

**From: Pat Harrison
President & CEO
Corporation for Public Broadcasting:**

So much has happened since my last email and there is much to share.

As you know, Congress has appropriated \$75 million in emergency funds for CPB, providing direction that the funds are to be used to maintain programming and services and to preserve the ability of small and rural public media stations to continue to provide essential information, educational content and services to the American people. With more than 80 percent of Americans being told to stay at home, public media's services are a lifeline to community resources, health and safety information, and the education needs of our nation's children.

As always, I'm grateful for the strong bipartisan support that public media receives from Congress, especially during these challenging times. CPB management is working closely with system leaders to develop a plan for the timely distribution of the funds once they are received.

The response to the first newsletter was very encouraging and informative. I want to thank you for sending more examples of the extraordinary ways that your stations are going above and beyond to serve your communities. Sharing these ideas and best practices will help us all to do more than we imagine possible as we deal with the impact of the coronavirus pandemic. I am proud of the commitment, innovation and selflessness that is being demonstrated by you all. Your communities and our nation are better off because of your tireless efforts to fulfill public media's mission to serve, educate and inform.

Information, education, safety, and inspiration. Thank you!

Stations across America are stepping up to support their communities. Here is a partial list:

Public Media Stations Delivering Educational Content to Families at Home

[Alabama Public Television](#) was recognized during Governor Ivey's press conference by Alabama State School Superintendent, Dr. Eric Mackey: "*Alabama Public TV has stepped up and they're going to be offering courses at different times of the day to different age levels and subjects, so we will have their delivery mechanism which can get into many more homes than just internet.*" APT announced their [Learn at Home with Alabama Public Television initiative](#) which will modify their regularly scheduled programming to offer specific pre-K-12 resources. APT's resources are Alabama state standards aligned, customizable, and can be fully integrated with digital teaching platforms like Google Classroom and Remind.

[Alaska Public Media](#) announced the launch of a 12-hour educational broadcast schedule in partnership with the Anchorage School District.

[Arkansas PBS](#) is broadcasting "Arkansas AMI" – streamlined, curriculum-based programming for the state's pre-K through 8th grade students – in partnership with [the Arkansas Division of Secondary and Elementary Education](#).

[The Los Angeles Times](#) reported that LAUSD Superintendent Austin Beutner said about a third of Los Angeles high school students have not logged onto online classes every day, and 15,000 are absent from all online learning, but the public TV programming has been more successful, with about 200,000 people in 140,000 homes tuning in daily. [PBS SoCal](#) announced that the free At-Home Learning program it developed with LAUSD, KQED and PBS **is being used by more than 70 stations in 30 states.**

[WEDU PBS is joining other Florida PBS stations](#) to support at-home learning for students by delivering a new weekday television schedule of educational programs and online resources for use in the home classroom. These programs are aligned to state standards and are free and accessible from home.

WUFC in central Florida also shifted their main channel programming to host grade-specific content all day and has a [dedicated page](#) for at home learning.

Idaho PBS created a [Distance Learning](#) page, pulling together K-12 educational resources in both English and Spanish.

[WTTW](#) in Chicago announced that WTTW Prime will host an afternoon block with shows that will provide educational content for junior high and high school students as schools remain closed.

[WGBH](#) announced a partnership with PBS to launch the At-Home Learning Service to PBS stations nationwide. The five-hour block of programming for students in grades 6-12, backed by PBS LearningMedia resources, airs from noon to 5 p.m. on WORLD Channel. [KEET](#) in Eureka, California and [WNIT](#) in South Bend, Indiana announced plans to air the WORLD Channel offerings from 9 a.m. to 2 p.m.

WKAR (East Lansing, Michigan) introduced a [daily educational email](#) newsletter that includes PBS KIDS and WKAR resources, and expanded their [children's programming schedule](#) both on their main channel and on WORLD channel.

[Montana PBS](#) has partnered with the Montana Office of Public Instruction to support students learning at home with free online resources and a revised broadcast TV schedule of educational programs.

WCNY partnered with the Syracuse City School District to create the [WCNY TV Classroom Network](#), which will allow students to continue to connect with real teachers and have the continuity of a classroom experience at home in Syracuse and across the 19 counties in Central New York.

[Vegas PBS](#) is offering pre-K-12 curriculum-based educational programming from 6 a.m. to 6 p.m. weekdays in partnership with the Clark County School District and Nevada Department of Education.

New Hampshire Public Radio's *Civics 101* team is pivoting to serve teachers, parents and students by creating lessons and educational materials about not only civics, but other topics on which NHPR reports. They launched a [Learn at Home](#) page to share daily lessons based on *Civics 101* episodes. They are also planning to create tools to help students prepare for AP tests and various state exams.

[WCNY](#) (Central New York) announced the launch of its TV Classroom network at a March 30 press conference, where they were joined by the mayor of Syracuse and the Syracuse City School District superintendent.

Ohio's eight public television stations are uniting to develop a new on-air schedule of at-home programming to help students and teachers who may have limited broadband internet access. [WOSU](#) (Columbus) and [WOUB](#) (Athens) are changing their weekday schedules to help teachers and families with at-home learning. [CET](#) (Cincinnati) and WPTD-TV (Dayton) will replace their regular daytime programming with a learn-at-home lineup developed in conjunction with the Ohio Department of Education. WOSU published an [interview](#) with Paolo DeMaria, Ohio's Superintendent of Public Instruction, about the Ohio At Home Learning initiative.

[OETA](#) is broadcasting instructional daytime programming in partnership with the Oklahoma State Department of Education as public schools close for the remainder of the 2020 school year. [OETA](#) also created a dedicated webpage for distance learning resources.

[Oregon Public Broadcasting](#) revamped its programming lineup from 6am to 6pm to prioritize educational shows. It has also compiled a list of free local and national educational resources to help parents teaching their children at home.

[Penn Live](#) reported that the Harrisburg (PA) School District is directing students to educational programming on WITF, which has a [Learning At Home](#) hub of educational resources.

[Tennessee's six PBS stations](#) — WCTE (Upper Cumberland), WNPT (Nashville), East Tennessee PBS, WKNO (Memphis), West Tennessee PBS, and WTCI (Chattanooga) — will deliver two hours of high-quality instructional content from 10 a.m. to 12 p.m. Four hours of content will also be streamed overnight, which users can watch live or record. The content is being developed by Tennessee educators in partnership with the Tennessee Department of Education.

Houston Public Media created an [at-home learning resource page](#) for families and educators with information on the new education programming broadcast schedule and access to free PBS digital resources.

[KERA](#) (Dallas, TX) is airing curriculum-based TV programs from 6 a.m. to 6 p.m. and is offering [digital resources](#) to support at-home learning.

The Utah Education Network (KUEN) is working with telecom providers to ensure all students have free internet access to their new [Learn@Home website](#). Already, 1,300 households in rural Utah have connected for the first time. KUEN is also collaborating to provide statewide access to

the Canvas learning management system and WebEx conferencing. In addition, KUEN extended online office hours so professional learning staff can help teachers one-on-one. KUEN's broadcast schedule from 9 a.m. to 3 p.m. is focused on K-12 content.

Vermont Public Radio's "But Why" podcast for curious kids has dedicated a [special episode](#) to answering questions about coronavirus.

WHRO (Norfolk, VA), owned by 21 school divisions in southeastern Virginia, is offering free access nationally to [25 high school online courses](#) as distance learning becomes a more widely used option in the current COVID-19 environment.

To support families and teachers, Virginia Public Media turned its second channel, VPM Plus, into [Learning Plus](#), which provides educational programming tied to curriculum and appropriate grade levels for K-12.

All PBS Virginia stations have come together to create "VA TV Classroom" in partnership with the Virginia Department of Education. Blue Ridge PBS, VPM, WETA and WHRO will launch "VA TV Classroom" on Monday, April 13, with instructional content airing between 1 p.m. to 4 p.m., Monday through Friday. The week of April 27 will feature a special "AP Test" prep week for high school students.

[PBS Wisconsin and Milwaukee PBS](#) have partnered with the Wisconsin Department of Public Instruction to support at-home learning for students and families by broadcasting a new weekday television schedule of programming with digital resources that connect to Wisconsin's state academic standards.

Education Resources for Stations

PBS Learning Media has posted resources on [Source.pbs.org](#) for stations seeking to integrate their features into their local pandemic response. They are available using the search term PBSLMCOVID19 and materials include webinar recordings for stations on how to localize content and co-brandable slides. Stations can share PBS' webinar for educators, [Distance Learning with PBS Learning Media](#). PBS also offers [Resources for Emergency Closures Collection \(English\)](#) in a newly translated [Spanish language edition](#). Stations can create a free account and access fully translated videos, lesson plans, and activities that support learning at home. Additional content for educators is available on [PBS TeachersLounge blog](#).

Vision Maker Media has partnered with PBS Learning Media to bring Native storytelling and content into family homes, with [curated lesson plans](#) and discussion guides free for online use.

Public Media Stations Delivering Vital News & Information on COVID-19

In response to the pandemic, NPR has launched a daily podcast ([Coronavirus Daily](#)), a nightly live national show ([The National Conversation with All Things Considered](#)), and a weekly one-hour special (Coronavirus – A Weekly Report from NPR News). NPR has a [liveblog](#) capturing

the latest updates and is also offering to all member stations video embeds of the White House's daily briefings on the coronavirus.

Native American Calling, the weekly national call-in show produced by Koahnic Broadcast Corporation (Anchorage, AK), is airing programming that takes a close look at the impact of the coronavirus on native populations, including a show dedicated to how to [talk to children about the crisis](#).

[Northern California Public Media](#) and Sonoma County hosted an hour-long online town hall on March 17 to discuss the county's latest efforts to fight the coronavirus.

North State Public Radio (Chico, CA) is producing a 30-minute weeknight show that is focused on the North State's response to COVID-19. The show features interviews with health workers, and officials from schools, government, and social service groups. The station is also providing [daily updates](#) on the pandemic with the latest news and health information from county, state and federal health authorities.

[CapRadio](#) (Sacramento, CA) is providing its breaking news coverage and daily talk show, *Insight with Beth Ruyak*, to other California public radio stations. Its state capital coverage on coronavirus is distributed to nearly every public radio station in California through its statewide network. Further, it has taken the lead in providing anchored special coverage of Governor Newsom's press conferences and other updates of statewide significance. CapRadio's daily coronavirus newsletter provides updates on the pandemic with a distinctly local view. Through Hearken, they are answering hundreds of important coronavirus questions from the community on-air and on-line.

KQED is offering two blogs: The [Your Questions Answered](#) blog is a forum for people to submit questions and then receive updatable responses; and the [COVID-19 blog](#), which is updated regularly with the latest national and local information.

The [Health Channel](#), a service of South Florida PBS, has produced, is airing and has distributed to over 50 PBS stations across the country, a series of interstitials about the testing, precautions and spread of the coronavirus; breaking news capsules; a news crawl on the Health Channel with timely two hour updates; a dedicated page on the website, [allhealthtv.com](#), tracking the spread of the coronavirus, as well as offering useful information about treatment and prevention; and social media posts that disseminate information among 88,500+ followers. The Health Channel has also produced an original hour-long production, "Coronavirus: A SmartLife Special," which was recorded in Miami and streamed via Facebook Live, featuring advice from experts on how to deal with the elevated risk and impact of the coronavirus on communities. Topics include how to help children understand the changes around them, how to model healthy behaviors and make nutritious choices in the kitchen.

Idaho PBS has compiled [Local Coronavirus Resources](#), containing trusted state, local, and national resources, as well as a schedule of relevant upcoming broadcasts.

WTTW in Chicago created an [Initiatives and Content](#) document that includes its [coronavirus information hub](#) and a new digital series, *FIRSTHAND: Coronavirus*, which will present firsthand perspectives of Chicagoans affected by the pandemic.

PBS Fort Wayne (Indiana) is presenting [hour-long live community forums](#) with local information on the spread of the virus. Members of the county coronavirus task force, civic leaders and health care professionals are responding to viewer questions. The show begins and ends with updates and comments from the county health commissioner. In addition, PBS Fort Wayne is airing live the daily press briefings by Indiana Governor Eric Holcomb, as well as Ohio Governor Mike DeWine.

Iowa Public Radio launched a [COVID-19 blog](#), and is producing a daily COVID-19 newsletter. It's talk show *Talk of Iowa* is presenting two shows a week with material for home schooling – one on wildlife and one on Iowa History. They also had a call-in segment on the show *River to River* that featured two physicians fielding COVID-19 questions.

WGBH is producing a daily COVID-19 podcast and radio show called [In It Together](#). It is a locally focused call-in radio program that includes interviews with experts, headline news and information.

WKAR (East Lansing, MI) launched [COVID-19: Answers and Insight](#) with host Shawn Turner who, together with health experts, examines the coronavirus crisis in Michigan. WKAR's radio news team regularly updates a [COVID-19 Blog](#) on the station website, which is translated into Spanish. The station's weekly Michigan-focused politics show, [Off the Record](#), is now focusing on COVID-19.

Minnesota Public Radio partnered with WABE (Atlanta, GA) to host a [two-day national call-in show](#) with two doctors from the Mayo Clinic.

New Hampshire Public radio launched a new show, *New Hampshire Calling*, that gives people across the state an opportunity to catch up on the COVID-19 news, as well as to share their feelings, coping tactics, life hacks – be it a joke, a story or a song. *The Exchange*, the station's daily morning call-in program, has been devoted to covering the coronavirus crisis since March 10, featuring discussions with officials and experts. Their digital team launched a [live blog](#) to cover the coronavirus outbreak 24/7, as well as a daily afternoon newsletter that gathers all the threads of our coverage, and they created an [open survey](#) to which nearly 400 people from all over the state have responded.

WUNC-FM (Chapel Hill, NC) launched [Tested](#), the station's first daily news podcast. Focused on the impact of COVID-19 in North Carolina. Its ten-minute episodes run each day and feature stories and reports from the WUNC news team and contributions from experts. The podcast seeks to help North Carolinians better understand the implications of the coronavirus across the state and share their own experiences.

Oregon Public Media is covering the [disparate impact](#) that COVID-19 and economic impacts is having on minorities, immigrants and communities of color. In addition, they are [translating stories into Spanish](#) for distribution on social media and by partner organizations.

[WLCH-FM](#) (Lancaster, Pennsylvania), which has served Central Pennsylvania as its only bilingual station for over 20 years, is broadcasting Spanish-language information about the coronavirus for the Latino communities of Lancaster and York. During its morning show, *Cafe Con Leche*, the station has been interviewing doctors and local officials to keep the community updated on the latest developments. The station is also running PSAs throughout the day on topics such as how to wash hands and practice social distancing.

WLVT (Bethlehem, Pennsylvania) is producing a daily 30-minute broadcast for television and radio that airs seven days a week, focused on the impact of coronavirus in the Lehigh Valley. The program is also being livestreamed via Facebook. Every episode is available on the website at [PBS39.org/Community](https://www.pbs39.org/Community).

Houston Public Media's bi-weekly, live call-in show, *Houston Matters*, has shifted to focus on the coronavirus. They are also offering a dedicated [coronavirus news and resource page](#).

Journalism Resources for Stations

- [America Amplified discusses how to continue engagement during the pandemic](#)
- [A guide to responsible reporting around the coronavirus](#) (Poynter)
- Investigative Reporters & Editors hold [Free Webinars Amid COVID-19 Crisis](#)
- [How and why to broadcast your talk show on Facebook Live](#) (America Amplified)
- [How Journalists Can Deal with Trauma While Reporting on COVID-19](#) (Dart Center, Global Investigative Journalism Network)
- [Library of Resources for Recording Remotely](#) (AIR)
- [Mental Health Task Force 3-Week Webinar \(English & Spanish\)](#), by the National Association of Hispanic Journalists
- [NPR Style Guide](#)
- [Reporting from Home: How NPR Correspondents Do It](#) (NPR Training)
- [Recording During the Coronavirus Pandemic](#) (Transom)
- [PBS NewsHour Student Reporting Labs](#) (SRL) has a new section of the website, [Making Sense of Coronavirus](#), that offers several resources including a [new special unit](#) that covers the basics of local community journalism, storytelling, scripting and video editing.

Public Media Stations Providing Content to Address the Impact of Social Isolation

KUSC (Los Angeles) and KDFC (San Francisco) launched [At Home with Gustavo](#), a new one-hour program featuring handpicked music from the conductor of the Los Angeles Philharmonic Orchestra, Gustavo Dudamel. Gustavo joins KUSC's Brian Lauritzen to play his selections and discuss why listening to music is important at a time of social isolation.

Vocalo Radio in Chicago, the nation's first 24/7 public radio station focusing on R&B, hip hop, and dance music, has put together [a daily blog with ways to "do good"](#) while in social isolation, including ways to support others and practice self-care. The station is asking its audience for voice memos, which it is using on its social platforms.

WFPK (Louisville, KY) is referring to Wednesdays as "[Mental Health Day](#)." The station is taking calls and music dedication requests from listeners trying to deal with stress. Listeners can also direct questions about COVID-19 to the news team at WFPL (Louisville Public Media).

[WCRB Classical Radio Boston](#) has partnered with the Boston Symphony Orchestra to broadcast encore performances for their "virtual community," Monday through Saturday at 8pm. WCRB is also offering an on-demand [audio recording](#) of the final dress-rehearsal of Bellini's "Norma" by the Boston Lyric Opera before it was forced to shutter.

Minnesota Public Radio broadcast the [Minnesota Orchestra's goodbye concert](#) to an empty music hall. The historic concert was the result of the musicians of the orchestra still wanting to bring their regular Friday night live broadcasts to listeners at a time when they might need it most.

In partnership with CPB-funded America Amplified, the New England News Collaboration launched a series of regional call-in shows about the coronavirus, with the first show focused on the [impact school closures are having on family lives](#).

New Hampshire Public Radio's [The Folk Show](#) held three hours of singalongs to lift the spirits of people across the state. The station encouraged listeners to "open a window and invite a neighbor to sing along -- and to tweet a selfie doing it."

[WNYC](#) is encouraging people who have lost a loved one to COVID-19 to send them a message about why this person will be missed and a story about them that should not be forgotten.

[WGTE Public Media](#) (Toledo, OH) will begin airing weekly broadcast performances of the Toledo Symphony Orchestra recorded at the Toledo Museum of Art's Peristyle Theater.

WHYY-TV (Philadelphia, PA) presented the Philadelphia Orchestra's final concert of the season, which was played before an empty concert hall. The [performance of Beethoven's Fifth and Sixth Symphonies](#), broadcast on public radio and livestreamed, reached more than half a million people.

WYEP (Pittsburgh, PA) has created a new Facebook group called "[Alone, Together](#)" to help people in the community stay connected over their shared love of music. Their page, "[You're Social Distancing. Now What?](#)" offers ideas for activities that can help provide comfort and catharsis. WYEP is also airing PSA messages for local non-profit organizations offering help to those who need it.

[WVIA](#) announced a 7pm Facebook Live series, Nightly Storytime with VIA, featuring station staff members reading a story using books received in a recent grant from the United Way and First Book.

Marfa Public Radio (Marfa, TX) hosted a [two-hour virtual dance party](#) on March 20 called “Dancing on Your Own” to ease prolonged social isolation.

Houston Public Media (Houston, TX) is launching a landing page dedicated to highlighting the content of their artistic and cultural partners, including the Houston Symphony.

WNRN (Charlottesville, VA) has launched a new show [Home Studio Sessions](#), where artists play live from home and talk about what they’re doing to stay happy, healthy, and inspired while they are off the road.

KEXP-FM (Seattle, WA) is posting three new “live sessions” from their indie-rock archives a week, [streaming the recorded session as live performances](#) so that audiences can engage in real time chats. With music festivals cancelled and venues closed, KEXP has put together [a calendar of upcoming online concerts](#). The station is hosting some performances on its Facebook page, which also enables them to maintain traffic on the social media platform. KEXP is also providing support to its community of listeners with a “[Guide for Artists and Fans to Support Music During the COVID-19 Outbreak](#).”

[NPR](#) is curating two podcast playlists to help Americans manage anxiety and stay informed during the coronavirus pandemic.

Other Resources for Stations

- [UnderCurrents](#), the daily, 4-hour music mix distributed by Native Voice One, is now freely available to any stations struggling to fill music shifts due to pandemic-related lockdowns. So far, eleven stations have requested UnderCurrents, with about half already airing the shows.
- [QCatalyst](#) is providing best practices for stations on several issues, such as teleworking, using technology, and communications.
- [The Importance of Diversity & Inclusion During Uncertain Times](#) (Entrepreneur)
- NETA, in collaboration with PBS, is facilitating the sharing of station-created COVID-19 resources by providing access to interstitials, communications templates and imagery via PBS Source and Station Exchange. **PBS Source, keyword [StationCOVID19](#)**
- [Wavelength](#) (WNET) has launched a playlist on the homepage of its website dedicated to content about the coronavirus.
- Hearken is offering tutorials and [special deals](#) for four months to media outlets seeking to use its engagement platform to interact with audiences on COVID-19 coverage.
- [Digital Responses to Social Isolation](#) (Solutions Journalism Network)
- [Resources to Help Ensure Accessibility of Your Virtual Events for People with Disabilities](#)(National Endowment for the Arts)
- Paragon created a new private Facebook group called [COVID-19 Collaboration for the Public Radio Music Station Community](#) to facilitate collaboration and communication.
- Paragon also created the [Local Radio Pandemic Checklist](#).

- America Amplified is hosting a webinar on Friday, April 3 about [Using Facebook Live to Engage with Communities](#).

Resources Focused on Fundraising/Revenue Challenges

- The Contributor Development Partnership has also begun posting [tips and resources](#) for fundraising in the time of the coronavirus on their blog.
- Greater Public announced that its COVID-19 [fundraising resources](#) are now available to all stations, which includes sample scripts and ideas for major giving.
- [Johnson City Press](#) interviewed Wayne Winkler, WETS-FM director, about how the public radio station is conducting its spring fundraiser online during the pandemic.
- AIR is launching the [Freelance Audio Fund](#) to provide emergency relief to the independent professional audio community that have been impacted by COVID-19.
- APTS is hosting a [webinar](#) on Thursday, April 2 to learn more about how stations can access funding from the third COVID-19 emergency legislative package which included over \$13 billion for states education agencies to make grants to local educational organizations to support remote education services and capabilities.
- Indie 102.3 (Denver, CO) is helping artists by posting their living room video shows on the station website and conducting interviews with them by Skype. The station has also posted a [Musician's Resource Guide](#) to help artists identify financial resources and support as their lives continue to be disrupted by the coronavirus, as well as a menu of [10 ways](#) fans can support the local music community.

A GM's Note to Self

From: WJM (Bill Marrazzo)

Subject: Get Focused & Get Going!

I'll be 71 in a few weeks. I've never lived through a pandemic and its potential to harm the people I've come to love more than life itself. What advice should I be giving myself to remain focused...to be caring of others...and productive at work?

For starters, remember Bill:

- Wisdom and judgement only come with years on earth. And you've had plenty of those. Remain confident that you have the goods to get through this one!
- You've had "pandemic like" experiences in life.... a heart attack, cancer, drafted into the Vietnam War...each have been great growth opportunities for you. Look for the silver linings in this one. Be patient, they are there!

- Most of all, take the pandemic seriously but yourself much less so. Be respectful but light of heart to aid others with their understandable anxiety. By being positive you can help your colleagues see the possibilities to create value at this impossible time.
- You've had a lifetime of knowing that the only thing that is going to stay the same, is more change. Get over it!
- Even in the nonprofit world, "cash flow" isn't a dirty set of words, it is KING!

So Bill, relying on these thoughts, to Get Focused & Get Going what should you do (and how will you be graded)?

- Now is another time to understand the difference between leadership and management. Leadership is all about behaving in ways that influence *favorably* things you can't control.

Report Card: get feedback from others.

- Don't underestimate the power of giving to others. And don't worry, when you give you get way more back so it's a two-way street.

Report Card: write checks...lots of them. People are hungry, you're not.

- You decided a few decades ago when you first joined the public media industry, that it was a powerful device to support civilized society. Use this time to showcase what makes public media unique.

Report Card: grow audience size and diversity.

- Use this unfortunate time to drive up WHY Y's impact on its audiences and get to even higher levels of WHY Y's performance excellence.

Report Card: shift an even greater percentage of WHY Y's assets to programs and services that satisfy what our target audience wants.

- Recognize that in a free market economy, while it is regrettable that marginal players won't survive this pandemic, it is an opportunity to reinvent WHY Y's and public media's SOP.

Report Card: execute business partnerships to use WHYY as an amplifier of other cultural arts and educational institutions. Rationalize the overlap in public media's assets within the tri-state (PA, NJ, DE) area.

- WHYY is a lucky member of the nonprofit community of enterprises. But not for profit is a tax status. It is not an excuse for mediocre performance. In face of the pandemic, care for people but recognize the next wave will be its economic revenge. Use the assets WHYY has accumulated wisely to ensure the flow of funds over the coming months when you're going to need them the most. Get more cash!

Report Card: increase acquisition of unrestricted support from current and new supporters (from larger audiences), SBA and foundations.