

Serving Pennsylvania New Jersey & Delaware

WHYY

tv

fm

web

community

know

WHYY

Digital Future Initiative
Envisioning the Future of Public
Broadcasting

tv | fm | web | community

WHYY, Inc.

- **The Philadelphia area's largest public service media provider.**
- **Broadcasts to 2.6 million households in PA, southern NJ, and DE.**
- **Fifty years of community service and educational programming.**

Beyond TV and Radio

- **Produce and distribute content across multiple platforms:**
 - **Radio (91FM) – NPR member**
 - **Analog Television (TV12) – PBS member**
 - **Digital Television**
 - **whyy.org**
 - **Datacasting**
 - **Cable and Satellite**
 - **VOD**
 - **DVD, VHS, -- home video market**

know



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The shift to Digital Technology has
changed WHYY:

Broken down walls between distribution platforms:

- **Cross-fertilization of radio/TV/web**
 - *Radio Times* on TV.
 - *Radio Times* host moderates televised candidates' debates during election season.

On the lookout for new platforms of distribution for our content:

- **VOD**
- **Philadelphia WIFI network**
- **Education portal for Pennsylvania elementary and secondary schools**

Critical need to preserve and catalogue content for multiple uses:

- **Digital Asset Management System**
- **Preservation of *Fresh Air* archives**

Beyond these changes:

- **Advent of digital technology coincided with a return to WHYY's roots of lifelong learning for the community.**
- **Increased digital capacity coupled with increased desire to partner with community and share digital resources.**

WHYY's future is more than just TV and radio:

- **WHYY sees its future as a “hub” or “convener” of a network of community partnerships that will provide social, cultural, and educational services to the community.**
- **WHYY will be the digital communications partner for community institutions.**

Learning Lab

- **Mission: *to share our digital technology with the community.***
- **Multi-purpose: wired performance/lecture space; classrooms; project spaces.**
- **Public face of WHYY's commitment to the community.**
- **Pilot projects already underway.**

Learning Lab

- **Construction:** **\$6 million**
- **Est. annual operating cost:** **\$350K**
- **Operating endowment:** **\$4 million**

Local Access Unit

- **Learning Lab trains community partners to produce digital video.**
- **WHYY lends partners necessary equipment, teaches necessary skills, and assists in production.**
- **Content for WHYY digital channels; content for the organization.**

Local Access Unit

- **First unit:** **\$20K**
 - Grant funded by CPB
- **Next generation:** **\$7-10K/unit**
- **Annual Staff and Support:** **\$10K/unit**

Workforce Training

- **Digitized 100 hours of PBS Workforce Essential Skills and GED Training videos.**
- **Packaged content in user-friendly interface.**
- **Datacast to PCs at 20 workforce training centers across the region.**
- **Spanish translation of content is underway.**

Adult Learning Datacast

- **Digitization and Site Set-Up: \$189K**
- **Funded by Dept. of Ed grant.**
- **Minimal operating costs.**

Custom TV

- **Customized TV channels for niche audiences.**
- **WHYY regularly datacasts customized blocks of programming to partners, which transfer it to their channel.**
- **Includes WHYY content and content developed by partner.**
- **Initial partners include retirement communities and prisons.**

Custom TV

- **Capital:**
 - **Site set-up:** \$5-10K
 - **Digitizing/packaging content:** \$50-65K
- **Operating:**
 - **1 FT staff, 1 PT staff:** \$75K
 - **Site support:** \$1,200/site
- **Grant-Funded or Subscription-based**

Community Production

- **Outfitting Curtis Institute of Music's theater for capturing content.**
- **Station gets content for distribution platforms. Curtis gets video for instruction purposes.**

Community Production

- **Site Set-up: \$155K**
- **Paid for by benefactor.**

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