

LOCAL NEWS | CULTURE | n p r

wjffradio.org

WE ARE **PUBLIC** RADIO





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ENGAGE, ENTERTAIN, INSPIRE, CONNECT

- Non-profit, listener-supported public radio station with a unique, 34 year history of broadcasting in Sullivan County
- Programming includes familiar, syndicated NPR Programming and 26 locally-produced shows, including two daily local news shows; community events; panel discussions; student programs; and more
- Platform for community organizations and events on the airwaves and online
- Roughly \$600,000 budget, nearly half funded through listener donations
- 124 active volunteers, four paid staff members
- Long history of providing critical emergency updates and announcements to the community as part of the local Emergency Response Chain

OUR LIBERTY STUDIOS







IN THE HEART OF SULLIVAN COUNTY



LOCAL NEWS COMMITMENT



I'm pleased to see WJFF's new schedule. I'm a resident of Sullivan County, but have been tuning in to WAMC regularly for the past several years due to the daytime program offerings. It's becoming more critical for people to have access to progressive new programs that explore social issues and encourage critical thinking. I prefer the new schedule and will likely be switching back to being a more enthusiastic listener. -Barbara, Sullivan County



LOCAL ELECTION COVERAGE





Radio Catskill's coverage of our recent local elections was an invaluable asset to our community. I have been a local business owner since 2018, I've been a registered voter in this area for a decade, and **voting in our local elections is a CHALLENGE**.

WJFF has stepped up for Sullivan County. In the last year it began to to provide much-needed electoral coverage at a time when our community needs to stay informed. Their coverage happens in real time and it is free to the public. They covered everything from top legislation down to local Board of Education seats.

-Krissy, North Branch

ARTS & CULTURE





RADIO CATSKILL & BOCES





My class interacts with WJFF almost on a weekly basis in one way or another. **My students' classroom experience would be less rich without WJFF.** They provide a real-world educational proving ground for so many of the classroom skills I am trying to teach the young people of Sullivan County.

-Lawrence "LJ" Ruell, Sullivan County BOCES



COMMUNITY IMPACT



I was invited by WJFF to be a monthly guest on their Radio Chatskill program and to talk about the events, programs, and resources we offer the greater Liberty community. **The impact was immediate**.

Almost every program we offer, from Writing programs to tax help to Chair Yoga, has been impacted as **sign-ups have increased and participants** have let us know that they heard about the program and our resources on WJFF!



TRACY GATES, Liberty Public Library



SHANNON CILENTO, Sullivan 180

We have relied on WJFF staff expertise to help us tell our stories and our new mission through a variety of mediums, including radio interviews, commercials and more. The skilled team at WJFF is currently assisting us in launching a brand new podcast, which will allow us to reach new audiences and tell our story in a new way.

Our 2023 rebrand and next chapter would have been difficult to share with the community had WJFF Radio Catskill not been an integral part of our communications strategy.

COMMUNITY IMPACT



Last year, I brought a new colleague to speak with Tim Bruno on Radio Chatskill in advance of an event, and she afterward expressed how impressed she had been with the facility, the staff, and the general atmosphere of WJFF. She then asked me if I thought it would make a difference — if anybody would attend because of it. I said, "You'd be surprised by the reach this place has; so many different types of people are listening." Later, at the event, our first two attendees at the box office proclaimed that they had "heard it on JFF!" and one of them noted that she had made an additional donation with her ticket purchase.

It is regularly the case that when we are invited to speak about our events on air, we get members of the community in attendance who say, "I heard it on JFF." It's quite gratifying.



BRETT KEYSER, North American Cultural Laboratory (NACL)

COMMUNITY IMPACT



Through our partnership with WJFF we are seeing **enhanced inquiries to our website as well as visitation to our visitor center in Liberty**. We have also seen an increase in attendance of the events that we share with WJFF and that they assist us with in promoting. It has been a mutually beneficial program that we certainly will continue in the years to come.



ISABEL BRAVERMAN, Sullivan Catskills



AILEEN GUNTHER, Assembly District 108

Radio Catskill has been a cornerstone of our community for more than 30 years. Throughout the pandemic, when many of my constituents could not afford other forms of news or information, WJFF was there.

I have heard from many constituents who address me by striking up a conversation about my most recent interview on WJFF, and that helps to begin a constructive dialogue through which constituents can advocate for their interests. **WJFF is a strong and important pillar of our community** and ensures that residents have access to reliable, and trustworthy news and information.

AWARDS & RECOGNITION



Our mission is to serve our listeners with meaningful local news and information every day. We are very honored for this recognition from the New York State Broadcasters Association and I am extremely proud of Patricio and Jason for their selfless dedication to our community. -*Tim Bruno, Radio Catskill General Manager*









THANK YOU!