WMHT uses media to enrich our communities with programs and services that advance education, inform on culture and civic engagement, empower individuals, celebrate our diversity, and reveal what we have in common.

Local Value
Since 1953, WMHT Public Media has provided programs and services to our local communities that encourage growth and learning through the power of media. We envision a community confident in its identity, its potential fully realized, inspired and connected through trusted public media.

In 2020, we continued to engage our community with robust content highlighting the unique stories and strengths housed in our diverse region.

In an area of proud and independent individual communities, WMHT has a special responsibility as a regional entity to both embrace each community's distinctive identity and identify common themes that bring us together as a region.

Fiscal Year 2020 Key Services
In FY20 WMHT provided important local services in areas including:

Children/Education: Free resources and training for parents, teachers, and students designed to connect the power of media to the preparation of a new generation of learners.

Arts/Culture: Local programming that celebrated the strength and diversity of the region's cultural community and told important stories about our history and shared experience.

Civic Engagement/Public Affairs: A robust news and information service focused on the electoral process and state government designed to build and maintain an engaged electorate.

Local Impact
WMHT's on-air, online, and community services reach 15 counties in New York's Capital Region, the mid-Hudson Valley and parts of Vermont, Massachusetts, Connecticut, and beyond.

An audience of more than a quarter of a million viewers on television and more than 100,000 on radio was complemented by a comprehensive and growing digital presence and a network of partnerships among educational and community institutions that enable us to deliver training and services to the region's citizens in a variety of settings both formal and informal.

*WMHT's Fiscal Year 2020 is July 1, 2019 through June 30, 2020*
Families Learning Together
Community resources that we bring to children are more important than ever with COVID-19, as young kids continue to need access to educational programs. While in-person events have not been on our calendar since the spring of 2020, we continue to work with a myriad of partners including school districts, libraries, Boys and Girls Club sites, and YMCA branches.

This year, 84 family programs served 4,960 parents and children. WMHT’s strong partnerships and dedication to education secured this continuation in programming even with many of our usual programs cancelled due to the pandemic.

Pre-COVID, in the summer and fall of 2019, Stories and Art in the Park was held four times with partners City of Albany Parks and Recreation, the Albany Public Library, and the Albany Barn. These events included storytelling sessions in the park followed by crafts. On average, each event had about 25 kids. The Albany Institute of History and Art held free screenings of PBSKIDS’s new show Xavier Riddle and the New York State Museum had a Curious George event and two Sesame Street events.

WMHT’s strong long-time partnerships continued with the City of Albany School District and Boys & Girls Club of the Capital Region. Before the pandemic hit, we were able to complete ten parent & child workshops serving 195 parents and children, and an additional 12 teacher & child workshops serving 195 staff and children.

In October 2019, Boo Fest was held at Colonie Center with a Curious George character and hundreds of children. Also the annual Clifford the Big Red Dog birthday parties took place in February 2020 right before lockdown.

Library partners in FY20 included: Albany Public Library Branches, Schenectady County Library Branches, Guilderland Public Library, East Greenbush Community Library, Johnstown Public Library, and North Bennington Library in Vermont.
WMHT worked with the Saratoga County Economic Opportunity Commission for Head Start. Through schools, Head Start locations, libraries, and other community organizations, in-person workshops and programs demonstrate to parents how they can significantly contribute to the literacy skills of their children. Hands-on activities provide a collaborative learning environment between parent and child.

Community Screenings and Events
WMHT continued its partnership with ITVS to host a suite of free screenings and discussions of independently-produced films to the community. Featuring documentaries seen on the PBS series Independent Lens, Indie Lens Pop-Up draws local residents, leaders, and organizations together to discuss what matters most, from newsworthy topics to family and relationships. Screenings of Indie Lens Pop-Up season included FIRST RAINBOW COALITION and, ALWAYS IN SEASON and were well attended throughout the region. Due to the pandemic, virtual screenings were held through the ITVS streaming platform OVEE for the remainder of the season. EATING UP EASTER and BEDLAM were films screened virtually.

“Our goal is to broaden the minds of our community members. The films we show are always important but the discussion afterward is key. We hope that audience members learn from each other and the film.”
(Indie Lens Pop Up partner, film: Always in Season)

Extraordinary Neighbors
As COVID-19 spread, WMHT worked to shine a light on unsung heroes, those in the community who made a difference in big and small ways - the people who go to work so we can get the medication we need, purchase food to feed our families, deliver packages of supplies, and more. We created Extraordinary Neighbors to highlight these remarkable individuals and featured more than 25 people in our region.
Home Classroom
In March 2020, WMHT Home Classroom, a new programming block in coordination with Capital Region Board of Cooperative Educational Services (BOCES), was introduced to support in-home learning for grades 4-12 while area schools were closed.

The programming covers a range of subjects including math, social studies, history, and literature. A robust suite of contextualized, standards-aligned lesson plans and resources available for free from PBS and PBS LearningMedia complemented the additional block of programming which broadcast for twelve hours, Monday-Friday.

Gladys I. Cruz @GladysICruz · Apr 5
Thank you to @WMHT for their efforts to support students during the #COVID19 health crisis. Visit wmht.org/homeclassroom/ for a listing of programs and support materials.
**The Vote**

One hundred years after the passage of the 19th Amendment, The Vote tells the dramatic culmination story of the hard-fought campaign waged by American women for the right to vote, a transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history. WMHT hosted two virtual preview screenings of clips from American Experience’s The Vote. WMHT produced a three part series with leading suffragist scholars for our state-wide public policy show, New York NOW.

WMHT hosted two virtual preview screenings of clips from American Experience’s The Vote with panel discussions. The panels included suffrage scholars and leadership from the League of Women Voters, and moderators were from the New York State Museum and the Women’s Press Club of NYS. We drew not only a local audience but also had viewers joining from Washington, DC and the Midwest. Our first screening drew 47 attendees and our second drew 59 attendees. Reach from social media on this project surpassed 30,000 people. Video views for the project were close to 15,000.

**Meet The Helpers**

Inspired by Mister Rogers’ quote that we should always look for the helpers during scary moments, Meet The Helpers, produced by WUCF in Central Florida, is a public media initiative designed to introduce children to community helpers and practice emergency preparedness. Research has shown that introducing children to community helpers in a safe and fun environment can help them react better during times of crisis. The COVID-focused vignettes talked about washing your hands, wearing a mask, and introduced children to doctors, teachers and other helpers in the community.
AHA! A House for Arts

WMHT’s weekly arts and culture showcase, AHA! A House for Arts, continued to put a spotlight on regional artists. With the many changes seen in the world, and a new host of the show, we took the opportunity to revamp this arts show currently in its sixth season. The program now includes a full half-hour of local content. Each episode features an in-the-field artist profile, giving viewers a glimpse into the studio and creative process of a local artist. A studio interview follows, featuring leaders of local arts institutions and educators discussing important topics such as race, gender, and censorship in the arts. The program is rounded out by a performance from a local musician, with the audio from the performance also used by our roots and rock station, WEXT.

Art in Residence

With Art in Residence, we spoke with art institutions, creatives, artists, musicians, filmmakers, poets, and crafters about their lives during the COVID-19 pandemic and plans for the future. Some of those we interviewed virtually in about 20 different segments included: Philip Morris from Proctors Theater, David Alan Miller from the Albany Symphony, Saratoga Performing Arts Center’s Elizabeth Sobol, and Sarah Craig from the legendary folk venue Caffè Lena.

Creative Capital: Shaping the Region’s Economy

A creative economy is a world where arts and culture are the drivers of economic activity. It’s not a notion that’s new to New York’s Capital Region, which has long been a haven for creatives and renowned performance venues. But in recent years, thanks to technology and innovation, it has become the fourth-largest employment sector, and it’s growing fast. In this one-hour program, join host Guha Bala as he takes us on a journey through the creative minds of the region.
HEADLINE
HEADLINE expands coverage, raises awareness, and enhances conversations around important issues of public health and wellness. With COVID at the forefront of the world’s mind, HEADLINE topics included children’s mental health during the pandemic, Coronavirus anxiety, and the opioid crisis and the pandemic intersected this year.

Watch with WMHT
Since in-person events were not possible this year, we adapted and conducted regular virtual screenings and discussions on our Facebook page. These events had a Facebook reach of more than 4,000 and about 200 people attended these Facebook Watch Parties. These parties enabled viewers to interact with the films’ producers and to chat with fellow PBS viewers.

Classical Student of the Month
The Classical Student of the Month program recognized outstanding young musicians in the region. Features aired on Classical WMHT-FM and on WMHT’s digital properties. Nominated by teachers and family members, WMHT’s Classical Student Musicians are an inspiration to music lovers and aspiring musicians.
**TvFILM**

Back for its 12th season, TvFILM continued to showcase the creative work of local, independent filmmakers. Viewers also heard from the filmmakers who shared the inspiration for their ideas, the challenges of the filmmaking process and the joy of bringing their vision to life on screen. With COVID, filmmakers had to be even more creative than usual with their filmmaking process.

**New York NOW**

New York NOW, WMHT’s Emmy-Award winning weekly, in-depth public affairs program continued reporting on issues of state-wide importance. With our new host Dan Clark, New York NOW provided constant coverage of COVID especially during the early days of the pandemic Governor Cuomo’s daily updates. In cooperation with the Albany Times Union, New York NOW hosted a debate for the 19th Congressional district. Also working with WCNY’s The Capitol Pressroom, New York NOW once again provided viewers live coverage and analysis of Governor Cuomo’s annual State of the State Address and Budget Address.
The Scene
Fifty years ago, there was a surge of culture, change, political awareness and expression in the United States. Music helped provide an outlet and became a center point in communities for gathering, learning and sharing. The same was happening right here in the Capital Region and the rest of upstate New York. This half-hour documentary film took a look at what was happening in the music world in the 60's and 70's. From the Aerodrome to J.B. Scott’s, we’ll take a look at the music scene with some help from the people that were there living it; from performers to club owners, to music lovers of every genre. The film jump-started an interest in the history of our area’s local music scene and inspired the formation of a Facebook group which now has 4,200 members. The Facebook group is just one example of the engagement seen around the film, with many passionate music lovers sharing WMHT’s social media posts and reminiscing about their music experiences in the area.

THE SCENE

Lena: A Life in Folk
After decades of trials, tribulations, evictions, losses, and near bankruptcy, Lena Spencer saw her inspired vision of a creative gathering place for her community become a reality with Caffè Lena. Her boundless passion and perseverance served as the driving force behind her renowned establishment now known as the longest-running coffeehouse in the country, recognized as an American Treasure by the Library of Congress, and a place where folk music continues to thrive after six decades. This hour-long film premiered in the Fall of 2019.

PBS American Portrait
Our country is home to millions of people. Each one of us is unique, and we’re all part of the American story. PBS American Portrait is an ongoing, evolving initiative that asks people all over the country to submit individual stories by responding to provoking prompts. WMHT received a grant for American Portrait and began to work on content during FY20.
WMHT offers four distinct public television services WMHT 17.1, WMHT 17.2 (Create), WMHT 17.3 (World), and WMHT PBS Kids (17.4) which reach more than half a million households in Eastern NY and Western New England. A livestream service that allows viewers to see WMHT-TV’s broadcast feed began in 2020 as well. Over 100,000 listeners tune in to our three radio stations each week.

More than 1,000,000 citizens from the region and beyond visited the WMHT websites during FY20. This compares with about 800,000 page views in FY19 and 400,000 in FY18. WMHT’s strategic focus on digital content, and supplementing on-air with digital, accounts for this increase. Video views on the WMHT website also increased from 169,000 in FY19 to 176,000 in FY20.

Over 27,000 individuals made a contribution to support WMHT during FY20. They were joined by hundreds of local businesses who supported WMHT through underwriting.

Building partnerships is a key part of our future and to the growth of our community. WMHT built dozens of new partnerships during the year in the corporate, educational, government, cultural and business communities.

**OUR VALUES**

**Community** We place community at the center of our work.

**Integrity** We honor the trust placed in us by doing our work with honesty and transparency.

**Excellence** We believe that the importance of our services demands that they be carried out with excellence.

**Innovation** We embrace the new solutions that will be needed to serve our evolving communities.

**Respect** We express an authentic regard for the intelligence and diverse viewpoints of our audiences and our community.

WMHT envisions a community confident in its identity, its potential fully realized, inspired and connected through trusted public media.