Grantee Information

ID  1697
Grantee Name  WYEP-FM
City  Pittsburgh
State  PA
Licensee Type  Community

6.1 Telling Public Radio's Story

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 2019. 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.

Jump to question: 6.1

Joint licensee Grantees that have filed a 2019 Local Content and Services Report as part of meeting the requirement for TV CSC 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.

Jump to question: 6.1

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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.

Pittsburgh Community Broadcasting's two broadcast platforms (90.5 WESA and 91.3 WYEP) provide discrete content services, "NPR News & Information" and "Musical Discovery and Culture," respectively. Each station streams its broadcast signal online, through a website and through a mobile app. WESA operates two additional HD channels; one featuring locally programmed jazz and one featuring the BBC World Service. WESA's mission is to "work for the public to inform people in ways that engage and inspire them to create dialog about community issues and stories." WYEP's mission is to "enrich the community through musical discovery, expression, and education." WESA's national and international news from NPR is complimented by our own reporting on local and regional issues, with an emphasis on stories that help listeners be more informed and engaged citizens. We continue to grow our newsroom and expanded the scope of our work. In FY 19, WESA expanded its local news magazine from one hour to five hours per week. We also partner with other stations and non-profit organizations to create, distribute and present content, including WITF, WQED, WPSU, Keystone Crossroads, State Impact, PublicSource, and Point Park University's Center for Media Innovation. This expands the breadth and reach of our work and the journalism of our partners. Our noncommercial, nonpartisan journalism serves more people in Western Pennsylvania every day. More than 134,000 local citizens listen to our broadcasts every week. More than 55,000 people stream WESA's broadcast service each month. More than 134,000 unique visitors access our online journalism each month. WESA had more than 29,000 social media followers. Meanwhile, on 91.3 WYEP we continue our 45-year long tradition of bringing musical enjoyment, discovery, and education to the region through broadcast and digital content. Educational programs are an essential part of our overall community service. For example, WYEP has an ongoing project called Reimagination, in which a diverse group of teens are partnered with professional music mentors to guide them through the process of recording one of their songs in a pro audio studio. They are also presented a series of workshops on topics including marketing, songwriting, and venue relations. WYEP held
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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.

Pittsburgh Community Broadcasting engages in a variety of partnerships throughout the year, with an eye toward leveraging our assets to mutual advantage and the betterment of the community. In addition to the aforementioned partnerships with public media outlets across Pennsylvania (WITF, WHYY, WPSU, Keystone Crossroads, State Impact PA), with other nonprofit journalism centers (like Public Source), we partnered with numerous local community organizations. Educational programming and community events were staged at our facilities on Pittsburgh’s historic South Side, including “Local 913 Live” and “Live and Direct” music events. WESA also conducted four education forums with cooperation from several agencies and school districts. These were held at our community broadcast center with each focusing on a specific challenges faced by educators. The forums were attended by more than 100 people combined and the conversations informed WESA’s reporting on education and recordings of the forums were broadcast. In partnership with Point Park University, WESA presented a four-part speaker’s series on the state of media and media innovation. Approximately 700 people attended the four events. Following the Tree of Life synagogue shooting in Pittsburgh on October 27, 2018, there was a tremendous outpouring of support for the affected communities as well as a pervasive feeling of helplessness after such a senseless tragedy. WYEP quickly launched efforts to organize a benefit concert that would raise funds for those affected by the violence, give the community an outlet for their instinct to do something helpful, and to aid in allowing people work through the sadness, anger, and other emotions felt after the incident in attempt to get a sense of healing. On December 18, 2018, we presented “The Concert for the Tree of Life” benefit at Pittsburgh venue Stage AE. Eight musical acts—including Rock and Roll Hall of Fame inductee Jorma Kaukonen, Grammy® award winner Dya—a center local and national artists—performed sets of music, along with remarks by Pittsburgh Mayor Bill Peduto and a representative from the affected Dor Hadash congregation. We broadcast the entire concert live on WYEP to give the show more impact, and radio listeners also heard recorded messages from Pennsylvania Governor Tom Wolfe and more national artists who weren’t able to come and perform. The concert raised $25,000 for the Jewish Federation of Greater Pittsburgh. In partnership with the Pittsburgh Parks Conservancy, WYEP produced the free WYEP Summer Music Festival concert in Pittsburgh’s outdoor Schenley Plaza park, attracting approximately 4,000 people to hear local and national musicians perform in a beautiful green space surrounded by The University of Pittsburgh and Carnegie Mellon University. WYEP partnered with the Pittsburgh Downtown Partnership, a community development organization, to hold a multi-night Singer-Songwriter Competition. Over the course of four Saturday evening in July and August, WYEP had local singer-songwriters perform one of their songs in front of an audience and a panel of judges, in conjunction with the Pittsburgh Downtown Partnership's Saturday Night Market in the downtown area’s Market Square. Three top picks from each of the preliminary rounds moved on to a final round in September, ultimately crowning first, second, and third place winners to the competition. In a further partnership for this competition, we had secured performance opportunities for the winners in future events staged by the Pittsburgh Cultural Trust.

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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.

The work performed by Pittsburgh Community Broadcasting—in broadcast, online and at live events—has enriched and strengthened the communities we serve. Listenership to WESA’s local journalism and NPR news programming has grown again in the past year, as has use of our digital products and attendance at forums and listening sessions in the community. This growth in consumption is the best possible endorsement for the work that we do and of the value that local listeners and citizens place in it. And our media sponsorship program, WYEP and WESA donate broadcast airtime and expertise to drive the visibility and mission-related work of other non-profit organizations. In FY19, we partnered with 79 local non-profit organizations and provided them with on-air and online support valued at $222,234—all at no cost to them. This program is a flagship activity for PCDC, and all the organizations with whom we work have expressed gratitude for the contribution we make to their work.

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

Attention to the underserved and under-represented communities of Southwestern Pennsylvania is a critical element of Pittsburgh Community Broadcasting's community service — and it starts with listening. PCBC relies on its Community Advisory Council for input and ideas on our programming and to provide feedback on our service to our local communities. We also conduct community forums (both at our broadcast facility and in local communities across the region) to seek citizen input on critical issues facing individual communities and to assist our editorial staff in framing and pursuing those topics.

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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 critical to the work of Pittsburgh Community Broadcasting. It serves as the seed capital that allows us to envision and design new initiatives, which then inspires the support (financial and otherwise) of others. As a media entity constantly looking to its future, CPB support is critical in allowing us the flexibility to serve existing audiences and serve new, underserved audiences in new and inspiring ways. In these most uncertain of economic times - when listener sensitive revenue is at risk - funding from the Corporation for Public Broadcasting allows us create content and engagement opportunities that link the citizens of Western Pennsylvania to the world around them: providing trusted information, valued education and the inspiration that makes good on the promise of noncommercial public media.

Comments

Question

Comment

No Comments for this section