

90.5 WESA - FY14 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 and about 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, education and learning, the environment, technology, arts and culture, transportation and infrastructure. 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, PRX and BBC. WESA hosts a robust website that features broadcast content in addition to original online-only content. WESA also hosts several community forums throughout the year and is active on social media.

90.5 WESA management and board are committed to training the next generation of journalists and educators. Every year WESA hosts between 10 to 15 student fellows and interns from local and regional universities. The students are given an opportunity to learn from professionals in news, marketing, production and operations. The fellowships and internships may last multiple years ensuring a robust opportunity to learn and apply their skills.

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 such as public forums assembled to address specific topics and issues of concern to the community.

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 many 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 nonprofit organizations, for which we may or may not be media sponsors, 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 online 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 along with links from our web site to theirs.

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:

- Life of Learning Public Forum: What Should Pittsburgh's Future Education System Look Like?
- Life of Learning Forum: Investment in Pre-K Critical to Future Educational Success
- Essential Pittsburgh Public Forum on the Affordable Care Act

In May 2014 90.5 WESA entered into a partnership with Leadership Pittsburgh, Inc., an independent nonprofit organization dedicated to developing a diverse group of leaders to serve southwestern Pennsylvania, on a project with veterans. We expect the project to yield content produced by veterans with veterans about veterans for Veterans Day 2014.

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.

90.5 WESA continues its three-year Life of Learning Initiative, which began in June 2013. 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.

90.5 WESA continues producing and broadcasting *Essential Pittsburgh*, our daily news magazine program, providing interviews with newsmakers, civic leaders, artists and community members.

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 12-2013.)

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 WHYY in Philadelphia and WITF in Harrisburg.

Keystone Crossroads: Rust or Revival? The two year series explores the urgent challenges pressing upon Pennsylvania's cities. Four public media newsrooms are collaborating to report in-depth on the root causes of our state's urban crisis -- and on possible solutions. Keystone Crossroads offers reports on radio, Web, social media, television and newspapers, and through public events.

Legislative News coverage – WESA shares a reporter for news from the Pennsylvania State Capital.

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 membership, listenership, web hits and growth in social media.

Membership for FY 14 averaged 10,324

Average weekly CUME for FY 14 was 106,870 (includes Holiday listening)

The following measures are taken from June 2014 figures:

Total visits to wesa.fm in June 2014 reached 63,053

Facebook likes = 2,307

Twitter followers 90.5 WESA = 3,840

Twitter followers for WESA staff = 7,215

Twitter followers for Essential Pittsburgh = 3,159

Google + members = 1,035

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY14, 90.5 WESA reporting and local programs routinely produced stories, programs and segments on topics of interest and importance to diverse communities including but not limited to:

Education – Life of Learning & Learning Innovations

- Life Of Learning Forum: Investment in Pre-K Critical to the future of educational success

Essential Pittsburgh Community Forums

- The Affordable Care Act
- The Black Middle Class

Essential Pittsburgh – midday M-F interview program

- Segments targeted to diverse groups about health issues, cultural activities, and life challenges.
- History & Culture
- Discussions with and about Civil Rights organizations
- Issues of diversity on the Pittsburgh Police Force
- LGBT Community Concerns

Reporting

- Latino Children with Autism
- How Treating Trauma in Refugees Has Evolved
- Refugee Students Learn Life Skills
- Translating Trauma: The Challenge of Treating Refugees with PTSD
- Bhutanese Refugees Face a High Suicide Rate
- In Seeking Health Care, Many Refugees Have Only A Small Window of Opportunity
- Navigating Health Care Can Often Leave Refugees Lost in Translation
- When a New Home Means a New Diet, Health Problems Can Arise for Refugees
- For Refugees from War-Torn Nations, Mental Health Care Is Often Missing

Special Programming

- Pittsburgh has a large South Asian community. WESA provides two hours weekly of Music from India.
- 90.5 WESA provides jazz music on Saturday night and JazzWorks 24/7 on our HD 2 channel.

- 90.5 WESA Celebrates: People Making A Difference – a series of reports on people involved in assisting and helping people, young and old, in their communities for health related problems, autism, literacy, homelessness, veterans as well as a number of other concerns.

In the pipeline for FY15:

- 90.5 WESA Celebrates: Inventing Pittsburgh – a series of stories about Pittsburgh’s history through lesser known facts and activities.
- Life of Learning: The Achievement Gap – a community forum
- Life of Learning: Ending The School-To-Prison Pipeline
- Essential Pittsburgh Special: Police/Community Relations
- Life of Learning Public Forum: What Should Pittsburgh's Future Education System Look Like?
- Veterans Stories: Project 412

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?

90.5 WESA turned three at the end of FY14 and is still in start-up mode. While 90.5 WESA has benefited from support from the major foundations in our region, raising more than \$2.2 million in FY14, we still have debts associated with the acquisition of the license from Duquesne University. Support from the CPB allows WESA to operate and deliver on our mission of public service. It is a vital source of revenue.