

## Local Content and Services 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.

**WVMR** - The needs of the Allegheny Mountain Radio/WVMR listening area are as diverse and unique as our audience, and we strive to fill those needs adequately, whether it be timely news coverage from a "30,000 feet perspective, such as international, national and statewide news feeds, or more ground-level perspective with our daily duo of local news stories, or our entertainment programming, which spans the spectrum of genres and listener interest. We keep the community informed of what to wear with our updated forecasts, of where to go with our community calendar of local events, and of when not to go anywhere with our list of school closings and cancellations, and severe weather road condition updates. Our programming also contains a mix of self-produced and syndicated features to inform and educate our listeners on numerous subjects from the arts to agriculture, and home to health. Listeners can find lost items, report missing pets, and locate that special treasured item via our broadcast, and know that our station and staff cares about all the "little" things that are important to their lives.

**WVLS** – Allegheny Mountain Radio/WVLS's primary mission, besides entertainment, is to update the listening audience with information on all levels from international to local. We utilize syndicated international/national/state news feeds, to supplement our local news coverage, which consists of at least two local news stories each day, a compilation of those stories for the weekend, internally produced features on health, school activities, arts, and agricultural issues, as well as pre-produced features on a broad range of educational topics. Our community calendar of local events is read multiple times each day, and we give updated local weather forecasts, in additions to emergency information, school closings, event cancellations, obituaries, and sports information.

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.

**WVMR** - Allegheny Mountain Radio/WVMR works especially closely with the Pocahontas County Homeland Security and Emergency Services office. Program Director and news Director Heather Niday serves as the Public Information Officer for Pocahontas County, and is therefore in position to receive and circulate critical emergency information via our own broadcast, as well as text, social media, etc. In an area which depends heavily on tourism to sustain its economy, we work closely with the Pocahontas County Convention and Visitors Bureau and Chamber of Commerce to promote destinations and events, such as Snowshoe Mountain Resort, and the inaugural International Mountain Biking Association's World Cup event held in the county this year. Other partners include law enforcement, healthcare providers, senior centers and the school system, to provide announcements, updates and features with pertinent information for our audience.

**WVLS** – – Allegheny Mountain Radio/WVLS is deeply embedded into the community, and works closely with most local organizations, non-profits and businesses, 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.
- The Highland Center and The Highland Arts Council for announcement of art and drama interest

One of the most special community partners is the school system. A radio club has been formed in grades 6-8, which meets ones monthly at school to produce school information and news stories and is on-air twice monthly with entertainment shows (older students can be involved with the station on an individual basis if they choose). This allows them to utilize a resource that only community radio can provide.

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.

**WVMR** - Allegheny Mountain Radio/WVMR will never lose its focus on providing information relevant to listeners on a local level. We have covered the controversy and starts and delays of the Atlantic Coast Pipeline since the project's announcement, and continue to monitor progress, or lack of. Along with that, this past year we've covered stories such as the development of a transit system throughout the county, an inaugural mountain biking event with international focus, the meetings of school and government boards whose decisions shape everyday life, and the menu at The Roadkill Festival (yes, that is a thing) to name a few. In charged and divisive time, AMR/WVMR can be trusted to give non-biased or judgmental facts of all sides of a story, and inform, not editorialize.

**WVLS** – The core of AMR's listening audience is older and gets its information from more traditional sources. Add into that an area which features no television and little cellular coverage, and it creates an environment where radio is an especially important tool in disseminating information. We do have provisions for community members who are more "digitally minded", with a website and Facebook presence, and are looking at new social media opportunities. WVLS does have a Community Advisory Committee to act as a gateway to assess needs and improvements, as well as welcoming direct contact for feedback and suggestions.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

**WVMR** - 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. With the addition of programming produced by more racially diverse communities, AMR strives to provide a larger and more inclusive view of other cultures that might not be as readily available via our local population. 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.

**WVLS** – Until the 2020 Census numbers are tabulated, older data indicates 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?

**WVMR** - Allegheny Mountain Radio/WVMR has an annual operating budget of roughly \$500,000, and of that, half comes from donations and underwriting. Frankly put, we would be unable to operate at our current service level without it. Our area is not financially capable of compensating for the loss of CPB funding, so without it, we would have to severely curtail our staff, programming, locations and broadcasting, which would remove the personal localized services we provide to our listeners.

**WVLS** - CPB funding is crucial in Allegheny Mountain Radio/WVLS being able to maintain its current level of service to our communities. The listeners and businesses who populate our area could not simply “give more” to make up the loss of half of our yearly operating budget – they give and support as much as they possibly can already. Without CPB support, while we theoretically might continue to exist, it would be a radical shift in format and services, relying more on canned and pre-recorded content, and less on human interaction and timely updates of needed information.