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WHYY to Lead Pennsylvania Public Media Initiative

"Keystone Crossroads" Will Explore Statewide Urban Decline & Solutions

PHILADELPHIA, January 15, 2014 — The Corporation for Public Broadcasting has selected WHYY to lead a collaboration involving five Pennsylvania public media stations called *Keystone Crossroads*.

Keystone Crossroads will explore urban decline and solutions in Pennsylvania and examine topics such as aging infrastructure, immigration, local government, neighborhood life, poverty and tax policy. The initiative aims to offer connected, statewide reporting on urban challenges in the Keystone State.

The collaboration will be focused on Pennsylvania cities, while also exploring issues of national interest and importance. *Keystone Crossroads* will use comprehensive, data-driven, multimedia reporting from staff based at lead station WHYY, reporters at partner stations and freelance journalists.

"Two out of five Pennsylvanians live in a city that's been declared 'distressed' by the state, yet conversation about these 'cities in crisis' is lacking. At the same time, people are flocking to cities, bringing new energy, ideas and hope," said Chris Satullo, vice president of news and civic dialogue at *Keystone Crossroads* lead station, WHYY. "Solutions are being found, here and elsewhere, to chronic urban problems. *Keystone Crossroads* will survey the intersection between challenges and solutions; between rust and revival."

Keystone Crossroads will launch in early 2014. Its multimedia reports will be found online, on air and through media partners of the participating public media outlets. WHYY in Philadelphia heads the collaboration as lead station. Partner stations include WESA in Pittsburgh, WPSU in Central Pennsylvania and WITF in Harrisburg. Pittsburgh's WQED joins the collaboration as associate partner.

Funding for *Keystone Crossroads* is provided by a two-year, \$1.5 million grant from Corporation for Public Broadcasting.

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