

WVLS 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 is a key provider of critical information to the community. Our news staff provides stories of local interest, including: coverage of governmental and school board meetings; stories of interest, such as the continuing coverage of the Atlantic Coast Pipeline and a local murder trial; and human interest stories which reflect our unique community. At least two local news stories run on our network each weekday, and those are combined with national and international news feeds. Also, several internally produced short form features are broadcast each week, dealing with agriculture school activities, health, and the arts. The community is also kept informed by multiple readings of our community calendar, updated weather forecasts, school closings or delays and other weather related cancellations, 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 works with a large number of partners in our local community, including:

- School authorities and law enforcement, for delays, closures and emergency information.
- Highland Humane Society for lost animal announcements and stories about animal care and adoption
- Highland Chamber of Commerce for news and promotion of local events, including the county Maple Festival and Annual Fair.
- Highland Historical Society for historical information relating to the county
- Local civic organizations (Ruritan clubs, Lions club, etc) to promote events and activities for the benefit of the community
- Virginia Cooperative Extension for farm and agriculture updates
- The Highland Medical Center for features and stories related to health.

We are also very proud to work with the school system on the Highland Mid-Kids Radio Club, which meets twice a month at the school. The youths are also in the studio once a month for a two hour live broadcast, which utilizes the unique resource the station provides to the community not found in many other places in the nation.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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.