

WVMR 2018 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's mission is to be the most reliable source of local news and community happenings and events for our regional listenership. Our local news team provides coverage of important governmental and educational meetings as well as covering other community groups whose programs and initiatives directly or indirectly impact the residents of our listening area. We continue to cover larger regional issues such as the Atlantic Coast Pipeline project and its potential environmental and economic impacts on our largely agricultural and tourism based economy. We are as an organization woven into the life of the community and work closely with the many other non-profit organizations in our region to have a positive influence on the lives of all residents regardless of whether or not they are members of our stations. We provide frequently updated information on weather, local community happenings, local sports, school and community closings and delays, obituaries and lost and found. In addition to a wide variety of music programming, we also provide locally and regionally produced programming that informs and educates our listeners on subjects ranging from agriculture, health and education to arts, entertainment and the history and culture of 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.

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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/WVVMR continues to inform and educate our community about the progress of the Atlantic Coast Pipeline project, which has the potential to have multiple affects on our local economy and environment, both positive and negative. Through our local news coverage as well as being involved with the local emergency services we continue to provide as much information from as many perspectives as possible so that affected landowners and other residents can make informed decisions regarding this project. 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. We are also actively involved in the planning process for the 2021 Bicentennial celebration in Pocahontas County. AMR continues to see increases in the amount of listener engagement with our social media presence, both at our website and through other social media platforms.

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.

The region served by Allegheny Mountain Radio is approximately 97% White/Non-Hispanic by population according to the census. While we may lack racial diversity, we do recognize that there is a fair amount of social and educational diversity within the population, so AMR strives to provide a wide variety of entertainment, education and information to connect with all residents. Our educational youth programs are well received as is 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.

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?

Allegheny Mountain Radio/WVVMR 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 no assistance from the local governing bodies. Without this funding, it is unlikely that WVVMR could continue to function and to provide the essential information and services that are critical to the residents of our area.