

I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Contact Information

Organization Name: WHYY, Inc.
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Website: www.whyy.org
Year Incorporated: 1954
FEIN: 23-1438083

ED/CEO Name: William Marrazzo
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Board Chair Name: Larry Weiss
Board Chair Approval (check here): X
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Organization Information:

Field/s of Interest:

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

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. WHYY 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. WHYY's multimedia outreach includes WHYY-TV, WHYY-FM and WHYY's award-winning online home for news and civic dialogue, www.whyy.org/News. WHYY 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.

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 & 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 WHYY-TV and 491,600 tune into WHYY-FM, while a monthly average of 595,000 unique users visit WHYY websites more than 1.1 million times.

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 1,256 # of Active Non-Board Volunteers
23 % of budget for fundraising expenses 1,256 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

- 1. Knight Lenfest Local News Transformation Fund --\$350,000
- 2. C.E. Bennet Foundation--\$300,000
- 3. CPB--\$207,032
- 4. William Penn Foundation--\$200,000
- 5. Thomas Scattergood Behavioral Health Foundation--\$165,000

Is this grant proposal for: Capacity Building ___ or General Operating X?

If Capacity Building Proposal, the focus is:

___Mission, Vision & Strategy ___Governance & Leadership ___Partnerships & Collaborations
___Fundraising, Development & Marketing ___Technology Other: _____

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

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 WHYY'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 WHYY's rich variety of programming in three core focus areas: Arts & Culture, News & Information, and Education. WHYY content is offered throughout the Greater Philadelphia region 24 hours a day on WHYY-FM, WHYY-TV, and online at WHYY.org. This grant will also support WHYY's media arts education programs including WHYY 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 WHYY's studio after school and during breaks, inspiring young people with an interest in journalism and the modern media landscape.



WHYY Programs and Services
A Proposal to the Chester County Community Foundation
Prepared by WHYY
December 2020

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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 households. Each week, an average of 683,000 unique viewers tune in to WHYY-TV and 460,000 tune into WHYY-FM, while a monthly average of 401,000 unique users visit WHYY websites more than 1.4 million times.

In more than 60 years of radio and TV programming, WHYY’s commitment to public media has allowed us to provide trusted news coverage and local content to the Philadelphia area. In the past seven 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 nationally. 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 three new local televisions productions, Movers & Makers, You Oughta Know, and Check, Please!

- Movers & Makers is a WHYY local production that introduces audiences to fascinating people and interesting places in the greater Philadelphia region, including those in Chester County. Explore our unique and vibrant local arts scene with host Andrew Erace and get to know creators making an impact on our community. Watch season 2 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. Hosts Shirley Min and Regina Mitchell take viewers to out-of-the-way places and out-of-this-world experiences while arming audiences with pop culture facts, consumer tips,

and interesting information to make sure you know what you oughta. 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 premiered on WHYY-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. *Check, Please!* has successfully broadcast across the country in cities such as Chicago, San Francisco, and Seattle, among others, highlighting local chefs and restaurants. Watch season 1 of *Check, Please!* here: <https://why.org/programs/check-please-philly/>

Despite the many challenges faced during the coronavirus pandemic, WHYY continued to provide arts and culture programming to the Philadelphia-region. WHYY also re-aligned our program services to produce broadcasts of local arts and culture organizations in order to provide public access to their programming during this time of social distancing including the Philadelphia Orchestra, Opera Philadelphia, People's Light Theatre, Pennsylvania Ballet, and the Philadelphia Zoo. For example, WHYY worked with the Philadelphia Orchestra to broadcast their last performance of the season, performed in an empty Verizon Hall, on WHYY-TV. Through collaboration with the Archdioceses of Philadelphia, Easter Sunday Mass was broadcast live from the Basilica of Saints Peter and Paul on WHYY-TV. WHYY will continue to work with these and other local organizations in the coming year to amplify their work on our media platforms.

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 throughout the day, inform listeners about national and local news.

In 2020, WHYY won 20 Keystone Media Awards and 3 Regional Edward R. Murrow Awards for news reporting. The newsroom continues to grow, and in FY21 will continue current reporting efforts as well as special reporting projects. Highlights include:

- **Creating Culturally Competent Newsrooms Initiative:** WHYY continued the programming training local journalists in the art of radio reporting, including airing participant stories on WHYY-FM over the past fiscal year. We are continuing work to diversify WHYY’s news coverage and the voices telling these stories through FY21.
- **Anti-Racist Newsroom** is a new FY21 news project that partners PlanPhilly and WHYY Media Labs to create a model for area newsrooms that will integrate anti-racist journalism practices into local public school journalism curriculum and local newsrooms and amplify youth voice while strengthening and diversifying a talent pipeline
- **The Future of the Delaware River: Exploring Competing Visions of Energy Along the Delaware River** is another new FY21 news project that will build on WHYY’s award-winning environmental news coverage to produce high-impact journalism about the Delaware River watershed and actively engage the community in their future vision for 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.

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. WHYY Media Labs are designed to teach students the fundamentals of media production as a tool for learning in all curricular areas, both in-school and after-school. The program currently operates in 45 schools in the School District of Philadelphia reaching more than 4,000 students per year. In the 2020/21 school year WHYY will continue to expand by serving more schools, reinvigorate previously served schools, launch multi-week middle school summer camps at current Labs, and provide career and college pathways for high school students. WHYY Media Labs activities in schools were temporarily halted in March 2020 due to the COVID-19 pandemic. WHYY's Education Department is regularly engaging with students through social media, putting out calls for student-created videos and media projects, and continuing media instruction virtually. Several school media clubs met remotely and students continued to film and create content this past summer. In the 2020/21 school year the program is working with teachers in all 45 WHYY Media Labs schools in the district to support them in their curricular work as we can and to operate afterschool programming virtually. More than 1300 students have participated so far in this 2020/21 school year alone. During this virtual age, teachers are also using Media Labs to create virtual lesson shorts like this one from Kensington High School science teacher Mr. Cruz:
<https://www.youtube.com/watch?v=I9PPHMLMWcg>

In spring 2020, the coronavirus pandemic disrupted the life of students around the country. Where most saw a challenge, WHYY's Education department saw an opportunity. Instructors from our Media Labs, whose tasks working directly with students and teachers were cut short, began using their expertise and familiarity with Philadelphia school students to scour available content resources, evaluate their appropriateness, and assist in any way they can to serve children in our community. WHYY's **Learning at Home** expanded kids' TV programming and curated free, grade level appropriate content for grades K-12 that aligns directly with the Philadelphia School District's curriculum.

WHYY Pathways to Career program provides an opportunity to high school students trained through the WHYY Media Labs and WHYY Afterschool to work in a paid youth employment program with local business and media partners using their media skills. Summer 2020 marked the second round of Pathways to Careers placements, with 22 students placed in virtual summer jobs. Media organizations served as "publication partners," where students were able to pitch work, get feedback on drafts and rough cuts, and were ultimately able to see their pieces produced or published. WHYY provided the students with the equipment kits they need to complete their work this summer, including cameras, microphones, and tripods. Students were able to keep this equipment, which they can use to launch their own businesses. They learned basic business skills to do so in the new WHYY Entrepreneurship Academy that was introduced in Summer 2020. Student mentorships were supplemented with the help of the WHYY Media Instructors who provided day-to-day assistance to the student workers. We are continuing to expand this program in FY21 providing paid virtual work opportunities in the coming Fall, Spring and Summer and move to in-person opportunities as possible.

Other educational programs, such as **WHYY Afterschool Programs** and **WHYY Summer and Spring Breaks**, teach high school students to produce short documentaries, create original radio stories, and operate equipment. Camps include Summer Journalists, Summer Filmmakers (also available for middle schoolers), Podcasting, Animation, Photojournalism, and Career Development.

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 FY21. Thank you for your consideration of continued support to WHYY.