

WRTI FY19 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.

WRTI has identified the following as significant issues to our listening community:

1. Culture –general cultural issues and events, as well as the historical character of Philadelphia and its environs
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. 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 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. Over 7,500 requests were honored on-air during this reporting period.

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 FY19 WRTI partnered with Astral Artists to present a free block party in Center City Philadelphia. The event included live music, face-painting for kids, and opportunities to meet WRTI hosts and artists.

WRTI also partnered with Jazz Philadelphia to present the first-ever 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 co-sponsored Jazz Industry Day, which was a more focused event for students interested in pursuing careers in jazz.

WRTI also hosted its first ever Silent Night Sing-In; a community event that brought together over a thousand people to share in a moment of music making at the Kimmel Center. People came together to sing Silent Night and be reminded of their connection with each other through the power of music.

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, The Chamber Orchestra of Philadelphia, and the Philadelphia Orchestra. We also conducted live and recorded performances with partners such as the Kimmel Center, Astral Artists, the Curtis Institute, Temple Performing Arts Center, and the Philadelphia Chamber Music Society.

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 FY19 include:

- Academy of Vocal Arts
- Annenberg Center
- Arden Theater Company
- Bach Choir of Bethlehem
- Berks Jazz Festival
- Boyer College of Music
- Bucks County Community College
- Bucks County Magazine
- Chester County Pops Orchestra

- Christina Cultural Arts Center
- Community Music School
- Curtis Institute of Music
- Delaware Art Museum
- Delaware Symphony Orchestra
- Fairmount Park Conservancy
- Gretna Music
- Heritage Music Group
- Independence Studio on 3
- James A. Michener Art Museum
- Jazz Bridge
- Jazz Philadelphia
- Kennett Symphony Orchestra
- Keswick Theatre
- Kimmel Center
- Lehigh University ZOELLNER
- Live Connections
- Lively Arts Series at Montgomery County Community College
- Longwood Gardens
- Lower Merion High School
- Mann Center
- Morris Arboretum
- Mt. Cuba Center, Inc
- Next Move Dance Company
- Opera Philadelphia
- Opera Delaware
- Pennsylvania Ballet Association
- Pennsylvania Horticultural Society
- People's Light Theater
- Philadelphia Theatre Company
- Philadelphia Youth Orchestra
- Play On, Philly!
- Somerspoint Jazz Society
- Susquehanna Chorale
- The Chamber Orchestra of Philadelphia
- The Philly Pops
- The Trust PAC
- Theatre Exile
- Uptown! Knauer PAC
- Vox Ama Deus
- Walnut Street Theater
- Williams Center for the Arts
- Winterthur Museum

- Woodmere Art Museum

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 Philadelphia Jazz Summit and Jazz Industry Day provided direct benefit to attendees with professional development and training opportunities for everything from assembling a press kit to how to pursue gigs and make contacts with other musicians and presenters. Attendees of both events expressed gratitude for the expression of care for the jazz community - something that there was a perceived lack of previously. We also heard the information was practical not just theoretical.

While attracting many current listeners of WRTI, our block party was notable for attracting people off the street to classical music. We witnessed passers by who had no familiarity with classical music, stop and come into the party to listen to the music. Our primary goal was to bring music to the general public without preconceived notion. The sizeable number of people who heard music and participated without knowing anything about the performers or pieces was a success and something we will continue to build on as a means of breaking down barriers between everyday people and classical music.

WRTI's Silent Night Sign-In reinforced 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 and presenters telling us that attendees specifically mention the station as their reason for both knowing about performances and wanting to attend them.

Comments from programming initiatives this year include:

- Wanted to send a quick THANK-YOU for hosting Saturday's Block Party. I enjoyed the time spent there and listening to the musicians from Astal. Hopefully this was just the first of many such events.
- I was at the Silent Night Sing-In. It was wonderful, a highlight of my month.

- Truly a wonderful and magnificent arrangement . Such a great site to see on the Ave. of the Arts. All persons participating during this festive season and connecting with the universal language of music.
- Thank you WRTI and the Philadelphia Orchestra for a wonderful, fun, informative and exhilarating beginning to 2019!! We listened at home, in the car on the way to the airport and going back home. The encore wrapped up as we pulled into our driveway - sheer perfection! Thank you so much!
- Outstanding live feed to our home. The quality of audio of the live show to our home stereo was superb. The Interview conducted by Deborah was outstanding, Greg Whiteside.....U the man... superb narration and introductions...You Colored our World with bringing the show to our living rooms. The Philly Orchestra all 1st Class. THX from Harrisburg, PA.

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.

"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.