



## **WRTI FY23 CPB Local Services and Content Report**

**October 1, 2022, through November 30, 2023**

The Local Services and Content report is posted in compliance with the terms and requirements of WRTI's annual community service grant from the Corporation of Public Broadcasting.

The report provides information about the activities WRTI has engaged in to address community needs by outlining key services provided, and the local value and impact of those services during Fiscal Year 2023.

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.

### **Grantee Information**

ID	1594
Grantee Name	WRTI (FM)
City	Philadelphia
State	PA
Licensee Type	University

## 6.1 Telling Public Radio's Story

***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 community goals target two constituent groups; the listening audience and students. Specifically, WRTI seeks to increase awareness and value for the power of local music to enrich everyone's lives and the transformative power of music education to create a lifelong appreciation of the arts in general and personal growth and expression in particular.

WRTI's goals are informed by research from community institutions like foundations and educators, directly from community members through surveys and communication with the station, partnerships with community institutions, and participation in community-based activities that provide first-hand experiences of what is most effective and desired.

WRTI responds to identified community needs using a variety of resources including:

### Music Broadcasting

The most compelling community need from WRTI is 24-hour classical and 24-jazz broadcasting. WRTI takes advantage of HD broadcasting to offer this solution to our community. By counterprogramming between HD1 and HD2 we offer classical music or jazz anytime a listener wants. WRTI also incorporates localism in a variety of ways in our programming. We strive to connect music with local performance opportunities for our audience. Music may reflect tie-ins to news or current events happening more broadly. Music may also be more thematically programmed to focus on local artists or composers, thus showcasing the region's history and musical legacy. Finally, music may be drawn from WRTI-produced performances in the studio or in the community. These performances emphasize the current cultural vibrancy of our live music community.

### Digital Platforms

WRTI seeks to meet listeners where they are. This means offering our broadcast service via streaming through a mobile app, smart speakers, and online. And by combining our HD1 and HD2 services into a single stream we offer dedicated classical music and jazz listening on all of these platforms. We also offer a strong portfolio of editorial content that illuminates and amplifies the cultural relevance of music.

### Community-Based Events

WRTI partners with non-profit and for-profit music presenters to support a broad base of live music activities for both adults and students. We also serve our community's need for content experts through speaking, hosting, working groups, boards, and juried engagements.

**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 FY23 WRTI launched a formal education outreach program and hired a full-time education outreach manager. This increased commitment to music education underscores our long-term vision for broadly stewarding classical music and jazz for generations to come. In FY23, the program served over 500 kids with many more planned for FY24. Partnerships included Temple University, Play On Philly, Philadelphia Youth Orchestra Music Institute, Philadelphia Chamber Music Society, and Philadelphia Music Alliance for Youth.

Our education efforts also included partnering to support the local broadcast of the documentary Making Black America by Henry Louis Gates. This documentary was broadcast on member stations WHYI, WITF, and Lehigh Valley Public Media. WRTI partnered with Temple University faculty who incorporated documentary themes into their class work. Students got to hear from guest speakers Irv Randolph, Managing Editor, of the Philadelphia Tribune, and Vashti DuBois, founder of the Colored Girls Museum. WRTI also hosted a public in-studio screening of a documentary episode followed by a Q&A with Jeri Lynne Johnson, founder and conductor of the Black Pearl Chamber Orchestra.

WRTI partnered with peer classical music stations on Taking Another Listen: Classical Music Radio Research Amplifying Voices of Color. This groundbreaking research reached over 1600 participants in all 50 states and was the largest study of its kind. In addition to the national sample, each station conducted focus groups in their community to better understand any unique community needs that diverged from the national results. Participating stations included KING-FM in Seattle, WQXR in New York City, and KUCO in Oklahoma City.

In FY23 WRTI continued to participate in the Jazz Media Lab sponsored by the Doris Duke Foundation. The JML is a consortium of 5 stations across the country sharing ideas, research, and working together to strengthen the effectiveness of jazz public media stations to positively serve our communities.

Other key activities and events of note include:

The Philadelphia Orchestra Annual MLK, Jr. Tribute Concert

WRTI continued its annual tradition of partnering with the Philadelphia Orchestra to present the annual MLK, Jr. tribute concert. This special concert is broadcast live from Girard College, features the Philadelphia High School of the Creative and Performing Arts Choir, and culminates with a stirring recitation of excerpts from Dr. King's historic "I Have a Dream" speech narrated by Charlotte Blake Alston accompanied by Barber's Adagio for Strings.

Ovation Award

Each year WRTI partners with the PYO Music Institute for the Ovation Award. The award celebrates the impact of music teachers on the lives of listeners throughout our community. Listeners nominate teachers and a winner is selected to receive the award.

### Local Live Music Broadcasts

During the year WRTI continued broadcast partnerships with local performance organizations including the Philadelphia Youth Orchestra Music Institute, Astral Artists, The Crossing, and weekly Philadelphia Orchestra broadcasts. We also produced in-studio and community-based performances with jazz and classical artists.

### Black Music City

Black Music City is a partnership with fellow public radio station WXPB and Philly's home for creatives, REC Philly. In its 3rd year, BMC awarded 30 grants totaling \$125,000. Grants went to Black creatives in the greater Philadelphia area to produce new artistic works inspired by Philadelphia's rich Black music history.

**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 knows that the power of music convenes people across differences in our community. Measuring the impact of that convening is difficult, although we are now investing in technology and features that will aid in capturing more audience engagement in our community activities. We expect to have it launched in FY25.

In the meantime, we fundamentally know that by sponsoring live performances we are helping to build positive social change through the power of music. Music's lessons of listening, supporting each other's voices, and creating something bigger than the sum of the parts are inherent in all of our work. We say it on-air, online, and on stages throughout our community.

Comments from programming initiatives this year include:

"Thank YOU John for your presence, expertise and good humor throughout. I had several folks tell me how much your comments helped frame the evening and the Artists. And most importantly, you help us think about (and dare to answer) the question of the future of classical music. We feel strongly that Astral can share a glimpse into what this might look and sound like, and you've all been a tremendous authority on the subject!" - Astral Artists (programming partner)

"just wanted to thank you again for the WRTI support of our Key of She Jazz Jam...We had more than 175 registered, which was terrific...All in all, we felt it was successful, and we continue to hear great feedback from those who attended...We couldn't create events like this one without support from WRTI -- the go-to for jazz radio in Philadelphia. Thank you again! We truly appreciate the support for our mission of encouraging girls and young women in jazz!" - Key of She Jazz Jam (educational partner)

"Thank you for all the efforts to make this program possible. I am delighted with the results of our program at Hostos. Thank you, Lydia, for coming to our concert and for all the resources WRTI provides." - William Valencia, Music Teacher, Eugenio Maria de Hostos Elementary School

"Thank you so much. This was an awesome experience and confidence builder. Bravo WRTI" - Parent of student with ASD featured in our Meet the Instrument Series

"What an amazing experience Thursday's recording for "Meet the Marimba"! It was phenomenal!...Thank you for inviting me to be a WRTI Young Artist Spotlight participant. It is an honor to be a part of your educational series. It was also a pleasure to meet Mr. Bill Johnson; and, I even had a brief chat with Ms. Meg Bragle before we left. They were both very kind to take time out of their busy day to speak with me. I am looking forward to viewing the final video cut with my parents." - Meet the Instrument video series - student performer

***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 2023 and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.***

WRTI's research project, Taking Another Listen: Classical Music Radio Research Amplifying Voices of Color, was specifically targeted at better understanding diverse classical music listeners beyond public media. Specifically, the research reached over 300 Hispanic/LatinX, 300 Indigenous, 300 Black, 300 White, and 300 Asian/Pacific Islander Americans who identify as classical music listeners mostly outside of public media.

This research has humbled and challenged us to interrogate our conventional wisdom of how we define classical music as well as what a classical music listener looks like. The conventional wisdom of a white European audience for classical music was shattered by learning that between 25 to 30 percent of these groups identified with listening to classical music to some degree. A key learning was not to define classical music for these listeners. By letting them self-identify we are now looking at the definitions they used and how that can inform what community activities and authentic opportunities it presents to connect with potential audience.

We also learned that we must alter how we present our current service. Listeners were more responsive to humor and personality than is typically associated with classical music. In short, we can afford to lighten up if we want our current programming service to generally be more appealing to a broader audience.

This same data cohort was also asked about music in general, which allowed us to do another round of research specifically focused on jazz. This research was part of our Jazz Media Lab engagement. It was not surprising to learn that many listeners who identified as jazz listeners had the same characteristics and patterns as classical music listeners. This led to a broader understanding of our potential audience as music omnivores vs. any specific genre.

WRTI will build on this research with a more intensive "research on unmet needs" market study in 2024 that will lead to developing specific products and services to diversify the community we serve.

In FY23 WRTI continued to broadcast "El Viaje", a weekly 3-hour salsa program, which serves both the area's Latino community and non-Latino Latin music fans with musical programming, and has commentary in English and Spanish. Host David Ortiz has served the community for over 30 years and provides community information about performances and other events relevant to listeners of the program.

Finally, WRTI's music education partnerships include working with programs that target underrepresented communities. We want to ensure that high-quality music instruction isn't limited to those with the financial resources to pay for it.

***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 support allows WRTI to pay for crucial services like news, digital platforms and services, program acquisition, and programming staff. Through research, our audience has told us they expect a level of news, which is expensive to provide without additional support. CPB funding allows the acquisition of a news service to complement our music programming.

Digital services and platforms include our website, mobile app, social media, content technologies like YouTube, and streaming services. Together these items continue to create greater and greater demand to meet public expectations. But, in many cases, they do not have corresponding business models to justify their cost in time and money, yet they are essential. This is an especially important area in which CPB funding supports our public service mandate.

The CPB Community Service Grant pays for program acquisition which we could otherwise not afford and for production and programming staff positions that generate 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. Without these funds, there would be no catalyst to create the value that ultimately inspires listeners to contribute.

CPB support for music royalties and licensing is essential to our existence. Our station would be significantly more precarious if we had to pay the commercial rates the music industry charges. The impact of music rights negotiation and royalty payments is a less championed but vitally impactful factor in our core ability to serve the public.