

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](http://www.chescocf.org)

**Contact Information**

**Organization Name:** WHYY, Inc.  
**Address:** 150 N 6<sup>th</sup> St. Philadelphia PA 19106  
**Phone:** 2153510511  
**Website:** [whyy.org](http://whyy.org)  
**Year Incorporated:** 1959  
**FEIN:** 23 - 1438083

**Date**

**ED/CEO Name:** William Marrazzo  
**ED/CEO E-mail:** [wmarrazzo@whyy.org](mailto:wmarrazzo@whyy.org)  
**Board Chair Name:** John Salveson  
**Board Chair Approval (check here):**   
**Primary Contact Name:** Gianna Tripodi-Bhise  
**Primary Contact E-mail:** [gtripodi-bhise@whyy.org](mailto:gtripodi-bhise@whyy.org)

**Organization Information:**

**Field/s of Interest:**

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Arts, Culture & Humanities | <input checked="" type="checkbox"/> Environment/Animal Welfare | <input checked="" type="checkbox"/> Education |
| <input checked="" type="checkbox"/> Health                     | <input type="checkbox"/> Human Services                        | <input type="checkbox"/> 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 Southern New Jersey. WHYY's multimedia outreach includes WHYY-TV, WHYY-FM, and WHYY's award-winning online home for news and civic dialogue, [WHYY.org/News](http://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):

WHYY serves the Delaware Valley, including Chester County, via TV & FM. WHYY provides in depth coverage of all that effect Chester County citizens, ranging from voter guides for local elections, to stories about Chester County's hospital shutdowns and health care shifts.

**Describe Population Served & Annual Number of People Served:**

WHYY serves the fourth largest TV market with **2,758,330 households**, a weekly average of **657,248 unique viewers** of WHYY-TV, a weekly average of **485,411 people tune** into WHYY-FM, and WHYY's monthly average of more **than 3 million pageviews** on WHYY websites from more than **1.9 million viewers**. WHYY started 2022 with a bang, ranking #1 in AM, midday, and weekend radio time slots.

**Annual Budget**     \$40,701,000    

    74%     of budget for program expenses

    4%     of budget for administrative expenses

    22 %     of budget for fundraising expenses

    22     # of Board Volunteers

    175     # of Full-Time Equivalent Paid Staff

    173     # of Active Non-Board Volunteers

    819     # of Volunteer Hours

**Top 3-5 funding sources:**

William Penn Foundation - \$3,122,179 (5 active grants, including multiyear funding)

Neubauer Family Foundation - \$1,500,000

Hamilton Family Charitable Fund - \$600,000 (2-year grant)

Horace W. Goldsmith Foundation for Arts & Culture Programs - \$350,000 (2-year grant)

Knight-Lenfest Transformation Fund - \$350,000 (2-year grant)

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

**Grant Amount Requested from the Community Foundation:**     \$7,500    

**Proposal Summary:**

WHYY respectfully requests a grant of \$7,500 from the Chester County Community Foundation to support our FY22 programming. Specifically, this grant will support WHYY's rich variety of programming in three core focus areas: Arts & Culture, News & Information, and Education. WHYY content and services are offered throughout the Delaware Valley region 24 hours a day on WHYY-FM, WHYY-TV, and online at WHYY.org.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

### 1. Nonprofit's history, goals, key achievements & distinctiveness

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 2,758,330 households. Each week, an average of 657,248 unique viewers tune in to WHYY-TV and 485,411 tune into WHYY-FM2, while WHYY websites receive a monthly average of 3 million pageviews from more than 1.9 million visitors. 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 eight 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, the WHYY Afterschool program and a variety of community engagement projects.

### Funding Request

#### 1. Description of Key Initiatives

##### *Arts & Culture*

Arts & Culture programming is a staple of WHYY-TV and FM broadcasts. WHYY is continuing to expand and diversify our local television productions and introducing new nationally syndicated programs to our TV line up. Over the past fiscal year, WHYY produced four new local television productions, including:

- Young Creators Studio spotlights a collection of youth-created films from students in Pennsylvania, New Jersey, and Delaware! Each year, young people across the region submit films to the WHYY Youth Media Awards.
- Police Reimagined: The Future of Public Safety is a four-part community conversation series that attempts to answer the question: Can you reduce funding for police, and limit their role in communities, while ensuring public safety for all communities?
- Neighbors in the Crossfire: This 3-part WHYY TV special examines Philadelphia's gun violence crisis. The episodes explore the code of the streets & how culture can obstruct peaceful conflict resolution, and how politicians and community leaders are trying to solve the problem.
- Shades of Black: Inside the Black Vote, brought to you by Your Democracy, is a special series exploring the motivations and expectations of Black voters and discussing the challenges and opportunities for this important voting bloc.

WHYY has re-aligned our program services to produce broadcasts of local arts and culture organizations 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.

##### *News & Information*

WHYY News & Information programming keeps the Delaware Valley informed about issues and events in their communities. Daily programs like Morning Edition, with regional reports hosted by Jennifer Lynn, and All Things Considered, with expanded regional coverage by Alan Tu and others throughout the day, inform listeners about national and local news. **In 2021 alone, WHYY's Newsroom produced 66 Chester County-centric multimedia pieces. WHYY has dedicated a specific suburban reporter, Kenny Cooper, to focus on Chester County as one of his major beats.**

In 2021, WHYY won 16 Keystone Media Awards and 2 Regional Edward R. Murrow Awards for news reporting. WHYY's Delaware team won 21 Delaware Press Association Contest awards. The newsroom continues to grow, and in FY22 will continue current reporting efforts as well as special reporting projects. Highlights include:

- The News and Information Community Exchange (N.I.C.E.) is a new WHYY project, a mutual-aid journalism collaborative that organizes, supports, and develops grassroots content creators including local independent producers of newspapers and newsletters, podcasts, radio, blogs, videos, and social media live broadcasts who are serving Black, Latino, Asian, and LGBTQ communities, in English, Chinese, Spanish, and Arabic.
- COVID-19 Vaccine Information: Throughout the pandemic, WHYY has provided the latest news information about COVID-19 in and around Philadelphia. The latest news and updates can be found on our dedicated landing page for COVID-19 vaccines. WHYY also launched a Health Desk Help Desk where readers can submit questions about coronavirus to our health reporters and read answers to common questions.
- Schooled is a podcast from WHYY's Keystone Crossroads that gives the insider's story of America's public schools, through the eyes of students, parents, and educators.
- PlanPhilly is a project of WHYY News providing in-depth, original reporting on Philadelphia's neighborhoods with a focus on urban design and planning, transportation, and development.

### *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, WHYY Little Libraries, promoting appreciation for lifelong reading, and field trips to WHYY studios. Other direct service programs that WHYY will continue to build in FY22 with your support include:

- WHYY Media Labs: Partnering with the School District of Philadelphia, the WHYY Media Labs program has grown to serve 49 District schools from 2015-2021 and a total of 15,000 students. 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.
- WHYY Media Labs Pathways to Careers: Pathways to Careers pairs students who have participated in WHYY Education programs with paid work experience in the media field. In over the past three years, 118 students have completed paid jobs with WHYY and other local organizations including Comcast, NBC 10/Telemundo, Al Dia, the Philadelphia Public School Notebook, WURD, WXPB, and the Philadelphia Media Network. Participating students gain career exposure and are paid to work as video producers, reporters, social media producers, recording and editing assistants and more.

### *Special Projects*

- *Youth Set the Stage* is a new youth media collaboration led by WHYY and comprised of seven other youth-media organizations based in Philadelphia- Big Picture Alliance, Girls Rock Philly, Lil' Filmmakers, Philadelphia Student Union, PhillyCAM, Scribe Video Center, and POPPIN, and Temple University's Klein College of Media and Communication, regularly engaging youth media

content creators and providing platforms to showcase and present the voices and current perspectives of Philadelphia youth.

- In *Your Democracy* we examine how the Constitution holds up against the complexities of 21st century American life in ways the framers could not have foretold, through civic engagement and special events, and original content on television, radio and online.

## **2. Specific Needs & Issues to be Addressed**

WHYY has a few specific programs that will be addressing particularly heightened issues in the Greater Philadelphia region, including:

- A new gun violence prevention beat: The Philadelphia region has seen an alarming increase in gun related violence since 2018. In 2022 alone, there have been 71 fatal gun related incidents. WHYY has created a specialized duo of gun violence prevention reporters, in collaboration with Report for America, who will report on the region's gun violence through a solution-oriented lens.
- COVID-19 Vaccine Informational Campaign: WHYY's N.I.C.E team will begin a COVID-19 informational campaign via each of their media platforms (newspapers and newsletters, podcasts, radio, blogs, videos, and social media live broadcasts) and/or in-person engagements, to increase access to factual information regarding COVID-19 vaccines.
- Increased Suburban Reporting: WHYY has been making an increased effort to report on the Greater Philadelphia Region, including surrounding counties --Chester County, Delaware County, Montgomery County, and Bucks County. One way this effort has manifested is in our suburban reporters, Kenny Cooper, and Emily Rizzo. This effort will continue in 2022.

## **3. Why is it important to fund this now?**

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 the Chester County Community Foundation, WHYY meets this need for Philadelphia.

Local, publicly accessible news is more important now than ever before. With the rise of social media, a great deal of misinformation has come, leading to a public who, understandably, struggle with knowing all the facts of a situation. Public media organizations like WHYY are providing free, accessible information that is factual and written by people within the communities being reported on. WHYY reporters know exactly what is happening within the region because they live here and feel passionate about informing their fellow citizens about what is happening in their city, county, state, and country.

## **4. How Impact & Results will be Demonstrated**

WHYY regularly collects feedback from the public from email and social media and we are constantly measuring web metrics to better understand what stories attract readership, to learn what topics are of most interest. In addition to these measuring tools, WHYY surveys our readers about their experience on our site. In addition to these in-house measurements, WHYY regularly receives Nielson ratings of TV and radio programs, which demonstrate WHYY's audience listenership and viewing habits.

WHYY also employs independent contractors to gather data and research on individual programs & services as needed. Examples of this include an annual independent evaluation of WHYY's Media Labs and Pathways to Careers program, and an on-going source audit of our newsroom that tracks the diversity of sources used in WHYY news reporting.