

WVMR 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/WVMR strives to be a dedicated and reliable source of local news and community happenings and events for our regional listenership. Our local news teams provide coverage of important governmental meetings, school boards and other groups and how the decisions made by those bodies directly impact the residents of our listening area. We also cover larger regional issues such as the Atlantic Coast Pipeline project and the potential impacts on the people, environment and economic health of this largely tourism impacted area. We also engage directly with a number of local nonprofit entities to ensure that residents not only know about these organizations, but about the detailed programs they offer and how those programs may affect their lives. We provide locally produced/updated forecasts based on National Weather Service data, and keep our listeners updated on community events, sports events, obituaries, and school/community delays and cancellations with our daily community announcements. A variety of in-house programming and some in-house produced features inform and educate listeners on agriculture, health, school events and arts & entertainment in our region.

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/WVMR continues to work closely with the Emergency Services, Homeland Security and planning organizations of Pocahontas County to provide updates and coverage during times of emergency. Program Director Heather Niday serves as the Public Information Officer for Pocahontas County, ensuring that the most up-to-date and accurate information is disseminated over the airwaves and through social media sites. With a population that is still heavily reliant on information provided via radio and in many cases, unfamiliar with or lacking access to digital media, WVMR is a critical source of real time information for the residents of the area. AMR continues to work with the Pocahontas County Convention and Visitors Bureau and the Chamber of Commerce to report on and promote the county's various tourism destinations. AMR produced features such as Allegheny Clutch (arts and entertainment), the Local Foods Report and Dispatches From the Outdoors leverage partnerships with local arts venues, school organizations, nonprofit organizations and outdoor recreation providers to inform, educate and engage listeners. The station also works with at risk students to develop writing, production and presentation skills through the WVMR Radio Club.

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.

Allegheny Mountain Radio/WVMR has played a part in informing and educating the local community about the possible impacts of the Atlantic Coast Pipeline project. Through our local news coverage as well as being involved with the local emergency services we have striven to provide as much information as possible so that affected landowners and other residents can make informed decisions regarding this project that will have such an impact on the land, environment and socio-economic makeup of the county. AMR is also an active partner with the Mountain Music Trail organization, a nonprofit organization helping to promote the local musicians and traditions of this region of the country. Many of the members of the MMT have expressed their appreciation for the support they have received from the station, not only for their musical submissions, but also for the accompanying historical perspective that the musicians provide. AMR has also seen an increase in the amount of listener engagement with our social media presence.

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.

The region served by Allegheny Mountain Radio is approximately 97% White/Non-Hispanic by population according to the census. Yet AMR still strives to provide a wide variety of entertainment, education and information for all residents. Our youth programs have been very well received in the community as have our tourism and cultural programming. AMR is an Equal Opportunity Employer and women, minorities and Veterans are always encouraged to apply for all job openings.

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?

Allegheny Mountain Radio/WVMR is dependent upon CPB funding for a large percentage of its annual budget, roughly 50%, with the remainder coming from private donations and underwriting sales. The station receives no financial assistance from the State of West Virginia and very little or no assistance from the local governing bodies. Without this funding, it is unlikely that WVMR could continue to function and to provide the essential information and services that are critical to the residents of our area.