

WESA 90.5FM - FY13 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.

The overall goal of 90.5 WESA is to be recognized as a leading source of news and information for the southwestern Pennsylvania region. 90.5 WESA has proven it is a regional community resource through the kind of stories reported, programs produced and community engagement activities. On a daily basis WESA offers coverage of local news activities from reporting on City Hall to the state legislature and education. WESA provides spot news as well as enterprise stories reported by Pittsburgh based reporters. National and global news is provided through NPR news programs in addition to other public affairs/talk and entertainment shows distributed by APM, PRI and PRX.

In 2011 the license to 90.5 WDUQ was purchased by WYEP/Pittsburgh Community Broadcasting Corporation from Duquesne University. The format changed from a jazz/news format to an all-news and talk format. The acquisition of the license was supported by local community based foundations because of the need of a station in the top 25 media markets to provide news and informational programs. Our mission is to work for the public to inform people in ways that engage and inspire them to create dialogue about community issues and stories. To that end, 90.5 WESA provides locally produced and acquired content that is broadcast on the radio, online at wesa.fm and through community engagement opportunities like public forums assembled to address specific topics and issues of concern to the community. In the past two years WESA has built a listenership and membership that is different from WDUQ.

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.

90.5 WESA partners with five dozen different community organizations to help publicize upcoming events through media sponsorships. These partnerships exist with both well-known

and less well-known organizations, and provide a valuable information resource to the Pittsburgh community. Many media sponsorships are shared with public radio station WYEP. The media sponsorships are with organizations that share similar missions and values. Our website, wesa.fm, offers non-profit organizations that we may or may not be media sponsors for the opportunity to publicize events by posting them on our Community Calendar.

90.5 WESA also partners with other journalism based organizations like PublicSource and The Allegheny Front.

PublicSource is a news organization that publishes online. It is devoted to data driven, investigative, and enterprise news stories. Links to on-line stories from PublicSource appear on the wesa.fm web site regularly and their reporters make appearances on Essential Pittsburgh. The Allegheny Front is a radio program devoted to covering stories about the environment. The program airs weekly on Saturday mornings on 90.5; individual stories are frequently broadcast during Morning Edition.

Together with previously named media, and along with the Pittsburgh Post-Gazette, City Paper, The New Pittsburgh Courier and Pop City, 90.5 WESA have worked together reporting on a single topic of interest. The project was called Coming Home, PA and focused on the unique challenges of veterans returning from conflicts.

90.5 WESA convenes community forums and events to probe interesting topics and issues. Community members are invited to join a panel of guests for discussion on various subjects. Past discussions have included the Black Middle Class in Pittsburgh, historic preservation in communities and on bullying.

90.5 WESA is committed to providing lifelong learning opportunities by offering on-demand streams of discussions and lectures from some of the smartest, most innovative thinkers in the world. Global Learning is a partnership with the nonprofit Chautauqua Institution. wesa.fm, our website, features informative lectures on issues that impact our region and beyond. We are looking forward to expanding this partnership to other organizations in the community.

In June 2013 WESA launched the Life of Learning Initiative. The purpose of the three year initiative is to explore, examine, report on, and to discuss key issues, concerns and innovative approaches to learning and education. The work is guided by a panel of community members who lead various education organizations. The advisory group meets periodically to review the kinds of topics that have been reported on or discussed in community forums and to give suggestions for additional topics and participants for future stories and discussions. The initiative is supported by The Grable Foundation.

Essential Pittsburgh is a daily, news magazine program providing interviews with newsmakers, civic leaders, artists and community members. The program offers a platform for exploration of important issues as well as a celebration of the arts. The program is on-going and will continue serving as a way to showcase Pittsburgh.

Speaking Volumes is a weekly conversation on books and reading with interesting people from all walks of life here in Pittsburgh. Speaking Volumes airs on 90.5 FM Mondays during Morning Edition and Tuesdays during Essential Pittsburgh. The series was supported by the Carnegie Library. (This series was retired 12-13)

For the past two years WESA has provided in-depth reporting on behavioral health issues and concerns. Behavioral Health reporting is supported by a grant from the Staunton Farm Foundation.

90.5 WESA also broadcasts stories from the Pennsylvania StateImpact project, which is a partnership between WHYI in Philadelphia and WITF in Harrisburg, legislative news through a partnership with WITF.

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.

90.5 WESA first hit the airwaves as an NPR News station July 2011. The best way at this time for 90.5 WESA to measure impact is through the growth in membership, listenership, web hits and growth in social media.

Membership from FY 12 to FY 13 as measured in the last month of the fiscal year has grown by 10%, from 8,998 to 10,017 from June 2012 to June 2013.

Listenership has grown by 29%, from 84,400 weekly CUME to 119,600 weekly CUME from June 2012 to June 2013.

Total visits to wesa.fm in June 2013 reached 65,542

Facebook likes = 1,630

Twitter followers = 2,142

Google + followers = 1,089

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

Essential Pittsburgh, WESA's daily magazine program has routinely produced segments on topics of interest and importance to diverse communities including but not limited to:

- Education
- Voter ID
- The Affordable Care Act
- Discussions with and about Civil Rights organizations
- Issues of diversity on the Pittsburgh Police Force
- History & Culture
- Segments targeted to diverse groups about health issues, cultural activities, and life challenges.
- LGBT Community Concerns
- Pittsburgh has a large South Asian community. WESA provides two hours weekly of Music from India.
- WESA 90.5 provides jazz music on Saturday night and JazzWorks 24/7 on our HD 2 channel.
- In June a special initiative was launched called Life of Learning. The series focuses on learning and education activities, innovation, opportunities and challenges in the Greater Pittsburgh area. The series kick-off focused on the impact of summer vacation on learning. This is a three year initiative. Early plans include community forums looking at the achievement gap in education and a look at what a 21st century model of education might look like. The reporting will include universal pre-K, the failure to educate young African American Males, the new GED and Pittsburgh as a hub for learning innovation.

Pipeline:

90.5 WESA will partner with WQED Public Media, an online news service Pop City, the Pittsburgh Magazine on a series focusing on Learning Innovations.

90.5 WESA will launch a multi-platform series called "90.5 WESA Celebrates People Making a Difference". The series will feature stories about local unsung heroes who are doing something special to make a difference in their community.

Community forums and engagement:

- Black Middle Class in Pittsburgh
- To Build, Renew, Preserve, and Sustain: A panel discussed the preservation of historical buildings in Pittsburgh.
- The Faces of Bullying: A panel discussed all aspects of bullying.
- Green Gatherings: A panel discussion focused on how the outcome of the upcoming election would impact environmental concerns.
- TedX Women in partnership with Leadership Pittsburgh.
- siX – social innovation eXchange in partnership with Pop City.
- International Women’s Forum

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?

The acquisition of the WDUQ (now WESA) license from Duquesne University by WYEP enabled the two stations to have back room shared services. The support from CPB continues to support the shared services model that includes finance, marketing, development/membership, corporate underwriting and engineering. In addition the support from CPB makes it possible for 90.5 WESA to serve the community with local, national and global news. WESA provides content from NPR, APM, PRI and locally produced content. The financial support enables WESA to provide resources for community engagement and enterprise journalism.