

Grantee Information

ID	1502
Grantee Name	New Hampshire Public Radio, Inc.
City	Concord
State	NH
Licensee Type	Community

6.1 Telling Public Radio's Story

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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 2019. 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 2019 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.

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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.

New Hampshire Public Radio shapes the media landscape in New Hampshire and beyond. Through a mission of 'expanding minds, sparking connections and building strong communities,' – NHPR fosters civil discourse by producing and distributing informative, in-depth reporting and engaging content. On-air throughout the state and online at nhpr.org and related social media sites, we are New Hampshire's independent and trusted source for news and information. As New Hampshire's sole statewide radio news service, we continually strive to find ways to better serve local communities, expand our reach and our audience, and expand our reporting and journalism efforts to better serve New Hampshire residents and beyond. Our award-winning local newsroom, with reporters, hosts, editors, producers and digital staff, provides in-depth, ongoing coverage of public policy, health, the environment, arts, politics, the economy and education. Though our nearly 40-year tradition is steeped in radio – we continue to expand our journalistic footprint through the Web, social media, podcasts, and live engagement activities. Highlights from FY 2019 included: In-depth or special series' that NHPR initiated or continued to cover in FY2019 included: •

Adequate: How a State Decides the Value of Public Education: An examination of how New Hampshire funds public education. • Only in NH – a series answering listener questions about the Granite State. • Radio Field Trips – Morning Edition's Rick Ganley explored the places and got to know the people that make the Granite State a little more interesting. • Exploring Route 4 – Stories inspired by the State's first turnpike. • Going Local: An in-depth look at different regions throughout New Hampshire – exploring issues facing each region and shining a light on the unique challenges, culture and change inherent in each region of New Hampshire. • The Exchange in Depth: New Hampshire's Workforce Shortage. The Exchange, New Hampshire Public Radio's daily news talk show, explored how New Hampshire's workforce shortage impacts the economic and social fabric of life in the state, with a special broadcast series. • Bear Brook, a new podcast series from New Hampshire Public Radio, focused on four unsolved murders from the 1980s near Bear Brook State Park in Allenstown, New Hampshire—cold cases that went warm after new investigative techniques revealed innovations that may forever change the way murders are solved. • Elections coverage (midterms): New Hampshire Public Radio explored in-depth the candidates and issues that impact voters through continuing coverage of the two congressional races, the governor's race, and key local contests in New Hampshire. Coverage involved public forums, thoughtful analysis and new programming. NHPR continues to make multimedia storytelling a key part of our newsgathering. We regularly enhance our reporting through the use of digital stories, interactive maps, infographics, photography, blogs, audio, video and supplemental program content. The station possesses a Multicam, and we have used it extensively for live productions and for Facebook Live broadcasts. The Exchange/Weekly NH News Roundup - New Hampshire's only live, call-in radio station airs five days a week; Monday through Thursday features a different topic per day, while Friday's edition of the program is a roundup of the week's most pertinent news. Hundreds of newsmakers appear on the program each year – from the Governor and members of our Congressional delegation, to local lawmakers, authors, academics, citizen activists, influencers and the many 'ordinary' citizens who call into the program and interact with or question our hosts and guests. NHPR produces about 10 hours of NH-related programs and specials each week, including through the work of a dedicated podcast unit. Podcast productions include: o Outside/In – a show about the natural world and how we use it o Civics 101 – a show and podcast that explores questions around legislative terminology, the political process, and the rights and responsibilities of citizenry. o Bear Brook: a podcast about four unsolved New Hampshire cold cases, and the genetic genealogy technology around the case that helped identify most of the victims. o Supervision – A podcast sharing the story of a man who thinks he's getting freedom, but is in for something else entirely. In FY 2019, NHPR's reach encompassed more than 161,000 weekly listeners. With capabilities for broadcast, streaming, podcasts, and online – our reach extends throughout the state and beyond with a service that is available at no charge to citizens who want to be engaged, inspired, and informed on a daily basis.

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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.

In a small state like New Hampshire, collaboration with like-minded organizations and appropriate partners is critical to expand reach and bolster limited resources. NHPR continues to work with existing, long-term partners, while also seeking out new, mutually productive relationships. Partnerships provide the opportunity to help us bring quality content to listeners and audiences throughout the state, engage with specific communities, and provide access to information on particular topics. Ongoing partnerships include: Something Wild – a weekly show about the outdoors and ecology produced in partnership with NH Audubon and The Society for the Protection of NH Forests; Writers on a New England Stage: interviews with well-known authors produced in partnership with The Music Hall, a performing arts venue in Portsmouth, and hosted by an NHPR personality. Justice & Journalism – a joint initiative of New Hampshire Public Radio and the Rudman Center for Justice, Leadership, and Public Service at UNH School of Law. The series brings nationally-renowned journalists to the Rudman Center for engaging conversations on public affairs and the public servants who create, implement, and influence public policy. Stay Work Play – NHPR is a co-partner of the annual Rising Stars Awards, which recognizes the contributions young professionals and innovative companies and business leaders are undertaking in shaping life in the Granite State, and making it a great place for young professionals and others to Stay, Work and Play. Spotlight Café series – NHPR works with Gibson's, an independently-owned Concord, NH, bookstore and the performing arts venue the Capital Center for the Arts to bring artists/writers to the capital city as part of a periodic speakers' series. Hall-Kenyon Poetry Prize – NHPR is the lead organization supporting this annual poetry award, previously managed by the NH Writers' Project. NHPR supports the local poetry and literary community in New Hampshire to pay homage to renowned New Hampshire poets Donald Hall and Jane Kenyon, recognize the talents of other poets through an annual prize, and foster interest in this art form. U.S. Poet Laureate Tracy K. Smith was named the latest winner, in December 2018. In addition, throughout the year, NHPR is a generous supporter through in-kind trade, or through donations and sponsorships – to a number of organizations throughout the state, including the NH Center for Nonprofits, NH Humanities, Concord Chorale, various opera houses and performing arts venues, The Palace Theater in Manchester, The Capitol Center for

the Arts in Concord, and Symphony NH. With regard to the educational community, our Civics 101 podcast is invested in that market and looking to serve teachers and other educators. Civics 101 is a podcast refresher course from NHPR that explains the basics of how our democracy works – from legislative terminology, to the rights and duties of citizenship. As part of this effort, we are reaching out more and more to teachers and educational advocates to make them aware of this resource as a potential learning module in their classrooms. A long running community engagement effort is our work with a Community Advisory Board: a volunteer group of 30+ residents and public radio aficionados from throughout the state. The Advisory Board – all volunteers - meets twice a year. NHPR staff briefs the Board on organizational developments, programming changes and pertinent community issues. We solicit their feedback and comments, and have them participate in activities to generate discussion and feedback. The Board is varied in age, backgrounds, and geographic origin – to capture a representation of the state. The meeting is led by a professional facilitator, and detailed notes are recorded to capture observations and discussion. Finally, NHPR regularly solicits feedback from listeners and readers through e-mail surveys; call-in programs that encourage listener questions; an online reporting tool called Hearken that encourages listener and reader submissions, story tips and questions; and through monitoring and responding to social media comments at our many NHPR-related social media sites. We also speak directly with listeners and supporters at events and community gatherings throughout the year, encouraging feedback and conversation. A standard communications in-box, monitored by the Marketing/Communications team, responds to inquiries from the general public.

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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.

Impact at NHPR is typically measured through several different markers: Revenue Growth; Audience Growth; Acknowledgement by our Peers; and Community Engagement. **REVENUE GROWTH:** Revenue results that demonstrate loyalty and impact: - The number of Sustainers increased by 11% from FY18 to FY19; the revenue increased by \$155,777. - Major Gifts increased 14 percent from FY18 to FY19; dollar increase was \$108,288. **AUDIENCE GROWTH:** Listening audience: In FY19, NHPR's reach extended to more than 161,000 weekly listeners. Social and digital media audience: Traffic to NHPR sites as of December 2019. Websites – 236K monthly visitors Social Media – 96K followers across NHPR main platforms, growth of about 10K followers Newsletter audience – 36K subscribers to NHPR e-newsletters, growth of about 7K followers over the past year. Podcast downloads across NHPR properties: 11 million **ACKNOWLEDGEMENT BY PEERS:** NHPR earned several prestigious national and local accolades for its newsgathering and programming efforts in FY 2019: Regional Edward R. Murrow Awards: NHPR received multiple regional Edward R. Murrow Awards, which honor achievements in radio, television, and digital outlets from across the country. NHPR competes in the Small Market Radio category: Best Feature Reporting: A Good Haircut is Hard to Find (Only in New Hampshire) Best Newscast: Election Day 2018 Best Sports Reporting: Run, Rest, Run, Rest, Run: Sally Manikian is the Talk of the Town Public Radio News Directors Incorporated (PRNDI) Annual awards honoring the best in public radio reporting in a wide variety of categories. NHPR won three first place awards from Public Radio News Directors Incorporated, or PRNDI: Best Writing: In Pastoral Peterborough, Cow Proposal Gets Tipped by Opponents Commentary: Fugue States' of America: Our Secret Selves Series: The Balance: New Hampshire's Cost of Living NH Association of Broadcasters "Granite Mikes" First Place Awards: Documentary News (Radio) As Rural Doctor Surrenders License, Patients Wonder: "Where Am I Supposed to Go?" (Britta Greene) Feature Story (Radio) - In Tiny Hancock, N.H., A Synchronized Swimming Team Like No Other (Todd Bookman) Spot News (Radio) – Amid Debate Over Gun Policy, An Unlikely Team Finds Some Consensus In N.H. (Lauren Chooljian) Merit Awards: Best Use of Digital Media Radio Documentary News (Radio) The State of the 'Free State' (Taylor Quimby) New Hampshire Magazine "Best of NH" Awards NHPR won one award in the Best of NH survey, chosen by the readers of New Hampshire Magazine: Best Radio Talk Show – The Exchange with Laura Knoy In addition to formal awards, stories reported by NHPR journalists are sometimes picked up and run by other local public media stations, by NPR, and by the New England News Collaborative, an eight-station consortium of public media newsrooms in the New England region. NHPR reporting is regularly cited by other New Hampshire and New England media, including: New Hampshire Union Leader, Seacoast Online, The Hippo, Concord Monitor, and The Associated Press. NHPR reporting has also been cited in national publications, including Politico, The Washington Post, The New York Times, and Slate. **COMMUNITY ENGAGEMENT:** NHPR staff and on-air talent are frequently hosts, moderators, judges, guest speakers and panelists at community gatherings and events throughout the state. In FY 2019, NHPR staff participated in more than 30 different community engagements, including: o Rising Stars Award: Casey McDermott hosted this annual event with Stay Work Play (SWP), highlighting innovative New Hampshire businesses and young professional talent in the state – part of a wider partnership between SWP and NHPR. o Writers on a New England Stage – NHPR serves as a partner on this ongoing series of literary talks, held in partnership with The Music Hall, a performing arts venue in Portsmouth, NH. o The Exchange Candidates Forums: Laura Knoy and Josh Rogers hosted numerous political

candidates from NHPR's Studio D, including: US Senator Kelly Ayotte; Senate candidate Frank Guinta; Senate candidate Carol Shea-Porter, and Congressional candidate Jim Lawrence. o Open World Leadership Center: Tour of the station by a group of Russian journalists; briefing with NHPR News Director Dan Barrick. o Public Relations Society of America – Yankee Chapter: "Meet the Media panel – Sarah Gibson o Prospect Mountain High School: presentation on Bear Brook podcast and the art of podcasting by NHPR reporter Jason Moon. o White River Indie Festival (Vermont): panel presentation by Andrew Parrella, production manager, on podcasting and storytelling. o New Hampshire Institute for the Arts, Storytelling Festival – Peter Biello hosted this one-day fest devoted to the art of storytelling and writing. o NH Sustainable Energy Association's Local Energy Solutions Conference – Sam Evans-Brown spoke at this local conference devoted to sustainably energy o NH Speed Venture Summit Networking Reception - Business networking event, summit on entrepreneurship. Moderated by former NHPR Interim Executive Director Mark Kaplan. o Suitcase Stories – Peter Biello. "Moth"-like storytelling revolving around the theme of refugees and immigrants. o PACE Career Academy High School came to NHPR for a station tour and to hear from various staffers about what they do at the station. (Daniela Allee, Tricia McLaughlin, Sarah Burke, Deb Turner)

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

New Hampshire is known for being one of the least diverse states in the nation, with an aging population and a high proportion of retirees. However, NHPR remains firmly committed to reaching out to diverse audiences in many forms, whether it be ethnic background, economic background, age or geographic diversity. Our newsroom strives to include a multitude of perspectives in its reporting, interviews, and source development. NHPR has a Diversity Statement that recognizes regional, economic, gender, generational, culture, ethnicity and diversity of thought as its core tenets. Diversity goals are embedded in our strategic plan. Each year, the newsroom, programming, human resources and the Board of Trustees set and monitor specific diversity goals. We also strive for diversity in the composition of our Community Advisory Board and recruitment efforts include reaching out to diverse communities. A February 2019 new recruitment effort expanded geographical, ethnic and economic diversity on the Community Advisory Board. On the engagement front, we continue to reach out to connect with more community organizations and groups to build a wider web of partners. NHPR's Marketing team has established a relationship with the World Affairs Council – a nonprofit, nonpartisan organization fostering learning, discussion and citizen involvement in world affairs since 1954. As part of that relationship, NHPR hosted and gave presentations to journalists and influencers from Germany who were visiting the US. NHPR also occasionally hosts special needs students or members of the community, providing station tours or job-shadow opportunities. NHPR's newsroom coverage of diversity issues included: Reporting by Annie Ropeik on racist incidents in NH: <https://www.nhpr.org/post/dover-digs-its-relationship-racism-forum-after-kkk-jingle-incident#stream/0> <https://www.nhpr.org/post/dover-defends-plan-retain-kkk-jingle-teacher-amid-new-criticism-naacp#stream/0> <https://www.nhpr.org/post/naacp-will-review-claims-mishandled-racism-dover-hampton-schools#stream/0> Reporting by Sarah Gibson on drug court and opioids. <https://www.nhpr.org/post/help-addiction-nh-drug-courts-offer-reoffenders-second-chance#stream/0> Reporting by Peter Biello on various issues relating to diversity. <https://www.nhpr.org/post/portsmouth-atheneum-exhibit-showcases-lgbt-history-seacoast#stream/0> <https://www.nhpr.org/post/sayhername-lecture-series-dartmouth-focuses-intersectionality#stream/0> <https://www.nhpr.org/term/minimum-wage-series> Reporting by Daniela Allee, a bilingual reporter (English and Spanish) on staff: <https://www.nhpr.org/post/some-latinos-are-excited-vote-midterms-finding-information-spanish-tough#stream/0> [Daniela also helped put together a Spanish language voting guide around the midterm elections, which was shared on our website and posted on social media for community use.] Finally, we produced a newsroom series on race and children, called "Race in NH" <https://www.nhpr.org/term/race-nh> In addition, The Exchange, NHPR's weekday call-in news program, covers topics of interest to diverse or underserved communities. Among the programs produced or topics covered in FY19: August 2018 – Charlottesville (VA)-related episode on race September 2018 – The Impact of the Opioids Crisis on Children October 2018 – Synagogue shooting (Pittsburgh, PA) December 2018 – Trans-racial Adoption February 2019: Opioids; Special Education Funding; Medicaid; Elderly Drivers. March 2019: Service animals April 2019: Mental Health; PTSD among First Responders, Transgender Issues June 2019 – Refugees February 2019 – an Exchange on the Road live event where we discussed the issue of opioids as it impacts the southern tier of New Hampshire, namely Nashua and surrounding communities. Guests included a recovering addict, law enforcement and social service providers.

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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?

NHPR enjoys strong local support, with a variety of community partners and business supporters and a sterling reputation throughout the state. With more than 20,000 members and growing, their contributions – big or small – form the backbone for our continued progress and success. CPB funding is essential, complementing our local efforts and inspiring local funding and support. NHPR has sought to build the premier newsroom in New Hampshire – hiring more reporters, building new beats, investing in enterprise and investigative journalism and expanding our production and podcasting capabilities through new staff, new technologies, and new products. CPB funding is essential for NHPR to continue to provide the depth and breadth of quality journalism that New Hampshire residents trust and appreciate; quality journalism that continues to be recognized by our peers in the profession and at the national level. Funding helps us maintain and evolve our locally produced shows: The Exchange – our weekday, daily call-in radio show; Outside/In – a podcast and program about the natural world. Bear Brook - a podcast about four decades-old, unsolved murders in New Hampshire. Civics 101 - a podcast refresher course about the basics of how our democracy works. A NH-specific version of Civics 101 also launched in January 2019. We continue to assess our podcast offerings and grow new products; CPB funding allows us the freedom to explore and experiment as we create great content. CPB funding also allows us to continue our traditional of providing top-notch political reporting; local politics and races are regularly covered on NHPR, and newsmakers participate in station forums, town halls, and programs. Through our ever-increasing range of community outreach, we are also directly interacting with citizens and listeners through events and engagements, many of them tied to our programming offerings. Collectively, these efforts help us to continue to provide high-quality journalism and inspired and entertaining programming – serving citizens with the news they trust and the programs they love.

Comments

Question

Comment

No Comments for this section