

90.5 WESA - FY15 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.

WESA significantly expanded our daily spot news, feature, long-form, talk show and sponsored content which has informed and engaged our audiences around important issues in our community. WESA has also created other original content including series/shows such as: Life of Learning, Remake Learning, Building Innovation, Tech Reports, WESA Celebrates People Making a Difference and Inventing Pittsburgh, to name a few.

These programs have engaged, reached and served hundreds of organizations throughout our community. For example, the Life of Learning and Remake Learning series have involved collaboration with (and exposure to) many non-profit organizations. Remake Learning alone is a professional network of educators and innovators working together to shape the future of teaching and learning in the Greater Pittsburgh Region, and represents more than 250 organizations including early learning centers and schools, museums and libraries, afterschool programs and community nonprofits, colleges and universities, ed-tech startups and major employers, philanthropies and civic leaders. Our original content touches (and draws stories from) the work these organizations do to inspire and empower a generation of lifelong learners in Pittsburgh.

We have also enhanced our signature talk show *Essential Pittsburgh*. This show is a locally produced 1-hour talk program featuring community leaders and newsmakers in the arts, sciences, technology, business, healthcare, government and education. In FY15, WESA produced over 250 hours of original programming on *Essential Pittsburgh*, reaching decision makers, influencers and diverse communities across our region. More importantly, this show has become a premiere platform for us to convene community conversations that matter most to our audiences.

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.

In FY15 WESA's media sponsorship program provided promotion to more than 85 different community, arts and non-profit organizations with public service announcements, information about our partners on our website, in our e-communications and on our social media platforms, representing a value of about \$220,000 to these organizations in our region.

Our LJC (Local Journalism Center) collaboration with Keystone Crossroads is another excellent example of partnership and collaboration. This 2-year public media collaboration was funded with a \$1.2 million grant from CPB. We are currently planning year 3 of the program. Keystone Crossroads: Rust or Revival? explores the urgent challenges pressing upon Pennsylvania's cities. Four Pennsylvania public media newsrooms are collaborating to report in depth on the root causes of our state's urban crisis - and on possible solutions. The public media partnerships include WESA/Pittsburgh, WHY/Philadelphia, WITF/Harrisburg and WPSU/State College. Keystone Crossroads offers reports on radio, web, social media, television and newspapers, and through public events.

WESA has a content partnership with The Allegheny Front, a nonprofit media organization focusing on environment issues. WESA airs a weekly 30-minute Allegheny Front program covering environmental issues in Western Pennsylvania. WESA frequently broadcasts individual stories produced by The Allegheny Front during local presentation of Morning Edition. The Allegheny Front began in 1991 and continues to be an insightful and expert source of local and regional environmental news and information programming.

Another content partnership involves PublicSource. PublicSource is an independent, nonprofit news group based in Pittsburgh that focuses on original investigative reporting about critical issues facing Pittsburgh and the Western Pennsylvania region. It was launched in 2011 to undertake in-depth reporting in the public interest. WESA has collaborated with PublicSource on various stories, and has aired program segments featuring their investigative work. We have also featured PublicSource reporters and journalists on *Essential Pittsburgh*, our signature talk show.

State Impact is another media partnership and content collaboration. It is a project of NPR member stations dedicated to examining how state policy affects people and communities. We work closely with WITF in Harrisburg, to share stories and coverage from our state's 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.

WESA reaches a wide audience in our area and beyond. Our average weekly cumulative audience grew to 110,000 listeners in FY15. WESA's website averaged 114,000 monthly page views and about 30,000 monthly unique visitors. WESA has about 12,000 subscribers to our weekly e-newsletter and we regularly share information about our community partnerships through social media and e-communications.

FACEBOOK:

Total Likes – 2,958

TWITTER:

Total Followers – 5,544

STREAMING:

Monthly unique listeners – 7,702

In FY15, WESA held three public forums, all in the Community Broadcast Center and all heavily promoted and open to the public. In October of 2014, a public forum was held to discuss how to improve police and community relations in Pittsburgh. The forum was broadcast live from 7:00 – 8:30 pm and there were 85 people in attendance. In November of 2014, as part of our “Life of Learning” series, another forum entitled “Ending the School to Prison Pipeline” was held at the Community Broadcast Center with 85 people in attendance. That forum was recorded and broadcast at noon and again at 8:00 pm just a few days later. Finally, a forum was held in April, also as part of our “Life of Learning” series. That forum on how teachers can better engage students had an all-student panel and 75 people in attendance at the Community Broadcast Center. It was recorded and broadcast about a week later at noon and again at 8:00 pm.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

WESA did a story with HIAS (Hebrew Immigrant Aid Society) about Burmese refugee students relocating to Pittsburgh. HIAS works with the State Department to help rescue people whose lives are in danger simply for being who they are. The story we did profiled the Burmese refugees as they struggled to learn the English language. The story profiled schools and educational institutions in the region that are helping these students learn English as their second language, through after school programs, revised language curriculums in the high schools, and volunteer teacher efforts. This program highlighted lessons in registering for the SATs, shaking someone’s hand properly and handling a household budget.

In collaboration with our media partner PublicSource, we helped report on an in-depth, multi-state story about unsolved black homicides in Pittsburgh neighborhoods. This story series helped shine a spotlight on the heart break and pain minority families have in these communities, regarding unsolved homicides over multi-year periods.

WESA also dedicates a significant block of Saturday evening programming to jazz, serving a community of jazz enthusiasts, many of who are minority listeners. We serve this community as the only over-the-

air source of jazz music in Pittsburgh, and often profile legendary classic and contemporary musicians who are from Pittsburgh. We also dedicate a block of Sunday evening programming to Asian audiences with Music from India.

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 essential in managing our fellowship and internship programs and in assessing their effectiveness. CPB funding is a substantial piece of our local content and programming budget, helping to fund the production of original content and news coverage that is the backbone of WESA's mission to work for the public to inform people in ways that engage and inspire them to create dialog about community issues and stories. Our CPB grant also allows us to build our own fund-raising capacity, especially in the area of major donor gift development. CPB funding gives us the flexibility to experiment with digital engagement allowing us to serve our community and to continue to evolve into a strong and healthy public media organization.