

Goal: \$300,000

Campaign Completion Timeline: Late Summer, 2021

WJFF RADIO CATSKILL: A Vital Community Resource

Mission Statement:

WJFF is a non-commercial educational radio broadcaster whose mission is to make available to its community a broad range of ideas and ideals useful to a full and enlightened life. It also aims to involve the community in preserving and transmitting the community's cultural heritage and artistic expressions in addition to those of the global community and to promote understanding among people of diverse social and cultural backgrounds.

Launched 30 years ago by a group of intrepid residents, WJFF Radio Catskill has an inspiring history and has evolved into a vital cultural and educational institution in Sullivan County, the Catskills and Northeast Pennsylvania. As a community-based public radio station offering NPR, BBC, Pacifica and unique, interesting volunteer produced programming, WJFF Radio Catskill is committed to informing and entertaining our listeners.

Since the beginning of the COVID-19 crisis, we have increased our commitment to local public affairs reporting, making the station a vital hub for information about the pandemic, the recent election and other events important to our communities. We will continue building on that strength and growing the excellent, locally produced arts and entertainment programming the station is known for.

WJFF takes pride in its ability to consistently meet operational costs while simultaneously building a modest reserve. For years the station has operated at a break-even budget and while we remain financially sound, we need your help to build our future.

OUR NEED and OUR OPPORTUNITY: Space, Technology, and Connectivity

To continue operating on-air for the next 30 years with the same **strength, passion and success** as we have over the prior 30 years, we must move to a new location and outfit our studios with state-of-the art equipment to stay relevant in a technology-dependent industry.

The station's current studio is **significantly** outdated and presents operational and technological challenges. A small, two-story building, the facility offers very cramped office and production space, is not ADA-compliant, has inadequate public/community space, has limited parking, and is located next to a flood zone.

In addition, the unreliable landline/internet-based connection between the studio and the broadcast tower 10 miles away contributes to frequent signal outages. Complicating matters, WJFF Radio Catskill does not own the land under the studio, making it difficult to justify significant investments in the building and upgraded equipment at this site.

The generosity of a longtime and beloved WJFF Radio Catskill supporter, has resulted in a site in Liberty as a new home for WJFF. The site includes, a building shell that will transform into the station's main facility, and an adjacent two-story house, suitable for additional studio and office space.

OUR VISION: How the Liberty Facility Will Improve WJFF Radio Catskill

Our Radio Catskill community is excited about our future, and our plans for growth. With the support of donors, our listeners and volunteers, **we will build a dynamic and modern facility, in line with industry standards. This will promote a collaborative work environment, improve our efficiency and enhance our programming, forming an even stronger bond with our community.** The new space will allow us to fulfill our mission in many important ways:

Easy Access — Liberty is at the geographic center of WJFF' Radio Catskill's listening area, as well as being near other major population centers in Sullivan County. There is convenient bus service and plenty of parking space.

Contribute to the revitalization of the town of Liberty, a population and commercial hub in the center of our listening area. Many of the station's nearly 100 volunteers from throughout Sullivan County, Northeast Pennsylvania and the Catskills, will be coming to Liberty.

Reliability — A line-of-sight microwave link to the broadcast tower will improve reliability and sound quality.

Energy Efficiency — Energy efficient solar panels, HVAC and lighting systems will reduce our environmental impact and continue our unique, historical commitment to sustainable energy.

Youth Involvement — WJFF has developed ongoing working relationships with Sullivan BOCES and Cornell Cooperative Extension both located just down the road. We are also working to develop partnerships with area high schools and will seek funding for internships and scholarships.

Inclusive Involvement — Our new location puts us in closer proximity to a population that has grown in diversity over the last several years. This location will make it easier for us to conduct outreach to engage the the Latino, Asian and African-American communities in Liberty and Monticello.

Meeting the Digital Future — State-of-the-art digital studio equipment will allow us to offer programming across traditional and digital platforms and opens the possibility of creating an HD channel. It also enhances the potential for youth involvement providing students with a technological environment that can advance their education.

More News — More room will allow us to provide more locally produced news from seasoned professionals, students and volunteers. This will help increase the number of top-quality local journalism and original programs we can offer, that spotlight the Catskills and Northeast Pennsylvania.

More Ways to Involve the Community — A dedicated community space will allow us to host and broadcast lectures, performances, community meetings and volunteer training. Longer term we plan an open-air outdoor pavilion for hosting concerts and other events.

Efficiency and Comfort — Modern ergonomic and acoustic design will make sound studios more conducive to broadcasting live interviews as well as small-group musical performances.

ADA Compliance — Unlike our current location where our studios are on two floors, the Liberty location is one level and much more accessible which will enable us to engage individuals with varying abilities in ways we never could before.

THE PLAN: Raise a Total of \$300,000 in Capital Funding

Construction: Significant renovations are required to transform the building into the high-functioning space we envision. We are fortunate to be partnering with Sullivan BOCES (Board of Cooperative Educational Services) Career and Technical Education center to complete a significant portion of the pre-construction work. This has greatly reduced our construction budget.

Equipment: The new station will have three studio spaces, including two state-of-the-art interchangeable broadcast/production studios and a third studio for hosting live interviews, panel discussions and musical performances; and portable workstations with editing software to increase production capacity.

Progress to Date

The Board of Trustees, staff and volunteers are doing everything possible to minimize the costs of this project. Largely through property sales at the Liberty and Jeffersonville sites, the project started out with \$150,000 of seed money. We have also had the good fortune of receiving approximately \$50,000 of in-kind contributions in the form of construction and other work done by BOCES students in Liberty. **Adding it up, we have raised and committed approximately \$200,000 total and are seeking \$300,000 to complete the project**