2023 Community Impact Report

Who We Are
Vermont Public is an independent community-supported public media organization, serving Vermont with trusted, relevant and essential information. We share stories that bring people together.

We produce award-winning news, music and programming that connect our audiences with issues, ideas and each other. We provide access to trusted content from NPR, PBS, and other national producers. And we offer educational programs and resources for educators and families.

Our programming and services are broadly available for free on our statewide radio and television broadcast networks, digital platforms, social media and in communities throughout our region.

We are a locally owned and operated community licensee, which means that our license is owned by the community, not a university or a governmental agency. Our primary source of funding — more than half — comes from more than 40,000 members making donations in all amounts.

Our Mission:
To broaden and diversify our audience through relevant, trusted information and stories that bring people and communities together.

Our Vision:
A Vermont public informed, engaged and inspired to create our future.

Thank you.

As we step forward into 2024, I wanted to pause and thank you for your support over the last year. Our state went through a lot in 2023. Through it all, you put your trust in Vermont Public to bring you deep, essential news to help navigate our complex world, provide learning opportunities for kids, families and educators, and curate music and programming that provided emotional space for us to breathe and process the complexity of our time.

We do not take your confidence for granted; in fact, it strengthens our resolve. We are reminded that what we offer to our community is unique and essential, and it’s your generous support that fuels our public service.

This 2023 Community Impact Report details some of the work our community of supporters made possible last year. While it reflects on the past, it’s also a roadmap for our future. Together with you, we enter 2024 with excitement and curiosity, ready to bring you more stories and content that inform, inspire, educate and connect us all.
We’re grateful that you’re part of this journey, and we’ll be here with you for whatever comes next.

Brendan Kinney
Interim CEO

Stories from Every Corner: Your Impact

Trusted Journalism

Flooding & Flood Recovery
In July, historic flooding caused a statewide emergency of dizzying magnitude. Vermont Public provided life-saving public safety journalism and resources to audiences across platforms, and we continue to report on recovery efforts.

Recognized
‘Recognized’ is a special series from Brave Little State about Abenaki peoples and the ongoing dispute about who belongs to their communities. The three-part series examines contested claims of the legitimacy of Vermont’s four state-recognized tribes: the Abenaki Nation of Missisquoi, the Elnu Abenaki Tribe, the Koasek Traditional Band of the Koas Abenaki Nation and the Nulhegan Band of the Coosuck Abenaki Nation.

Expanding Housing & Infrastructure Coverage
Carly Berlin joined Vermont Public and VTDigger as a Report For America corps member to expand coverage of housing and infrastructure in Vermont. Berlin covers two of the most vexing challenges facing the state: the availability, affordability and condition of housing, as well as aging infrastructure that is no longer serving its residents.

Sen. Leahy’s Retirement
Senator Patrick Leahy retired from public office in January 2023, and our reporters and production crew were in Washington, DC to document his final days in the halls of the Capitol. In two wide-ranging conversations, Jane Lindholm spoke with Leahy to understand how he frames his nearly half-century-long career as a Vermont senator, and what he hopes his legacy will be.

What Class Are You?
Erica Heilman traveled Vermont asking what she called an "awkward and probably offensive question.” In “What class are you?” we hear from people from all sorts of backgrounds about money, class and privilege.
Giuliano Cecchinelli, Barre’s last Italian stone carver
The Italian sculptors who immigrated during Barre's granite boom have died, retired, or moved away. Only one is left. In this audio documentary, we meet Giuliano Cecchinelli.

Climate Across America
Vermont Public partnered with NOVA to produce and distribute two short digital films as part of the series’ national Climate Across America initiative. Vermont Public was one of 10 public media stations working closely with NOVA to create, share, and amplify solutions-oriented climate reporting. Our stories explored how biodigesters work as well as what it would be like to take an entire town off the grid.

Community News Service
Vermont Public partnered with UVM’s Community News Service to provide students the opportunity to learn the craft of audio reporting while expanding the range of voices and stories heard on the air. Twelve students worked with Vermont Public editors and reporters to produce 23 pieces over the course of the year.

What put Vermont on the cultural map?
Brave Little State is Vermont Public's listener-driven journalism project. In this episode, we answered a listener question inspired by a song you might have heard: "Stick Season" by Vermont musician Noah Kahan. The question led to a March Madness-inspired bracket to determine the greatest cultural icon to come out of our state.

Out There
Vermont Public launched Out There, an email newsletter featuring climate and environmental stories from across the state, plants, animals and fungi you might encounter on your next stroll, and outdoor happenings you can take part in.

Music, Arts & Culture

Homegoings
Vermont Public expanded its Homegoings series into a standalone podcast. The show invites listeners to candid and genuine conversations about race. Host and Executive Producer Myra Flynn explores themes that fearlessly straddle the line between necessary and uncomfortable, as she speaks with artists, experts and regular folks all over the country about their literal skin in the game — of everyday life.

Made Here Fund
Vermont Public awarded Made Here Fund grants to ten local content producers as part of its initiative to broaden and diversify storytelling in Vermont. The creators represent six Vermont counties and their projects will range from short documentaries and short animated films, to digital video series and podcasts.

Expanded Classical Access
Vermont Public Classical, Vermont’s only classical music radio network, expanded its broadcast coverage with new stations in Lyndonville at 91.5 FM and in West Rutland at 107.5 FM.
Exploring Black Composers on Timeline

*Timeline* from Vermont Public Classical, a podcast about the history of western music, took deep dives into the lives and work of Black composers, including a *ten-part series about composer Julius Eastman* and a *five-part series of Joseph Bologne, Chevalier de Saint-Georges*.

Summer Concert Series

Vermont Public Classical hosted a series of *live performance broadcasts* throughout the summer, welcoming musicians from Vermont’s bounty of summer music festivals to perform in Stetson Studio One.

Youth & Education

As a PBS member station, Vermont Public is proud to provide [PBS KIDS](https://pbskids.org)' trusted, non-commercial, educational shows and activities for kids. PBS KIDS programming is available on broadcast TV weekdays on our main channel, 24/7 on our dedicated Kids channel where available, or streaming via smart TV or mobile app.

Vermont Public continues to work with partners like the Vermont Agency of Education, Vermont Department of Libraries and ECHO Leahy Center for Lake Champlain to reach families and educators looking for safe, playful learning media connections.

Our teacher-directed [Education Ambassadors](https://www.vermontpublic.org/education) connect Vermont educators with free, standards-based, multimedia teacher resources available from Vermont Public and PBS.

We added new partnerships with the Clemmons Family Farm and [NOVA/GBH](https://www.pbs.org/), expanding media resources across various content areas for Grades K-12.

Our [PBS LearningMedia](https://www.pbslearningmedia.org) teacher usage remained constant in 2023 reaching 11,800 educators.

New national to local opportunities have included work with NPR’s Student Podcast Challenge and NOVA’s Science Studio projects that connect media creation to the classroom for a new, younger, public media audience.

**But Why** launched [But Why: Adventures](https://www.pbs.org/butwhy/), a video series for grades 3-5 that explores the science behind what’s happening in the northeastern U.S. landscape each month, offering educators and students an opportunity to find science in their own backyards.

Awards and Recognition

**Public Media Journalists Association (PMJA):**

- **Sports:** First Place - [How an annual soccer tournament brings together Vermont’s farmworker community](https://www.pbs.org/wgbh/program/leaderboard/winner/79845)

- **Student Narrative/Produced Podcast:** First Place - [Brave Little State: Why doesn't Vermont have freestanding birth centers?](https://www.pbs.org/wgbh/program/leaderboard/winner/79851)
• Series: Second Place - What class are you?
• Spot News: Second Place - Friends mourn Fern Feather, lover of plants and birds, after killing in Morristown

Third Coast/Richard H. Driehaus Foundation Competition:
• Finalist, News Feature: A Thursday night — the last Thursday night — at Northfield's Rustic Restaurant

Regional Edward R. Murrow Awards:
• Excellence in Diversity, Equity and Inclusion: How Did Vermont Profit from Slavery?

Boston/New England Regional Emmy® Awards:
• Interview/Discussion: Nomination - Homecomings: Ferene Paris Meyer

2023 in Numbers
Avg. Monthly Website Users: 260,758
Avg. Weekly Radio Listeners: 191,800
(Source: Nielsen Audio Spring 2023 National Regional Database, Persons 12+ M-Su 6a-12m)
Avg. Monthly Streaming Listeners: 98,484
Avg. Monthly On-Demand Audio Downloads: 760,579
Avg. Monthly Television Viewers: 238,963
(Source: Nielsen Local TV View Jan.-Nov. 2023, Avg Wk, Live +7, Persons 2+ M-Su 3a-3a)
Avg. Monthly Streaming Viewers: 2,191
Avg. Monthly On-Demand Video Users: 17,290
Dollars donated by our community for flood recovery: $893,000
Broadcast Network: Vermont Public broadcasts statewide on 29 radio frequencies and 8 television channels.
U.S. population that can access our broadcast channels at home: 1.76 million
Email Newsletter Subscribers: 78,305
Social Media Followers: 160,000
Event Attendees: 1,368
Active Contributing Members: 42,177
Sustaining Members: 26,410
States with Vermont Public Members: 49
Countries with Vermont Public Members: 10

Financial Reports
In our last fiscal year, more than 60% of Vermont Public’s funding came from individual donors and local business supporters. We are proud to report that more than 70% of our revenue went directly back into our news, music, cultural and educational programming. Below, see an overview of Vermont Public’s
finances for FY2023 (July 2022 – June 2023). You can see more details on our revenue sources and spending here.

FY23 Revenue

<table>
<thead>
<tr>
<th>Revenues</th>
<th>FY2023</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>$19,046,710</td>
<td>41.73%</td>
</tr>
<tr>
<td>Membership &amp; Individual Giving</td>
<td>$7,947,568</td>
<td>20.57%</td>
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<tr>
<td>Business Sponsorship</td>
<td>$3,918,536</td>
<td>9.28%</td>
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<tr>
<td>Corporation For Public Broadcasting</td>
<td>$1,767,222</td>
<td>7.13%</td>
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<tr>
<td>License and Lease Revenue</td>
<td>$1,358,924</td>
<td>17.50%</td>
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<tr>
<td>Investment Income Used For Operations</td>
<td>$3,333,111</td>
<td>0.48%</td>
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<tr>
<td>Other</td>
<td>$91,672</td>
<td>3.31%</td>
</tr>
<tr>
<td>Restricted Donations</td>
<td>$629,677</td>
<td>41.73%</td>
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FY23 Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>FY2023</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenses *</td>
<td>$19,647,882</td>
<td>41.73%</td>
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<tr>
<td>Programming &amp; Services</td>
<td>$13,782,937</td>
<td>20.57%</td>
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<tr>
<td>Fundraising &amp; Development</td>
<td>$2,977,875</td>
<td>9.28%</td>
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<tr>
<td>Management &amp; Administration</td>
<td>$2,887,070</td>
<td>14.69%</td>
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</tbody>
</table>

* excludes depreciation expense

**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.

Board of Directors

Vermont Public's Board of Directors is responsible for the governance of Vermont Public as a nonprofit corporation. It also holds the FCC broadcast licenses for our broadcast television and radio stations. Board members are selected for their commitment to the mission and goals of Vermont Public, and for their expertise in various fields. The individual directors serve as volunteers, and they meet regularly throughout the year.

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Powered by our community.
Vermont Public isn’t just your local public media station; we’re a powerful platform that amplifies the diverse voices and stories that make our state unique. And what sets us apart is our reliance on community support. Over half of our funding comes directly from folks in our community making gifts in all amounts.

Special thanks to the community members, businesses, and foundations who invest in our success each year. Your support powers our public service and keeps our independent reporting, educational resources, storytelling and inspirational music alive and freely available to all.

Producers Circle
Vermont Public’s Producers Circle 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.

President’s Society ($25,000+)

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In memory of John Duffy Gallagher

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Sandra Wynne and Sean McKenzie
The Crowell Family Foundation
Ben & Jerry's Foundation
Larsen Fund

The Vermont Public Legacy Society
The Vermont Public Legacy Society recognizes the generous individuals who have named Vermont Public in their will or other planned gifts. These gifts insure our long-term financial strength and will enable us to continue to provide programming that informs, educates and enriches future generations.
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David* and Meredith Babbo
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Elinor R. Bacon
Coleman and Susan Baker
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