

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 2022. 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 2022 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 FY22 WRTI identified the following as significant issues to our listening community: 1. Supporting the region's cultural richness through storytelling and preserving the cultural history, institutions, practices, and traditions 2. Sustaining artists and presenters through live performance 3. Music Education and appreciation from K-12 through the university level 4. Music Curation and Discovery including championing new and emerging musical talent 5. Stewarding the Musical Canon including championing the master composers and performers in jazz and classical music. 6. News highlights from the region, the nation, and the world WRTI addresses these issues through a combination of: 1. Digital storytelling with and about the artists and organizations keeping classical music and jazz a vibrant part of our collective experience. WRTI's authoritative and authentic voice is a recognized source of trusted content for music lovers locally as well as across the country. 2. WRTI co-sponsors performances throughout our region to help sustain artists, presenters, and the arts economy overall. Co-sponsored events include concerts, art exhibitions, theater, and community events like Festival O22 and the Mid-Atlantic Arts Living Legacy Jazz Award. 3. WRTI works with a variety of music education organizations supporting their efforts to teach young people how to play music and deepen their appreciation for music in daily life. 4. WRTI produces 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. 5. On-air music programming that highlights significant cultural elements which are presented and explained by knowledgeable and passionate hosts. 6. Daily NPR newscasts airing 6 times a day.

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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 Philadelphia Orchestra Annual MLK, Jr. Tribute Concert WRTI partnered with the Philadelphia Orchestra to present the annual MLK, Jr. tribute concert. This special concert live broadcast showcased works by Black composers, including James Weldon Johnson, Valerie Coleman, Carlos Simon, and Florence Price's Symphony No. 1 and Adoration, featuring 12-year-old violinist Amaryn Olmeda, winner of the 24th Annual Sphinx Competition, Juniors Division, which recognizes and develops classical music talent in the Black and Latinx communities. The performance culminated 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, an event tradition. Philadelphia Jazz Summit and Living Legacy Jazz Award WRTI partnered with Jazz Philadelphia to support the Philadelphia Jazz Summit. The Summit featured guest speakers and workshops to help jazz artists, educators, and promoters have more successful careers. The Summit culminated with the presentation of the Mid-Atlantic Living Legacy Jazz Award. Local Music Broadcasts 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. We also produced in-studio 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 2nd year BMC awarded 46 grants totalling \$96,000. Grants went to Black creatives in the greater Philadelphia area to produce new artistic works inspired by Philadelphia's rich Black music history. 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.

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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 continues to be recognized as a primary source of jazz and classical music for our entire community of music lovers including educators, students, musicians, and our broader community of listeners. WRTI launched new Friday and Saturday evening shows designed to attract younger listeners. Thus far we've seen increased AQH and CUME on both Friday and Saturday although it remains to be seen whether this is sustained. We've also increased listeners in their 30s. Again we feel it's too early to say this is a permanent gain but we'll continue to carefully monitor this progress as we go through 2023. 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: While living in central New Jersey for more than forty years, I've followed your broadcasts from both New York and Philadelphia and have enjoyed all of them. When I retired six years ago and moved to my "country" home in coastal southern South Carolina, I equipped my component stereo with an Internet radio to be able to continue enjoying your broadcasts and those of your colleagues at WRTI. Our home is filled with the beautiful sounds of wrti all day and evening, and Mr. Gordon, you are a particular highlight. You are on when my 6-year old son gets home from school, and you've officially been a part of his after school routine. He's a renaissance man himself, with particular interest in art, and seeing the photos of your fantastic art made such an impression on him. We also LOVE Flicks at Five and our hope is that this piece of the broadcast remains. We see it as a tip of the hat to you. :) Thank you for your calm and soothing manner on air. Thank you for showing my boy that you can be many things and dream big - from the canvas to the stage! Been listening to Bob Perkins since 1988. Always the best music show on the radio, bar none. I first heard so many great artists on his show that are now my favorites. Dear Mr. Perkins, No matter how my day has gone, I find peace through the music you play in the evenings. If they ever make a soundtrack of my days you are in it. Thank you thank you thank you.

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

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. "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. "Spirit Soul Music", our 3-hour weekly spiritual music show, is presented Sundays for three hours, and the host of this program is active in the African-American arts and journalism 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 HD2 programming may not be considered "minority" programming in the traditional sense, but 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. Finally, WRTI has engaged in a research project to diversify our classical music audience. The research has involved local focus groups and interviews along with national sampling targeting Black, LatinX, Asian, and Indigenous classical music listeners. The goal is to better understand classical music listeners who are not necessarily getting their classical music from public radio.

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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