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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 2015. 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 2015 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.

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.

WRTI's overall community outreach goal continues to be to provide underrepresented voices with a mechanism to reach a broader audience. In particular this means local non-profit and individual artists without the means to advertise or promote themselves on a larger scale.

WRTI uses its broadcast and digital services to reach a larger audience with compelling and engaging content. Our staff is physically in the community interviewing organizational leaders and individuals daily. This allows WRTI to maintain a realistic and immediate sense of what our community is facing. Relevant staff in this area are:

- On-air hosts who are regularly speaking and attending community events as well as receiving calls and corresponding with the community about programming
- Arts reporters who spend a tremendous number of hours in the field each week and actually generate responsive content based on editorial policy
- Digital staff who work with organizations to share and solicit feedback on related station content and manage online systems for listener comments and questions
- Development staff who are often on the front lines of receiving comments, suggestions, and questions from listeners, members, and partners
- Management staff who work with institutional leaders to understand the complex challenges and needs that may affect their very existence, the overall economic/cultural health of our region, and/or both.

As a jazz and classical music service, it's important to note that we have a strong focus on jazz outreach due to the lack of infrastructure and resources in this community. Jazz is also highly correlated with the African-American community's cultural identity. While classical music has more large organizations, most of which are WRTI partners, the station also has a conscious commitment to smaller and medium organizations that lack the large budgets and staff to heavily market themselves.

WRTI supports the entire classical music and jazz community by producing arts stories that air throughout the week. These on-air and online stories highlight local artists, venues, and scholars, attempting to tell the story behind the story. Our intent is to spur the interest of listeners beyond a single event. We want our stories to resonate with listeners on a level that cultivates a deeper appreciation and interest in the institutions and artists we cover. WRTI also co-sponsors dozens of performances and events each year, doubling the economic marketing power of jazz and classical music presenters. In FY15 WRTI provided \$343,685 in co-sponsored support for our cultural 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.

In FY15 WRTI aired the original series Philadelphia Music Makers. This unique 31 episode weekly series featured a single artist who served as the host and performer. They were allowed to tell their own story, the story of the music they selected, its personal meaning to them, and then perform the piece. The series received many accolades for how it honored the personal and artistic integrity of each host. Each program has also been broken into separate musical pieces so that the performances can be rebroadcast as part of the station's ongoing musical programming. This ensures many more listeners will enjoy the content over time which benefits the artist and well as the listener.

WRTI partnered with a wide variety of organizations throughout the year including:

- The Philadelphia Orchestra - weekly broadcasts
- The Academy of Vocal Music - monthly broadcasts
- The Chamber Orchestra of Philadelphia - monthly broadcasts
- The Philadelphia Museum of Art - monthly live remotes
- Symphony in C - Haddonfield, NJ
- The City of Philadelphia

- Philadelphia Youth Orchestra
- Lancaster Symphony Orchestra
- Opera Philadelphia
- Mann Music Center
- The Philly Pops
- WXPB
- Jazz Night in America
- Pennsylvania Ballet Company
- Act Two Playhouse
- Delaware Theatre Company
- Morris Arboretum
- Longwood Gardens
- The Annenberg Center
- People's Light and Theater
- Woodmere Art Museum
- Montgomery County Community College
- James Michener Museum
- Walnut Street Theater
- PA Shakespeare Festival
- Opera Delaware
- Bucks County Symphony
- Jazz Bridge
- Philadelphia Clef Club
- Devon Horse Show
- Allentown Symphony Orchestra
- Dryden Ensemble

- The Crossing
- Central PA Friends of Jazz
- The Philadelphia Antique Show
- Bucks County Magazine
- ICON Magazine
- Lifeline Music
- Gretna Music
- Lenape Chamber Ensemble
- Friends of the Wanamaker Organ

WRTI also continued to co-sponsor and actively participate in numerous jazz festivals throughout our region including:

- The Exit 0 Jazz Festival, Cape May, NJ
- The Berks Jazz Festival, Reading, PA
- Scranton Jazz Festival, Scranton, PA
- The Philadelphia Jazz Festival

WRTI also partnered with NPR, Jazz Night in America, and WXPB to produce a national episode of Jazz Night in America titled Home Cooking: The Philadelphia Jazz Organ Tradition. This was a live taping that brought together 15 musicians to celebrate the music of Jimmy Smith, Shirley Scott, and Charles Earland. Over 300 attendees danced to the live music, and the episode was broadcast on WRTI and dozens of other public radio stations nationally, and is now archived on the NPR site for the public to continue to enjoy.

All of these partnerships allow WRTI to introduce new audiences to these diverse art forms, extend the reach of our community's arts and culture activity, and develop a deeper repository of content and/or connections for programming. WRTI continued to serve as an instrument drop off point for Musicopia and has collected hundreds of instruments to date.

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.

WRTI's local music broadcasts continue have significant impact for those organizations. It increases attendance, recognition, and reach for the local organization/artist. Much of this information is provided anecdotally directly from WRTI partners. We know that our co-sponsorship support, which typically doubles the amount of on-air recognition an organization receives, has a direct impact on reaching more listeners who in turn attend live events.

WRTI also broadcasts local performances from content partners including the Academy of Vocal Arts, Philadelphia Orchestra, Chamber Orchestra of Philadelphia, Friends of the Wanamaker Orchestra, The Crossing Choir, and others. These broadcasts result in increased awareness and interest in attending live performances.

WRTI does sign on to several projects a year by providing letters of support for funders. Our criteria often include whether there is a programming opportunity for the station. In those cases we know for certain that our letters of support are pivotal in helping these projects get funded.

Comments received include:

"I went to the concert on Friday. There was no intermission, just straight through. But at Sunday's [live broadcast] concert, an intermission was inserted... twenty minutes with seamless, interesting material the way...It gives me high blood pressure just thinking about it...it came off as easy and effortless. Amazing. You know I have always been a big fan of the Sunday concert broadcasts. But this one was the best ever!"

"I enjoy your show on WRTI and heard a song played recently by a vocalist named Michelle Lordi. Not only do I love the song you played, (If I Only Had A Brain) I purchased her album, Drive and am transfixed by her voice. What talent- She should be world famous by now....I'm planning to go hear her live and am looking forward to the experience. Thanks for introducing me to this lovely vocalist and many others."

"Hello, WRTI! Imagine my surprise when I turned on the radio less than an hour ago and heard what sounded to be a gaggle of geese coming across the airwaves!! Of course, then I realized as I continued to listen that the birds were incorporated in that wonderful work by Rautavaara called "Cantus Arcticus". I had not previously been familiar with this composer nor his composition. Thank you for enlightening me!"

"Thank you all so much for everything WRTI did to make this successful for us. I think we had over 400 people at the Perelman last night – at least that's what the ticket sales told us. We really could not have done this event without your partnership on this." - Musicopia

"Look at the wonderful coverage provided by WRTI on their website!" and " thank you for all your support of the PYO. I've received praise after praise for the broadcast this past Sunday. Your contribution and commitment to us on behalf of the radio station is invaluable. Thank you."- Philadelphia Youth Orchestra

"I have been lucky enough to hear a LOT of beautiful music in my life, but this may have been the MOST beautiful hour of all. " - A listener commenting an episode of WRTI's Philadelphia Music Makers

"You've got to stop!! Every time you play a song this evening I end up trying to buy it on iTunes. You're starting to cost me a lot of money! Great job - great tunes! Thanks for a wonderful night of relaxing great jazz!" - Regarding our host Bob Craig's evening jazz program

" I listen to wrti hd radio every day on an insignia hd tabletop radio. It is excellent!! Please continue this hd radio service."

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.

Our weekly "El Viaje" program continues to serve the area Latino community with musical programming, and commentary in English and Spanish. Host David Ortiz provides community information about performances and other events relevant to listeners of the program.

Our weekly gospel music program "Ovations" is presented Sundays for three hours, and the hosts of this program are quite active in the local African-American religious community. These programs directly serve their respective communities, but also expose our broader, culturally diverse audience to the music and culture of these communities.

WRTI continues to develop the HD-2 program service, so that the region's audience can simultaneously hear full-time classical and full-time jazz services, and it has become increasingly successful. HD-2 combined with our primary HD-1/FM service also allow us to combine the two programming services into a 24-hour classical music and a 24-hour jazz stream.

While much of the HD-2 programming is from a program service, WRTI has continued to offer locally-produced programming for these listeners. Programs include a serious contemporary music program, "Now is the Time" hosted by Kile Smith, who introduces music of living American composers to the classical music audience. The program has also brought living American composers to the WRTI studios for interviews providing insights into the art of composition. Locally produced jazz programming is also featured, including Voices in Jazz. Program producer Bob Craig looks at the life stories of many jazz musicians and features their music in this three hour weekly program. Production Manager Joe Patti oversees the operation of WRTI HD-2, to assure its successful operation.

While our HD-2 programming may not be considered "minority" programming in the traditional sense, WRTI must stress that it is the ONLY source of classical music and jazz covering the entire tri-state region. There are hundreds of thousand of listeners who are underserved with classical music and jazz due to no other station offering it on this scale. Our HD-2 and classical and jazz streams online provide a necessary service to thousands of listeners a week who have no other local source to turn.

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?

As a music station, one of the most critical benefits of CPB's support is the negotiation and payment of music royalties and licensing. Without this element of support WRTI would arguably be unable to broadcast music. Licensing is so expensive, as are legal fees for working with music industry representatives, that WRTI would not be able to pay them without the representation and support of CPB. There has been a national decline in the number of commercial classical music and jazz stations with virtually none left. Public radio is unique in its commitment to broadcasting this music and sustaining our musical communities by connecting listeners with artists and organizations that continue to present classical music and jazz.

CPB's support has a direct impact on WRTI's ability to offer our HD-2 and 24-hour streaming services. It allows us to pay for the production and operations management necessary to keep those services reliable and viable. Without this support our programming options would be less diverse because we would not be able to manage acquiring, scheduling, and overseeing the reliable delivery/broadcast of the many programs that constitute this service. As a result we'd have fewer listeners due to less interesting/compelling programming.

CPB support is also crucial in supporting our production of local music. Inviting artists into our studio or recording them on site requires production resources - one of the key areas CPB monies are directly spent. This labor intensive component of our service is essential in connecting local artists with our audience. It extends the reach of local artists, provides exclusive content to our audience thereby increasing our value to them and their support of the station, and it encourages them to participate in our live local music economy, which benefits artists, venues, and the overall quality of cultural life in our region.

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