WHYY, the Philadelphia region’s leading public media provider, has served southeastern Pennsylvania, southern New Jersey and all of Delaware for over 60 years. WHYY takes pride in bringing our audience news when it needs it, entertainment when it wants it and education when it counts — on television, radio, online and in the community.

WHYY IS A VALUABLE PART OF GREATER PHILADELPHIA
WHYY is the region’s leading public media organization and PBS/NPR affiliate, serving the nation’s fourth largest TV market. WHYY operates WHY.org and NewsWorks.org, a news and information service. Our news department has expanded dramatically including the city planning news initiative PlanPhilly and the Keystone Crossroads initiative where four public media newsrooms come together to report on the root causes of the State’s urban challenges. Each year, WHYY further serves the community through “off-air” programs such as community forums, artistic performances and lectures.

IN 2016, WHYY PROVIDED VITAL LOCAL SERVICES

- WHYY made the Philadelphia region a better place, connecting each of us to the world’s richest ideas and all of us to each other.
- WHYY engaged citizens as full partners in the conception and execution of content and advanced civic life through storytelling, arts, education and civic dialogue.
- WHYY helped increase student engagement in 2016 by providing digital media production learning opportunities.

WHYY’S LOCAL SERVICES HAD A DEEP IMPACT IN THE DELAWARE VALLEY

For more than 60 years, WHYY has consistently delivered sophisticated, smart and intellectually engaging stories about the world in which we live. All of our programming and services capture life as it unfolds in one way or another.

WHYY currently reaches approximately 690,000 television viewers and 350,000 radio listeners per week. WHY.org had an average of 119,085 unique monthly users; NewsWorks.org had an average of 411,485 unique monthly users. WHYY hosted 60 events in 2016, drawing thousands of members of the community. WHYY provided instruction in multimedia production to more than 1,000 students, teachers and community members through courses at WHYY’s Dorrance H. Hamilton Public Media Commons and WHYY’s Media Labs project.

“WHYY is constantly creating new ways to improve our on-air and online content to engage with our audiences”

William Marrazzo, WHYY president and chief executive officer
WHYY is an NPR and PBS member station that broadcasts national favorites in addition to presenting many locally produced radio and television programs. WHYY-FM produces *Fresh Air, NewsWorks Tonight, The Pulse, Radio Times, Skytalk, Voices in the Family* and *You Bet Your Garden*. WHYY-TV, which operates on three digital channels, produces *First, Friday Arts, On Tour, On Stage at Curtis* and *Flicks*. Programs also offer content online to fulfill WHYY’s strategic focus of delivering content across multiple platforms. Local and national programs are available to stream at WHYY.org/video

WHYY actively incorporated local citizens as full partners to discuss and solve issues of civic life around the area. In 2016, WHYY hosted various free events open to members of the community. The station offered a host of free film screenings of award-winning documentaries and dramas, a panel discussion featuring Dr. Henry Louis Gates Jr. discussing the last 50 years of African American history and a screening of WHYY’s Veteran’s Coming Home Project which chronicled local veterans whose stories are helping service members maneuver the often complicated challenges of returning to civilian live.

WHYY members were treated to a Q&A event with Tony Award-winning Broadway star Leslie Odom Jr. Participants were able to submit questions that informed the discussion between Odom and WHYY theater critic Howie Shapiro.

WHYY takes pride in its educational program offerings. In 2016, educational events for children were held at partner organizations throughout the region and provided family-friendly activities, such as meet-and-greet opportunities with costumed characters. WHYY offered students of the Philadelphia region homework help through a partnership with PBS LearningMedia, a vital resource for parents and caregivers that provide thousands of free, digital resources outside of the classroom. Through support from community-based partners and additional funders, WHYY brought media arts and important STEM academic skills to underserved students across the Delaware Valley. WHYY offered PBS Kids programming on the station’s main TV channel from 6 a.m. to 5 p.m., Monday through Friday. PBS Kids programming is the safest on-air destination for children and the top provider of content that helps children learn reading, math and essential skills. WHYY’s new podcast *The Radio Adventures of Eleanor Amplified* provided fun for over a quarter million listeners who joined the hero as she foiled dastardly plots, outwitted crafty villains and pursued “The Big Story.”

WHYY receives as much from the community as it gives in the form of membership and volunteer efforts. WHYY has more than 100,000 members and posted growth in year-over-year net revenue. About 30% of Members are now automatically-renewing Sustainers. Volunteers contributed approximately 9,286 hours to help the station during membership campaign drives, events and other programs in 2016.
Now entering its ninth year, WHYY’s annual “WHYY I Like This Book” contest has become one of the most exciting initiatives in the Philadelphia region supporting and celebrating younger readers’ love for books. The innovative and educational program encouraged kids from Pre-K through 12th grade to share their favorite book, with selected finalists featured on WHYY-TV. In the 2015-2016 contest, WHYY received over 2,200 applications across schools, libraries and events. Promoting critical thinking and open discussion, the contest is one of many programs WHYY offered to keep education a focus among the Delaware Valley.

WHYY-TV takes pride in finding entertaining, rich stories in and around the First State through our Wilmington-based newsroom. As part of its ongoing coverage of issues of concern to communities, Delaware’s public media news magazine First spoke with environmental leaders across the state about the health of Delaware’s rivers and streams along with the Delaware Bay. From teaching dozens of young students about Delaware’s electoral process to hosting and airing a primary debate for candidates vying to join the U.S. House of Representatives for Delaware, WHYY is dedicated to providing leading multimedia news and specials for the state.

WHYY provided numerous opportunities to engage members of the community in the Philadelphia region with two of WHYY’s most influential and popular radio hosts. Many events featured Marty Moss-Coane, host and executive producer of Radio Times, a daily one-hour call-in interview program that examines local, national and international news; and Terry Gross, host of the Peabody Award-winning national radio program Fresh Air. Both hosts took time to interact and explore the surrounding community through supplemental programs. In Radio Times on the Road, Moss-Coane ignited community discussion at events around the region, including pressing matters such as women in the workforce and preserving the region’s rich cultural heritage. Similarly, Gross offered exclusive behind-the-scenes insight with popular question and answer events.

THE EDUCATIONAL PROGRAM OFFERINGS THAT LAST

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WHYY continues to help increase student engagement with widely successful video and audio production classes, afterschool programs and summer camps. For the past decade, WHYY programming has taught young people to explore their environment, problem solve, tell stories and succeed in creative professions. Since 2008, WHYY programming has served over 4,100 children and 500 teachers.

Two years ago, WHYY launched a $1.7 million project to bring video labs to 27 schools in the Philadelphia area within the next three years. With five launched during year one, WHYY added ten additional labs in Philadelphia School District middle and high schools in 2016. Sponsored by the William Penn Foundation, the initiative aims to provide students technological skills needed in today’s workforce. Combining engaging core subject matter with new media, the program provided a hands-on learning experience that will stick with students long after graduation.

Students learned audio and video production and created documentaries in and around the Philadelphia area on topics such as healthy eating, teen stereotyping, and racism. They became active, critical viewers of media, while developing new skills, gaining self-esteem and experiencing how to be voices of change in the community. Using technology as an effective learning tool, students felt learning media production prepared them for the world in a variety of ways. Here is what a few students had to say about the program:

“It helped me by putting more confidence in me.”

“I learned... how to compromise and make sacrifices.”

“The way it affected me is by... allowing me to have more courage.”

“It has shown me... the extent [to] which I can have an effect.”
Over the last several years, WHYY has persevered in the face of a volatile financial climate. While millions of dollars have been cut in both federal and state annual support, WHYY has risen to the challenge and has presented some of the most in-depth, engaging and original programming the station has ever produced.

“We are fortunate to have public radio and TV of the highest quality. They are wonderful, educational and stimulating assets to the Greater Philadelphia community.”

WHYY member from Haverford, PA

More than half of WHYY's operating budget comes from member contributions. These generous contributions are invested into programming and services that enrich the lives of all of the Philadelphia region’s residents.