

WYEP 91.3FM - FY13 LOCAL CONTENT and SERVICES 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.

Through the work being done by WYEP's Education and Community Engagement department, we have recognized a need to help provide quality media, arts and musical educational opportunities for kids and teens who are not able to access these kinds of opportunities through traditional educational avenues. WYEP runs several programs dedicated to providing educational experiences for kids, teens and college students throughout the year. WYEP's Zoobeats portable touchscreen devices are designed to engage young children up to 6 years old in the creation of music. The innovative software, created specifically for WYEP, is loaded onto each Zoobeats kiosk and is bright and colorful, matching colors and animals with musical notes on a scale. Kids can create a song by touching the animals and loading them onto the musical scale. WYEP had five of these kiosks built several years ago and throughout FY 2013, three of them have been on loan to the Allegheny County Library System, where they have traveled to all of the system's 75 branch locations, allowing thousands of kids to access them. In the coming year, WYEP desires to create a mobile application using the Zoobeats software that can be loaded onto tablet devices. The mobile application would allow the music being created to be uploaded and shared with friends and family. WYEP's Sound Vision educational program sends instructors with laptops into the schools to teach sound recognition, digital editing and narrative storytelling to kids of all ages. In FY 2013, WYEP's Sound Vision instructors taught at several different Propel charter schools, engaging with more than 250 kids in learning these skills. WYEP's Reimagine Media program involves teens in the exploration and creation of advocacy style reporting about the issues that are important to them. Each year they hold a Reimagination event for which area teen bands and visual artists submit their work and perform at a concert in a public park. WYEP engages with interns from local universities and in FY 2013, we had more than 30 interns learning everything from scheduling music to live event production to writing on-line reviews to editing audio. In FY 2013, WYEP's Director of Education and Community Engagement attended five internship fairs at local colleges to spread the word about our internship program. Many of our interns have gone on to work in media and music production as a result of the time they spent at WYEP.

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.

It is clear from WYEP's many partnerships and media sponsorships in FY 2013 that we are committed to having a positive impact in our community. Through our media sponsorship program, we have partnered with about fifty different organizations in FY 2013 and donated about 4,000 public service announcements, significant presence on www.wyep.org and many mentions in WYEP's e-newsletter, which is distributed to more than 18,000 people. WYEP's Alternative Souper Bowl is a live broadcast concert in partnership with the Carnegie Library of Oakland featuring local musicians. We collect donations of food for HEARTH, a local women and children's shelter and in FY 2013, we collected over 150 pounds of food and supplies for HEARTH. WYEP also promoted and participated in the Pittsburgh Pride Parade and PrideFest, an event designed to raise awareness of issues of importance to the LGBT community. WYEP had a vehicle in the parade with members of the on-air staff riding in the back. Every month, WYEP invites the community to our broadcast center for our Third Thursday free local music events. WYEP also hosted Green Gatherings at our broadcast center, an event to raise awareness of environmental issues. In FY 2013, WYEP partnered with The Allegheny Front, our locally produced environmental radio show, and GTECH Strategies, a local company that designs EcoGames, board games that make it fun to learn about and discuss the connections between people, money and the environment. Participants teamed up to play these games and discuss the idea that maybe money really does grow on trees. In FY 2013, we held two adult education seminars, one that presented a deep dive into the production and execution of Beatles music and one designed for aspiring songwriters that helped them hone their craft. For our annual free concerts events, we forge many partnerships. In FY 2013, we partnered with Bike Pittsburgh, a local nonprofit organization that promotes biking and walking as a way to positively impact the community. WYEP invited Bike Pittsburgh to set up a bike valet station at Schenley Plaza, where we hold our Summer Music Festival. Bike Pittsburgh has a tremendous response and their bike valet station was full for most of the concert event. In FY 2013, we participated in the Empty Bowls event benefitting the Pittsburgh Community Food Bank and WYEP personalities and General Manager served throughout the day. In addition, as we nurture and grow our education programs at WYEP, we are seeking partnerships with a broad range of local institutions to enable deeper and more meaningful impact in the community.

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.

Again, through our media sponsorships program, WYEP was able to promote the activities of about fifty different community organizations in FY 2013, raising awareness by giving them exposure to our 90,000 weekly listeners, 80,000 total monthly visitors to our website and 18,000 subscribers to our weekly e-newsletter. Based on the success of our media sponsorship program, we are increasing the amount of promotional inventory to accommodate the overwhelming number of requests we are receiving. Attendance at local events such as Empty Bowls and the Trivia Bowl saw increases in FY 2013. And community partners such as the Pittsburgh Community Food Bank, HEARTH and Bike Pittsburgh saw increased donations and awareness by working with WYEP in FY 2013.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WYEP has a long history of giving exposure to diverse voices and FY 2013 has been no exception. WYEP cultivates a diverse audience with programs dedicated to soul, blues and roots music and in FY 2013, we worked to strengthen and promote those programs and have monitored audience data to track results. Spring 2013 audience data shows a marked increase in the diversity of our audience for soul, roots and blues programming with 25% audience composition comprised of people of color. WYEP's educational programs for kids and teens regularly engage with children from diverse backgrounds and economically challenged areas of the community. Through WYEP's media sponsorship program, we have participated in and supported many local activities that benefit diverse communities. In April of 2013, WYEP sponsored the Greater Pittsburgh Literacy Council's Trivia Bowl, the proceeds of which benefit adult education and family literacy programs. We provided a team to compete in the trivia bowl, aired public service announcements and provided promotional space on our website. These are just a few examples of how WYEP has made efforts this year to meet the needs of diverse audiences.

The most exciting development in FY 2014 is related to the growth and focus of our education program Reimagine Media. Early in the fiscal year, WYEP completed re-launched Reimagine Media to focus on the intersection of WYEP's brand and profile as a cultural institution and the keen interests of the teen participants. In the fall of 2013, Reimagine Media launched their music and entertainment blog that is showcasing the perspectives of Southwestern Pennsylvania teens. The blog is helping students learn excellent writing, blogging and photography skills, build digital capacity and understand digital rights issues. All high school age students in Southwestern Pennsylvania are welcome to submit contributions and the Reimagine Media students vet the contributions and curate the blog. In addition, Reimagination is now a CD project instead of a single live event. WYEP opened the window for submission in the fall of 2013 for original music crafted and performed by teen and high school musicians. We received about 30 submissions and 10 bands and artists have been selected. Each act is paired with local professional producers to craft a song and get them ready for the recording studio. WYEP is partnering with The Church Recording Studio in Pittsburgh to record, mix and master the music and a CD will be released in June of 2014. Each band or artist will have a chance to perform on stage at one of WYEP's summer concert events. This exciting new project is giving teen musicians the chance to experience the life of a professional musician and understand what it takes to release a professional recording and perform at a festival.

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 a vital piece of the revenue necessary to operate WYEP and meet our mission. As a station with a modest budget, the CPB funding we receive through our Community Service Grant covers the costs of many of our critical functions, from transmitter fees to maintaining studio equipment to supporting our educational programs that engage kids throughout the region in musical and artistic expression. CPB funding supports WYEP's media sponsorship program, which allows us to lift up the region's nonprofit sector by giving them significant on-air and on-line exposure they'd never be able to afford through traditional media outlets.