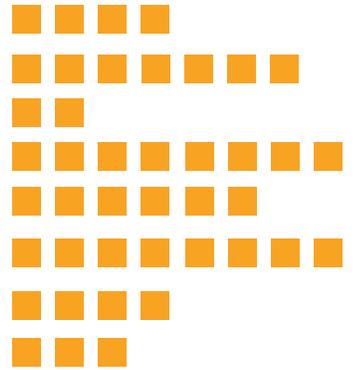
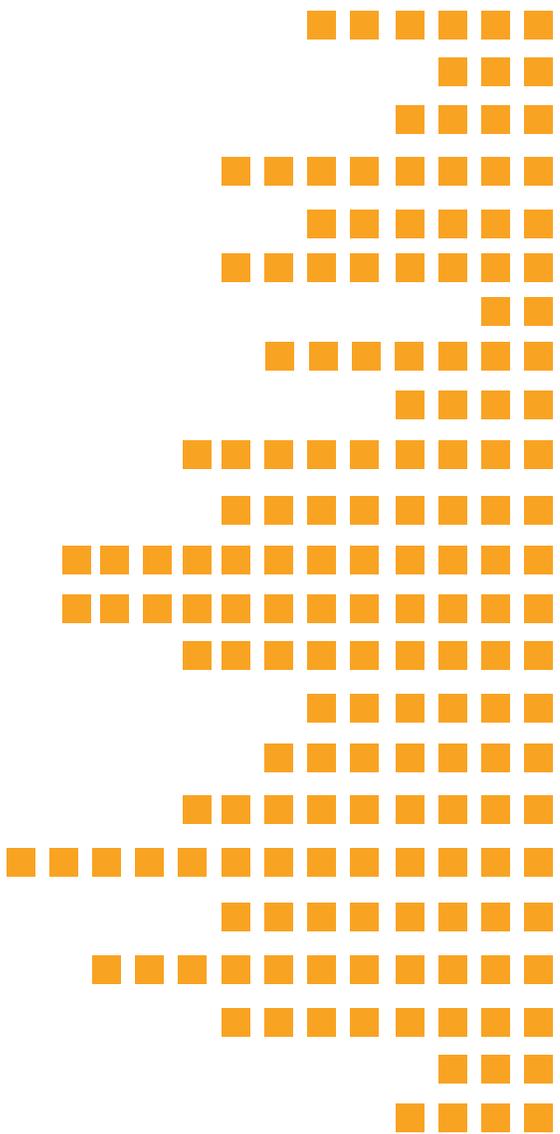


IMPACT REPORT

wxpn



FISCAL YEAR



SPEEDY ORTIZ / PHOTO - PAIGE WALTER

JULY 1, 2022 - JUNE 30, 2023

A LETTER FROM THE GENERAL MANAGER

I'm proud to say that last year was my 20th anniversary as WXPN's General Manager, and it was arguably the best one yet. Thanks to our dedicated staff, volunteers, partners, supporters, and a small army of engaged members, we continue to surpass our ambitions in our mission to connect artists and audiences.

This kind of Impact Report, where we review the Fiscal Year that ran July 1, 2022 through June 30, 2023 (FY23) is new for us. While we try to always keep you up to date on the amazing activities going on here at WXPN, we think it's important to take a moment and step back and review how far we've come and how we got here.

There are stories of wonderful accomplishments and impact in these pages, such as an unprecedented anniversary of a beloved radio show; a critically necessary technological upgrade; and a groundbreaking new artist residency program.

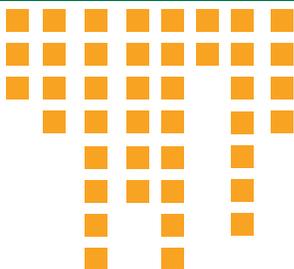
What strikes me is how much there is to be proud of—so much more than what we have the real estate to include in this report. Like how Black Music City, our partnership with WRTI and REC Philly that puts financial resources directly in the hands of local Black Creatives, won an Arts + Business Council Award for its impactful collaboration between Philadelphia's arts and business sectors. World Cafe landed an interview with Bruce Springsteen after decades of attempts (it was worth the wait). There were dance parties and Welcomes concerts, monthly Artists to Watch, an incredible Festival full of live music, and Free At Noon concerts almost every Friday. And, of course, there was music curated by our music-loving hosts, played 24 hours a day, 7 days a week.

All of this, and everything else we do or hope to do, is only possible thanks to the generosity of our supporters.

Thank you, for everything, and Rock On!



Roger LaMay
WXPN General Manager



FY23 BY THE NUMBERS

Membership
\$4,987,961 / 51%

Business Support
\$3,485,731 / 36%

**Total
Support & Revenue**
\$9,785,682

**World Cafe
Distribution
NPR Affiliate Fees**
\$459,887 / 5%

Other
\$149,095 / 1%

Events
\$303,438 / 3%

Grants
\$399,570 / 4%

Special Funds and Grants Revenue
Non-Operating

Major Gifts Fund/neXtPN	\$459,918
Grants	\$521,908
Sense of Place	\$100,000
Musicians On Call	\$87,950
Other	\$178,156
Total	\$1,347,933

Fund Acquisition
\$2,726,938 / 29%

Facilities/Tech
\$1,932,909 / 21%

**Total
Expenses**
\$9,304,623

Program Related
\$3,547,076 / 38%

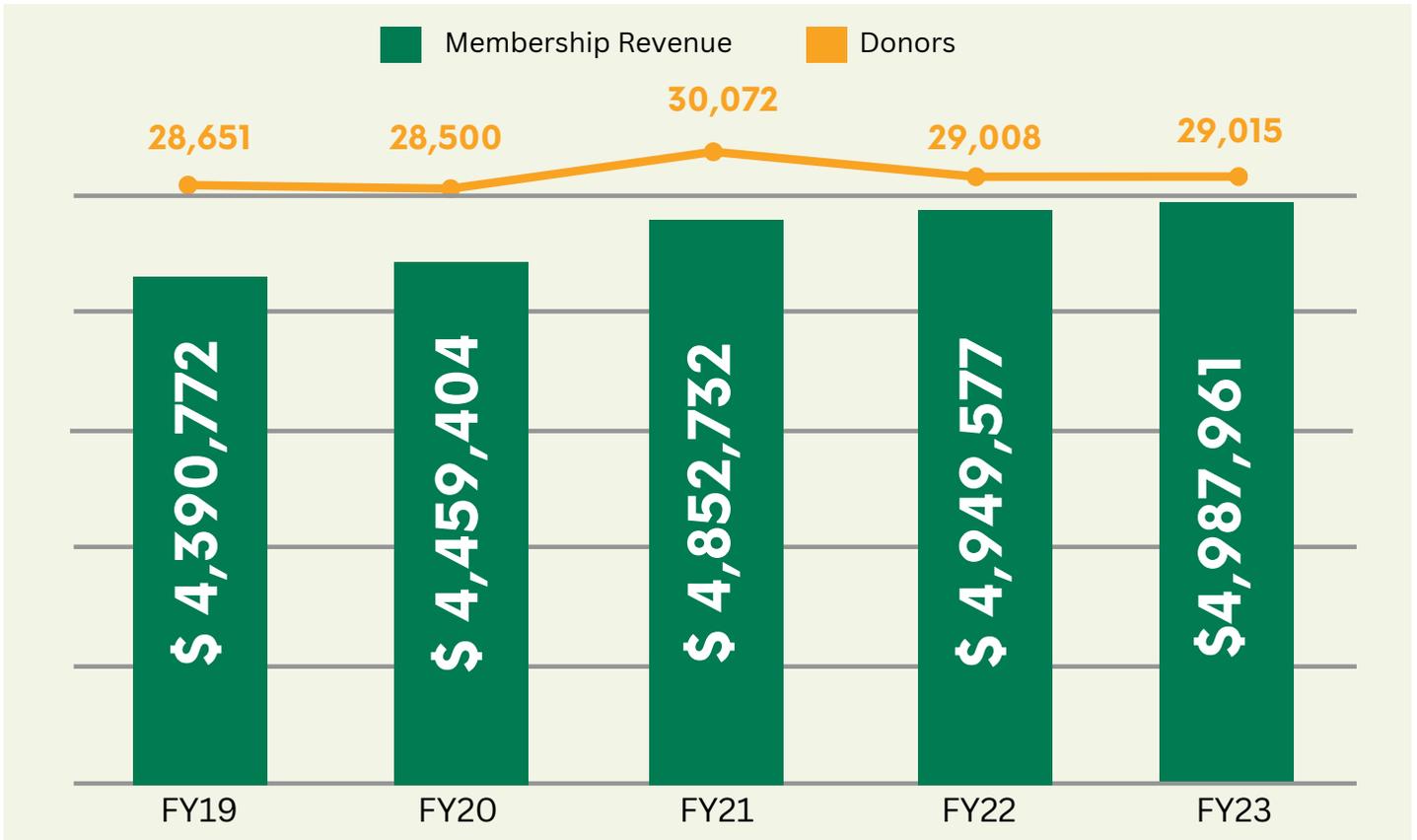
General/Admin
\$1,097,700 / 12%

Special Funds and Grants Expenses
Non-Operating

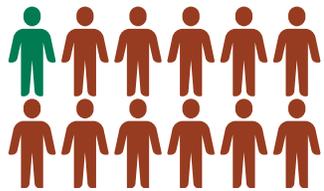
neXtPN	\$583,552
Grant-funded Projects	\$454,345
Sense of Place	\$92,823
Musicians On Call	\$109,356
Total	\$1,240,075

FY23 BY THE NUMBERS

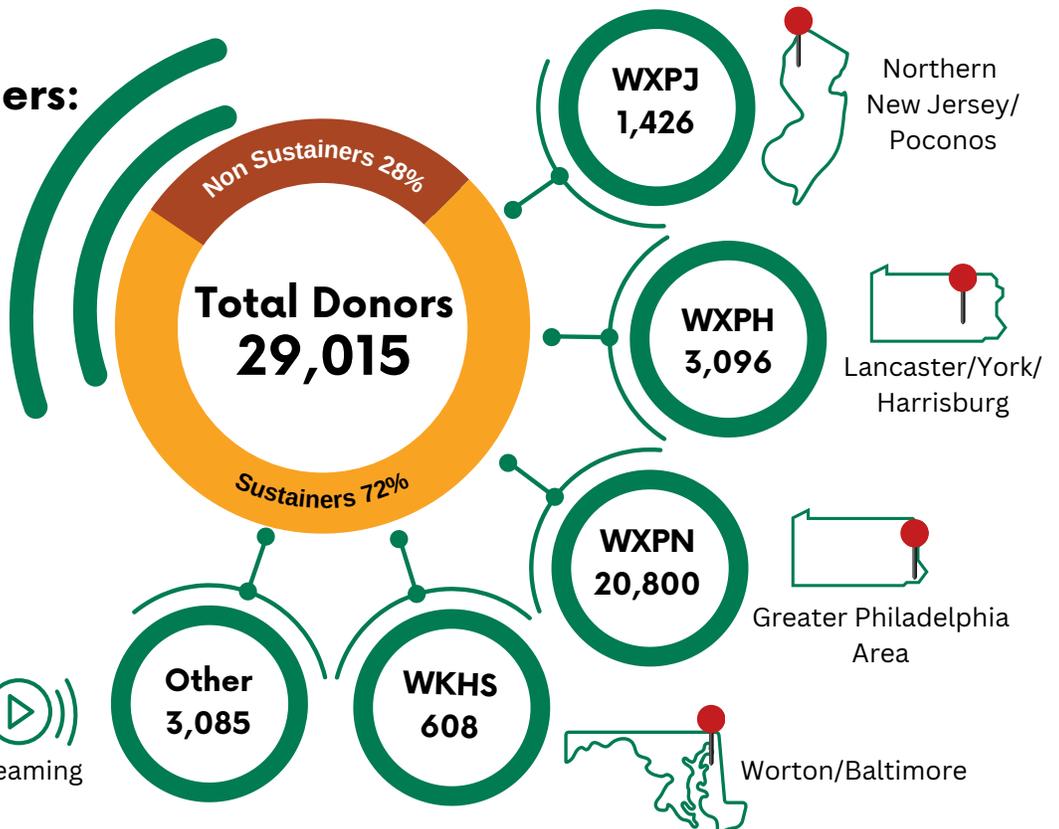
5 Year Membership Progress



Weekly Listeners:
367,700



7.9% of our listeners
are donors



FY23 BY THE NUMBERS



Hospitals where WXPN Musicians On Call virtually served hospitalized patients, their families and friends, and medical providers and staff with the gift of music.

9



Miles per year traveled by Jared Styles, Director of Engineering, between our three tower sites:

4,440



Radio stations that carry World Cafe, the WXPN-produced music and interview program that is nationally distributed by NPR:

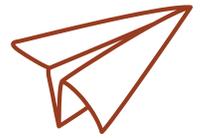
280



Black Creatives who received grants through Black Music City since its inception in 2021:

99

NOTES FROM OUR DONORS



WXPN was the first radio station to introduce me to the massive realm of music outside of what I encountered in my small hometown. Since moving to Philly, WXPN has been the gift that keeps on giving, and I finally am able to give back to the station that continues to enrich my passion for music.

**- Emily in Philadelphia, PA
WXPN**

XPN supports our local high school radio station, providing inspiration and guidance to a rising generation of "vinyl lovers"...the work ethic, discipline, on-air time and exposure to all varieties of music is invaluable for these young people...they were gob smacked when some of the XPN team spent a day with them on site!

**- Cynthia in Chestertown, MD
WKHS**

I'm new to this station. I was tired of hearing the same songs every day and while dialing through stations I found you guys. I love hearing the new artists! ...and songs from artists I know that don't get played on other stations. There's so much amazing music out there. Thank you for doing what you do.

**- Elizabeth in Annandale, NJ
WXPJ**

I recently ran into a visitor here who was wearing a WXPN t-shirt, and I was wearing my WXPN hat - we spent a few minutes gushing about what a great radio station WXPN is. Even though I don't live on the East Coast anymore, I'm still a regular listener (and member), and I'm happy to support a station that inspires strangers to connect over a shared love of great music.

**- Kaia in Juneau, AK
Streaming**

I love finding new artists through XPN, and I particularly love how you support and help nurture new artists careers. I fell in love with Samantha Rise's music because of the Black Opry Residency and bought literally every piece of music they had for sale as a result. Your support for artists is one of the many things that truly make XPN unique! Best station on earth hands down!!!

**- Mike in Lebanon, PA
WXPH**

PROGRAMMING HIGHLIGHTS

WXPN's Commitment to Artists

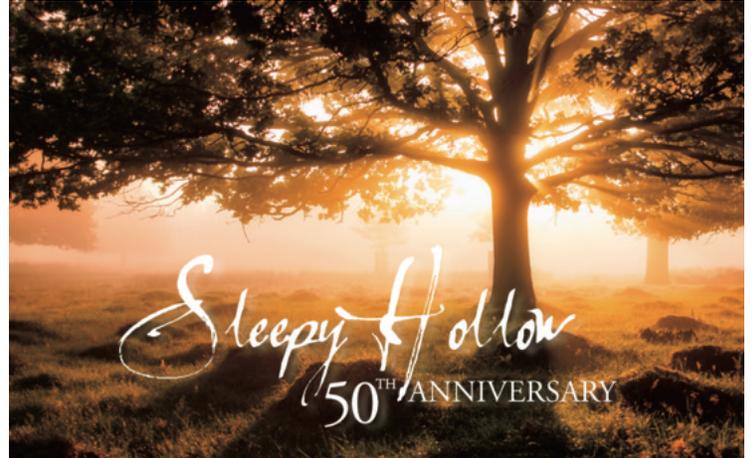
How does WXPN connect artists and audiences? There is no shortage of answers to that question, but none would be complete without mentioning XPN Local and World Cafe, both of which connect WXPN very closely to the local and national music scenes and serve them up to our audience.

John Vettese, WXPN Host and Digital Content Editor, covering the latest in music news, has been a part of XPN Local since 2013 and the program's Key Studio Sessions have grown into a staple of the local scene, moving from audio-only sessions on our XPN2 side channel to full video performances hosted on [our website](#). Recently, the Local team has set its sights even higher with a pair of mini-documentaries produced in-house.

Less local but no less crucial to WXPN's place in the world of American music is World Cafe, currently helmed by host Raina Douris and contributing host Stephen Kallao. World Cafe focuses on performances and interview from both emerging artists and legendary performers across a wide variety of genres. Like XPN Local, World Cafe has worked to become an impressive digital video operation, and all WXPN studio sessions can be [found on the XPN website](#), making great, unique live performances available to anyone with a broadband connection.



Sleepy Hollow's 50th Anniversary

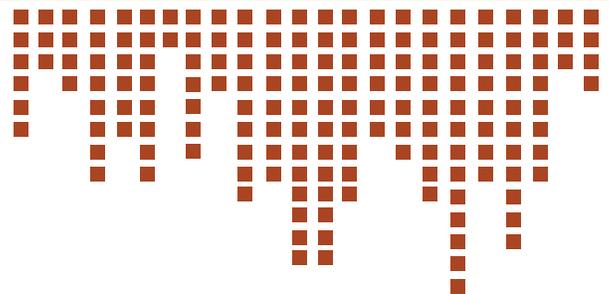


WXPN's longest-running program, Sleepy Hollow, celebrated its 50th year on WXPN with hosts Chuck Elliott, Keith Kelleher, and Julian Booker.

Since 1973, the quiet sounds of Sleepy Hollow with music ranging from Beck to Bach have been a musical solace for our community of listeners during the weekend.

In celebration of the golden anniversary, Chuck, Keith, and Julian spotlighted a different year of the show for six weeks leading up to an intimate acoustic event that was held in April 2023 with artist Wesley Stace and conversation with Sleepy Hollow hosts at WXPN's performance studio.

The longevity and legacy of programming like Sleepy Hollow is a testament to the XPN listeners and members who have supported it.



SPECIAL PROJECTS ✨

ELEVATING BLACK AMERICANA

This year, we took the Artist To Watch program to new heights with the Black Opry Residency, a creative development project to support and elevate five Black Americana musicians, helping them build sustainable careers and broaden their audiences. The musicians – left to right in the photograph, Samantha Rise, the Kentucky Gentlemen, Tylar Bryant, Denitia, and Grace Givertz – participated in a week-long residency in Philadelphia, where they co-created project activities, received mentoring, and showcased their work through a sold-out capstone performance for the public.

The story of the Black Opry Residency continued in the form of a new podcast, hosted by WXPB's John Morrison, diving into the real-life struggles of Black artists in the Americana and country music scene through the eyes of these up-and-coming musicians seeking to reclaim it as an inclusive genre. Find out more on our website!



BRINGING THE SOUND



WXPB has undertaken the full replacement of all soundboards in our seven recording and broadcast studios. What is a soundboard? A soundboard – also sometimes referred to as a “mixer” or “mixing board” – takes multiple audio input signals such as microphones, instruments, or turntables, and merges them together so they can be sent over the radio and streams as one signal.

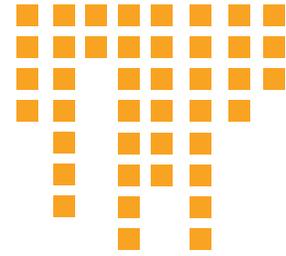
Soundboards are critically important to the quality of on-air broadcasts and streams. The last time WXPB replaced our soundboards was 2004, when the station moved into the Hajoca Building. While we’ve continued producing quality radio with outdated technology, our programming staff are thrilled to be working with updated soundboards – as you can see from the photo of Assistant Program Director Jim McGuinn and Director of Engineering Jared Styles greeting their arrival!

Replacing the soundboards in our seven studios was a major expense. Our producers and on-air hosts have enjoyed getting to know the capabilities of the new soundboards and using them to produce WXPB’s high quality programming.



OUR MUSICAL COMMUNITY

WXPB POLICY BOARD - FISCAL YEAR 2023



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Larry Ceisler (Chair Emeritus) – Ceisler Media & Issue Advocacy

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Susanna E. Lachs, Esq. – Immediate Past Board Chair, Jewish Federation of Greater Philadelphia

Roger LaMay – WXPB General Manager

Jennifer K. Peterson, Esq. – Saul Ewing LLP

Ralph Rosen – Rose Family Endowed Term Professor and Professor of Classical Studies, University of Pennsylvania

Karyn L. Scher, Ph.D. – Individuals, Couples, Marriage, Adult and Adolescent Therapy

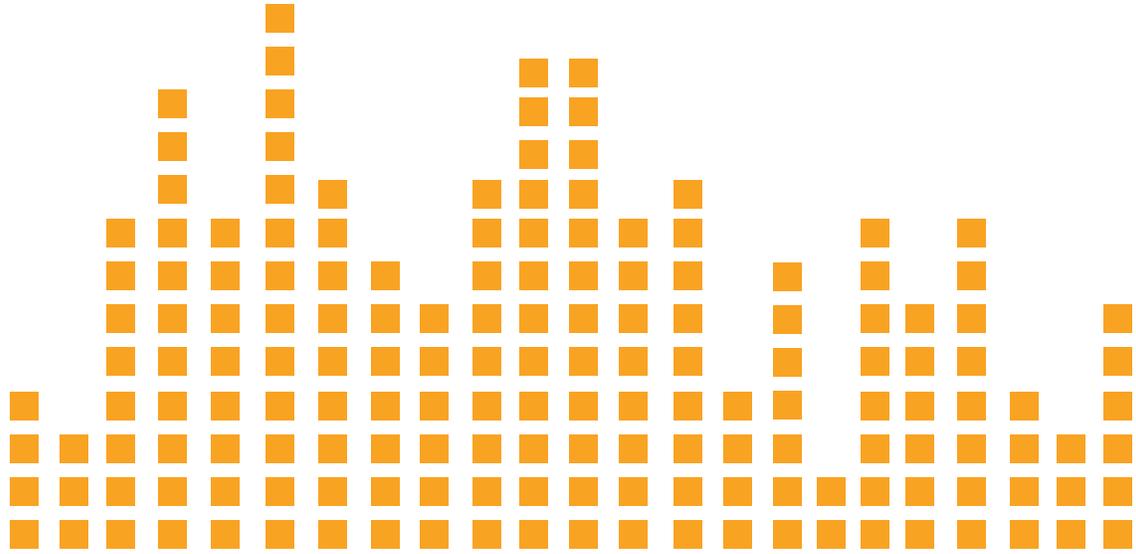
John Shoemaker – Milestone Partners

Tracey Welson-Rossman – Chariot Solutions; TechGirlz

Wendy White, Esq. – Office of the General Counsel, University of Pennsylvania and Penn Medicine

THANK YOU

FOR AN AMAZING YEAR



wxpn