

WRTI FY18 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. Music Education and appreciation including all aspects of classical and jazz music, its performance, the historical development of instruments and particular pieces of music.
3. Community awareness, including alternatives, for a range of nonprofit services available in Philadelphia and the tri-state region.
4. Music Masters – Information and insight into jazz and classical music legends and emerging talent - local, national and international.
5. News from the region, the nation and the world relating to arts and culture.

WRTI addresses these issues through a combination of:

1. Daily newscasts that include an arts and culture report
2. Regular live and pre-recorded music performances and interviews with local jazz and classical music artists
3. Daily public service announcements addressing services for health, education, poverty, aging, public safety, and seniors. Some of the organizations benefiting from these PSAs in 2018 include:

- Donors1.org
- Retired and Senior Volunteer Program
- The American Red Cross
- The Delaware Valley Chapter of the Alzheimer's Association
- Eldernet
- Al-Anon Family Groups
- The Philadelphia Corporation for Aging
- Shriners Hospital
- Linda Creed Breast Cancer Organization
- Philadelphia Police Department

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. Approximately 7,000 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 FY18 WRTI partnered with the Philadelphia Jazz Project (PJP) and Fairmount Park Commission to present a candlelight vigil honoring what would have been the 91st birthday of John Coltrane. The vigil included young saxophonists still in school to jazz master Odean Pope all performing together along the street John Coltrane lived on while in Philadelphia. The event culminated with a free outdoor screening of the recently released film Chasing Trane. The screening included a panel of people who knew John Coltrane and appeared in the movie.

WRTI partnered with NPR Music, WXPB, PhillyCAM, the Temple Performing Arts Center, and Jazz Night in America to present a tribute to Grover Washington Jr. This event brought together the original members of his band together with GRAMMY artists Gerald Albright and Najee, and vocalist Jean Carn. Working closely with Grover Washington's family we were able to produce an event that was attended by over 900 people, produced a 10 minute video of memories and testimonials, and resulted in a national 1-hour program that was carried on 200 stations across the country.

Working the Mann WRTI partnered to present the People's Choice concert with the Philadelphia Orchestra. The listener driven playlist for this concert was a reflection of those pieces most demanded by the public.

During the year WRTI has broadcast partnerships with local performance organizations including the Philadelphia Youth Orchestra, Academy of Vocal Arts, The Crossing, The Chamber Orchestra of Philadelphia, and the Philadelphia Orchestra. We also conducted live and recorded performances with partners such as 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. All totalled WRTI delivered \$248,895 in air-time to help these organizations reach more listeners to attend their events. Co-sponsorship partners for FY18 include:

- Academy of Vocal Arts
- African American Museum
- Allentown Symphony
- Annenberg Center

- Arden Theater Company
- Astral Artistic Services
- Attila Glatz Concert Productions
- Back Choir of Bethlehem
- Berks Opera Workshop
- Bryn Mawr Film Institute
- Bucks County Community College
- Bucks County Gilbert & Sullivan Society
- Chester County Pops Orchestra
- Choral Arts of Philadelphia
- Coast to Coast Career Fairs
- Delaware Symphony Orchestra
- Dryden Ensemble
- East Stroudsburg University
- Fairmount Park Conservancy
- Gretna Music
- Immaculata University Symphony
- Independence Studio on 3
- James A. Michener Art Museum
- Jazz Bridge
- Kennett Symphony
- Kimmel Center
- Lancaster Roots & Blues Festival
- Lehigh University - Zoellner
- Live Connections
- Lively Arts Series @ Montgomery County Community College
- Longwood Gardens.
- Mann Music Center
- Market Square Concert
- Media Business Authority
- Morris Arboretum
- Mt. Cuba Center Inc.
- Music at Bunker Hill
- Office of Arts and Culture, City of Philadelphia
- Opera Philadelphia
- Opera Delaware
- Pennsylvania Ballet
- Pennsylvania Horticultural
- Pennsylvania Philharmonic
- People's Light Theater
- Philadelphia Art Alliance
- Philadelphia Clef Club
- Philadelphia Orchestra

- Philadelphia Youth Orchestra
- PhillyCAM
- Pinelands Jazz Festival
- Reading Symphony Orchestra
- Reform Congregation Keneseth Israel
- Scranton Jazz Festival
- Susquehanna Chorale
- The Barnes
- The Chamber Orchestra of Philadelphia
- The Choir School of Delaware
- The Music School of Delaware
- The Philly Pops
- Vox Ama Deus
- Walnut Street Theater
- Williams Center for the Arts
- Winterthur Museum
- Woodmere Art Museum
- York Symphony Orchestra

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's Coltrane partnership is an ongoing commitment to build a long-term awareness of recognizing John Coltrane as a foundational component of Philadelphia's identity. By working with the Park Commission, other non-profits, and even bringing in guest panelists from around the country and internationally from Japan, we continue to build momentum for a multi-stakeholder commitment to creating a permanent tribute to John Coltrane in Philadelphia. For the first time we also shared that event live on social media, thereby pushing the reach to anyone who could not attend but wanted to be a part of the tribute.

The tribute to Grover Washington, Jr. was an extraordinary example of collaboration between non-profits in Philadelphia. It has quickly become a model for how, together, we're capable of doing things that we could not do alone. The impact of telling the story of a beloved and revered Philadelphia artist on the local and national stage was immeasurable. The program was carried on 200 stations nationally with a clear Philadelphia collaboration message. It demonstrated to the nation that we're on a relentless mission to tell the story of our musicians and community in a way no one else

can. This event positioned the station to take a more aggressive role in supporting our region's jazz. This has also initiated discussions with other presenters who are considering larger commitments to presenting jazz after seeing what this event was capable of achieving.

All of WRTI's broadcast partnerships, both live and pre-recorded, have set the station on a trajectory that is bringing greater recognition and support from and to our community. For instance WRTI has joined the leadership team of Jazz Philadelphia, a new initiative to support and promote the entire Philadelphia jazz ecosystem and make Philadelphia an international destination for jazz. This initiative brings together local non-profits, individual artists, local government, education, and for-profit businesses together to truly collaborate and build a sustainable ecosystem from the ground up.

Finally, WRTI's live broadcasts contribute to engaging listeners with live local music. Often the broadcasts are aligned with live performances that the public can attend and the station encourages listeners to experience these performances in person.

Comments from programming initiatives this year include:

- It's was spell·bind·ing!! Thank You
- The show was absolutely awesome! Thanks Mr. Jolly!
- The concert sounded great over the air. esp. w/the additional comments...
- Thanx for the broadcast.I wouldn't have missed this for thee world !! What an AMAZING, I mean AMAZING tribute!! I felt the  !!! Najee, Gerald, and the whole team were heartfelt !! I did NOT want to leave... Thankyou....WRTI!!
- "Thank you for adding so much pleasure to many hours of my 2017 days. Some specific call outs that make you my favorite classical music station, and the one and only that I recommend to my friends: Presenting the great standards of classical music with performances from a variety of orchestras, conductors, and solo artists. Your celebration of Philadelphia musicmakersIncluding "non-standard" repertoire in your programming. I am sometimes delightfully surprised by a composer I do not know well (on 12/29 it was Ernest Bloch) Your new program development, as in Classical Coffeeshouse. I particularly enjoyed the eclectic variety of the 12/30 program , and I will just mention call out a few of the performances that I consider "eclectic" for classical programming: a Brazilian song, echoes of Scotland, the piano take on Gershwin classics. Ever since you introduced the program, I've been trying to understand how the "Coffeeshouse" title came in to play . Today, it hit just the right note for me. I'm looking forward to 2018 with WRTI streaming into my home."

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

As reported in previous years, our weekly "El Viaje" 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.

Our weekly gospel music program "Ovations" 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.

Our Great Migration series spoke directly to the history of African-Americans and the musical contributions of those who participated in the migration.

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 thousand 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. In the future we will increase the amount of locally produced content on this service allowing us to better reflect the needs of our community. This includes not just live-to-air performances but incorporating those performances into our regular programming day to give artists more exposure to our local artists.

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 maintain a service that otherwise would exist nowhere else in our community. Classical music and jazz are all but non-existent on commercial radio stations. Public media stations like WRTI perform the essential service of introducing new listeners to this culturally important music. In addition, 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 most obvious and direct source of CPB support is the Community Service Grant. These funds pay for program acquisition to populate our HD2 service and for staff positions that directly support generating 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. It could not easily be replaced by underwriting because the audience numbers don't support that economic model of fundraising. It is only listener support that can sustainably keep those services going.

A less obvious, but equally essential, benefit of CPB support is the negotiation and payment of music royalties and licensing. Both of these are incredibly complex and expensive. Without CPB support, we'd not only have to pay these costs, but we'd also have to hire legal representation to manage the process. WRTI would face serious and costly challenges without that critical representation and support from CPB.