

Grantee Information

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| ID | 1514 |
| Grantee Name | WAMC-FM |
| City | Albany |
| State | NY |
| Licensee Type | Community |

6.1 Telling Public Radio's Story

Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

The overall goal of WAMC/Northeast Public Radio is to provide programming as varied as the human experience. Our mission is to serve the public by preparing and presenting non-profit and non-commercial educational, instructional and cultural radio and live programs that celebrate the diversity of our broadcast and live audience. Our two discrete program schedules, ever growing social media presence and Internet streams provide a unique blend of national and regional news and information, opinion and commentary, artistic, cultural, and musical programming. 29 translators and transmitters serve over 400,000 listeners in portions of seven northeastern states. Recognizing the reality of media consolidation, the scarcity of substantive local radio news services, the dearth of opportunities for cultural venues to promote the work they do, and the fundamental necessity of having an informed citizenry, we are committed not only to our cities of licensure but to the broader, regional community we serve. We have news bureaus in the Capital District (Albany, NY), the North Country (Plattsburgh, NY), the Pioneer Valley (Springfield, MA), the Berkshires (Pittsfield, MA), the Hudson Valley (Poughkeepsie, NY) and the Southern Adirondacks (Saratoga Springs, New York). In addition to our local presence on Morning Edition, we air 18 regional newscasts daily, a one hour, magazine format program at noon and half-hour regional news programs at 3:30 and 6:00 pm. The past years' COVID-19 pandemic created many challenges for WAMC, but also afforded the station opportunities which we are still enjoying today, particularly during the Roundtable panel. The technology that enabled our staff and panelists to work from home with studio-quality sound continues to make it easier for us to reach out to panelists outside of our catchment area. This interactive program spent considerable time addressing the major stories of 2022: the pandemic, national politics, the Supreme Court and the economy, from a regional point of view. One way in which WAMC determines the issues most vital to our listeners is through our annual Ascertainment Survey, which helps to guide our news coverage over the coming year. This long-standing survey examines organizational leaders' opinions on a set of pre-selected issues. We also invite listener participation on our Community Advisory Board, which reviews our programming and makes recommendations to our Board of Trustees. We offer ample opportunity for listener engagement through a 24/7 Listener Comment Line, inviting reaction to any of our programs. Comments are aired weekly, including comments that may be critical of the station. Our afternoon phone-in program, Vox Pop, sparks listener discussion on a variety of subjects, through social media as well as on-air conversation. Open forums result in wide-ranging discussions and Monday's Medical Monday Vox Pop enables listeners to speak directly to physicians in numerous specialties. WAMC has an extensive web presence at <http://www.wamc.org>, providing Internet streaming of WAMC and WAMC-HD 2. We offer a number of different podcasts as well as on-demand listening for many of our programs and we integrate our on-air and on-line communities through social media. We have developed numerous media, educational, performance venue and community partnerships, some of which will be detailed below. These offer everything from free housing for our news bureaus to valuable music programming to free or greatly reduced rents for station-related events. Several of our colleagues in the broadcast and print media are regular panelists or co-hosts on a number of WAMC programs. Unfortunately, the pandemic again precluded most of our live remote broadcasts in 2022. In June of 2021, we were able to reopen WAMC's Performing Arts Studio, The Linda, to a live audience. Since its inception, The Linda has collaborated and partnered with a variety of organizations to empower and give back to the community. The Linda has nurtured relationships with organizations from all sectors, such as the City of Albany Mayor's Task Force, the Black Women's Association of Albany, and the Central Business Improvement District. By helping organizations to channel information through the arts, providing a variety

entertainment, and cultivating a broad range of experiences, The Linda crosses cultural, political, social, and economic dimensions. Keeping WAMC's greater mission in mind, The Linda brings relevant social issues to the public through the performing arts.

6.1 Telling Public Radio's Story

Jump to question: **6.1**

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.

WAMC's partnerships with community collaborators have been crucial to the success of our work. Among our key initiatives are: * Our Fund Drive Partnerships WAMC proudly partners with other non-profits, funding organizations and philanthropists during each of our three Fund Drives to raise money for the station and awareness for other worthy causes. Listeners can donate in honor of the work of these organizations in lieu of receiving a thank-you premium. In October of 2021, WAMC partnered with The Adirondack Council, offering carbon reduction certificates to donors which will help to keep 100 tons of carbon pollution out of the atmosphere. We also worked with The Food Pantries for The Capital District for the fall drive, and with the help of Janitronics, we partnered again in June of 2022 to feed hundreds of families throughout our listening area. Our February 2022 Fund Drive highlighted the work of The Food Bank of Western Massachusetts supporting the need to supply food to families in need. Also, funded by The Seymour Fox Memorial Foundation, WAMC brought awareness to Joseph's House in Troy, New York, an organization that provides shelter to unhoused folks in the winter months. * Outstanding Regional News Programming During FY 2022 in addition to the steady stream of national, regional and local news, WAMC hosted an hour-long debate at the studios of public television station WMHT in Troy, NY between Capital Region Congressman Paul Tonko and repeat challenger Liz Joy. The debate drew animated responses from the candidates, who were asked about the rising cost of living, gun violence, social programs, abortion, election integrity, clean energy, and other topics. Questions came from debate partners including WAMC, the Times Union, and WMHT and were vetted by local chapters of the League of Women Voters. The two candidates running for the New York State Senate 45th District Seat participated in an hour-long debate at Mountain Lake PBS. Incumbent Republican State Senator Dan Stec, and his challenger, Democrat Jean Lapper, were asked questions by WAMC's Pat Bradley and Cara Chapman with North Country Public Radio. WAMC collaborates with other public radio stations across New York including WNYC, WBFO, WXXI, WSKG, NCPB and WRVO as well as PBS affiliate WMHT. This has led to increased use of WAMC's New York-focused stories by other stations in the state, promoting WAMC's original reporting. Being a part of this collaboration has benefitted WAMC's news coverage and therefore improved and expanded information delivered to the station's listeners. WAMC has also joined an online effort among these stations to aggregate news coverage of shared statewide interest. We continued to air content cross-promoted with WMHT's New York Now, including several interviews with newsmakers. We coordinate with WFCR to share audio of western Massachusetts newsmakers, and conducted regular interviews with WNPR in Connecticut about Connecticut politics and government. * Arts, Culture, Politics and more on The Roundtable: WAMC's morning program, The Roundtable, is a daily three-hour live program committed not only to strong and in-depth coverage of world affairs but also to keeping listeners informed about what's going on in their communities and beyond. The program begins with a two-hour panel discussion about the news of the day with a regional slant provided by host Joe Donahue and WAMC President and CEO Alan Chartock, and several guests to round out the panel. Representatives of the educational community, the medical community, the LGBTQ community, the African American community and local journalists are regularly on hand to participate and listeners weigh in on the topics through e-mails, many of which are read on the air. The program continues with thoughtful interviews with A-list newsmakers, authors, artists, sports figures, actors, and people with interesting stories to tell. Each day on The Roundtable, WAMC features a Congressional Corner segment affording listeners an opportunity to hear directly from their elected representative about issues that are of most concern to them. Every Member of Congress and/or United States Senator who represents any geographical area within WAMC's broadcast range is invited to appear. In FY 2021, we were joined by In FY 2022, we were joined by Rep. Paul Tonko, NY-20, Rep. Antonio Delgado, NY-19, Rep. Sean Patrick Maloney, NY-18, Rep. Jim McGovern, MA-2, Rep. Richard Neal, MA-1, Rep. Joe Courtney, CT-2, Rep. Peter Welch, Vermont, and Sen. Chris Murphy, CT. WAMC's daily module, The Academic Minute, features researchers from colleges and universities around the world, keeping listeners abreast of what's new and exciting in academia. The Academic Minute features a different professor each day, drawing experts from top national and international institutions. WAMC has solid relationships with regional colleges and universities, frequently featuring professors as commentators and experts on our local and national programs. We partner with several colleges to offer journalism students hands-on training in news gathering in their own region. Three of WAMC's senior staff members teach university-level courses in Communications and Journalism at local colleges and universities. We continued partnering with the New York State History Museum and the New York State Historian on our podcast, A New York Minute in History. The Linda Norris Performing Arts Studio The Linda strives to be of service, advance the arts and support the community. It has provided a public space for art and cultural expression and is constantly evolving to meet the needs and desires of its audience and community. It remains a catalyst for revitalization by generating investment, creating positive change and bringing exciting stimulation to Central Avenue.

6.1 Telling Public Radio's Story

Jump to question: **6.1**

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.

The impact of our initiatives can be seen in the unprecedented success of our fund-raising, the measurable success of our fund-drive partnerships, the scores of awards we have received, and the growth in our online community as evidenced by increases across the board in page views, visitors to live audio and video streams, Twitter and Facebook followers, online contributions, and users of our mobile applications. Anecdotal evidence also comes from specific feedback from listeners, both throughout the year via their online e-mails and comments, and during our on-air fund-raising campaigns when they are invited to comment on our programming. Awards: - WAMC won two Sound Bites Awards from the Massachusetts Broadcasters Association: a merit honor for WAMC's digital media presence, and also for a feature story about a 96 year old Auschwitz survivor. - WAMC received a number of first and second place honors in the Journalists Association of New York 2022 Broadcast Contest. A New York Minute in History won first place for Best Podcast; other awards included second place in Art Athens General Excellence of Individual Reporting; Second Place for Digital Presence; First Place for Investigative and Watchdog Reporting; First Place for Newscast; Second place for News Series; First and Second Place for Public Service, First Place for Sports Coverage, First Place for Sports Feature; Second Place for Spot News Coverage; Second Place for Use of Sound and First Place for Weathercast - WAMC received a Regional Edward R Murrow award in the category of News Documentary. - WAMC received three Excellence in Broadcasting

ards from the New York State Broadcasters Association for Outstanding Election Coverage, Outstanding Live Local Coverage, and Outstanding Podcast. Fund Raising: Since the Covid pandemic, WAMC has adjusted its fund drives to keep our staff and volunteers safe. In 2022 we brought in a small group of volunteers to help take phone pledges, and staff pitched in during our Roundtable Panel. We've exceeded our fundraising goals, our sustaining membership continues to climb. Fund Drive Partnerships As noted above, we have established partnerships with a number of local and regional not-for-profit agencies. While we are raising money for the station, we are also shedding light on the important work these charities do by bringing awareness to listeners in our entire region.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

WAMC's daily locally produced programming regularly covers issues of relevance to minority groups including people of color, women, children, and people with disabilities. Our subject-specific public affairs programs which are distributed nationally to other public radio stations free-of-charge also address minority and diverse audience needs. The Linda (WAMC's Performing Arts Studio) offers live lectures concerts films and more, much of which is broadcast regionally. Programming includes world folk and popular music, jazz, films, lectures forums and debates. Since making a concerted outreach effort to our diverse local community we have helped bring a wide variety of new programming to the Linda. Through affordable rentals, partnerships and grants we have provided our neighbors in our inner-city neighborhood access to a high-quality performance venue.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

Since the bulk of our grant is used to purchase national programming any decrease in the amount of that grant would either necessitate our seeking other funding to purchase such programming or would result in our cutting back in the usage of such programming.

Comments

Question Comment

No Comments for this section