

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 has identified the following as significant issues to our listening community:

1. Culture –general cultural issues and events, as well as the historical character of Philadelphia and its environs.
2. Music Education and appreciation including all aspects of classical and jazz music, its performance, the historical development of instruments and particular pieces of music.
3. Community awareness, including alternatives, for a range of nonprofit services available in Philadelphia and the tri-state region.
4. Music Masters – Information and insight into jazz and classical music legends and emerging talent - local, national and international.
5. News from the region, the nation and the world relating to arts and culture.

WRTI addresses these issues through a combination of:

1. Daily newscasts that include an arts and culture report
2. Four to five weekly features that air daily exploring music, history, current events, and the broader world of the arts
3. Daily public service announcements addressing services for health, education, poverty, aging, and seniors. Some of the organizations benefitting from these PSAs in 2016 include:

- Eldernet
- Salvation Army
- Scleroderma Foundation
- Poverty USA
- Linda Creed Breast Cancer Organization
- Thermostat Recycling Corporation
- Al-Anon Family Groups
- The Philadelphia Corporation for Aging
- Shriners Hospital
- Toys for Tots
- Retired and Senior Volunteer Program

In response to listener interests WRTI also produces a music request program to give the public an opportunity to have their musical tastes and interests represented on WRTI.

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 2016 WRTI partnered with the Philadelphia Jazz Project (PJP) to present a 9-day 12 concert celebration of John Coltrane's music titled Coltrane at 90. All concerts were free and open to the public and reached into underrepresented neighborhoods for jazz and live music.

WRTI also partnered with PJP to honor the 100th anniversary of the Great Migration, the period during which millions of African-Americans left the south and headed to the north to seek greater economic opportunity and social mobility. The 4-month series included weekly features that aired six times each week. WRTI's unique contribution was to focus on jazz artists who left the south as part of the Great Migration.

WRTI partnered with WXPB and Jazz Night in America to present the music of Jymie Merritt. Through this collaboration, the station was able to present a free concert for 400 attendees as well as produce a national episode of Jazz Night in America featuring Jymie Merritt's music. Widely regarded as one of the unsung giants of the jazz bass, Mr. Merritt is a long-time Philadelphian whose had an impact on jazz internationally. He is a member of our community that truly deserved to be recognized for his contributions to the art form of jazz.

WRTI partnered with the Philadelphia Orchestra to present 2 live performances from Hong Kong for our listening community. This historic broadcast required tremendous coordination as well as sending a host who traveled with the Orchestra to actually host the broadcast. It was hailed by listeners as generating great pride in WRTI and the Orchestra that they'll always remember.

In addition to these special activities WRTI also partnered with many other arts and culture organizations as a co-sponsor of music and other cultural events. All totalled WRTI delivered \$333,746 in air-time to help these organizations reach more listeners to attend their events. Co-sponsorship partners include:

- Academy of Vocal Arts
- Act Two Playhouse
- Allentown Symphony
- Annenberg Center
- Arden Theater Company
- Art Sanctuary
- Attila Glatz Concert Productions
- Bay-Atlantic Symphony

- Berks Opera Workshop
- Brandywine Baroque
- Bristol River Side Theatre
- Bucks County Gilbert & Sullivan Society
- Central PA Friends of Jazz
- Chester County Historical Society
- Chester County Pops
- Christina Cultural Arts Center
- Dance Affiliates
- Delaware Symphony
- Delaware Theatre
- Dryden Ensemble
- Gretna Music
- Independence Studio on 3
- Jazz Bridge
- Kennett Symphony
- Kimmel Center
- Lancaster Symphony
- Lantern Theater
- LifeLine Music Coalition
- Live Connections
- Lively Arts Series @ Montgomery County Community College
- Longwood Gardens.
- Mann Music Center
- Margaret Kuo's
- Market Square Concert
- Media Business Authority
- Morris Arboretum
- No Attitudes Productions
- Office of Arts and Culture, City of Philadelphia
- Opera Philadelphia
- Opera Delaware
- PA Shakespeare Festival
- Penns Landing Playhouse
- Pennsylvania Ballet
- Pennsylvania Philharmonic
- People's Light Theater
- Performing Arts Live!,
- Philadelphia Orchestra
- Philadelphia Theatre
- Philadelphia Theatre
- Philadelphia Youth
- Pinelands Jazz Festival

- Reading Symphony
- Scranton Jazz Festival
- Somers Point Jazz
- Spy Boy Productions
- Symphony in C
- The Philly Pops
- Upper Darby PAC
- Vox Ama Deus
- Walnut Street Theater
- Woodmere Art Museum

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 Coltrane at 90 partnership resulted in one the largest celebrations of John Coltrane's music in the world. It received national recognition from Billboard Magazine and increased awareness of his contributions to music, spirituality, and creativity. The Philadelphia Jazz Project stated, "The media support surrounding this series was astounding!" The event has started a dialogue about continuing the festival as an annual event; with it serving as an anchor for creating a Philadelphia jazz festival tradition.

The impact of the Great Migration series is largely unknown. What we do know is that by placing great artists in the context of this historical event we were able to tell a story which had not been told before. In this respect it broadened the context for understanding and appreciating jazz in America.

Our Jymie Merritt partnership was a clear success with the jazz artists of Philadelphia who widely acknowledge both his contributions to jazz and his under-recognition by the general public. By nationally distributing that episode of Jazz Night in America, we were able to raise Merritt's visibility. We are certain that visibility was a factor in him being selected as a Pew Fellow several months later. We also know that our tribute was a catalyst for a resurgence of other activity including the launch of an educational website teaching his compositional and improvisational method to kids and other musicians.

Our live broadcast of the Philadelphia Orchestra from Hong Kong was an unequivocal success. It brought a new financial underwriter to the station, was covered in the

Philadelphia Inquirer and another public radio station in Philadelphia, and had many requests for rebroadcast.

Comments include:

"Streaming the first 2016 PO Asian Tour concert here in Michigan went without a hitch. Starting the day with the bucolic Brahms 2nd with my coffee on a beautiful spring morning was a Phabulous Philadelphian way to start the day."

"Thanks so much for the broadcasts."

"This morning's live broadcast of the orchestra from Hong Kong is so exciting. There's something about "live", the morning rush hour, and the international factor that makes it's very special listening. Good work."

"Please schedule replays of the Hong Kong concerts."

"Wow! I reminded myself of the pictures you see of people listening to FDR's fireside chats in the 30's. Whole families gathered about three inches away from the radio. That was me today, with the computer on for backup."

Finally, our co-sponsorship program, as mentioned earlier in this report, is responsible for over \$333k in marketing support that is a direct cash replacement for the 65 organizations we partnered with in 2016. We believe this is a bottom line impact on the economic viability of many of these organizations and the programs they present.

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.

As reported in previous years, our weekly "El Viaje" program continues to serve the area Latino community with musical programming, and has 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 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.

Our Great Migration series spoke directly to the history of African-Americans and the musical contributions of those who participated in the migration.

Finally, while our HD2 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 HD2 and classical and jazz streams online provide an essential service to thousands of listeners a week who have no other local source to turn. In the future we hope to increase the amount of locally produced content on this service allowing us to better reflect the needs of our community.

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 national decline in commercial classical music and jazz stations has left public radio stations like WRTI as the sole providers of this service on radio. CPB grants allow us to leverage that support by producing quality programming that our audience will financially support.

The most obvious and direct source of CPB support is the Community Service Grant. These funds pay for program acquisition to populate our HD2 service and for staff positions that directly support generating locally produced live music from the community. Both of these things are heavily leveraged into audience service and value which is then turned into financial support. It could not easily be replaced by underwriting because the audience numbers don't support that economic model of fundraising. It is only listener support that can sustainably keep those services going.

A less obvious, but equally essential, benefit of CPB support is the negotiation and payment of music royalties and licensing. Both of these are incredibly complex and expensive. Without CPB support, we'd not only have to pay these costs, but we'd also have to hire legal representation to manage the process. WRTI would face serious and costly challenges without that critical representation and support from CPB.