Grantee Information

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<thead>
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<th>ID</th>
<th>1502</th>
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<tr>
<td>Grantee Name</td>
<td>New Hampshire Public Radio, Inc.</td>
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<tr>
<td>City</td>
<td>Concord</td>
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<td>State</td>
<td>NH</td>
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<td>Licensee Type</td>
<td>Community</td>
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6.1 Telling Public Radio's Story

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 2018. 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 2018 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

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. 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 2018 include: 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. In-depth or special series' that NHPR initiated or continued to cover in FY2018 included: • Crossroads: an ongoing series looking at New Hampshire’s opioid crisis. • Surrounded: Stories from New Hampshire’s Islands – explored the history, culture and landscapes of the Granite State’s islands and the people who live or visit there. Stories ranged from the Seacoast to the Connecticut River, the North Country and the Lakes Region. • Alternatives: NH Gets Creative Around Opioid Crisis: a three-part series focusing on less traditional approaches to tackling the state’s opioid crisis, including needle exchanges, acupuncture, and involuntary commitment for addicts. • Off-Road: ATV's & NH: A series looking at several aspects of motorized recreation in the Granite State, from pushback from locals, to increasing concerns about safety, to the economic impact. • Alleged Voter Fraud in N.H.: Shortly after taking office, President Trump made – and then repeated – a false claim of massive voter fraud in New Hampshire. Reporter Casey McDermott began reporting on the claims of fraud immediately, using voter data obtained from the Secretary of State's office to disprove the claim. As the
State Legislature then began crafting bills around voting, Casey continued to report on what the bills contained, what their impact could be, and whether they were solving issues around voting or had made them worse. The stories reported in the fall look at turnout and patterns of new voters on Election Day, an explainer of New Hampshire’s process to guard against fraud at the polls, a breakdown of proposals on voting bills in front of the New Hampshire House, and a report on the ‘domicile’ debate and its political origins. Casey’s original reporting and subsequent findings have been cited extensively in other national reporting around the topic of President Trump’s allegation and her subsequent findings. • NH Firsts: an going feature series exploring some of the unique moments in time, inventions and accomplishments that first were created, launched or happened in the Granite State. The series primarily ran in our Word of Mouth program. • Radio Field Trips: This series, airing during Morning Edition and All Things Considered, connects with community members and traveling to events and places that could surprise even the most seasoned Granite State road-tripper. From maple sugaring to visiting an alpaca farm, to a brewery with musical roots – the series aimed to highlight the people, places and events worthy of a road trip. NHPR continued to make multimedia storytelling a key part of its newsgathering. We regularly enhance our reporting through the use of digital stories, interactive maps, infographics, photography, blogs, audio, video and supplemental program content. We secured the station’s first Multicam, and have used it extensively for live production both on-air and online. In FY 2018, we also expanded our newsroom and creative production unit, adding new reporters and beats: Robert Garrova, Lauren Choolijian, CPU – Erika Janik, Justine Paradis, Ben Henry. 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 round-up 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. Through our Word of Mouth program, we introduced a series of reports called “Only in NH.” Through the use of the online engagement tool Hearken, Granite Staters are asked to submit questions about the quirks or observations they’ve made about living in New Hampshire. Our reporting team then explores and tracks down the answers. Even in its early stages, Only in NH stories have proven to be some of the most popular stories on our NHPR.org website. Large or small, silly or serious – questions accepted through Hearken and generated into stories and storylines. NHPR produces between 4-5 hours of podcast content per week. Podcast productions include: Outside/In – a show about the natural world and how we use it. Civics 101 – a show and podcast that explores questions around legislative terminology, the political process, and the rights and responsibilities of citizens. Something Wild – an exploration of the wondrous landscapes and ecology of New Hampshire. In FY 2018, NHPR’s reach encompassed more than 175,000 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.

6.1 Telling Public Radio's Story

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. 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, Concord Chorale, various opera houses and performing arts venues, The Palace Theater in Manchester, 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. With an Education and Engagement Producer now on-board at NHPR to guide this effort and a generous CPB grant, 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, 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,
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 FY17 to FY18; the revenue increased by $188,500. - Major Gifts increased 8 percent from FY17 to FY18; dollar increase was $57,500. AUDIENCE GROWTH: Listening audience: In FY18, NHPR's reach extended to more than 175,000 weekly listeners. Social and digital media audience: Traffic to NHPR sites is up 30% over FY18. Unique Visitors: 1,996,327 FY19 YTD unique visitors to NHPR websites, up 28% over FY18. Page views: 4,087,887 FY19 YTD page views on NHPR websites, up 23% over FY18. Social Media: 250K monthly visitors? Social Media followers across NHPR main platforms? E-news: 29K subscribers to The Rundown newsletter ACKNOWLEDGEMENT BY PEERS: NHPR earned numerous national and local accolades for its newsgathering and programming efforts in FY 2018: National Edward R. Murrow Awards: NHPR earned the prestigious award for Overall Excellence (Small Market Radio). Presented each year by the Radio Television Digital News Association (RTDNA), the Murrows are some of the most prestigious accolades and in American journalism. Overall Excellence considers all aspects of a robust broadcast news organization: newscast, breaking news, continuing coverage, features reporting, and web and digital media presence. Regional Edward R. Murrow Awards: NHPR earned four regional Edward R. Murrow Awards Overall Excellence – Small Market Radio Excellence in Innovation (Civics 101) Investigative Reporting Sports Reporting Overseas Press Club Award Powerline series (Outside/In) Whitman Bassow Award for “Best Reporting in Any Medium on International Environmental Issues.” Public Radio News Directors Incorporated (PRNDI) Annual awards honoring the best in public radio reporting in a wide variety of categories. In the 2018, NHPR received three first-place accolades and three second-place accolades. Enterprise/Investigation: First Place for Powerline (from Outside/In) News Feature: First Place for “How Trump’s ‘America First’ Trade Policy is Reshaping New Hampshire” News Feature: First Place for “A New Hampshire Champion for the Arts: Artscapes” Features: Meet New Hampshire’s ‘Big Buck Hunter’ Pros” Best Multi-Media Presentation: Second Place for Powerline Best Use of Sound: Second Place for “On 3-Mile Island, A Summer Scene That Never Changes” Best Writing: Second Place for “How Trump’s ‘America First’ Trade Policy is Reshaping New Hampshire’s Lumber Industry” NH Association of Broadcasters “Granite Miles” 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 Swimwoman vs. The Other(Todd Bookman) SpotNews (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 two awards in the Best of NH survey, chosen by the readers of New Hampshire Magazine: Best New Hampshire Radio Station (FM). Best Radio Talk Show – The Exchange 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 2017, NHPR staff participated in more than 30 different community engagements, including: o NH Politics forum: News Director Dan Barrick participated in a panel discussion for a New Hampshire law firm, discussing NH politics. o Rising Star Award: Casey McDermott hosted an annual event with Stay Work Play (SWP), highlighting innovative young entrepreneurs 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. In FY2018, NHPR hosted talks with authors Dan Brown, Atul Gawande, JoJo Moyes, and presidential historian Doris Kearns Goodwin. 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 NH Women’s Foundation Building Community Luncheon: former NHPR host Virginia Prescott in conversation with Amy Poehler’s Smart Girls. o Northeastern University School of Journalism (Boston, MA) – Casey McDermott on a journalism panel, “Is Trump Making Investigative Reporting Great Again?” o Public Relations Society of America – Yankee Chapter: “Meet the Media panel – Sam Evans-Brown o Dartmouth College, Geography Department Sam Evans-Brown, with a “Reporter’s Notebook: Power from the North” o World Affairs Council – Patricia McLaughlin and Cori Princell - international visit from a delegation of six journalists from the Asia-Pacific region. o Suitcase Stories – Peter Biello. “Motto-like storytelling revolving around the theme of refugees and immigrants o Constitution Day – Southern New Hampshire University “Freedom of the Press and Public Accountability in the Age of Fake News” – Virginia Prescott o Keene State College – Michael Brindley, journalism students reunion
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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

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. Over the course of the last five years, 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. NHPR was again cited with the national Edward R. Murrow Award for Overall Excellence - recognizing our efforts as a news organization on multiple fronts. Funding helps us maintain and evolve our locally produced shows: The Exchange – our weekday, daily call-in radio show; Word of Mouth – a weekly program exploring the nooks and crannies of New Hampshire. 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. 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.