2025 Annual Impact Report

CEO Note

Dear friends,

This has been a year of change for Vermont Public. Some moments have been hard, others full of discovery. Through it all, our purpose remains steady: to serve and connect the people of Vermont. That purpose, not any political agenda, shapes every story we share and every choice we make.

Change brings both challenge and possibility. The loss of federal support was difficult, but what followed revealed the strength of this community. Listeners, viewers, members, and partners stepped forward with care and commitment. Your belief in this work reminded us that Vermont Public is not just a station. It is a shared effort built on trust and carried by people who care deeply about Vermont. Our independence is real, and it is sustained by the people we serve.

As the media landscape evolves, we're reimagining how we serve. We're investing in new ways to share Vermont's stories on air, online, and in person, and ensuring that Vermonters in rural towns, new Americans, historically marginalized groups, and even our friends north of the border can find themselves in our coverage and creativity. At the same time, we hold fast to the rigorous standards that make public media trusted. From in-depth local reporting to music that brings people together, our goal remains simple: to help people know, grow, and connect.

Our roots are firmly in this place. Vermont Public's work begins with the people and landscapes that shape our state. Integrity means naming our values and being transparent about how we work. Inclusion means seeking out stories that haven't had enough airtime and making room for differing perspectives — because a connected public doesn't require uniform opinion, but shared facts and access. Each day, we strive to earn your trust by reflecting Vermont's voices with honesty and heart.

As we look ahead, we do so with gratitude and resolve. The next chapter is one of innovation, creativity, and service sharpened by this year's experiences. Thank you for standing with us and believing in the purpose we share. Together, we're building

something enduring — a public media service that belongs to Vermont, now and for generations to come.

Vijay Singh Vermont Public CEO

About Us

For the people, and powered by the people.

Vermont Public is an independent, community-supported public media organization. We help people know, grow, and connect through journalism and storytelling rooted in Vermont. For nearly 60 years, audiences have turned to Vermont Public as a vibrant destination for community engagement and lifelong learning. Our work enriches lives and builds empathy, creating a public connected by understanding, no matter the distance.

Through our statewide radio and television networks, digital platforms, and regional events, we deliver trusted local news, educational and children's programming, and locally hosted music — alongside the best of public media from NPR, PBS, BBC, and beyond.

Public service is at the heart of everything we do. Vermont Public is locally operated and community-owned, with no paywall and no subscription fee — because access to trusted information should be a right, not a privilege. Nearly 60% of our funding comes directly from our community through individual donations and business sponsorships. Audience support makes our news and programming accessible for all.

Our Reach

Vermont Public reaches 1.2M people a month across all platforms, including:

- 295,000 visitors to our website and mobile app
- 537,000 listeners to our radio stations, livestreams and podcasts
- 385,000 viewers of our TV stations, YouTube and video-on-demand platforms

*As of October 2025. Some users may be counted more than once if they engage on multiple platforms. This report was created using data from Google Analytics, Firebase, PBS, PRX and YouTube Analytics. Radio information was gathered from Nielsen Audio Total Market, Persons 12+ M-Su 6a-12m, Fall 2024 and Spring 2025; TV information was gathered from Nielsen Local TV View Avg Wk., Live +7, Persons 2+ M-Su 3a-3a. October 2024 - September 2025.

Your Impact

LOCAL NEWS

Trump's Second Term

Vermont Public delivered in-depth, local reporting on the impact of President Trump's second term — connecting national policies to the everyday realities of Vermonters with clarity, context, and compassion. Our newsroom examined how executive orders, economic shifts, and deep federal cuts — including the dismantling of the U.S. **Department of Education** — reverberated across the state. We reported on **Mohsen** Mahdawi's release from detention, sharing our coverage nationally with NPR and broadcasting his <u>first local interview</u> after being released. Our reporting also revealed Governor Phil Scott's rejection of a federal request to deploy the Vermont National Guard to Washington, D.C., and uncovered how his administration quietly complied with a federal order to hand over millions of SNAP recipients' personal data. We documented moments of powerful community response, such as when 200 Vermonters accompanied a Panton man to an ICE check-in in solidarity. To help Vermonters understand the local impact of national policy shifts, we built a public tool to track changes to federal funding in Vermont, and followed the ripple effects across programs and households. Our coverage included how the government shutdown created uncertainty around food and heating assistance, how food shelves faced surging need, and the consequences of **SNAP benefits lapsing statewide** as **hungry Vermonters** turned to local food shelves.

U.S-Canada Relations

Vermont Public's coverage highlighted how changing U.S.-Canada relations are creating

new challenges for Vermont's economy, identity, and connection to our northern neighbors. As political tensions rise over trade, immigration, and border security, Vermont is feeling the impact in real and personal ways. A special joint broadcast of *Vermont Edition* with CBC's *Radio Noon Quebec* fostered dialogue between Vermonters and Quebecers about the growing political divide and its real impacts on daily life. Reporting from the Northeast Kingdom examined how <u>businesses have seen a sharp drop in Canadian tourists</u> and how <u>tourism operators remain on edge</u> as stricter border policies and diplomatic uncertainty drive visitors away. At the same time, Vermont Public highlighted Vermont-Quebec connections at the Haskell Free Library and Opera House — a building that literally straddles the U.S.-Canada border — where <u>locals</u> <u>decried plans to limit Canadian access</u> and author <u>Louise Penny made her only U.S. stop on her new book tour</u>.

Climate & Environment

Vermont Public's coverage of climate and environment deepened public understanding of complex ecological challenges while inspiring awareness across the region. Our reporting on scientists racing to save the Bicknell's thrush showed how journalism can illuminate urgent threats to biodiversity. In a cross-border collaboration with the CBC, Brave Little State explored what Vermont can learn from Quebec's earlier ban on bee-killing pesticides, connecting local policy to regional solutions. We reported on Jay Peak swapping weed whackers for goats and sheep to clear ski trails and the mystery behind wild lake trout populations rebounding in Lake Champlain. We examined big-picture questions like whether logging is as bad for the climate as some say and offered timely, practical guidance through A Vermonter's Guide to Wildfire Smoke and Air Quality, helping residents stay safe amid worsening air conditions.

Housing

Vermont Public's housing coverage illuminated the depth of the state's housing crisis and the human stories behind it, while holding policymakers accountable for progress and solutions. A <u>first-of-its-kind investigation with Seven Days</u> identified at least 82 Vermonters who died while living outside or in temporary motel housing between 2021 and 2024 — data that spurred public dialogue and renewed scrutiny of state housing policy. We examined the results of Vermont's pandemic-era spending through <u>"Vermont poured hundreds of millions of dollars into housing. What has it built?"</u>, providing a clear-eyed look at outcomes versus promises. Our ongoing coverage <u>kept audiences</u>

<u>abreast of new affordable apartments in Colchester</u>, the <u>complexities of taxing second</u> <u>homes</u>, and innovative approaches like <u>factory-built homes</u> as a <u>potential solution</u>.

Education

Vermont Public has provided Vermonters with essential reporting on the state's education landscape, highlighting both transformative policy and the human stories behind it. We covered the <u>Vermont Legislature's passage of landmark education reform</u>, despite fierce dissent. Our reporters explained <u>how this sweeping education transformation will work</u>, giving communities the context they need to understand what the changes mean for students, families, and schools. Our reporting also celebrated Vermont's educational heritage, following <u>Charlie Farrell's quest to document every former school in the state</u> and preserving these stories for future generations. Through a month-long "School Stories" series, <u>Vermont Edition</u> tackled pressing topics — from <u>school consolidation</u> and <u>AI in the classroom</u> to <u>sex education</u> — offering practical guidance for parents and a broader view of the challenges and opportunities shaping Vermont's schools.

Health Care & Aging

Vermont Public's coverage on health care and aging delivers people-centered reporting that explains complex systems, highlights solutions, and strengthens the well-being of Vermonters. We explained why health care is so expensive in Vermont and profiled the only primary care doctor in Island Pond in advance of his retirement, highlighting the challenges of access and sustainability in rural medicine. Our newsroom reported how most Vermonters won't have access to a single Medicare Advantage plan next year. And in a piece that turned service journalism into real-world impact, we showed how "go-bags" can make hospital visits safer and easier for older adults — a story that resonated nationally when it aired on Morning Edition.

GREEN MOUNTAIN LIVING

Exploring Vermont

From scenic drives to local lore, Vermont Public helped Vermonters rediscover the history and character of the place we call home. Our <u>Fall Foliage Guide</u> highlighted 10 staff-picked routes filled with breathtaking views, local food stops, and hiking tips. Vermont Edition's "Town by Town" series began its journey to all 252 Vermont towns, starting in <u>Elmore</u>, <u>Belvidere</u>, and <u>Grafton</u>. <u>Brave Little State's 8th Annual Brief History of Vermont Road Names</u> uncovered the stories behind Horn of the Moon Road in Montpelier, Scotch Hollow Road in Newbury and Goodenough Road in Brattleboro. Our <u>town pronouncer video series</u> enlisted townspeople to set the record straight on how to say their towns' names, while "<u>12 hours at the Richmond park & ride</u>" offered a revealing portrait of an unassuming gathering place.

Home & Recreation

Vermont Public celebrates the many ways Vermonters live, grow, and thrive. We hosted two <u>live gardening shows</u> with Charlie Nardozzi, followed by community seed swaps. In the spring, we launched <u>Sprouted</u>, a 10-week gardening course to help new growers dig in with confidence. Our "At Home" series invited listeners into the lives of notable Vermonters, including <u>Francois Clemmons</u>, <u>Alison Bechdel</u>, and <u>Gesine Bullock-Prado</u>, revealing how creativity takes root in everyday spaces. During a month-long exploration of local wellness, we found joy and connection in the <u>simple ritual of a sauna</u>. And we captured the joyous sights and sounds of <u>Vermont Green FC</u> and the <u>UVM men's soccer team</u> winning their national championships, celebrating not just athletic triumph, but the pride and shared spirit of our whole community.

Vermont, by Vermonters

Through stories of the people who live here, Vermont Public fosters understanding, empathy, and belonging across our state. This year, we expanded our broadcast of the *Rumble Strip* podcast from a monthly broadcast to a weekly radio segment, bringing Vermonters more of the award-winning storytelling that captures the heart of rural life. We explored identity and self-discovery in "<u>This is what autism looks like</u>", where three Vermonters (including our own Mary Engisch) shared their personal journeys with

late-in-life diagnoses, and in "<u>Coming of age — and coming out — in the time of civil unions</u>", which shared reflections from young LGBTQ+ Vermonters 25 years ago, when civil unions were being debated across Vermont. We documented the town of Johnson's extraordinary effort to <u>move its library out of a flood zone</u>, and celebrated community spirit in stories about the state-run <u>Venison for Vermonters program</u>, and the East Barnard man <u>building a composting outhouse beside the village church</u>.

MUSIC, ARTS & CULTURE

Expanding Music Discovery

In 2025, Vermont Public deepened its commitment to music discovery. We launched two new local shows — *All Ears* with Tad Cautious, an eclectic hour of music exploration on Saturdays at 6 p.m., and *Now Playing* with DJ Llu, a Saturday night mixtape of rock, R&B, hip-hop, and new releases airing at 8 p.m. We kept folk music thriving through a new collaboration with NHPR that brings *The Folk Show* with Kate McNally to Vermont Public, continuing the tradition of Sunday night folk music following All The Traditions Host Robert Resnik's passing in July 2025. Our new 24/7 Jazz Stream offers a continuous space for listeners to explore classic and contemporary jazz, while Vermont musicians brought their NPR Tiny Desk Contest entries to life from our own studio. We inspired the next generation of listeners through curated playlists that connect classical music to the rhythms of life in Vermont, and celebrated the season with Vermont Public's Holiday Stream.

Live Performances & Collaborations

Vermont Public brought the joy of live performance to audiences across the state through collaborations that celebrated Vermont's vibrant music scene. In partnership with the Burlington Discover Jazz Festival, we broadcast the opening-night world premiere to share the excitement of live jazz far beyond the concert hall. Our Classical team hosted live studio performances, interviews, and special features throughout the year — including a broadcast of the Lake Champlain Chamber Music Festival's opening concert — giving listeners a front-row seat to the artistry, energy, and creativity that define Vermont's music community.

Storytelling Through Film & Art

In 2025, Vermont Public continued to champion independent storytelling and local creativity. The final five <u>Made Here Fund</u> projects premiered, including <u>La Liga</u>, exploring the lives of Vermont's migrant farmworkers, and <u>Braiding a New Life</u>, about refugees building a community in Brattleboro. Two new audio projects — <u>The Arts That Shape Us</u> from Vermont Folklife and <u>The Afghan Women of Brattleboro</u> — offered intimate, layered portraits of identity, creativity, and belonging, while <u>Biraland</u>, a musical comedy series by Vermont creator Bira Vanara, explored our connection to the natural world. The <u>Made Here Film Festival</u> celebrated regional talent with 50 local films from New England and Quebec. Meanwhile, Homegoings traveled to Amsterdam for a <u>conversation with Joseph Awuah-Darko</u>, a 28-year-old Ghanaian artist who moved there to pursue euthanasia amid a long struggle with bipolar disorder.

COMMUNITY

In 2025, Vermont Public deepened its commitment to bringing people together through shared experiences, open dialogue, and curiosity. Building on the success of StoryCorps' One Small Step last year, we took the program on the road, offering free trainings that helped Vermonters bridge political divides through meaningful conversation. Our sold-out screenings of the documentary 'Join or Die' around the state sparked reflection on the power of community. More than 700 people gathered for our Eye On The Sky Stargazing Party at Sugarbush Resort — with music, fun, and a live broadcast that united listeners under the same night sky. And our new Community Events Calendar now makes it easier than ever to find concerts, festivals, and local gatherings that celebrate life in Vermont.

KIDS, FAMILIES & EDUCATION

But Why: A Podcast for Curious Kids

In 2025, <u>But Why: A Podcast for Curious Kids</u> continued to spark wonder and understanding for children around the world. The team explored big questions from "<u>Why do we need to use sunscreen?</u>" and "<u>Who invented tacos?</u>", to "<u>Can you sneeze with your eyes open?</u>" and "<u>What are taxes and tariffs?</u>." The show hit the road for live shows at <u>WBUR's Kids Podcast Festival</u>, and a Flynn Theatre student matinee attended by 1,600 Vermont schoolchildren. Reporting took the team from <u>Cape Cod</u> to <u>Iceland</u> and across the U.S. to uncover stories that fuel curiosity and connection. Today, *But Why* reaches kids and families in 223 countries and territories and has received more than 19,000 questions since its launch in 2016, proving that curiosity truly knows no bounds.

PBS KIDS

As Vermont's PBS member station, Vermont Public is proud to provide PBS KIDS' trusted, educational, and commercial-free programming that helps children learn, play, and grow. Families can tune in on broadcast TV, enjoy our 24/7 PBS KIDS channel, or stream anytime on smart TVs and mobile devices. In 2025, we launched a monthly family newsletter featuring safe, seasonal games and activities that connect kids and caregivers to their communities.

Educational Partnerships

We continue to partner with the Vermont Agency of Education and the Vermont Department of Libraries to support educators with fun and high-quality learning tools. This year, our education team developed resources for the upcoming Semiquincentennial, America's 250th Birthday, on July 4, 2026. We worked with Career Technical Education programs to highlight local voices and stories that relate to themes shared in Ken Burns' new PBS series "The American Revolution." Now in its fifth year, our Education Ambassadors program empowers Vermont teachers to create and share localized lessons on PBS LearningMedia, which reached 13,727 educators statewide in 2025.

Remembering Robert Resnik

In July 2025, Vermont Public lost a beloved voice with the <u>passing of Robert Resnik</u>, musician and longtime host of <u>All The Traditions</u>. For decades, Robert's joyful presence and eclectic musical taste were a cherished part of Sundays in Vermont. His deep love for music from around the world—and his unwavering support for Vermont's own musicians—shone through every broadcast. Those who passed by his studio would often see him with headphones on, eyes closed, feet tapping, and a smile that said it all. "He always seemed to find a way to break out into song," recalled Vermont Public Music Manager Helen Lyons. "He had a song for every moment, every occasion—and that's often how a conversation would go."

Awards

2025 National Edward R. Murrow Award

• Excellence in Innovation: Vermont's Total Solar Eclipse

2025 Regional Edward R. Murrow Awards

- Excellence in Innovation: Vermont's Total Solar Eclipse
- Excellence in Video (Small Market Television)

2025 Public Media Journalists Association Awards

- First Place, Interview: <u>'Uncomfortable conversations need to happen': Two</u>
 Vermont voices reflect on Israel-Hamas war
- First Place, News Feature: <u>A week inside Vermont's busiest courthouse reveals a iudicial system plagued by delays</u> (Vermont Public & *Seven Days* collaboration)
- Second Place, Special Coverage 2024 Election: Vermont Public's 'Citizens Agenda'
- Second Place, Arts Feature: <u>At this college fashion show, Indigenous students wear</u> their favorite (and often, their own) designs

New England Better Newspaper Competition

- First Place, Excellence in Newsroom Collaboration & Partnerships: <u>Housing</u> <u>Coverage</u> (with VTDigger)
- Second Place, Excellence in Newsroom Collaboration & Partnerships: <u>Trials & Tribulations</u>: A week inside Vermont's busiest courthouse reveals a judicial system plagued by delays (with Seven Days)

A-Mark Prize

- 1st Place: For a series with VTDigger on emergency shelters
 - Family shelters are scarce as hundreds of children and caregivers exit motels
 - As many lose motel housing, 91 lawmakers demand more shelters, state of emergency
 - State to set up 3 family shelters as many lose motel housing
 - <u>Is Vermont's motel program a 'magnet' for out-of-staters experiencing</u> homelessness?

Signal Award

- But Why: Silver, Kids Podcast
- But Why: Bronze, Road Trip
- But Why: Listener's Choice, Road Trip

New England Emmy Award Nominations

- How Does Vermont Fund Its Schools?
- But Why Bites
- The Great Vermont Eclipse: Reflections On Totality
- Homegoings: Ask Me Anything | Part 1

2025 Seven Daysies

- Best Local Podcast: Brave Little State
- Best Local Radio Personality: Mitch Wertlieb

Vermont Association of Broadcasters Awards

- <u>Joe Tymecki, senior vice president of engineering & technology, was inducted into the VAB Hall of Fame.</u>
- Bobby Lussier was selected as a 2025 Rising Star for his work in development.

Financial Report

In our last fiscal year, more than 57% of Vermont Public's funding came from individual donors and local business supporters. We are proud to report that more than 72% of our revenue went directly back into our news, music, cultural and educational programming. Below, see an overview of Vermont Public's finances for FY2025 (July 2024 – June 2025). You can see more details on our revenue sources and spending here.

Revenues FY2025	\$ amount	% of total
Total Revenues	\$21,277,058	
Membership, Philanthropy & Bequests	\$9,053,605	42.55%
Business Sponsorship	\$3,267,843	15.36%
Corporation For Public Broadcasting	\$2,075,333	9.75%
License and Lease Revenue	\$1,397,051	6.57%
Investment Income Used For Operations	\$5,428,772	25.51%
Other	\$54,454	0.26%
Expenses FY2025	\$ amount	% of total
Total Expenses *	\$20,589,284	
Programming & Services	\$15,156,015	73.61%
Fundraising & Development	\$2,661,667	12.93%
Management & Administration	\$2,771,602	13.46%

^{*} excludes depreciation expense

Community Support

Vermont Public isn't just your local public media station — it's a reflection of the people who call this state home. Over half of our funding comes directly from community members who give because they believe in the power of public media. And you make that possible. When you listen, watch, read, show up, or give, you declare that independent, nonprofit, Vermont-rooted media must endure. Your gift isn't a line item — it's a vote of confidence that keeps our local news, music and educational resources free and accessible to all.

Contributing Members: 41,152Sustaining Members: 23,673

^{**}In addition to the revenue generated by and used in operations, described above, Vermont Public receives bequests and contributions designated by the donors for specific programs. Depending on the performance of the financial markets, Vermont Public may also report income or loss on its endowment investments. Please see our audited financial statements for more detail.

Producers Circle

<u>Vermont Public's Producers Circle</u> recognizes supporters whose annual support is \$1,200 or more. Their investment ensures Vermont Public's continued ability to meet the needs of and strengthen the community we serve. The following list reflects Producers Circle members during FY2025 (July 2024-June 2025):

President's Society (\$25,000)

Anonymous (3)
Argosy Foundation
The Jack and Dorothy Byrne Foundation
Heidi Drymer and Peter Graham
David and Eleanor Ignat
Phil and Crea Lintilhac
Elizabeth Steele

Guarantor (\$10,000-\$24,999)

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Anonymous (20)
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Executive Producer (\$2,500-\$4,999)

Anonymous (37)

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Producer (\$1,200-\$2,499)

Anonymous (151)

The Prevot Family Foundation

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Holly McLure

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John and Millie Merrill

Heike and Jens Meyer

Bridget and Nicholas Meyer

Linda Michelsen

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Willemien Dingemans Miller and Robert Miller

Brett Millier and Karl Lindholm

Lowell and Sandra Mintz

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Corb Moister, Jr.

Alex Myers

Radetta Nemcosky in memory of Ron Nemcosky

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Vermont Public's Corporate Circle is a group of civic-minded, local businesses and organizations whose investment in Vermont Public underscores their commitment to supporting independent journalism, inclusive and diverse storytelling, award-winning local news coverage, education, live events and culture. <u>Learn more about Corporate</u> Circle here.

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Honoring Betty Smith, Vermont Public's 'Founding Mother'

This year, Vermont Public proudly celebrated <u>Betty Smith's 50th anniversary with our organization</u>. Affectionately known as our "founding mother," Betty embodies the values of integrity, curiosity, and community that continue to unite Vermonters. From the earliest days of programs arriving by mail truck and tapes spliced by hand to today's statewide NPR and PBS network, she has been at the heart of it all. Her professionalism, warmth, and storytelling have shaped Vermont Public and inspired generations of broadcasters. Inducted into the Vermont Association of Broadcasters Hall of Fame in 2022, Betty's steady hand and visionary spirit remind us how far we've come—from a small, hopeful station once thought to have only "cows and chipmunks" listening to a thriving public media service built on trust and connection.

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