

Grantee Information

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

6.1 Telling Public Radio's Story

[Jump to question 6.1](#) ▼

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 2022. 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 2022 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.

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 & 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 complimented 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 expand the scope of our work, with increased emphasis on daily news that helps citizens navigate these challenging 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 about 14,000 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, WLPR, WXIA, Keystone Crossroads, State Impact PA, PublicSource, Spotlight PA, and Point Park University's Center for Media Innovation. This expands the breadth and reach of our work and the journalism of our partners. During FY22, WESA launched a Voter Guide for the midterm primary and general elections as part of its Voting Matters initiative to provide nonpartisan, independent elections journalism for southwestern Pennsylvania. The guide gave citizens basic information about voting procedures as well as detailed information about local, regional, and statewide candidates. The guide gave citizens basic information about voting procedures as well as detailed information about candidates. WESA's Weekly radio audience in FY 22 averaged 88,554. The number of average monthly listeners to WESA's stream increased to 139,600, which was 28% growth over the FY 21 average. About 14,000 people subscribe to WESA's daily newsletter Inbox Edition. Over 200,000 users visited WESA's website each month. The station had more than 34,700 social media followers. Meanwhile, on 91.3 WYEP we continued our nearly 50 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 lingering pandemic limiting our ability to employ live events to bring together musicians and audiences. In FY22, WYEP played over 300 different Pittsburgh-area musicians and bands for a total of over 5000 spins. WYEP launched a weekly Concert Newsletter email during FY22, informing readers of live music performances in the Pittsburgh region, that grew to 2,400 subscribers by the end of the fiscal year. 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 was featured nationally in a segment on NPR's Weekend Edition, one who received a Grammy® Award, another whose music earned her an Emmy® Award). Audiences on-air and online continue to engage with WYEP. The station's over-the-air broadcasts reached an average of about 61,600 per week listeners during FY22, while the number of average monthly listeners to WYEP's stream was over 28,600. WYEP's website had an average of about 21,450 users each month, an increase of more than 20% compared to FY21. WYEP had more than 46,400 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, WHYI, WPSU, WLPR, WXIA, Keystone Crossroads, State Impact PA), with other nonprofit journalism centers (like PublicSource and Spotlight PA), and we partnered with numerous local community-service organizations to extend their reach and impact, with key partnership including the Greater Pittsburgh Community Food Bank and Tree Pittsburgh. In FY22, WYEP and WESA promoted events from a wide range of Pittsburgh area non-profits, including Riverlife, Pittsburgh Children's Museum, Attack Theatre, Pittsburgh Youth Chorus, Prime Stage Theatre, Crisis Center North, the Andy Warhol Museum, Venture Outdoors, the Westmoreland Museum of Art, the Clarion String Quartet, the Greater Pittsburgh Arts Council, the Kente Arts Alliance, the Midwife Center, Pittsburgh Center for Creative Reuse, Sustainable Pittsburgh, and several music and cultural festivals including the Deutschtown Music Festival and the Pittsburgh Irish Festival. During Women's History Month in March, notable women in Pittsburgh with a connection to the music world were asked to discuss a female music-maker who has been inspirational. These participants were primarily local musicians, with a few representatives of music venues, media outlets, and one national musician. For Pride Month in June, WYEP invited representatives of the LGBTQ community to pick a music artist and discuss why that musician has been inspirational. Participants included area theatre director and educator Adil Mansoor, local musician Brooke Annibale, and Pittsburgh DJ collective Jellyfish. Also in June, WYEP worked with the non-profit Pittsburgh Cultural Trust to broadcast two of the concerts they had booked for their annual Three Rivers Arts Festival. The Festival had been forced to move from its historic location, so our participation helped to give the venerable event an important visibility during this transition.

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 FY22. Citizens also came to the WESA website for information related to the midterm elections through our Voting Matters initiative and our Voter Guide. Our goal was to grow total audience to WESA's election coverage to 52,000 pageviews in conjunction with Pennsylvania's primary on May 17. We ended with 151,305 pageviews the week of the primary, strongly exceeding our goal. 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. 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. We also partnered with Tree Pittsburgh to provide listeners with information about their efforts to protect and grow a healthy and robust urban forest, and our partnership with them helped the organization plant 5,700 seedlings.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 newsroom 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. Our newsroom also has prioritized consistent and continuing coverage of challenges faced disproportionately by minority and underserved communities, including but not limited to affordable housing, waning funding for social service programs and resources, library funding, property assessment and undervaluation of homes, health care and food insecurity. Our reporters also have documented the experience of Afghan immigrant families as they've settled into homes and schools in Pittsburgh. 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 Greater Pittsburgh Community 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