

## 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 2023. 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 2023 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 & 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 become more informed and engaged citizens. We continue to emphasize daily news that helps citizens navigate these challenging times, with particular focus on information related to voting and democracy, and election integrity and equity. 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 10,000 subscribers. WESA journalists also produce two other weekly newsletters, one focused on politics and the other on arts and culture. We continued our weekly broadcasts of The Allegheny Front, a locally produced program that focuses on regional environmental issues, and our journalists collaborated frequently with The Allegheny Front team to produce reports of regional and national significance. WESA also partnered with other news stations and nonprofit organizations to create, distribute and present content; those stations and news outlets included WITF, WHYY, WPSU, WLVR, WXIA and WDIY in Pennsylvania, West Virginia Public Broadcasting and IdeaStream in Cleveland, Ohio, as well as State Impact PA, PublicSource, Spotlight PA, the Pittsburgh Media Partnership and Point Park University's Center for Media Innovation. Journalists from WESA collaborated with counterparts from both PublicSource and Spotlight PA to produce multipart series and continuing coverage of multiple issues of statewide significance. These partnerships expand the breadth and reach of our work and the journalism of our partners. During FY23, WESA once again produced Voter Guides for the midterm primary and general elections as part of its "Voting Matters" initiative to provide nonpartisan, independent election- and democracy-focused journalism for southwestern Pennsylvania. The guides provided citizens with information about voting procedures as well as detailed profiles and coverage of candidates for local, regional, statewide and national offices. "Voting Matters" has become a popular source to find information about candidates running for national and state offices, as well as local school boards, county offices, and judicial seats. WESA contributed a significant amount of audio and digital reporting to this democracy- and election-related coverage in 2023; our journalists produced deeply reported features and analysis, spot news developments, live debate coverage and lively Election Day/Night coverage during both the primary and general elections. Also throughout 2023, WESA itself and in partnership with The Allegheny Front, IdeaStream and West Virginia Public Broadcasting produced dozens of audio and digital news reports and features examining the aftermath of the derailment and burning of a chemical-laden Norfolk Southern train in East Palestine, Ohio. East Palestine is located within WESA's coverage radius — about 50 miles northwest of Pittsburgh, and only a few miles from the Pennsylvania-Ohio border — and WESA journalists forged an ongoing partnership with those news organizations to delve into environmental, health and personal impacts of the derailment, resulting a body of work far richer and more extensive than any of the newsrooms could have produced on their own. WESA also applied for and is one of five Pittsburgh media organizations accepted to join the American Press Institute's Inclusion Index cohort, aimed at supporting the news organizations' efforts to better engage communities of color. The project emphasizes training the newsrooms in deep community listening and best practices to develop a better, in-depth understanding of diversity and inclusion-related challenges within the Pittsburgh news ecosystem. The yearlong project is led by Dr. Letrell Deshan Crittenden, API's director of inclusion and audience growth and developer of the API Inclusion Index — a comprehensive scale that reveals inequitable practices affecting traditionally underserved and marginalized communities, notably communities of color. The WESA team includes station leadership and editors as well as reporters, and through this training is focused on

improving relationships with and coverage of communities of color in the region. WESA's weekly radio audience in FY23 averaged 107,800. The number of average monthly listeners to WESA's stream was slightly more than 61,300. As mentioned above, about 10,000 people subscribe to WESA's daily newsletter Inbox Edition. More than 265,000 users visited WESA's website each month. The station had more than 24,000 social media followers. Meanwhile, on 91.3 WYEP we continued our nearly 50-year 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, as it still struggles to regain its pre-pandemic footing. In FY23, WYEP played more than 193 different Pittsburgh-area musicians and bands for a total of more than 1963 spins. Educational programs are a part of our overall community service. We select area high school-age musicians 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 74,000 weekly listeners during FY23, while the number of average monthly listeners to WYEP's stream was over 30,200, a 5% increase compared to FY22. WYEP's website had an average of about 20,000 users each month. WYEP had more than 33,000 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 expanding the depth and breadth of coverage for the betterment of the community. In addition to the partnerships with public media outlets across Pennsylvania (WITF, WHYI, WPSU, WLVR, WXIA, WDIY, State Impact PA), with other nonprofit journalism centers (such as PublicSource, Spotlight PA, the Pittsburgh Media Partnership), we partnered with numerous local community-service organizations to extend their reach and impact, with key partnerships including an ongoing relationship with the Greater Pittsburgh Community Food Bank. WESA also partnered with the Carnegie Library of Pittsburgh system — the region's largest — and the League of Women Voters to distribute voting- and election-related information and produce candidate forums through our "Voting Matters" initiative. WESA journalists also organized community meet-and-greet sessions in Carnegie Library branches in city neighborhoods in an effort to forge and deepen relationships with new audiences in traditionally marginalized communities. In FY23, WYEP and WESA promoted events from a wide range of Pittsburgh area nonprofits, including Assemble, City Theatre, Edgewood Symphony Orchestra, Film Pittsburgh, the Fort Pitt Museum, Front Porch Theatricals, Handmade Arcade, the Hispanic Heritage Festival, the Hugh Lane Wellness Foundation, Innovation Arts & Entertainment, the J Film Festival, the Millvale Music Festival, the Mon/Yough Trail Council, the Montour Trail Council, the Pittsburgh Irish Festival, the Pittsburgh Musical Theater, the Pittsburgh Public Theater, the Pittsburgh Youth Symphony Orchestra, Quantum Theatre, Rivers of Steel, Silver Eye Center for Photography, South Park Theater, South Side Community Council, The Andrew Effect, The Kelly Strayhorn Theater, The League of Women Voters, Vibrant Pittsburgh, and the Andy Warhol Museum. For each week of Pride Month in June, WYEP invited representatives of the Pittsburgh LGBTQ community to spin an hour of music, including the DJs Huny, Rolo, and the collective Jellyfish. In addition to the nonprofits noted above, WESA collaborated with the Carnegie Library of Homestead and WYEP collaborated with the City of Greensburg's Summersounds series, plus the for-profit Barrel & Flow (the Black arts and craft beer festival). WYEP collaborates with a wide array of for-profit businesses staging live music events, including the WonderWorks Festival, Stage AE, Mr. Small's Theater, the Thunderbird Music Hall, and Live Nation. Both stations also collaborated with the Pittsburgh Downtown Partnership and the Pittsburgh Cultural Trust.

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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 through partnerships — has enriched and strengthened the communities we serve. Listenership to WESA's local journalism and NPR news programming grew in FY23 compared to FY22, with an average of 22% increase in weekly audience. Engagement increased decisively, as well, with Average Quarter-Hour listeners growing 41% in FY23 compared to the previous year. Citizens also came to the WESA website for information related to the midterm elections through our "Voting Matters" initiative and our Voter Guide. WESA drew more digital traffic in November 2023 than in any other month of the calendar year, netting nearly 570,000 pageviews. Much of that traffic was driven by searches for the Voter Guide, ballot questions and other election-related content. Through our participation in the American Press Institute's Inclusion Index cohort, WESA journalists have participated in and organized listening sessions aimed at supporting the news organizations' efforts to better engage communities of color. They have produced an extensive asset map of targeted neighborhoods, identifying community influencers, policy-driving organizations and community gathering places. With this research and knowledge, WESA journalists have begun reaching out and organizing small-group or individual meetings in these communities to learn more about the communities' organic goals and how our coverage should better reflect those priorities as well as the people driving them. This already has netted multiple story ideas about community initiatives and from community residents, as well as positive feedback from leaders and residents of communities where journalists traditionally have been viewed as "intruders" who show up to report on only negative — and often anomalous — events there. Through our media sponsorship program, WYEP and WESA donate broadcast airtime and expertise to drive the visibility and mission-related work of other nonprofit organizations. We once again gave particular emphasis to Greater Pittsburgh Community Food Bank with a fundraising partnership that helped the Food Bank provide tens of thousands of meals to needy people in the region. WESA's increased focus on K-12 education and education-related issues in FY23 prompted a valued collaborator, the Eden Hall Foundation, to sponsor a scholarship for a WESA education reporter in an ongoing three-month program in which the reporter will earn a certificate in education finance from Georgetown University's McCourt School of Public Policy. Education is one of the foundation's primary areas of focus, and it supports partner organizations that share its strategic goals. The certification — which combines aspects of finance, economics and leadership with public policy and administration — is intended to further enrich WESA's coverage by guiding our reporter to effectively consume and apply education finance information to coverage at the federal, state, and local levels.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Attention to the underserved and underrepresented 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, WESA journalists have focused on the record-setting influx of immigrants to Pittsburgh and Allegheny County — not only from Central and South America but from Afghanistan and Ukraine. WESA has focused on efforts to find homes and language programs for these new immigrants, loan programs to provide them with legal assistance, and the work of agencies helping to resettle them. WESA's K-12 education coverage also has examined efforts by the Pittsburgh Public Schools and other systems to provide remote education, adequate busing and required services to students of color during and after the pandemic. WESA's 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. Issues surrounding affordable housing — finding it, keeping it, being priced out of it and persuading government leaders to support rather than stymie it — have been prioritized for coverage by WESA. As noted earlier, WESA applied for and sought to join the American Press Institute Inclusion Index project to deepen our understanding of and ability to establish trust in communities of color, and more accurately reflect the priorities and accomplishments of people in those communities in our reporting and coverage. Both stations partner with other nonprofits 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. Another fledgling partnership, for which outreach began in FY23 and is continuing in FY 24, involves establishing and expanding ties with Hispanic organizations that serve Pittsburgh's rapidly growing community of Latinx residents. Hispanic people constitute the fastest-growing group of residents in the region; the last census showed a 34 percent increase in Allegheny County, while overall the county population grew by only 2 percent. WESA has established a budding relationship with the Pittsburgh Hispanic Development Corporation and other related organizations; by deepening those ties, WESA aims to identify and share more stories about this community, develop more engagement with its members and work with these organizations to amplify their messages through our platforms.

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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 even more critical to the work of Pittsburgh Community Broadcasting as traditional sources of community-focused media decline. As both the news and music local ecosystems are facing unprecedented challenges, 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