

WVLS 2017 Content and Service Report

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Allegheny Mountain Radio/WVLS continued its strong interaction with the community by keeping listeners up to date and aware of local national and international happenings, via local news staff and larger news organization feeds. Two new local news stories air each weekday, combined with hourly state/national/international feeds during prime time listening. In addition to these, and shorter national segments of educational interest, four self-produced features each week inform listeners about health, agriculture, school activities and the arts. Multiple readings occur each day of updated weather forecasts, local community calendar items, school closings and delays, obituaries, and sporting events.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Allegheny Mountain Radio/WVLS collaborated with multiple organizations throughout the year. The station works closely with law enforcement and school officials to relay critical information, such as road conditions and school closures, to listeners. Coordination with the Highland Chamber of Commerce and Tourism Committee and Highland County Fair association results in the promotion of activities for Highland County's two major events, the Maple Festival and annual County Fair, as well as promotion of smaller events produced by the Highland Arts Council and local civic organizations (Ruritans, Lions Club, Masons, etc). AMR/WVLS works with local health provider, the Highland Medical Center, to provide a weekly health segment, and with the school system to provide a weekly activity segment. The school system is also a partner in the Highland Mid-Kids Radio Club, an effort started three years ago and continued with staff and volunteer time to give interested students and introduction to media by producing and recording stories and PSA's, along with monthly on-air broadcasting. We also work in close tandem with the printed media outlets in our areas on stories and announcements.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

A disproportionate amount of the Highland County population is older, and tends to utilize older forms of communication versus newer platforms. This, combined with sparse cellular coverage, makes radio an especially potent avenue for informing the public, and increasing the impact of our programming. In addition, we do utilize a website and Facebook to mirror/extend our coverage. AMR/WVLS does have a Community Advisory Committee, made up of volunteers in the community, to assess community needs and recommend programming changes or additions. Due to our

“local/rural” aspect, the staff and volunteers are intimately familiar with listeners, and receive and assess feedback frequently for improvement.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

According to the 2010 census, the area served by Allegheny Mountain Radio is 97% White/Non-Hispanic, which skews efforts to meet minority and diversity needs. The board of directors, staff and volunteers are a broad mix of gender, age and economic and cultural backgrounds, which give a voice to all in programming/directional decision making.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding is critical to the continued services Allegheny Mountain Radio/WVLS provides for our community. The staff is a bare-bones operation as is, with 12 employees (nine full-time, three part-time) doing the work of manning three different physical locations and covering three counties. Equipment replacements/repair/upgrades are a constant need. The total annual budget of AMR is just over a half million dollars, and half of that is provided by CPB funds, with the other half coming from underwriting and donations. In our rural economically-challenged area, those underwriting and donations amounts are maxed out, meaning a loss of CPB funding would mean a loss of AMR/WVLS.