

I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors. Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit www.chescocf.org

Contact Information

Organization Name: WHY Y, Inc. Executive Director/CEO Name: William Marrazzo
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Phone: 215-351-1239 Board of Directors Chair Name: Larry Weiss
Website: www.whyy.org Primary Contact Name: Gianna Tripodi-Bhise
Year Incorporated: 1954 Primary Contact E-mail: gtripodi-bhise@whyy.org FEIN: 23-1438083

Has your nonprofit ever applied to the Community Foundation? Yes ___ No X Not Sure ___
Has your nonprofit ever received funding from the Community Foundation? Yes ___ No X Not Sure ___
___ Donor Advised Fund(s) ___ Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

X Arts, Culture & Humanities ___ Environment/Animal Welfare X Education
___ Health ___ Human Services ___ Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Pennsylvania (Chester, Bucks, Montgomery, Philadelphia, Delaware counties), Delaware, Southern New Jersey (Camden, Cape May,
Atlantic, Cumberland, and Salem counties).

Describe Population Served and Annual Number of People Served:

WHYY continues to be the Greater Philadelphia region's leading public media company and PBS/NPR affiliate, serving the nation's fourth
largest TV market with 2,816,850 households. Each week, an average of 708,600 unique viewers tune in to WHY Y-TV and 491,600 tune into
WHYY-FM, while a monthly average of 595,000 unique users visit WHY Y websites more than 1.1 million times.

Mission:

WHYY's mission is to strengthen the republic by engaging our citizens as full partners in the conception and execution of content, and
advancing civic life through storytelling, education and civic dialogue. WHY Y is the region's leading public media company and PBS/NPR
member station serving the nation's fourth largest market, with more than 2.9 million households in the 5-county Greater Philadelphia
Area, the State of Delaware and all of Southern New Jersey. WHY Y's multimedia outreach includes WHY Y-TV, WHY Y-FM and WHY Y's award-
winning online home for news and civic dialogue, www.whyy.org/News. WHY Y further serves the community through "off-air" programs such
as community forums, artistic performances, lectures, and a variety of media education programs for youth, educators and adult learners in
its' Public Media Commons. Our strategic approach is to use on-air and online content to drive in-person audience engagement.

Proposal Summary:

WHYY respectfully requests a grant of \$5,000 from the Chester County Community Foundation to support our FY20 programming. This
grant will help to support WHY Y's programs and services that align well with the Chester County Community Foundation's priority focus on
Arts, Culture, and Humanities. Specifically, this grant will support WHY Y's rich variety of programming in three core focus areas: Arts &
Culture, News & Information, and Education. WHY Y content is offered throughout the Greater Philadelphia region 24 hours a day on WHY Y-
FM, WHY Y-TV, and online at www.whyy.org. This grant will also support WHY Y's media arts education programs including WHY Y Media Labs,
summer camps, and after school programs. These educational programs bring hands-on media arts projects into schools as well as bringing
young people to WHY Y's studio after school and during breaks, inspiring young people with an interest in journalism and the modern media
landscape.

If Capacity Building Proposal, the focus is:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships ___ Fundraising & Development
___ Technology Other: _____

Annual Budget \$40,068,000 188 # of Full-Time Equivalent Paid Staff
71 % of budget for program expenses 23 # of Board Volunteers
6 % of budget for administrative expenses 9,875 # of Active Non-Board Volunteers
23 % of budget for fundraising expenses 1,358 # of Volunteer Hours

Top 3-5 funding sources:

- 1. Neubauer Family Foundation \$6,843,151 (\$5,368,151 grant for Articulate and \$1,475,000 grant for Fresh Air)
2. William Penn Foundation \$1,171,858 (\$600,000 grant for WHY Y Media Labs, \$316,000 for Keystone Crossroads Education
Reporting, and \$255,000 for Watershed Reporting)
3. Chatham Foundation \$1,000,000 grant for brand awareness campaign, The Pulse, and the Constitutional Impact project
4. Redevelopment Assistance Capital Program (RACP) \$702,000 grant for building improvements
5. Lenfest Foundation \$600,000 grant for WHY Y Media Labs/Pathways to Careers

Grant Amount Requested from the Community Foundation: \$5,000



WHYY Programs and Services
A Proposal to the Chester County Community Foundation
Prepared by WHYY
November 2019

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I. Organization and Market Background

WHYY continues to be the Greater Philadelphia region’s leading public media company and PBS/NPR affiliate, serving the nation’s fourth largest TV market with 2,816,850 households¹. Each week, an average of 708,600 unique viewers tune in to WHYY-TV and 491,600 tune into WHYY-FM², while a monthly average of 595,000 unique users visit WHYY websites more than 1.1 million times³.

In more than 60 years of radio and TV programming, WHYY’s commitment to public media has allowed us provide trusted news coverage and local content to the Philadelphia area. In the past six years, WHYY’s newsroom has expanded to almost three times the size in 2013, while significantly reducing the proportion of our budget spent on overhead and administration costs. This has allowed WHYY to invest more in programming and direct services like WHYY Media Labs and the WHYY Afterschool program.

Grant funding is essential to WHYY’s general operations, ensuring the continued delivery of trusted, up-to-date local news sharing the stories of real people in the Philadelphia area. The Pew Research Center reports that local television stations are outpacing their cable and network counterparts in audience numbers nationally⁴. With the support from funders like you, WHYY meets this need for Philadelphia.

II. Arts & Culture

Arts & Culture Programming is a staple of WHYY-TV and FM broadcasts. In response to audience demand and as part of our Strategic Plan through 2020, WHYY is expanding and diversifying our local television productions, as well as introducing new nationally syndicated programs to our TV line up. This grant will help us to continue revitalizing diverse local programming and put a focus on Philadelphia’s businesses and individuals making change.

Over the past fiscal year, WHYY introduced two new local televisions productions, Movers & Makers and You Oughta Know. A third new production, Check, Please! will premiere in January 2020.

- Movers & Makers is a new WHYY local production that introduces audiences to fascinating people and interesting places in the greater Philadelphia region. Featured in season 1 is Malvern’s People’s Light

¹ Nielsen Local Television Market Universe Estimates, 2018

² Scarborough 2018 Release 2

³ Google Analytics Average Jan 2018-Dec 2018

⁴ Local TV News Fact Sheet, Pew Research Center, 2019

professional theatre. Watch season 1 of *Movers & Makers* at <https://why.org/programs/movers-makers/>

- ***You Oughta Know*** is your guide to people, places, and events you might not know about in the Philadelphia region. In season 1 of *You Oughta Know*, join Chester native Jahlil Beats as he discusses his how he's working to rebuild his hometown with Kognition or learn about the charitable Mother/Baby program at CityTeam Chester. Watch all episodes of *You Oughta Know* here: <https://why.org/programs/you-oughta-know/>
- ***Check, Please!*** Philadelphia is a new local restaurant review series currently in production that will premiere on WHY-TV in January 2020. The series showcases regional restaurants and cuisines each week. Host Kae Lani Palmisano moderates a rotating panel of three "real people" reviewers. Each panelist chooses their favorite NJ, PA, or DE eatery and sends the other two to dine there and give their opinions.

III. News & Information

WHYY News & Information programming keeps Philadelphians informed about issues and events in their community. Daily programs like *Morning Edition*, with regional reports hosted by Jennifer Lynn, and *All Things Considered*, with expanded regional coverage by Dave Heller and others throughout the day, inform listeners about national and local news. Below are examples of reporting done in Chester County:

[Chester County joins local governments suing opioid manufacturers](#)
[Chester County Commissioner loses primary battle](#)
[Chester County plaintiffs settle class action suit with Sunoco over Mainer East](#)
[Chesco Sherriff paid boyfriend 67k in 'unmerited' overtime, controller alleges](#)
[The Chester County DA vs. the Mariner East pipeline](#)

In 2019, WHYY won 11 Delaware Press Association Contest Awards and 3 Regional Edward R. Murrow Awards for news reporting. The newsroom continues to grow, and in FY20 will continue current reporting efforts as well as special reporting projects. Highlights include:

- ***The Why***, which premiered in FY19, blends great news gathering with great storytelling. It's a narrative-style news show about issues affecting the Philadelphia region.
- ***Creating Culturally Competent Newsrooms Initiative***: WHYY continued the programming training local journalists in the art of radio reporting, including airing participant stories on WHY-FM over the past fiscal year.
- ***Modern Kids*** explores how we can help children thrive and stay healthy in today's world. At home, at school, in the neighborhood, this series is asking children, parents and experts what kids need to be healthy.
- ***Broke in Philly*** a collaborative initiative among 19 local news organizations to provide in-depth, nuanced and solutions-oriented reporting on the issues of poverty and the push for economic justice in Philadelphia.
- ***Reviving the River***. In January 2019, WHYY began a new reporting series aimed at understanding how The Clean Water Act along with federal dollars helped transform the Delaware River from a mess to a year-round attraction. The series has attracted above average reader engagement and page views thus far. The series can be enjoyed here: <https://why.org/series/reviving-the-river/>

IV. Education

WHYY is committed to providing a variety of education programs for adults and young people, from enriching TV broadcasts to community events and in school classes. In July 2017, WHYY introduced a 24/7 PBS Kids channel in addition to weekday children's programming on WHYY-TV. Among the programs that WHYY Education offers are PBS Kids character visits to regional daycares, WHY I Like This Book, promoting appreciation for lifelong reading, and field trips to WHYY studios.

WHYY's Media Lab Program provides Philadelphia schools with the equipment, knowledge, and momentum needed to integrate media arts into student learning and community life. In Spring 2018, WHYY completed a three-year partnership with the School District of Philadelphia, installing fully-equipped Media Labs into 28 District schools and impacting over 5,000 students and their teachers. We are now one year in to the next three-year phase to bring the WHYY Media Lab Program to more schools, reinvigorate the 28 previously served schools, and provide career and college pathways to high school students. In the 2018-2019 school year, WHYY brought Media Labs to 6 new schools. **In the upcoming school year in FY20, we aim to add an additional 6 Media Labs to Philadelphia area schools, bringing hands-on media arts education to a total of 41 schools.** This program reaches youth in their community and teaches video production as a tool for increasing students' engagement and 21st-century skills.

Pathways to Careers is a new extension of WHYY's Media Labs programs, connecting young people with part-time, paid summer work experiences in local media organizations. Summer 2019 marks the first round of Pathways to Careers placements, with 21 students placed in summer jobs at 7 organizations. An additional 2 students served as Media Labs Managers during the 2018/19 school year. Local business partners in summer 2019 include AL DIA, PMN, The Philadelphia Public School Notebook, WURD, WXPB, and Comcast (with placements at NBC10, Studio C, and Comcast Creative). There were also 9 students in summer job placements at WHYY. In the 2019/20 school year, WHYY is employing 8 students as WHYY Media Labs Managers. And, in summer 2020, WHYY aims to expand the Pathways to Careers Media Labs program to 38 student job placements.

WHYY Afterschool Programs teach 10th-12th graders to produce short documentaries, create original radio stories, and operate the equipment in the Lincoln Financial Digital Education Studio. Afterschool Courses include Documentary Workshop, Studio Production, Photojournalism Workshop, and Filmmaking Workshop.

WHYY Summer offers intensive multi-week experiences for teens finishing grades 9-12 and **WHYY Spring Break** offers programs for middle school students. The project-based programs provide immersive media-production experiences in which the participants work in teams to create original news or film productions. Summer camps include Summer Journalists, Summer Filmmakers 9th-12th grades, and Summer Filmmakers Middle School.

V. Conclusion

WHYY greatly appreciates the generous past support of the Chester County Community Foundation. We would not be able to provide the programs and services detailed in this narrative without vital general operating support.

The Chester County Community Foundation's grant will help support the general program costs of this growth as well as the costs of WHYY's numerous other ongoing programs and services in FY20, detailed in the Summary of Services attached to this request. Thank you for your consideration of continued support to WHYY in 2020.