

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](#)' 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](#) 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, expanding media resources across various content areas for Grades K-12.

Our [PBS LearningMedia](#) 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](#), 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](#)
- Student Narrative/Produced Podcast: First Place - [Brave Little State: Why doesn't Vermont have freestanding birth centers?](#)

- 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

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

FY23 Expenses

Expenses	FY2023	% of total
Total Expenses *	\$19,647,882	41.73%
Programming & Services	\$13,782,937	20.57%
Fundraising & Development	\$2,977,875	9.28%
Management & Administration	\$2,887,070	14.69%

* 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.

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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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Lifelong Learning
Green Mountain Book Festival
Green Mountain Chamber
Music Festival
Green Mountain Hypnosis
Green Mountain Solar
Green Mountain Spinnery

Ten Thousand Villages
The Atowi Project
The Automaster
The Barre Partnership
The British Clockmaker
The Curtis Fund
The Fin Catering
The Frame Dames
The Hub at Weston
The Kahm Center
The Kat and Brett Holiday Show
The Lamp Shop
The Landmark Trust USA
The Manor
The Mountain Goat
The Pitcher Inn
The Scotland House
The Sparkle Barn

American Flatbread	Green Mountain Support Services	The Tuxedo Gallery at Vermont
American Red Cross	Green Up Vermont	Artisan Designs
Ameriprise Financial	Guardian Ad Litem Program	The Vermont Book Shop
Amramp	Guild Tavern	The Village at White River Junction
Arc Mechanical	Hall Art Foundation	Thirty Odd
Art at the Kent	Hanson & Doremus Investment Management	Thornapple Farm
Art on Main	Harbor Village Senior Communities	Three Mountain Roofing
Artistree Community Arts Center	Harry Hunt Architects	Three Penny Taproom
Audi Rutland - Lundgren Auto	Hartford Dismas House	Total Fitness
Aurora Chamber Singers	Haystack Needle	Troy Music Hall
Ava Gallery and Art Center	Heritage Family Credit Union	Trust Company of Vermont
Ballet Vermont	Hero's Welcome	Union Bank
Bank of Burlington	Hickok & Boardman Capital Management	United Way of Northwest Vermont
BankNH Pavilion	Higher Ground Music	University of Vermont
Bard & Bellom Organic Spice Co.	Hill and Hollow Music	Unsworth Laplante, PLLC
Bare Medical Spa and Laser	Lake Champlain Waldorf Schools	Ursa Major Natural Care Products
Barre Electric and Lighting	Lamoille Housing Partnership	US Committee for Refugees and Immigrants
Basin Harbor	Landmark College	UVM Cancer Center
BCM Environmental & Land Law	Laughing River Yoga	UVM Event Services
Bear Pond Books	Lawson's Finest Liquids	UVM Health Network
Bear Pond Books Stowe	Lenny's Shoe & Apparel	UVM Health Network Home Health & Hospice
Benito's Hot Sauce	LGBTQ+ Fund of Vermont	UVM Lane Series
Bennington Museum	Limbwalker Tree Service	VT Economic Development Authority
Berkley & Veller Greenwood	Live Nation	VT Electric Power Company
Country Realtors	Lotus Yoga	Vergennes Partnership
Berkshire Hathaway Vermont Realty Group	Lyndon Institute	Vermont Academy
Better Living Audiology	M & T Bank	Vermont Agency of Agriculture, Food & Markets
Big Picture Farm	Mad River Taste Place	Vermont Agency Of Education
Bistro de Margot	Mad River Valley Craft Fair	Vermont Agency Of Natural Resources
Bittner Antiques	Main Street Landing	Vermont Agency Of Transportation
Black Cap Coffee & Beer	Malisun	Vermont Artisan Designs
Black River Innovation Campus	Manchester Music Festival	Vermont Arts Council
Blackfork Towing	Maple Capital Management	Vermont Association Of Nurse Anesthetists
Blackrock Slate Company	Maple Roots Music Festival	Vermont Ballet Theater
Blazing Design	Marlboro Music Festival	Vermont Blue Advantage
Bliss Bee	Marshfield Inn and Motel	Vermont Center For Ecostudies
Blue Cross Blue Shield	Martin's Coin and Jewelry	Vermont Cheese Council
Bombyx Laudable Productions	Mascoma Bank	Vermont Commons School
Bookstock	Maya Maguire Media	
Booth Brothers Dairy	McKenzie Country Classics	
Bota Bota Spa Sur L'Eau	Media Factory	
Bounce Therapy	Mentor Vermont	
Bournes Energy	Merrill Mechanical	
BP Wastewater Services Of Vermont	Mettowee Mint Nursery	
Brattleboro Music Center		

Brattleboro Retreat	Middlebury Acting Company	Vermont Community
Bridgeside Books	Middlebury College Performing	Foundation
Bristol Electronics	Arts	Vermont Community Loan Fund
Bromley Manor	Middlebury Natural Foods Coop	Vermont Concrete Cutting and
Brown Furniture	Middlebury New Filmmakers	Concrete Solutions
Bryan Memorial Gallery	Festival	Vermont Construction
Building Energy	Milne Travel American Express	Vermont Council On World
Burlington Choral Society	Mindwell	Affairs
Burlington City Arts	Misery Loves Company	Vermont Crafts Council
Burlington Farmer's Market	Mitchell Giddings Fine Arts	Vermont Department For
Burlington Furniture Company	Montpelier Alive	Children & Families
Burlington International Airport	Montpelier Community Gospel	Vermont Department Of Health
Cabot Arts, Inc.	Choir	Vermont Department Of Health
Caledonia Spirits	Montpelier Volkswagen	Vermont Dept Of Fish & Wildlife
Cambio Roasters	Montreal en Lumiere	Vermont Dept Of Health
Capitol City Buick GMC	Mountain Tree Company	Vermont Dept Of Health Access
Car Share Vermont	MVP	Vermont Dept Of Health
Carter Insurance Agency	Myers Container Service	Women, Infants, Children
Casella Waste Management	Company	Vermont Dept Of Labor
Cathedral Square Corporation	Myti	Vermont Dept Of Liquor And
Cedar Circle Farm and Education	National Bank of Middlebury	Lottery, Div Of Liquor Ctrl.
Center	National Life Group	Vermont Dept Of Mental Health
Center for Arts and Learning	Natural Mattress Company	Vermont Division For Historic
Central Asia Institute	New England Federal Credit	Preservation
Central Vermont Chamber	Union	Vermont Energy Contracting &
Music	New Perennials at Middlebury	Supply
Central Vermont Economic	Next Stage Arts	Vermont Federal Credit Union
Development Corporation	Nitty Gritty Grain Company	Vermont Folklife
Cervantes Dog Training	NOFA-Vermont	Vermont Fresh Network
Champlain Area Trails	North Country Organics	Vermont Granite Museum
Champlain College	Northeast Delta Dental	Vermont Gynecology
Champlain College Teacher	Northeastern Reproductive	Vermont Handcrafters
Apprenticeship Program	Medicine	Vermont Health Connect
Champlain Housing Trust	Northern Basement Systems	Vermont Humanities
Champlain Orchards	Northern Forest Center	Vermont Information
Champlain Valley Equipment	Northern Stage Company	Technology Leaders
Chandler Center for the Arts	Northern Vermont University	Vermont Law & Graduate
Chapman's General	Northfield Savings Bank	School
Cheeks Williston	Northshire Bookstore	Vermont Lottery
Cheese and Wine Traders	Norwich Bookstore	Vermont Mad Pride
Chittenden County Regional	Norwich Solar Technologies	Vermont Maple Festival
Planning Commission	Oak Meadow	Vermont Maple Sugarmakers
Chroma Technology	Old Stone House Museum	Association
Church Street Marketplace	Oliver Subaru of Rutland	Vermont Municipal Bond Bank
Circus Smirkus	Gary Residence Montpelier	Vermont Mutual Insurance
City Market	One Credit Union	Vermont Natural Resources
City of Burlington	One Day In July	Council
City of St. Albans	Onion River Outdoors	Vermont Nursery And

Clean Yield	Opera Company of Middlebury	Landscape Association
Close to Home	Opera North	Vermont Opera in Concert
Clute Wealth Management	Otter Creek Awnings	Vermont Psychiatric Care
Colby-Sawyer College	Outback Presents	Hospital
Collective the Art of Craft	Outdoor Gear Exchange	Vermont Public Power Supply
Colonial Performing Arts Center	Outright Vermont	Authority
Comcast Northeast Division	Paquette Full of Posies	Vermont Senior Medicare Patrol
Common Ground Center	Partners in Global Change	Vermont Sheep & Wool
Community College of Vermont	Pascolo Ristorante	Association
Community Health Centers of	Pathways Vermont	Vermont Soapstone
Burlington	Paul Frank and Collins	Vermont Stage Company
Community of Writers	Peak Veterinary Referral Center	Vermont State Dental Society
Concept 2 Inc	Pet Food Warehouse	Vermont State Employee Credit
Consolidated Communications	Phoenix Books	Union
Copley Health Systems	Physicians for Healthy	Vermont State University
Copper Leaf Financial	Communities	Vermont Symphony Orchestra
Courtyard Burlington Harbor	Piano by Nature	Vermont Tire & Service
Current	Pizzeria Verita	Vermont Victory Greenhouses
Curtis Lumber	Place Creative Company	Vermont Violins
Cyr Lumber	Plainfield Co-Op	Vermont Virtual Learning
Damon Kinzie at Morgan	Pompanoosuc Mills	Cooperative
Stanley	Premier Heating And AC	Vermont Works for Women
Darn Tough Vermont	Prentiss Smith and Company	Von Bargaen's Jewelry
Davenport Electric Fest	Price Chopper	VPIRG
Davis and Hodgdon	Primmer Piper Eggleston	VSAC
DB Mckenna & Company	Cramer	Wake Robin
Delta Hotels by Marriott	Productivity Vermont	We Clean Heat Pumps
Montreal	Qor 360	Wendell's Furniture
Double E Performance Center	Quantum Leap Capital	Weston Theater Company
Downs Rachlin Martin	Quincy Hotel of Enosburg Falls	Whetstone Beer Company
Downtown Brattleboro Alliance	R.K. Miles	White and Burke Real Estate
Dr. Albert Hardy	Raise A Child	Advisors
Draft Animal-Power Network	Real Pickles	Willing Hands
Earl's Cyclery	Rebop Farm	Willow Vermont
Easter Seals NH	Renewal by Andersen of	Willowell Foundation
Eastview at Middlebury	Vermont	Windham & Windsor Housing
Echo Leahy Center	Resource	Trust
Edgewater Gallery	Retirement Miramichi	Windjammer Restaurant
Edward Jones Financial Advisor	Revolution	Windows & Doors By Brownell
David Gold	Richards Group Insurance and	Woodstock Area Chamber of
Edward Jones Newport	Financial Services	Commerce
Efficiency Vermont	Rikert Outdoor Center	Yankee Bookshop
El Cortijo Taqueria	River Valley Therapeutic	Yellow Barn
Ellis Music Company	Residence	Zutano Outlet Store
Emporium Presents	Road Scholar	
Energy Action Network	Rowland Foundation	
Enna	Rutland Regional Medical	
Epsilon Spires	Center	

Essex Community Players	Saint Michael's College
Grand Prix Cyclestes Montreal and Quebec	Saint Michael's Playhouse
Farmhouse Tap and Grill	Salem Art Works
Ferro Estate and Custom Jewelry	Salvation Farms
Fleming Museum	Scan Vermont
Fluidly Moving Body Works	Seniors Helping Seniors Vermont
Flynn Center	Shackleton Thomas
Frog Hollow	Shaker Bridge Theatre
Full Circle Gardens	Sheehey Furlong & Behm
Gardener's Supply	Shelburne Orchards
Gifford Medical Center	Silo Distillery
Hireability Vermont	Silver Maple Construction
Holt Gilmour Survey Associates	Simon Pearce
Homebody Massage and Yoga	Simpson Cabinetry
Horsford's Nursery	Slate
Howard Center	Small Dog Electronics
Hunger Free Vermont	Smith And McClain
Imagine Zero	Solarfest
Imported Car Center	South Burlington Mazda
Island Arts	South Burlington School District
Jag Productions	Southeast Vermont Transit
Jean Cherouney Fine Art	Springfield GMC Cadillac
Jewish Community of Greater Stowe	Spruce Peak Performing Arts
Johnson Family Foundation	SRH Law
Junapr	St. Johnsbury Subaru
Kaufmann de Suisse	Stark Mountain Woodworking
KCP Presents	Sterling College
King Arthur Baking Company	Stern Center For Language And Learning
Kingdom County Productions	Storyworkz
Kinney Drugs	Stowe Story Labs
Kitchen Sync	Subaru of New England
Knight Kitchens	Sugarbush Resort
Kroka Expeditions	Suncommon
Kurn Hattin Homes	Sunset Lake CBD
Ladies Morning Musical Club	Superfresh Cafe
Lake Champlain Chamber Music Festival	Swedish Pit
Lake Champlain Chocolates	Sweet Cecily
	Tarm Biomass
	Temple Sinai