

2022 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 continued to work 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. We have deepened our partnerships to work with arts organizations to assist them in their goal to connect with the community. We 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, Saratoga Opera, Schenectady 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 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. We created programs and features that gave listeners special insight into the performances in the community.

"Our HVP Voices of Light concert Saturday night was a real triumph. Largest HVP audience we've had since 2018 and the longest extended standing ovation I've ever seen for an HVP event! Your support played a real role in this success, and I want you to know that I really appreciate the air time you give all of our events. Several patrons told me they came because they heard about it on WMHT, and/or heard the interview with Richard. Same with Metropolis, many people heard about that event from you as well." Chris Silva, Bardavon

4. 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. 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.