

WRTI FY20 CPB Local Services and Content Report

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 FY20 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.
2. Community events such as the WRTI Block Party with Astral Artists and the Silent Night Sing-In at the Kimmel Center. WRTI also co-sponsors over 100 events a year, which help to 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 as well as in the community.
4. On-air programming designed to highlight significant cultural elements WRTI's music curation and programming.
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.

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.

Jazz Summit and Living Legacy Jazz Award

WRTI partnered with Jazz Philadelphia to present the Philadelphia Jazz Summit. This event benefitted members of the jazz industry as well as the general public with workshops, panels, performances, and networking opportunities. WRTI also partnered with Mid-Atlantic Arts, the Kimmel Center, the Philadelphia Clef Club, and Jazz Philadelphia in presenting the 25th annual Living Legacy Jazz Award. This collaboration brought together major jazz stakeholders to host the award for the first time in Philadelphia.

Debut of NPR Live Sessions

WRTI was the prime contributor of jazz videos to the new NPR platform Live Sessions. WRTI's original content rose to become some of the most popular content, gaining attention for the local and national artists featured. Coupled with the video of the week on WRTI's website the station has raised the profile of artists from our community and the vibrant state of jazz in our region.

Morning Meditation

As a result of the pandemic, WRTI developed a special feature that airs Monday through Friday at 11am called *Morning Meditation-Music for Calm, Hope, and Renewal*. This feature speaks directly to the power of music to help listeners deal with the volatility, uncertainty, confusion, and stress they may be feeling during these challenging times. Feedback was immediately strong and reinforced what we already believed - that music is an essential part of making sense of the complexity we face everyday through news and information.

Acknowledgement: How Music Responds

On June 2nd WRTI did something it rarely does - broke format. In response to the death of George Floyd we knew our community was hurting and struggling. We believed it was essential to address the issue head on. We presented 3 hours of live radio featuring the voices of leading black artists articulating how their music spoke to the issues of race that the country was, and is, experiencing. This was 3 hours of honest dialogue and

music that caught many listeners off guard. But in our view nothing we might say could be as powerful as the authentic voices of the artists that listeners hear on WRTI everyday. We viewed it as our responsibility to deepen the conversation about race while enlightening listeners about the potent cultural forces behind the music they've come to know and love called jazz.

Juneteenth

June 19th was a watershed day for WRTI. The station programmed Black artists and composers across its classical and jazz formats all day. It was a statement about the richness and depth of music available to the world thanks to Black Music. The artists are too numerous to name but we were able to introduce listeners to music that they had never heard and expand their understanding of the volume of music that goes unheard due to preconceived notions about classical music. The day was punctuated by original interviews with Black artists such as Wynton Marsalis, Dee Dee Bridgewater, and Jason Moran. They all spoke to the Black Experience, race in America, and the need for us to broaden our understanding and appreciation for the diverse voices that are the very definition of the American Experience. This day launched a commitment for WRTI to continue amplifying underrepresented voices in our daily work. Those voices include people of color, women, LGBTQ artists and composers, and any other group whose music has been judged by anything other than the merit of what is heard.

Livestream Community Calendar

In response to the pandemic artists and presenters everywhere were shut down from live performances everywhere. This was unprecedented. Using our capacity as a megaphone we created a Livestream Community Calendar. This offered the opportunity to connect artists with audiences in homes locally and nationally. It was a first step in figuring out how to support the arts economy during the "new normal". In addition to the digital presence WRTI promoted content on-air to increase awareness and demand for digital performances and art exhibitions.

During the year WRTI maintained its broadcast partnerships with local performance organizations including the Philadelphia Youth Orchestra, Academy of Vocal Arts, The Philadelphia Clef Club, Opera Philadelphia, The Crossing, and the Philadelphia Orchestra. We also conducted live and recorded performances with partners such as the Kimmel Center, Astral Artists, the Curtis Institute, and Temple Performing Arts Center.

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.

Co-sponsorship partners for FY20 include:

- Academy of Vocal Arts

- Appell Center for the Performing Arts
- Astral Artists
- Attila Glatz
- Ballet X
- Beth Shalom Synagogue
- Bucks County Choral Society
- Bucks County Community College
- Bucks County Magazine
- Bucks County Symphony
- Capitol Philharmonic of NJ
- Chester County Choral Society
- Chester County Concert Band
- Chestnut Hill College
- Chicken Bone Beach
- Choral Arts Philadelphia
- City Of Wilmington
- Concertante Chamber Players
- Concordia Chamber Players
- Philadelphia Jazz Project
- Curtis Institute Of Music
- Delaware Art Museum
- Drexel Univ Performing Arts
- Fairmount Park Conservancy
- First Presbyterian Church
- Friends of Wanamaker Organ
- Grand Opera House (The)
- Gretna Music
- Haverford College
- International Ballet Exchange
- Jacobs Music
- John Templeton Foundation
- Kennett Symphony Orchestra
- Keswick Theatre
- Kimmel Center
- Lehigh University
- ZOELLNER
- Lenape Chamber Ensemble
- Lively Arts Series @ MCCC
- Longwood Gardens
- Lyric Fest
- Mann Center
- McCarter Theatre
- Media Business Authority
- Mendelssohn Club of Philade
- Morris Arboretum
- Music at Bunker Hill
- National Jazz Festival
- Opera Delaware
- Orchestra Concordia Assoc.
- Pennsylvania Ballet Assoc.
- People's Light & Theater
- Philadelphia Chamber Ensemble
- Philadelphia Chamber Music
- Philadelphia Classical Guitar
- Philadelphia Film Society
- Philadelphia Youth Orchestra
- Piffaro
- Princeton University Concerts
- Reading Choral Society
- Reform Congregation Keneset...
- Scranton Jazz Festival
- Scribe Video Center
- Seed The Dream Foundation
- Singing City
- Somerspoint Jazz Society
- St. Paul's Episcopal Church
- St. Paul's Lutheran Church
- Strand Capitol Performing Arts
- Susquehanna Chorale
- Symphony in C
- Tempesta Di Mare
- Theatre Exile
- The Chamber Orchestra of Philadelphia

- The Choir School of Delaware
- The Choristers
- The Crossing Choir
- The National Constitution Center
- The Philadelphia Chorus
- The Pocono Center for the Arts
- Voices Chorale
- Vox Ama Deus
- WHY - INC.
- Williams Center for the Arts
- Woodmere Art Museum
- World Cafe Live

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 2nd annual Philadelphia Jazz Summit attracted 371 attendees, including 150 for an All-Star Jam. It also included over 50 thought leaders from the arts, government, and funding community.

Our Freestyle Fridays project gave voice to a dozen North Philadelphia creative voices in our performance studio. Using hip-hop music as a bridge between their voices and public media WRTI created a unique partnership where participants were free to express themselves and discover new perspectives from fellow participants. The project grew to incorporate Temple University's Intellectual Heritage program. This led to connecting students with our local community to connect their classroom experience with real lives and experience, adding depth to their academic endeavors and breaking down a higher education mystique for community members.

WRTI's Silent Night Sign-In continued to reinforce the notion that we all can come together through music. With over a thousand people singing together, coming as strangers and leaving as friends, we demonstrated how powerful music is as a social force for community.

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:

- It stays on in my house all day long. From morning tonight. Me, the dog, the bird, and everyone else enjoys the music. It's like calming, you know, in the morning you've got the orchestra. We have the jazz, the Latin music. So you got a whole plethora of things that just put you in the right state of mind.
- Ah, the music. My goodness. The music is elevating. It's taking you to a level that no one else, nothing else can take you. Good music takes me to another world. A world, there is peace, there is beauty, a world there is music, more than anything else.
- [Regarding the Silent Night Sing-in] I just think it's so neat to be able to come together with a bunch of people you don't know and just learn something and experience it. It's exciting. It's not like nothing I've ever done.
- [Regarding the Silent Night Sing-in] I just love music. I am originally from Senegal, West Africa, but I had been living in the United States for the past 40 years and I love this time of year and I especially love this particular music and I'm very happy to be here, to sing along with everyone else. It is bringing all the people from all walks of life in Philadelphia together. And that communion, the sense of community is really touching to me. And it's really the part that draws me here.
- Thanks for all you do for classical and jazz music. I don't celebrate holidays. I celebrate people and like to share joy with those who don't feel so joyous. As I did yesterday, driving uber and talking to a rider who is feeling depressed through life changes. I extended an invite to sing with us and she smiled and said she plans to attend!! happy new years wrti!!

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.

WRTI's Acknowledgement and Juneteenth programming both celebrated the voices of the Black community while addressing the need for society at large to engage in the complex issue of race. In particular the programming of Black classical composers introduced the works to a community of listeners unaware of the depth and breadth of content created by this under-represented group.

"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.

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.

