The overall goal of WAMC 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, WAMC is 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, NY). 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. During FY23, WAMC focused on more in-depth, long-form reporting to cover pandemic recovery, fall elections, the new Congressional and state legislative terms and makeup, regional reaction to the war in Ukraine, infrastructure projects, and the environment. 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. 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. WAMC has developed numerous media, educational, performance venue and community partnerships offering 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. WAMC’s Performing Arts Studio, The Linda, collaborates and partners 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. Keeping WAMC’s greater mission in mind, The Linda brings relevant social issues to the public through the performing arts.
included partnering with the Adirondack Council to address the environment and carbon reduction, The Food Pantries of the Capital District (NY) and the South Community Food Pantry (MA) to help fight food insecurity. WAMC continued the partnership with the New York State Museum to produce the podcast A New York Minute In History and has began offering Continuing Teacher and Leader Education (CTLE) credits for select podcast episodes. The newest collaborative at The Linda has WAMC, and WEXT teaming up for “Live and Local at The Linda,” a new monthly concert series with a mission to showcase the up-and-comingsound local bands in the Capital Region. All ticket proceeds go directly to the performing bands, underscoring the commitment of WAMC to increase in-person engagement from the culturally diverse neighborhoods surrounding WAMC and The Linda.

6.1 Telling Public Radio’s Story

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: Massachusetts Broadcasters Association - 2023 WAMC has won a Massachusetts Broadcasters Association “Soundbites” Award. Sports Feature: WAMQ-FM - Merit honor for UConn rolls to second round as NCAA men's tournament returns to Albany; Pitino’s future unclear. New York State Broadcasters Association - 2023 WAMC was honored in the 57th Annual Awards for Excellence in Broadcasting competition for Spot News, Sports Coverage, and Election Coverage, and partnered with The Adirondack Council for Serving New York recognition. Outstanding Spot News Coverage: Shootout Rattles Saratoga Springs Outstanding Sports Coverage: 2022 Meet Kicks off at Saratoga Race Course Outstanding Election Coverage: NY-19 Special Election Features two County Executives Regional Edward R. Murrow Award - 2023 WAMC received a Regional Edward R. Murrow Award for Best Podcast. The award honors “A New York Minute In History.” In FY23 the annual fund drive partnerships allowed participating community partner agency staff to sit in on live pitches and inform listeners of their missions, their community impact and how their services can be accessed by those in need. The feedback WAMC received was that the marketing opportunities were unmatched and that they were grateful for the opportunity to reach WAMC’s listeners who support the station so generously. Several station members commented that they “wait for the community food bank partnership matches” to make their fund drive pledges because it feels like a win-win to support their station and those in the community who are in need. One donor gave a first-time donation because she herself "was once food insecure" and she could now begin to give back to all those who helped her in her time of need.

6.1 Telling Public Radio’s Story

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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. We constantly check various sites and emails for new shows that address the needs of a wide range of people. In 2023 we added a minority-based show that covers how politics affects women of color, hosted by women of color. We also regularly air a debate show that features two people from various backgrounds and varying opinions. We launch an ascertainment survey every February for feedback regarding programming: what types of programs listeners want to hear, what they would like to hear, topics that are important to them, etc. Our social media channels, emails and phones are always open and available for those pitching show ideas and voicing their opinions. We plan on adding more diverse programs in general, given they are available, and, if in house, we have the resources available to do so. Through additional funding from the New York State Education Department in FY23, WAMC was able to focus on instructional content and history learning, teen mental health and suicide prevention, aging together in NY (senior isolation) and the overdose epidemic. Specific deliverables included: Instructional Content and History Learning: expanded the educational focus of WAMC’s History podcast for NYS teachers. Supporting a CTLE credit program for educators, adding teaching resources to the podcast homepage and linking episodes to NYS learning standards. Promotional materials were created for distribution and the podcast was discussed at several educational conferences throughout New York. WAMC also promoted the PBS LearningMedia toolkit for educators on social media. Teen Mental Health/Suicide Prevention: included a Roundtable interview with NY Office of Mental Health’s Dr. Carruthers, and a Roundtable interview with Dr. Hannah Karpman, Associate Professor at Smith School for Social Work and faculty member at The Shriver Center at Chan Medical School. WAMC also covered Governor Hochul at a summit addressing teen mental health issues. Aging Together in NY: was highlighted through two Vox Pop shows with the NY Office for the Aging’s Director, Greg Olsen. Both shows received overwhelming interest from the live call-in audience and Director Olsen has scheduled more Vox Pop shows in 2024. Five news reports also solely focused senior isolation and supports available throughout New York. Overdose Epidemic: coverage included two Roundtable interviews. One featured the Office of Addiction Services and Support’s Commissioner Chinzano Cunningham, M.D.. WAMC also produced and aired a 51% special for International Overdose Awareness Day and produced six overdose epidemic news reports.

6.1 Telling Public Radio’s Story

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

<table>
<thead>
<tr>
<th>Question</th>
<th>Comment</th>
</tr>
</thead>
</table>
| No Comments for this section | }