

## Grantee Information

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

### 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 2021. 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 2021 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.**

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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.

In FY21 WRTI identified the following as significant issues to our listening community: 1. Culture –general cultural issues and events, the historical character of Philadelphia and its environs, and the specific issue of diversity, inclusion, and equity in the arts and society at-large 2. Sustaining artists and presenters 3. Music Education and appreciation including all aspects of classical and jazz music, its performance, the historical development of instruments and particular pieces of music 4. Community awareness, including alternatives, for a range of nonprofit services available in Philadelphia and the tri-state region 5. Music Masters – Information and insight into jazz and classical music legends and emerging talent - local, national and international 6. News from the region, the nation and the world relating to arts and culture WRTI addresses these issues through a combination of: 1. Arts Desk features that are produced and shared on-air and online. Topics explore current events and issues in music and the arts, as well as individual artist interviews. In response to the pandemic WRTI launched an interview series called TIME IN to connect with artists who could no longer travel or perform due to the pandemic lockdown. 2.WRTI co-sponsors performances throughout our region to help sustain artists, presenters, and the arts economy overall. Artists interviews exploring the motivation, inspiration, contemporary and historic relevance, and techniques behind their music. 3. Regular live and pre-recorded music performances and interviews with local jazz and classical music artists. These performances take place at WRTI and partner venues. Due to the pandemic WRTI launched a series of performances @HOME where artists produced music and videos from home due to pandemic lockdown. 4. On-air music programming that highlights significant cultural elements which are presented and explained by knowledgeable and passionate hosts. 5. Daily public service announcements addressing services for health, education, poverty, aging, public safety, and seniors. 5. Daily newscasts airing 6 times a day. In response to listener interests WRTI also produces 3 weekly music request programs which give the public a direct opportunity to have their musical tastes and interests represented on WRTI. The programs are At Your Request, Jazz At Your Request, and Classical Coffeehouse Espresso.

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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.

The Black Church: A Love Supreme In February PBS presented The Black Church: This Is Our Story, This Is Our Song, a series examining the centuries-old history of the Black church in America. WRTI supported the launch with a jazz-inspired ministry from Mother Bethel AME in Philadelphia, the oldest African Methodist Episcopal congregation in the country. Pianist Orrin Evans augmented his trio with rising saxophonist Morgan Guerin and Ruth Naomi Floyd, a singer and composer. They performed a sacred hymn, original music by Floyd, John Coltrane's monumental A Love Supreme suite in its entirety, and the powerful anthem of liberation, "Oh Freedom," arranged by James Weidman. WRTI @HOME This is a WRTI series designed to reach the global artists community. The series features performances from artists in a variety of spaces around the world. TIME IN An online series of conversations with leading lights in the arts, from composers and conductors to soloists and thought leaders in the worlds of classical music and jazz, opera, choral music, and dance. Speaking from homes, gardens, and hotel rooms as tours resume, they reflect on their experiences and discoveries about life today. Some of the guests include the "Women of Imani Winds", Donald Nally of The Crossing, Jeff Curnow of the Philadelphia Orchestra, Wynton Marsalis, Composer Kile Smith, violinist Sarah Chang, and PHILADANCO's Joan Myers Brown. Black Music City The Black Music City was a partnership with fellow public

radio station WXPB and Philly's home for creatives REC Philly. Together we distributed a total of \$48,000 to 23 Black creatives in the greater Philadelphia area to produce new artistic works inspired by Philadelphia's rich Black music history. Each recipient is received between \$1,000 and \$3,500 each. Funds enabled creation of new artistic works inspired by Philadelphia's Black music history. Hometown Heroes This series is a partnership with Jazz Philadelphia. It is an in-depth profile of the artists, past and present, that define the rich Philadelphia jazz tradition. During the year WRTI continued broadcast partnerships with local performance organizations including the Philadelphia Youth Orchestra, Academy of Vocal Arts, The Crossing, and the Philadelphia Orchestra. The impact of the pandemic limited the availability of new performances and recordings but we maintained our commitment to broadcasting local artists and organizations from commercial and archival recordings as part of our regular programming.

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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.

WRTI during the pandemic shutdown was quite simply a lifeline to listeners unable to attend live performances. It was also a lifeline for artists and presenters who were unable to connect with audiences. WRTI became the primary way in which all of these constituents came together. WRTI saw tremendous increases in listening during this time which drove the many comments we received from all of our constituents. WRTI's broadcast partnerships, both live and pre-recorded, continue to demonstrate our support of the local music community. We have received consistent and voluminous feedback from artists, listeners, and presenters about the power of WRTI and music to bring people together in a positive manner and support our local live music community. Comments from programming initiatives this year include: I recently retired and I listen to jazz in the morning while I read the paper, as well as later in the day when I'm doing things on the computer, and at night while I am reading. I love the jazz programming. I graduated from Penn in 1981 and back in those days I loved WRTI as well which turned me onto so many great jazz artists. I rediscovered the station a few years ago when I searched for the app because I was dissatisfied with local jazz radio. I'm very thankful to have access to the beautiful music provided by WRTI in this sometimes chaotic world. I was listening this morning during the 8Am hour while lying in bed dealing with post-operative pain and swelling following the knee replacement surgery I had last week and found myself waving my sore leg in the air dancing to Breakfast with Bach and then to grandiose Rimsky-Korsokoff and then gently rolling my leg under the covers to the sonorous piano that followed I want to share a little incident that happened yesterday, for your enjoyment. I noticed a little dandelion seed, having taken up residence on the dashboard of my car, was dancing around in the air currents, like a ballerina. Just for fun, I turned on WRTI to see if the music connected in any way to the choreography--and it did! You were broadcasting an ethereal segment of Prokofiev's Violin Concerto, and it was the perfect backdrop! Thank you for presenting the wonderful concert from King's College once again. I look forward to hearing this beautiful music and have done so for very many years even though I do not celebrate Christmas. It had been a difficult time, to say the least but thanks to you we have the gift of music day in and day out!

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

The Black Music City project was a partnership with fellow public radio station WXPB and Philly's home for creatives, REC Philly. Together we distributed a total of \$48,000 to 23 Black creatives in the greater Philadelphia area to produce new artistic works inspired by Philadelphia's rich Black music history. Each recipient is received between \$1,000 and \$3,500 each. Funds enabled creation of new artistic works inspired by Philadelphia's Black music history. "El Viaje", a weekly 3-hour salsa program, continues to serve the area's Latino community 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. "Ovations", our 3-hour weekly gospel show, is presented Sundays for three hours, and the hosts of this program are quite active in the African-American community. These programs directly serve their respective communities, but also expose our broader, culturally diverse audience to the music and culture of these communities. 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 thousands 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 to.

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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 essential to WRTI's public service. Classical music and jazz continue to struggle when it comes to financial viability on public media, but they are both undeniably important when it comes to their cultural relevance and impact. CPB funding allows WRTI to continue on a mission to increase awareness and appreciation of this music to a broader community base. This work is the basis of increasing support to ensure a stable future for this music on the radio and digital platforms we must now support. We drive a local music economy that is centered around this music. From orchestras to community presenters to individual artists to education, public media is at the heart of a powerful music community. Our values of discovery, performance, curation, community, and preservation make us stewards of this music in a way that requires significant investment and public engagement. CPB grants allow us to leverage that support by producing rich content that our audience will financially support and the community values deeply. 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. Finally, CPB's support for music royalties and licensing is absolutely essential to our existence. In no realm would we be in business if we had to pay the commercial rates the music industry charges. CPB's leadership and support in this area cannot be overstated.

### Comments

#### Question

#### Comment

No Comments for this section