

2024 Telling Public Radio's Story

1. 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. 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, Friends of Chamber Music, Maverick Concert Series, Tanglewood, Berkshire Bach Society, Saratoga Performing Arts Center, Troy Savings Bank Music Hall, The Egg, The Palace Theatre, Schenectady Saratoga Symphony, Proctors Theatre, Capital Region Classical, and more. WMHT continued to partner with regional schools with our 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 the public radio station WAMC and sister public television station WMHT to promote live performing arts events through the community.
3. Our partners continue to tell us that our efforts are helpful to their cause. Interviews with artists and presenting organizations helped those arts organizations grow and reach an even greater audience. We partnered with one ensemble on the commission and premiere of a work by American composer Andrew Yee. "On behalf of all of us at Friends of Chamber Music, I wanted to extend our sincerest gratitude for your collaboration on the incredible concert surrounding the commissioning and world premiere of "Something Golden." The nature of collaborations in classical music is one that constantly inspires and uplifts the community, and our partnership on this project exemplified that spirit perfectly. There was a palpable sense of excitement and anticipation in the air leading up to the premiere, and it was truly a testament to the power of artistic collaboration. Your dedication, talent, and input were instrumental in bringing this project to fruition, and we are incredibly grateful for your commitment to excellence. The impact of your work extends far beyond the stage, resonating deeply with audiences and leaving a lasting impression on all who had the privilege of experiencing it. I spoke with many attendees after the concert- all of which were incredibly pleased and proud to experience this art in this way." Michael Kirsty, Friends of Chamber Music

4. WMHT-FM continues to seek ways to reach nontraditional audiences for classical music. We marked Indigenous Peoples Day, Juneteenth and International Women's Day with special programming highlighting the works and accomplishments of these traditionally underrepresented voices. We produced a program of Classical Music by Indigenous composers to be featured on Thanksgiving. Other ways to reach nontraditional audiences include 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 features. 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, the Fifth with Beethoven, The Classical Coffee Break, and Invitation to the Dance.
5. 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 much 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.