

2019 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. Partners included the Albany Symphony, Albany Pro Musica, Musicians of Ma'alwyck, Hudson Valley Philharmonic, Maverick Concert Series, Friends of Chamber Music, Troy Chromatic Concerts, Glimmerglass Opera, 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 and dozens more. WMHT also partnered with regional schools in supporting its Composers Classroom educational initiative, helping students to learn more about a different classical composer each month. WMHT worked in partnership with public radio station WAMC and sister public television station WMHT to promote live

2019 Telling Public Radio's Story

performing arts events through the community. WMHT also worked with community festivals including Art in the Park, First Night Saratoga and TulipFest to bring cultural events to the region. Working with a regional instrument firm, we helped put recorders into the hands of lower income students at several schools in the region.

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.

A primary focus for WMHT-FM was to build audience for live cultural events in the region. Since serving as media sponsor for Albany Symphony concerts, the ASO has seen dramatically increased audiences including numerous sold-out performances and dramatic increases in annual ticket subscriptions. WMHT's partnerships with venues throughout the region helped to support live performances featuring the Boston Pops, Philadelphia Orchestra, New York Philharmonic and other national events including presentations of public radio events like From the Top. WMHT also worked to help promote the Saratoga Youth Symphony at their inaugural performance at First Night Saratoga.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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

2019 Telling Public Radio's Story

featuring young musicians, and production of studio based performances featuring performers from the Empire State Youth Orchestra. In addition, we work with area music presenters to present programs featuring area musicians and students at concert venues around the region. We continue to develop programs and features to attract new listeners and to further engage listeners who love the station. We added a 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 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.