

**WDIY 88.1**

**LEHIGH VALLEY PUBLIC RADIO** n p r

**30**  
YEARS

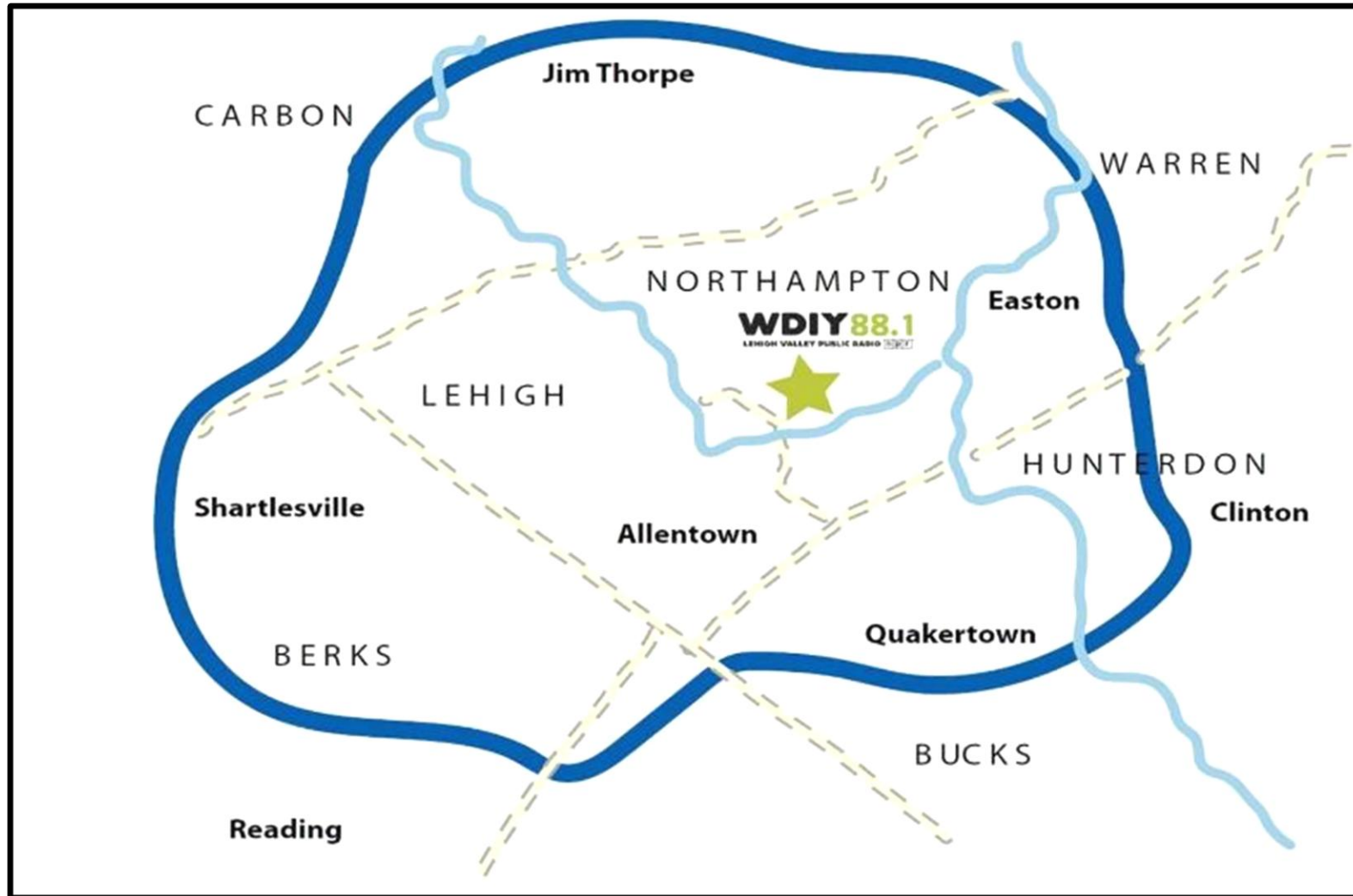


# Our organization

- **Lehigh Valley Community Broadcasters Association (LVCBA)**
  - **501c3, non-profit organization**
  - **License holder of WDIY 88.1 FM**
  - **1st broadcast of WDIY-FM – Jan 8 1995**



# Coverage Area on FM



- **88.1 FM - The Lehigh Valley and beyond**
- **93.9 FM - Easton, PA / Phillipsburg, NJ**
- **1 Million people**

# Multiple Audio Platforms

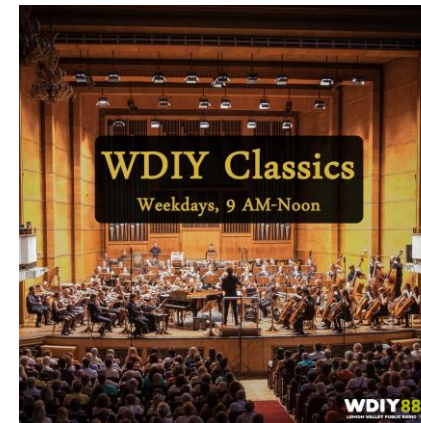


- 88.1 FM
- WDIY APP
- WDIY.ORG
- Podcast platforms

# Diversity of Programming



- **75% Arts and Culture Programming**
- **Music genres: roots, bluegrass, jazz, Celtic, African, Latin, Indian, etc.**



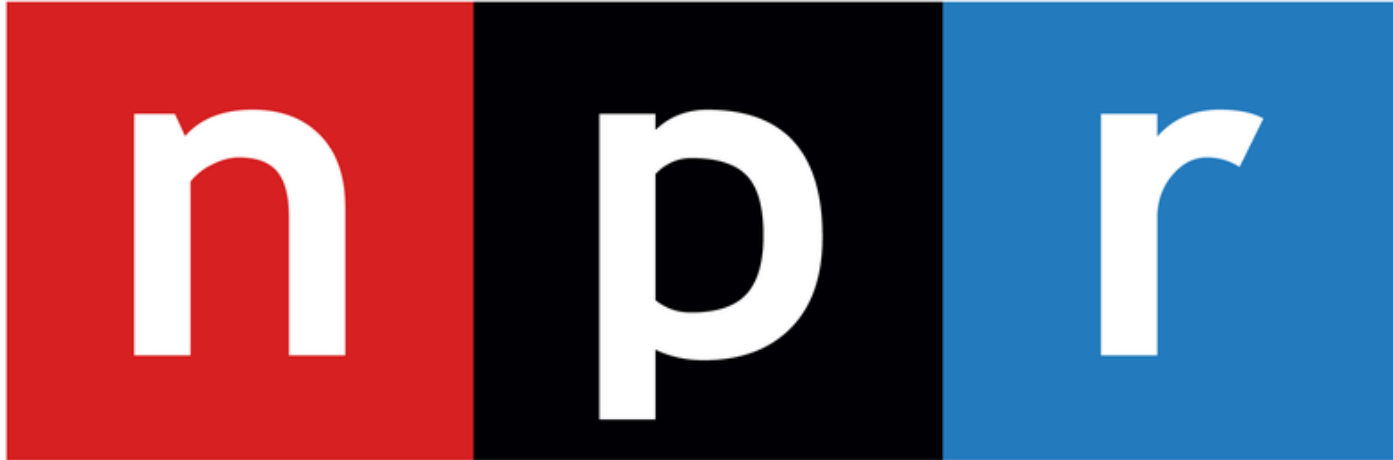
- **Non-commercial music you won't hear on other FM stations**

# Local artists and venues

- **WDIY 88.1FM has been instrumental in promoting local artists and music venues, enhancing their visibility and fostering community support.**
- **Hosted and recorded 64 on air interviews with artists in 2025**



# Diversity of Programming



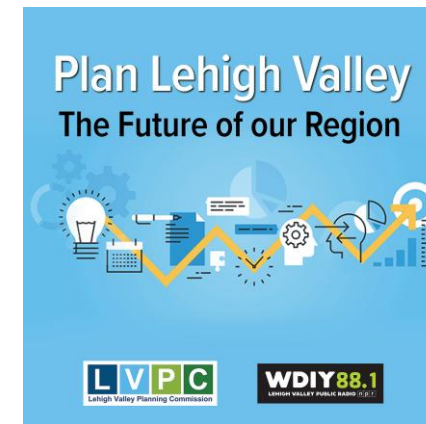
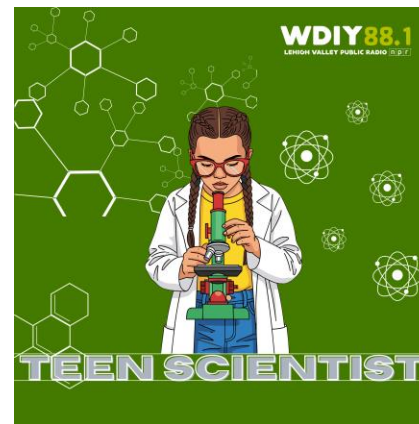
- **Weekdays during Morning Edition and All Things Considered**
- **Weekends during Weekend Edition**
- **Fresh Air weekdays at noon**
- **+ Our own local news headlines**

- **25% Spoken Word**
  - **6 hours M-F of News – local and NPR**
  - **2 hours S-S**

# Community Affairs Shows/Podcasts



- **25% Spoken Word**
- **30 Podcasts**





# Limited Series Podcast



- **8 Week series November and December 2025**
- **Podcast, YouTube and streaming only**
- **Featuring local small businesses/Rising Tide**
- **Themes: Foodie, Fitness, Tech, Pets, Kids, etc.**

# Short Features

- 25% Spoken Word
- 7 Short Features

**AT THE MOVIES**

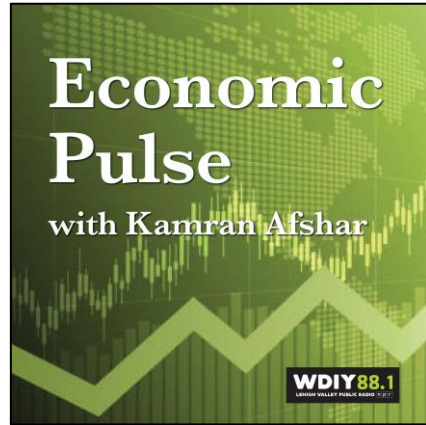
with Paul Willstein



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**Economic Pulse**

with Kamran Afshar



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Celtic Cultural Minute



with Kate Scuffle

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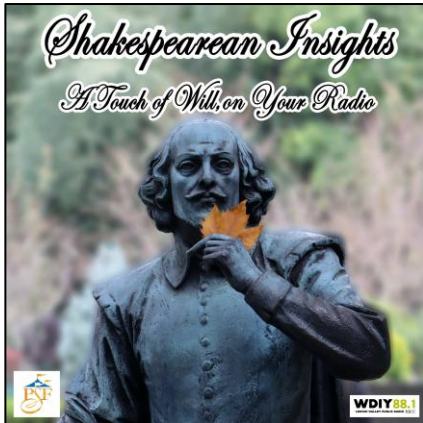
**MEGAN'S MUSEUM MINUTE**



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*Shakespearean Insights*

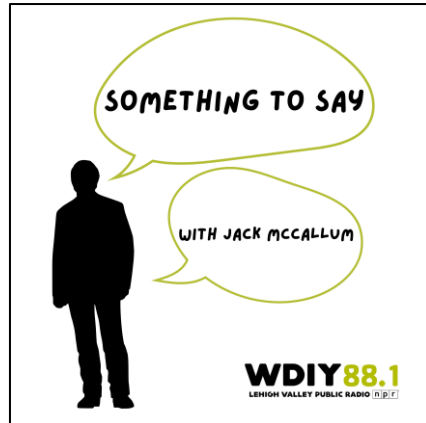
*A Touch of Will, on Your Radio*



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**SOMETHING TO SAY**

WITH JACK MCCALLUM



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**L\*ndm\*arks  
with  
Leon**



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**ENVIRONMENTAL MINUTE**

With Maddie Yang



**WDIY 88.1 FM**

# Youth Programming

- WDIY's youth programming initiatives are cultivating a new generation of radio enthusiasts and engaged citizens in the Lehigh Valley.
- 4 teen-led podcasts, 1 short feature
- Teen Scientist won 4 Broadcasting awards!
- SO MUCH MORE POTENTIAL HERE!



# Many Choices Real Voices

- Authenticity vs. Algorithms
- Hand-picked, curated music
- Real perspective with local interviews, news and programming



# Publicity for non-profits

WDIY 88.1 FM has provided a platform for numerous nonprofit organizations in the Lehigh Valley to share their missions, events, and community impact.

\$300K of in-kind trade last year.

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Donate

WDIY The Blend  
Dave Goddess Group - Oh Marianne - Single  
Oh Marianne  
All Streams

NPR NEWS SHOWS AND PODCASTS SHORT FEATURES MUSIC SCHEDULE SUPPORT COMMUNITY CALENDAR ABOUT

WDIY Headlines

## New Bethany's Luminaria Night to Light the Streets Again | WDIY Local News

WDIY | By James Zipprodt

Published December 4, 2025 at 10:33 AM EST

f X in Print

▶ LISTEN • 1:49



WDIY Headlines

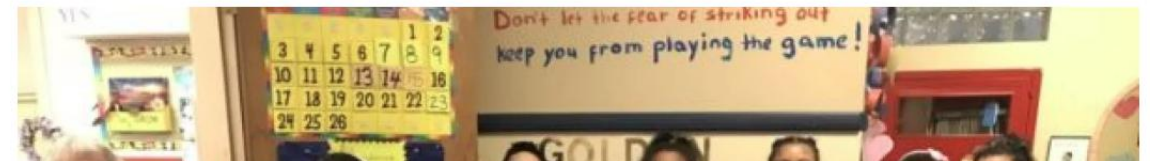
## A Deeper Look at the Boys & Girls Club's Call for Community Support with Katarah Jordan

WDIY | By Margaret McConnell

Published April 30, 2026 at 2:41 PM EDT

f X in Print

▶ LISTEN • 9:08



# Recognition of our impact



- **74 Industry Awards since 2021**
- **Pennsylvania Association of Broadcasters**
- **Keystone Media Awards**

# Unique model of Community Radio

- 160 dedicated volunteers, including 145 on-air hosts, who work to bring the station's programming to listeners year-round 365 days a year



# Our structure

- **LVCBA Board of Directors**
- **WDIY Paid Staff:**
  - **Executive Director – Margaret McConnell**
  - **Operations Director – Neil Hever**
  - **Development Director – Shamus McGroggan**
  - **Community Relations/Underwriting – Alison DeIRe**
  - **News and Public Affairs – James Zipprodt**

# CURRENT STATE OF THE STATION POST RESCISSION

# Impacts of Rescission

- **Widespread station closures and service reductions.**
- **Massive job losses. Stations across the country have laid off staff**
- **No new funds for Corporation for Public Broadcasting beginning Oct 1, 2025**
- **Disruption to essential services: Emergency alerts, educational programming, in-depth local journalism**
- **Loss of shared resources for infrastructure, royalties, and delivery system**
- **Cancelled programming**
- **Breakdown of the public-private funding model. For nearly 60 years, the CPB provided a stable source of federal support that helped stations secure matching funds from private donors. The abrupt cuts disrupt this model and erode the public trust it was built on.**

# Budget

- ▶ **Approved 25/26 Budget**
  - ▶ **Total Income: \$712,250**
  - ▶ **Total Expenses: \$748,788.41**
  - ▶ **Net: -\$36,538**
- ▶ **Actual March month end:**
  - ▶ **Total Income: \$608,217**
  - ▶ **Total Expenses: \$559,411**
  - ▶ **Net: \$48,805**

# **Assets Available**

- **Fidelity Investment balance of \$341,250**
- **Lehigh Valley Community Foundation (LVCF)  
Quasi Endowment of \$85,500**

# Finance Highlights

- ▶ Received last payout from CPB, NPR and WNYC gave some fee relief and revenue distribution which was not expected
- ▶ Received a \$12K bequest
- ▶ Our year end audit was cheaper without CPB component
- ▶ Two benefit concerts held in the winter raised \$4,010
- ▶ Anonymous donor gave \$2,450 during March Power of the Pint campaign partnering with Keystone Blood Center
- ▶ Received a \$10K check during spring drive, however the spring drive numbers were down without that check. Donor fatigue and inflation.

# **Investments in the Future**

- ▶ **Aging equipment - STL unit had to be repaired for \$5K; signal is still weak and new engineers are being brought in to analyze – more repairs will be needed**
- ▶ **Brought on 3 consultants to help with Strategic Priorities for our future**
  - ▶ **Engineering & Facilities Modernization – in process**
  - ▶ **Programming Automation & Operational Efficiency – in process**
  - ▶ **Succession Planning and Role Analysis – in process**
  - ▶ **Development Assessment and Strategy – in process**
  - ▶ **Programming Strategy & Audience Insights – to begin next FY**

# How Can You Support Our Work?

- **Become a supporter – Scan QR Code for donation page**
- **Include us in your Planned Giving, IRA or Stock donations**
- **Donate your vehicle**
- **Become a Volunteer**
- **Listen and Tell Your Friends**
- **Attend our October 27 Event**

**VISIT [WDIY.ORG](http://WDIY.ORG) FOR MORE INFORMATION**



Lehigh Valley  
**HOLLYWOOD  
SQUARES**

OCTOBER 27, 2026 5-8pm  
STATE THEATRE OF EASTON

**WDIY88.1**  
LEHIGH VALLEY PUBLIC RADIO 



[statetheatre.org](http://statetheatre.org)

presenting sponsor

**Good Shepherd**   
Rehabilitation

Sponsorships available. Email: [execdir@wdiy.org](mailto:execdir@wdiy.org)

Lehigh Valley  
**HOLLYWOOD  
SQUARES**

OCTOBER 27, 2026 5-8pm  
STATE THEATRE OF EASTON



Let's Welcome  
Back our Host  
**LAURA McHUGH!**

Sponsorships available. Email: [execdir@wdiy.org](mailto:execdir@wdiy.org)

***“Through WDIY, we combat homelessness, address mental health issues for adults, children and youth, prevent teen suicide, alleviate senior citizen loneliness, and at the same time spread joy, community services, and music from every genre, uniting the diverse voices of our community.”***

**- Aurea Ortiz, WDIY Board of Director, Program Host of Charla Comunitaria, and volunteer.**



***“We like that anyone can turn on the radio and experience programming. And anyone can volunteer; the opportunity is available to all. WDIY made it possible for us to share our passions with the world. You can’t walk away from experiencing a radio station unaffected.”***

**– Steve & Rosalie Aaronson, Program Hosts for Folk Classics, Swing Sunday and Fresh Air, and IronPigs season updates.**



# THANK YOU FOR YOUR SUPPORT



Contact me at [Margaret@wdyi.org](mailto:Margaret@wdyi.org), 610.694.81100 ext. 6