

## 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 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.**

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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, extend 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. Although our more than 40-year tradition is steeped in radio – we continue to expand our journalistic footprint through the web, social media, podcasts, and live and virtual engagement activities. Highlights, in-depth or special series that NHPR initiated or continued to cover in FY2022 included: One major element of our efforts to serve a broader audience in greater depth has been to re-shape and enrich our drive-time news magazines, Morning Edition and All Things Considered, with more local news and information. Guided by questions, concerns, and comments gathered through greater audience engagement, we bring listener voices into our coverage, address issues important to them, and ensure our peak listening hours include strong local content of high value to our listeners. These efforts include features like: Interviews with office holders, policy advocates and community leaders, with NHPR hosts regularly posing questions and addressing issues raised by NHPR listeners; The Big Question, which invites audience members to contribute thoughts on the events and issues that shape our lives; Give Back, New Hampshire, which recognizes the contributions of nonprofits around the state. Here's a link to the first entry in this ongoing series, focused on Listen

Community Services; Civics 101's bi-weekly trivia, an FY22 feature on Weekend Edition Saturday that reinforces fundamentals of our democracy - the ambit of this popular show, which is used by classroom teachers and listened to by families all over New Hampshire (all over America, in fact); Outside/In[box], where every other Friday the Outside/In staff comes on Morning Edition to answer audience members' questions about the natural world; Visibles, a new weekly bilingual audio/video series which shares stories focused on a moment in time that's defined the life of a Granite Stater in the Latino community; Overtime, a project that tells the stories of women from many walks of life in the state and how they are coping with the disproportionate burdens of the pandemic that have landed on their shoulders; A new Weekly News Recap that airs during Morning Edition every Friday at 7:45 a.m. and 9:45 am to catch listeners up on the week's top stories; A new email newsletter, The Weekender, along with a radio feature every Thursday morning that highlights cultural activities of every shape and size. Expanded weather service - In October 2021, NHPR began working with Nashua-based Hometown Forecast Services, Inc. (HFS) to source its on-air weather forecasting information. Listeners now hear weather updates throughout the day on NHPR, beginning in Morning Edition and continuing into the afternoon and evening with All Things Considered. During severe weather events such as snowstorms, hurricanes or torrential rains, HFS meteorologists will also be available for live conversations with NHPR hosts and reporters to provide context and real-time information. "NHPR consistently hears from listeners about the importance of weather in planning their daily routines and navigating life in New Hampshire and New England," said Michael Brindley, program director at NHPR. "Partnering with a trusted local company to provide this service is another way we are responding to listener and community needs." Document - Katie Colaneri joined NHPR in February as a new senior editor to oversee the Document team and other long-form newsroom reporting projects. As previous deputy news director at WHYY in Philadelphia, and reporter, producer, and host before that, Katie brings great editorial judgment and varied experience in a fast-paced news environment, as well as a sense of what a daily newsroom can do in podcasting to tell local stories on a bigger, broader scale. In FY22, we released the third podcast season of Document, "Death Resulting," examining the legal and cultural forces that shape the cycle of generational trauma and addiction, as well as the racist origins and impacts of prosecutions of drug users for their friends' deaths. A project planned for the coming year is a deep investigation into alleged abuse at New Hampshire addiction treatment centers which reveals a nationwide problem. Spanish Journalism - Over the past year, we've expanded both our Spanish journalism and the audience it serves. Gabriela Lozada, NHPR's Report For America corps member, was hired in June 2021 and is based in Southern New Hampshire. She tells the stories of immigrant communities, with a special focus on Spanish-speakers. In addition to feeding our "¿Qué Hay de Nuevo, New Hampshire?" newscasts with her original reporting in Spanish, Gaby's bilingual features and interviews provide context to everything from vaccines to energy efficiency. Since adding Gaby to our newsroom, we've been able to add two to four stories/interviews per month on NHPR's on-air broadcast/digital services centered on New Hampshire's Latino communities. Since August 2021, Gabriela has also produced a new weekly video series, Visibles. Through a five minute, non-narrated format, Gaby brings to the forefront a story focused on a moment in time that's defined the life of a Granite Stater in the Latino community. While each story is told in Spanish, a video with English subtitles ensures that non-Spanish speakers in New Hampshire can also connect and learn from their fellow community members. Expand Civics 101 - In support of our marketing partnership with Stitcher and the access to broader audiences it provides, Civics 101 doubled production of podcast episodes to once per week, beginning in November 2021. Offering fresh content each week also increases the podcast's visibility and viability as an on-air program. The podcast is in serious conversations with partners for expanding its reach in educational channels as well. In addition to being available on Stitcher, Apple Podcasts, and Spotify, Civics 101 episodes have also been picked up for broadcast by a growing list of radio stations across the country, including our multi-episode Supreme Court Series, highlighting not only the broader appetite for civics content but also the high quality of the content produced by our small team. This success was further emphasized this spring, when the series was awarded the American Bar Association's Silver Gavel Award for advancing the American public's understanding of the law and the justice system. One high-impact Outside/In series per year - Planning and work on this year's Outside/In series on electric vehicles in under way and tentatively scheduled for release in spring 2023. Staff turnover and the search and hire of a new host slowed progress some but with a new host now in place, this work is ramping up. Like "Windfall" in FY22, and the Civics 101 Supreme Court series, we anticipate national distribution of these radio documentary hours, which will build audience nationally and gain broader recognition of our reporting. In FY 2022, NHPR's broadcast reach encompassed more than 157,000 weekly listeners. In addition to the traditional ter

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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 expanding reach and bolstering 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 twice-monthly show about the outdoors and ecology produced in partnership with NH Audubon and The Society for the Protection of NH Forests. Something Wild has been exploring the wonder of the landscape that surrounds us in New Hampshire for close to 25 years. Writers on a New England Stage: Virtual 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 the University of New Hampshire Franklin Pierce 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 longtime partner with Stay Work Play, a nonprofit focused on attracting and retaining more young people in the Granite State, while raising awareness of what makes the state a great place to live and work as a

young professional. NHPR partners with Stay Work Play on 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. Building Civic Strength - NHPR partnered with NH Civics on a series of candid conversations about the meaning of citizenship in present times. Attendees participated both in-person and virtually in these live discussions about how New Hampshire's citizens and communities can act to build back civic strength. Conversations covered a variety of topics, including: What is difficult about understanding and carrying out responsible citizenship today; How does a person become an engaged community member; What can we do to strengthen and heal our communities; What does active citizenship look like today; and How can each of us facilitate change within our community? 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. 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. Under pandemic conditions, Civics 101 boosted its content and produced more educational resources to help educators teaching remotely, parents guiding students at home, and for students themselves in their learnings. A long running community engagement effort is our work with our Community Advisory Board, a volunteer group of 30+ residents and public radio aficionados from throughout the state. The Advisory Board – all volunteers - meets at least twice a year. NHPR staff briefs the Board on organizational developments, programming changes and pertinent community issues. We solicit the members' 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. Finally, NHPR regularly solicits feedback from listeners and readers through e-mail and online surveys, callouts, and through monitoring and responding to social media comments at our many social media sites. We also speak directly with listeners and supporters at events and community gatherings throughout the year, encouraging feedback and conversation. Communications in-boxes monitored by the Newsroom and the Marketing/Communications team respond 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 historically 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 NHPR sustainers increased by 2% from FY21 to FY22, and the revenue from sustaining members grew by \$144,000. Major Gifts increased by \$360,000 from FY21 to FY22; and The average gift per member increased by 13% year over year.. **AUDIENCE GROWTH:** Listening audience: In FY22, NHPR's reach extended to more than 230,000 listeners (combining broadcast and streaming data) Social and digital media audience: Traffic to NHPR sites in June 2022: Websites – 272,000 monthly visitors. Social Media – 117,000 followers across NHPR main platforms. Newsletter audience – 44,000 subscribers to NHPR e-newsletters. Podcast downloads across NHPR properties – 544,000. **ACKNOWLEDGEMENT BY PEERS:** NHPR earned several prestigious national and local accolades for its newsgathering and programming efforts in FY 2022: NHPR's reporters, producers and editors continue to be recognized for their outstanding work. In 2022 this included eight first-place awards in national journalism from the Public Media Journalists Association (PMJA), honoring public media stations and journalists across the country. New Hampshire Magazine recognized NHPR on its annual "Best of NH" list in 2022. We received honors for "Best Radio Station" and "Best Radio Talk Show" for The Exchange, a program that wrapped production in 2021 after 25 years of service to Granite Staters. "Best of NH" winners were selected through an online poll by New Hampshire Magazine. NHPR received three first-place awards and one second-place award in the New Hampshire Press Association's annual Distinguished Journalism competition. NHPR reporters and producers were also recognized for outstanding work in three categories of the 2022 Edward R. Murrow Regional Awards for small market radio stations in region 10. Our Civics 101 podcast received national honors with the American Bar Association's Silver Gavel Award for outstanding work that increases the American public's understanding of the law and the legal system. The Silver Gavel Awards for Media and the Arts are the ABA's highest honor in recognition of this type of work, and Civics 101 was the sole winner in the radio category for 2022. **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. During the pandemic, this type of engagement took a different form, with NHPR focusing its efforts in areas that fit with the public health guidelines that were in place across the state. Three of the most significant initiatives included: NHPR's 40th Anniversary Recap: Celebrating Four Decades of Service On June 22, NHPR capped off its 40th Anniversary celebrations with a combination in-person/Zoom event. NHPR personalities, producers, reporters, board members and supporters from throughout our four decades came together to honor our origins, celebrate our current news and podcast offerings and look at where we're heading. Susan Zankel, Board Chair, welcomed attendees and Jim Schachter, President and Chief Executive Officer, recalled NHPR's beginnings as WEVO and the pioneering work made possible by founder Lou Dumont. Schachter thanked current and former board members for their decades of service and introduced a message from board member Graham "Gray" Chynoweth, whose father was another founder. Emcees Hannah McCarthy and Nick Capodice, hosts of NHPR's award-winning podcast, Civics 101, led a panel discussion with Sam Fleming, former reporter and the first NHPR host of Morning Edition; Margaret Landsman, former on-air reporter/producer; and Kate McNally,

a 27-year NHPR veteran and current host of The Folk Show. The three recalled the excitement of being part of something new, along with the challenges of growing and maintaining the integrity of such a small station. Michael Brindley, NHPR Program Director, and Rebecca Lavoie, NHPR Director of On-Demand Audio, spoke of evolving trends in our audience and public media. Exploring NH - Give Back NH, the Weekender, Radio Field Trips In 2022 NHPR launched three new products to serve our listeners and strengthen communities. Give Back NH, a bi-weekly segment, tat spotlights nonprofit organizations across the state. We know every nonprofit has a unique story to tell. Give Back NH brings attention to the mission, needs and challenges of meaningful work happening throughout NH. We saw tremendous interest in the new Weekender, NHPR's free e-newsletter on what's happening each weekend in the Granite State and the accompanying radio segment. The Weekender is hosted and edited by NHPR's community engagement producer Zoey Knox with an eye on all kinds of intriguing and diverse happenings. After a pandemic hiatus, NHPR brought back Morning Edition Radio Field Trips. In this series, host Rick Ganley gets out of the studio to explore and find joy and adventure across NH. We started with the untraditional activity of winter surfing at Hampton Beach and ended up hiking with bunnies, rescuing bears and foraging for wild mushrooms. Building Civic Strength: Community Conversations with Laura Knoy What's at the heart of civic strength? What can we do to best prepare ourselves and our youth to take on the responsibilities of participation in a democratic society? What does active citizenship look like today? Questions such as these were topics of discussion at the Building Civic Strength community forums hosted around the state. The program invited the public to join a conversation with panels of speakers. In partnership with NH Civics, the series fostered discussions on how democracy works, how to find the facts, and how to be good and active citizens. The events were all produced as special hour-long broadcasts that aired on NHPR. Listen to the sessions from around the state to hear Granite Staters' thoughts on how people and communities can act now to build back our civic strength.

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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 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.

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. But the state is changing rapidly; the proportion of residents of color increased four-fold from 2000 to 2020, and in New Hampshire's two largest cities, the public school enrollment is majority BIPOC. NHPR remains firmly committed to reaching out to audiences whose diversity includes 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. We publish data on the diversity of our news and podcast teams' sources and on the demographics of our staff. 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 2020 recruitment effort expanded geographical, ethnic and economic diversity on the Community Advisory Board. In addition, diverse recruitment efforts extended to the NHPR Board of Trustees, whose membership among people of color now exceeds their representation in the state's population. NHPR tracks the diversity of its journalists' sources and the diversity of its staff, reporting this information to the public on a quarterly basis. All vendors are required to attest to their adherence to DEI principles and practices. We participate in Public Media For All, and our leadership and staff during the year engaged in internal and external trainings on values and best practices in DEI. NHPR's newsroom coverage of diversity issues included: For Portsmouth chef David Vargas, 'Vida Cantina' is more than just a restaurant. It's a platform for local BIPOC communities.; Manchester lawmaker removed from State House committee over racist slur ; A new initiative is launching in Manchester to support businesses owned by people of color; How some Northeast organizations are trying to return land, decision-making power to people of color; Nashua To Hold Listening Sessions With Residents of Color On Health Care And Trust ; Juneteenth celebrations are expanding across N.H. this year; Workers rally for fair wages and unions in Manchester, N.H.; At a recent panel, a call to rethink a common refrain: 'We have to stop saying there are no Black people in N.H.'; N.H. Attorney General Says No Charges Against Hate Group That Attacked State Lawmaker; How New England's lack of teacher diversity is affecting students at N.H.'s largest school district; 'Everybody uses us as bargaining chips': N.H. Latino advocates question their alliance with the Democratic party ; N.H. DOJ asks court to dismiss lawsuit over 'Freedom from Discrimination' law; How N.H.'s 'discriminatory' land use policies leave more people out in the cold; N.H. House rejects measure banning the use of Native American symbols as mascots; Republican bills targeting 'teacher loyalty,' 'objectionable material' roil debate in N.H. State House ; Faith coalition hopes to bring a new 'moral and ethical voice' to N.H. policy debates; N.H. Republicans open new front in 'divisive concepts' legislative debate: colleges ; N.H.'s largest teachers' union joins suit over law restricting teachings on racism, oppression; Teachers' union and parents sue N.H. officials over law restricting teachings on racism, oppression; N.H. 'Teacher Loyalty' bill would restrict how U.S. history, especially racism, can be discussed in school; N.H. lawmaker formally admonished for posting an anti-Semitic image to social media; Protests At Plymouth State Criticize University's Response To Racist Harassment And Assault Of Students; N.H. House Speaker Condemns Belmont Lawmaker For Proposing Racist Secession Tactics; Dartmouth Research Looks At Promoting Racial Diversity In Climate Change Curriculum; How The Critical Race Theory Debate Came To Hollis And Brookline; N.H. Counselor On How Racial Discrimination Leads To Race-Based Trauma; Lebanon Proposes Diversity Commission, Following Passage Of N.H. Budget ; Education Activists: N.H. Students Share Frustration That They Received An 'Incomplete Story'; Despite New State Law, Debate Continues Over Discussing Race And Equity in N.H. Schools; and How N.H.'s New Law Limiting Some Teaching On Racism And Sexism Is Part Of A GOP-Led National Push. Additionally, in response to a dangerous information gap exposed by the pandemic — the lack of any local New Hampshire journalism in Spanish — NHPR launched a project to deliver vital information on COVID-19 to the 26,000 primary Spanish speakers living in our state in 2021. That effort expanded in

2022, with more than 200 articles produced and delivered in Spanish by NHPR. This is allowing NHPR to serve Spanish-speakers and also bring Latino community issues to broader audiences, addressing a gap in the state's news and information.

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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 24,000 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: Outside/In – a podcast and program about the natural world. Civics 101 - a podcast refresher course about the basics of how our democracy works. Que Hay de Nuevo, Visibles, and Noticias – Spanish-language programming and news with a New Hampshire focus. Document - an investigative journalism podcast whose long-form reports focus on issues in criminal justice, social justice and other public policy concerns, highlighting New Hampshire stories with national salience Bear Brook - a true crime podcast with global reach that examines issues of criminal justice through the prism of engaging storytelling Weekly NH News Recap - A show for New Hampshire audiences that goes deep to catch listeners up on the week's top state stories. 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 tradition of providing top-notch political reporting: local politics and races and New Hampshire's first-in-the-nation primary 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 in-person and virtual events and engagements, many of them tied to our news and 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