

2021 Telling Public Radio's Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WMHT's strategic plan places community at the heart of our work. We gather input about community needs in several ways, formal and informal, including feedback from our active and engaged Governing Board, our Community Advisory Board and ongoing interaction between members of our staff and our communities. Because our service is based upon music and culture, our interaction with that community, and the audiences it serves is particularly important.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

WMHT-FM has worked collaboratively with many arts and cultural organizations over the past year to help make the performing and visual arts more accessible to thousands of individuals. Particularly, this past year, we have deepened our partnerships to work with arts organizations to assist them in their goal to connect with music lovers in the community. We have continued to work to assist these organizations with their presentation of live music, and ways for them to highlight their work. Partners included the Albany Symphony, Albany Pro Musica, Musicians of Ma'alwyck, Hudson Valley Philharmonic, Maverick Concert Series, Tanglewood, Saratoga Performing Arts Center, Troy Savings Bank Music Hall, The Egg, The Palace Theatre, Bethel Woods Center for the Arts, Jacobs Pillow Dance Festival, Schenectady Symphony, Proctors Theatre, Capital Region Classical, and more. WMHT continued to partner with regional schools with our

2021 Telling Public Radio's Story

Student Musician of the Month initiative, helping to strengthen our commitment to the future of classical music. WMHT worked in partnership with a member of the Citizen Potawatomi Nation to present special inclusive programming around the Thanksgiving holiday. WMHT worked in partnership with public radio station WAMC and sister public television station WMHT to promote live performing arts events through the community, most of these were virtual in nature.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

We heard from several of our partners that the additional efforts we made this year were helpful and much needed. Our goal was to help the arts organizations reach out to the community with their need and their efforts to remain viable into the future after the pandemic. We designed special programs to help the arts in the community be seen and heard by our large classical audience. We created programs that gave listeners special insight into the performances of the past, and had the arts producers discuss the challenges faced, both in a regular year and especially in this pandemic. We also insured that the programs were forward looking with positivity and imbued the content with love and passion for classical music held by all members of our community.

"Thank you very much for your collaboration and work on the Albany Symphony Hour, Rob, and for your being such a champion of the ASO and of great music in our region!" Anna Kuwabara, Executive Director, Albany Symphony Orchestra

"I'm very excited about the project! Thanks for helping to make it happen. Response has been very positive

2021 Telling Public Radio's Story

all around - I keep getting new and more people on the Zoom afterwards too." Derek Delaney, Capital Region Classical

"I think overall this has been the most successful activity of the Maverick Concerts this summer and I thank you so much, for helping to make it all happen." Alexander Platt, Artistic Director, Maverick Concerts.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WMHT-FM continues to seek ways to reach nontraditional audiences for classical music. Those include, among others, cross promotion on our broadly viewed television station, acquisition of programming featuring young musicians, and production of studio based performances for our Student Musician of the Month highlight feature. We continue to foster our Classical Facebook group to the main WMHT Facebook page to specifically engage classical music lovers in the audience. In addition, we have several features as tune in moments, or appointments: The Big One at 1, A Fifth of Beethoven, The Classical Coffee Break, and Invitation to the Dance.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Without the CPB funding, WMHT-FM would not be able to continue being a growing, 24 hour/day classical music service for listeners in the Capital Region, the Berkshires, the mid-Hudson Valley, Vermont and north into the Adirondack Mountains. WMHT-FM is committed to classical music and represents the only

2021 Telling Public Radio's Story

broadcast outlet that features such a service for the vast majority of our coverage area. The CPB funding received by WMHT-FM is an important part of the revenue needed to operate the station, filling an important, otherwise unmet need for a large and growing audience.