

# FY25

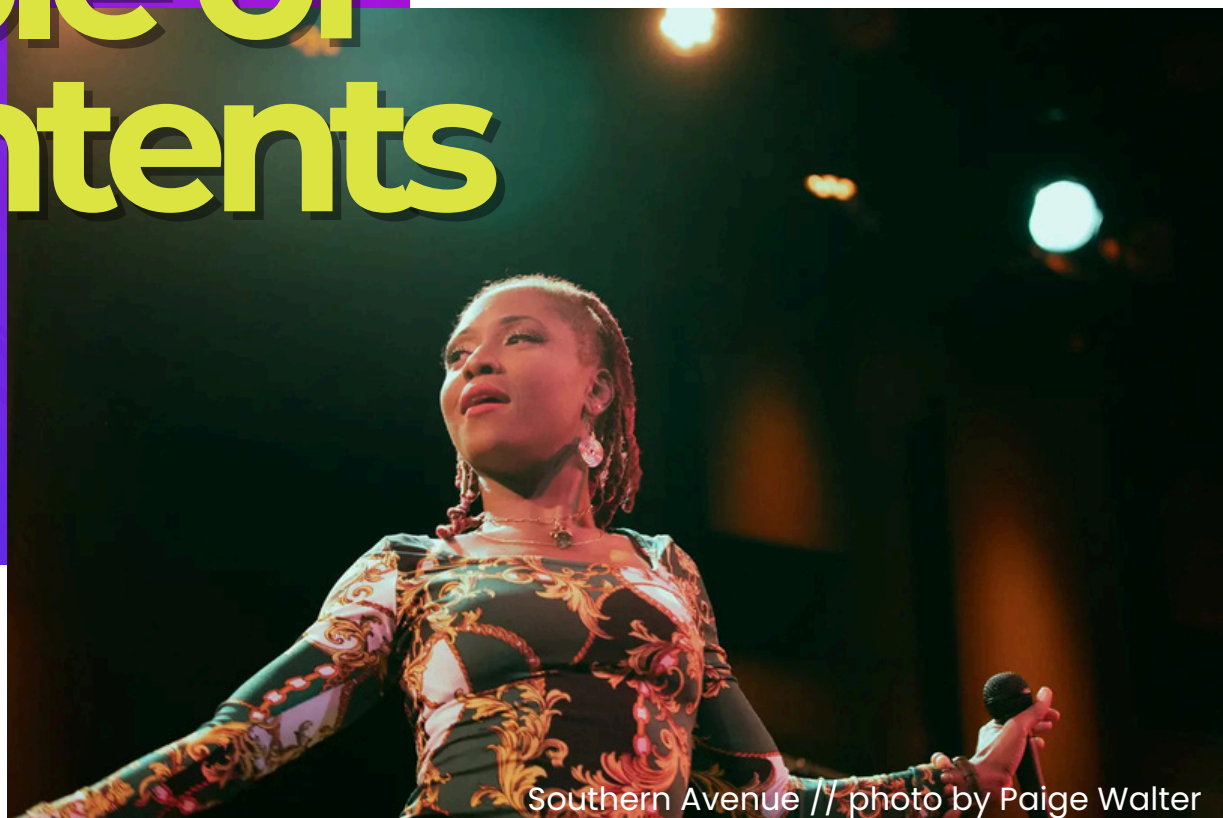
JULY 1, 2024 – JUNE 30, 2025

wxpn

# IMPACT REPORT

Fontaines D.C. // photo by Megan Matuzak

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Southern Avenue // photo by Paige Walter

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# Letter from the General Manager

## **Dear WXPN Community,**

When I look back on Fiscal Year 2025 here at WXPN, a word that comes to mind is unpredictable. It started like any other, with an amazing XPoNential Music Festival and a fall full of exciting activity. By spring, we faced a challenging reality, as the federal government targeted public media for defunding through every possible avenue. This threat to WXPN and to all public media radio and TV stations was pervasive, and it became clear that the rescission of funds and dissolution of the Corporation for Public Broadcasting would be successful.

I can't say that those were ideal circumstances to be operating a public radio station! But the creative, dedicated, and adaptable team here at WXPN dug in and focused on our mission.

**Connecting artists and audiences** has remained at the core, the very heartbeat of everything we do. And we did a lot, as you'll see on the pages of this Impact Report.

Through all the unpredictability, the worry, the black cloud that threatened to rain "defunding" at any moment, there was one thing that we remained sure of: the loyalty and commitment of this community. It is because of YOU that we were able to focus on what we do best: bringing music discovery and joy, for free, to anyone who wants access to it.

You have kept us going in many ways. Beyond your financial support, which sustains our operations and safeguards the projects and activities that make us "more than just a radio station," you have truly had our backs.



Whether you left a kind message on your donation form (we read every one); attended an event; engaged with our digital content; participated in the countdown; or shared WXPN with your friends and family, you helped to strengthen and grow our impact.

In the following pages, I'm pleased and proud to share with you a snapshot of what your generosity and unflagging support in a challenging time has made possible.

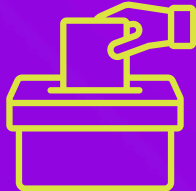
It's not going to get any easier, but we'll continue to get stronger...as long as we have you alongside us.

Thank you. And of course, they can cut our funding, but they can never silence the music!

# By the Numbers

## PROGRAMMING

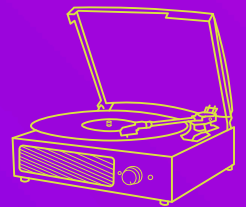
3,564



Votes in our 885 Greatest Songs of the 21<sup>st</sup> Century Countdown

1,951

newly-released tracks that we've played on the air



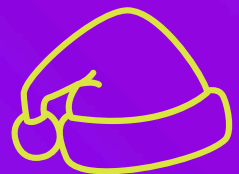
273



Submissions to the 24-Hour Songwriting Challenge

29

Consecutive hours DJ Robert Drake was on air for The Night Before



26



Artists who performed at NON-COMM

# By the Numbers

## MEMBERSHIP

**27,712**

Members

**2,349**

New Donors

**13.53%**

Increase in New  
Donors

**1,815**

Members Who  
Upgraded Their  
Membership

**70.74%**

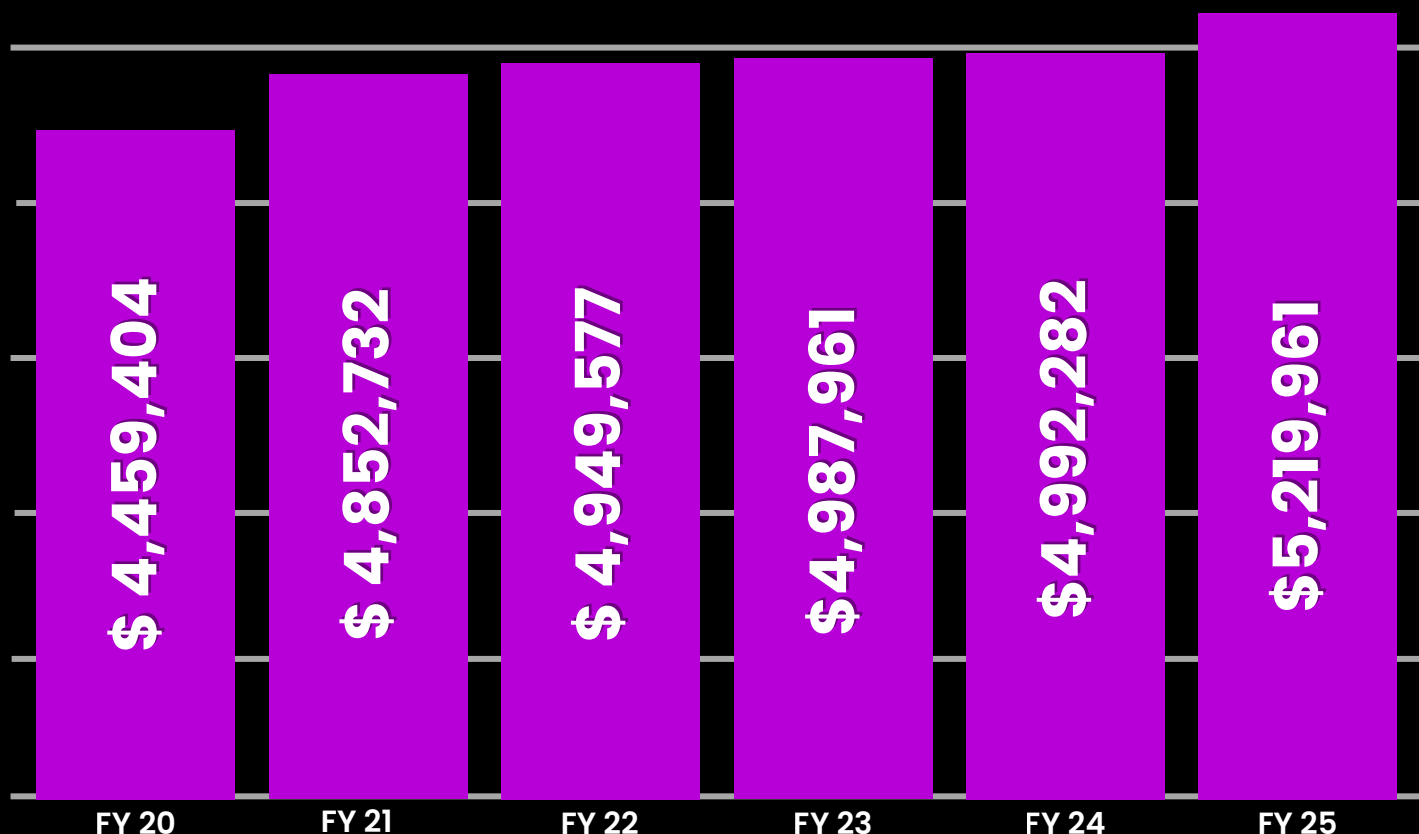
Percentage of  
our members  
who are  
sustaining

**\$218,000**

Total Challenge  
Donations

*During Fund Drives and special campaigns, challenge donors amplify their impact by offering matching gifts that inspire members and listeners to contribute during a specific period.*

## MEMBERSHIP REVENUE PROGRESS





# By the Numbers

## FINANCES

**Membership**  
\$5,219,961 / 53%

**Business Support**  
\$3,269,597 / 32%

**World Cafe &  
Xponential Radio Fees**  
\$494,291 / 5%

**Other**  
\$195,383 / 2%

**Events**  
\$345,204 / 3%

**CPB Grants  
(Federal Funding)**  
\$537,103 / 5%

**Total Operating  
Support &  
Revenue**  
**\$10,061,539**

**Fund Acquisition**  
\$2,735,068 / 27%

**Facilities/Tech**  
\$2,195,522 / 22%

**Total Operating  
Expenses**  
**\$10,184,358**

**General/Admin**  
\$1,199,984 / 11%

**Program Related**  
\$4,053,784 / 40%

### Special Funds and Grants Revenue Non-Operating

Major Gifts Fund/neXtPN	\$559,974
Grants	\$205,000
Sense of Place	\$75,000
Musicians On Call	\$110,811
<b>Total</b>	<b>\$950,784</b>

### Special Funds and Grants Expenses Non-Operating

neXtPN	\$601,776
Grant-funded Projects	\$205,000
Sense of Place	\$74,933
Musicians On Call	\$107,479
<b>Total</b>	<b>\$989,188</b>

# Your Comments

*"Life without XPN music: unimaginable. From my First Cup and the Morning Show to World Cafe to Funky Friday and all the weekend vibes: XPN's love for classic, new, indie, funk, folk and everything in between is unparalleled. You open our ears to different music styles, new artists and community concerts. Keep at it!"*

**Dale - Wilmington, DE**

*"Kristen's song choice to celebrate my uncle's life this morning was perfect. The Supremes made me cry then David Byrne made me smile. Keep on rockin, XPN!"*

**Seth - York, PA**

*"Love WXPB!! You do keep us all connected with music. Happy to support now more than ever. Thank you!"*

**Anne - Augusta, NJ**

*"I discovered XPN through World Cafe probably 25+ years ago. When my local public radio station stopped carrying the program I bought an internet radio, and it has been streaming XPN pretty much every day since."*

**Matthew - Vestaburg, MI**

*"XPN plays many of my favorite music genres, like Indie, classic rock, ambient, folk, and funk. Over the years, XPN has turned me on to so many bands and music styles. After the defunding of NPR and public radio, I want to do my part to make sure you stay on the air."*

**Michael - Exton, PA**

*"I listen to feel more connected to what's actually happening in Philadelphia and the region, and the creative people and events that make it an exciting place to live."*

**Lindsay - Philadelphia, PA**

*"I listen to WXPB every morning on my way to work. Listening to some chill music as I drive, curated by Robert Drake, is an excellent way to start off my day."*

**Ryan - Merion Station, PA**

*"A special friend of mine introduced me to WXPB and it felt like I had come home. I used to listen to NPR when I was younger, as it was always a source of comfort in my turbulent life. Now WXPB is continuously on and I am so very happy that my friend generously shared 'her' station!"*

**Kevin - Wilmington, DE**

*WXPB keeps the magic of radio alive! We're so lucky to have a radio station in our area that supports artists, connects our community, and inspires us all to remember that we all have more in common than we think. That's more important than ever now. Well done, WXPB!"*

**Heather - Spring City, PA**

*"I'm consistently impressed by the exploration of music that fuels the mind, ignites the heart, and frees the soul. Keep on sharing the power of great music and artists!"*

**Ben - Washington, NJ**

# Event Snapshots



**Rosanne Cash** // XPN Fest  
photo by Ellen C Miller



**Kashus Culpepper** // NON-COMM  
photo by Ellen C Miller



**Musicians On Call 5K**  
photo by Durrell Hospedale



**Sunday (1994)** // NON-COMM  
photo by John Vettese

FY25 had more than its fair share of memorable events. Join us in looking back on some of our favorite moments of the year—from NON-COMM, the Festival, and the WXPB 5k Run for Musicians On Call! Click on the photos to see more.



**Lizzie No** // XPN Fest  
photo by Megan Matuzak



**Khalil Amaru** // XPN Fest  
photo by Ellen C Miller



**XPN Fest**  
photo by Ellen C. Miller



**Orla Gartland** // NON-COMM  
photo by Megan Matuzak



**Guster** // XPN Fest  
photo by Ellen C Miller



**David Shaw** // NON-COMM  
photo by John Vettese



**The Walkmen** // XPN Fest  
photo by Megan Matuzak



# Station Highlights

## *Celebrating 20 Years of Free Live Concerts, On Stage and On-Air*

**Free At Noon** has been the stage where emerging stars and music icons connect with fans—open to all and always free. It's a celebration of live music that brings audiences together in an intimate setting.

This year we celebrated the 20th Anniversary of Free At Noon with two noteworthy, sold-out performances from Sharon Van Etten & the Attachment Theory and The Lumineers. Fans packed the house, rocked out, and helped us commemorate what has become a Philly institution.

The Lumineers // photo by John Vettese



## *Homegrown Live*

**Homegrown Live**, a recurring free concert series emphasizing local talent and helmed by the XPN Local Team, made its debut in November 2024. "I've wanted to do a free concert showcasing our local music community as long as I've been at WXPB," says John Vettese, the steward of the *Homegrown Live* series through FY25. By putting energetic rappers, contemplative folk singers, and more famous indie rockers together on the same bill, "we make sure that we're exposing the audience to the breadth of the music scene as much as possible," explains Vettese. There were four *Homegrown Live* concerts in FY25, with more on the horizon. Artists including Reef the Lost Cauze, Ben Arnold, Hurry, and more have performed. Homegrown Live is made possible through the neXtPB Innovation Fund. Check out Toby Leaman's *Homegrown Live* performance by clicking the photo!



# Station Highlights

## 25 Years. Countless Moments. One Epic Playlist

Since 2004, WXPB has been crowdsourcing the ultimate music lists with our passionate listeners, and in 2024 we tackled our biggest challenge yet: the **885 Greatest Songs of the 21st Century!**

From social media's rise to Bonnaroo's magic and hyper-local music scenes, the last 25 years have given us incredible songs that soundtrack our most unforgettable moments. Our listeners rose to the occasion, voting The White Stripes' "Seven Nation Army" to the top spot. Radiohead took home the honor of being the artist with the most tracks in the Countdown (with Vampire Weekend close behind), and 2007 was the year with the most featured tracks. It's real, hand-picked music curation at its finest, powered by the voices that matter most: yours.



[Relive the magic and check out the 885 Countdown](#)

## Second Annual 24 Hour Song Challenge

Sadie Gust absolutely crushed our 24 Hour Song Challenge with her deeply reflective piece "Split."



Sadie Gust // photo by Paige Walter

As the Challenge winner, Sadie gave an electrifying performance at our XPoNential Music Festival, and she received a \$1,000 honorarium and studio time at MilkBoy Recording Studio.

When Sadie and her songwriting partner – her dad, David – sat down with Midday Host Mike Vasilikos to talk about the song, Sadie said they "almost went in an embarrassingly vulnerable direction" when they tackled this year's challenge.

WXPB believes not only in giving artists the space to be vulnerable and dig deep, but also in showcasing the results of their efforts. The 24 Hour Song Challenge, Artist To Watch, Homegrown Live – all of this is about creating opportunities for artists along their career paths, and connecting audiences and artists along the way.

# Station Highlights

## **Vinyl Club**

This year we launched the WXPB Vinyl Club, an affinity group for people who love vinyl! Members of the Vinyl Club get four albums per year hand-picked by Mike Vasilikos; a copy of all WXPB produced vinyls; invitations to special events like record shopping and listening parties; and more.



## **Top Stories**

Top Stories—a weekly email featuring the editorial highlights from XPN.org hit listener inboxes. From exclusive artist interviews and live sessions to event recaps and iconic music moments, it's the perfect chance to catch up on the stories that matter most to music lovers. Click the picture to the left to sign up!



## **Black Music City**

Black Music City, a collaboration among REC Philly, WRTI, and WXPB, announced its class of 2025 for the 5th year of the project. 30 Black Philly-area artists (out of 320 applicants) were awarded grants to fund projects aimed at honoring Philadelphia's Black music heritage.



## **Grants for WXPB Technology**

The WXPB Radio Computing System Servers upgrade was funded in part by a \$20,000 grant from The Presser Foundation, a Philadelphia-based grant maker. This upgrade stabilized one of the most critical systems in our radio station, a crucial element for WXPB's high-quality broadcasting. All music, on-air host audio, and recorded, produced and live content, moves through these servers and is then broadcast out to WXPB listeners.





# Station Highlights



## *(a)live radio*

With significant support from Adam and Paula Fein through a leadership gift to neXtPN intended to help grow our audience, this year we launched our (a)Live Radio marketing campaign. In collaboration with marketing agency Red Tettemer, the (a)Live Radio campaign tells the story of WXPn as more than just a radio station—but as a living, breathing community “from city streets to coffee shops, from garages to kitchens.” The marketing video has garnered nearly one million views across multiple platforms. Watch the video by clicking the picture to the left!

## *Inside Hustle*

The music industry doesn’t come with an instruction manual. Most musicians figure it out through trial, error, and if they’re lucky, conversation with someone who’s been there before.

That’s why WXPn partners with Philly Music Fest and REC Philly for **Inside Hustle**, which allows musicians to network with radio representatives, studio engineers, music industry lawyers, A&Rs, and more. Funded by the neXtPN Innovation Fund, Inside Hustle is key to WXPn’s mission of connecting artists and audiences. In FY25, we held Inside Hustle events in October 2024 and May 2025.





# World Cafe

Sense of Place: Italy // photo courtesy of Patrizia Messeri



## Sense Of Place

Sense of Place is an integral aspect of World Cafe which explores the art of music-making within the context of local communities. The series examines how geography influences artists and their work through interviews and performances recorded on-site in their hometowns.

In FY25, Sense of Place trips included Colorado in August 2024; Boston, MA in November 2024; and Italy in April 2025.

## New York Festivals Radio Awards

In FY25, World Cafe received two honors from the New York Festivals Radio Awards for interviews—contributing host Stephen Kallao was awarded a Bronze Radio Award for his poetic interview with South African jazz legend Abdullah Ibrahim. World Cafe host Raina Douris was awarded a Finalist Diploma for her emotionally rich interview with Nick Cave.

Kallao with the Bronze Radio Award // photo courtesy of Stephen Kallao



## World Cafe Playlists

Scan the CD on the left to check out World Cafe's Pride playlist from June 2025! From World Cafe producer Miguel Perez:

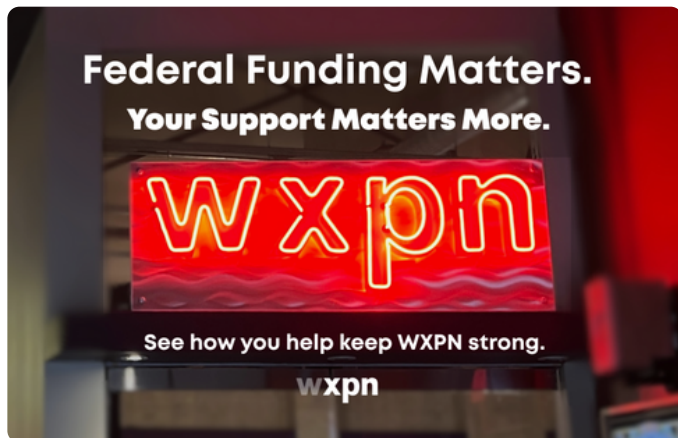
"The LGBTQ+ experience is such a vast mosaic of stories, histories and identities that we think it's time to reconsider what we include in the "Pride canon." What are records that may not immediately come to mind when we think of Pride anthems but might deserve a spot in said canon? We've put together a playlist of songs for your consideration."

# Looking Forward

## Planned Giving

**WXPN gives thanks to Reverb Society member Barry Gutman.** WXPN's Reverb Society honors donors who look to the future and have included WXPN in their estate plans, or who initiate a planned gift of any kind.

Barry's generous estate gift to WXPN Musicians On Call secures our ability to bring live music performances to hospital bedsides throughout Philadelphia, and leaves behind a legacy of compassion and healing through music.



## Safeguarding Against Federal Funding Cuts

The Federal Government has voted to defund public media. This action, while primarily intended to harm NPR and PBS, deals a heavy blow to the entire public media system. Music stations like WXPN were never the target. Nonetheless, we are collateral damage. WXPN received approximately 5% of our annual budget through a CPB grant. **But we're not backing down.**

Despite the headwinds we're facing, WXPN will remain strong because our community of audiences and artists are looking ahead—and there's lots to look forward to (and a lot of work to do):

- Black Music City will be partnering with the Museum of the American Revolution, with two artist fellows exploring collections and exhibitions, attending meetings and public programs – and ultimately using the experience to create original musical works bridging the worlds between 1776 and 2026.
- With *Declarations of Independents: Philly Anthems*, WXPN will create a slate of programs reflecting artists' perspectives on the Declaration of Independence to support the Declaration's 250<sup>th</sup> anniversary.
- World Cafe will continue to traverse the globe with Sense of Place trips to Ireland and beyond

# Thank You to the FY25 WXPN Policy Board

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**David Cohen** – President of Minerva  
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**Dawn Maglicco Deitch** – Office of  
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# Thank YOU for an amazing FY25!

