included Local actor and writer Jason Shavers, Black Radish Kitchen owner Kate Romane, area DJ Stephanie Tsong, member of the music group The Living Street Nick Guckert, Blue Moon bartender Alistair McQueen, Hugh Lane Wellness Foundation Executive Director Sarah Rosso, Eons Fashion Antique owner Richard Parsakian, mixed media artist Gavin Benjamin, and poet/musician Rachel Ann Boyler. Short-form audio pieces were produced on this subject that ran on the air throughout the month and were archived on WYEP's website. Also in June, WYEP worked with the Pittsburgh Cultural Trust to broadcast six of the concerts they had booked for their annual Three Rivers Arts Festival. There was concern that covid fears might keep a significant number of people from attending in-person live concerts, so our participation was to give the shows a broader reach during this time.

6.1 Telling Public Radio's Story

[Jump to question: 6.1](#) ▼

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 through partnerships – has enriched and strengthened the communities we serve. Listenership to WESA's local journalism and NPR news programming remained strong throughout FY 21. Citizens also came to the WESA website for timely and practical information about the pandemic, Covid safety information, and updates on vaccines and boosters. Through 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. There were two areas of emphasis in FY 21 – being responsive to community needs rising from the pandemic and helping to promote organizations that advance diversity, equity, and inclusion. This service provided airtime to

non-profits valued in the hundreds of thousands of dollars – all at no cost to them. We gave particular emphasis to Greater Pittsburgh Community Food Bank with support ranging from a fundraising partnership that helped the Food Bank provide tens of thousands of meals to sharing timely and accurate information about food distribution dates, times, and sites.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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 storytelling. WESA gives particular attention to these audiences in the local news reporting and newsmagazines. For example, the newsmagazine covered the impact of the pandemic on social and medical issues among minority members of the population. Our education coverage included regular, and frequent, reporting from the city and suburbs on the challenges faced by educators and families around issues related to multi-lingual families. Both stations partner with other non-profits to service citizens who are not traditionally part of the public radio audience. Examples of such partnerships include the Food Bank and other services that help families and individuals meet basic human needs.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 even more critical to the work of Pittsburgh Community Broadcasting as traditional sources of community-focused media decline. CPB funding serves as the seed capital that allows us to envision and implement new initiatives to support larger, and more diverse, segments of our region.

Comments

Question

Comment

No Comments for this section