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Radio Catskill and WIOX Community Radio Announce Merger Agreement Strengthens Long-Term Sustainability of Public Radio Across the Catskills and Northeast Pennsylvania

LIBERTY, NY — Radio Catskill, Inc. (WJFF 90.5 FM) has entered into a Memorandum of Understanding with WIOX Community Radio (91.3 FM) to merge in a landmark agreement that will expand non-commercial public radio service across the Catskills and Northeastern Pennsylvania.

The planned combined operation positions Radio Catskill for significant growth — broadening its broadcast footprint, deepening its community roots, and securing the financial foundation needed to serve listeners for generations to come.

Radio Catskill has served the Catskills, the Delaware River Valley, and Northeastern Pennsylvania for 36 years. Founded in 2010, WIOX, licensed to Roxbury, New York, brings coverage of the central and northern Catskill Mountains. Together, the two stations plan to form a unified regional public radio service spanning the entire greater Catskills, reaching the Capital District, with trusted, award-winning local news, cultural coverage, and community programming to a significantly larger audience across multiple FM frequencies and digital streaming platforms.

“This agreement represents a major step forward in our mission to serve the Catskills and Northeast Pennsylvania. By bringing WIOX into the Radio Catskill family, we are strengthening local, independent broadcasting, expanding the reach and impact of our journalism, and ensuring that diverse voices and high-quality programming continue to thrive in our community,” said Pete Madden, President, Radio Catskill Board of Trustees.

“WIOX began in 2010 with the support of community stakeholders and the Town of Roxbury. Its license was transferred to WSKG Public Media in 2014 where it strengthened its systems and standards. It has operated independently since 2018 with all volunteers. Now, under the leadership of Radio Catskill, the future looks more sustainable than ever,” said Joe Piasek, WIOX co-founder, past chair, and acting CEO.



Radio Catskill General Manager Tim Bruno said, “This is an exciting moment for public radio in our region. This partnership allows us to build a stronger, more resilient public service that can serve more communities with trusted journalism, culture, and local connection. I’m honored to help lead this next chapter for both stations and to work toward a sustainable future for independent public radio across the Catskills and Northeast Pennsylvania.”

This merger is designed with long-term financial sustainability at its core. Key elements of the agreement include:

- **Initial transition funding** from WIOX to support technical upgrades, system integration, and simulcasting capability
- **Consolidation of operational infrastructure** to achieve administrative and donor management economies of scale
- **Expanded underwriting opportunities** as Radio Catskill evaluates and grows the combined sponsorship base across a broader regional market

By integrating two stations under a single professional management structure, Radio Catskill will reduce duplicative costs, increase operational efficiency, and direct more resources toward the programming and community engagement that listeners value most. The transaction will proceed in phases, subject to regulatory review and approval.

About Radio Catskill – WJFF 90.5 FM

Radio Catskill is an independent community voice of the Catskills and Northeast Pennsylvania. We connect listeners through locally focused and globally aware programming to inform, entertain, and inspire our communities, and promote understanding among people of diverse social, cultural, economic, and political backgrounds.

About WIOX Community Radio Catskills– 91.3 FM

WIOX Community Radio Catskills (91.3 FM) is supportive and responsive to interests throughout Delaware, Greene, Schoharie and western Ulster counties. An all-volunteer operation sustained by community donations and local underwriting, WIOX has been a reflective voice for its region since its founding.

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