

2020 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 - In a year like no other, AMR/WVMR proved its mettle, providing timely breaking news and developments in a quickly changing world as the COVID-19 pandemic affected everyone's life. AMR has consistently provided international, state and local news as part of its mission, and that took on extra importance as developments, cancellations and recommendations were pushed out to the public, and the community calendar kept listeners abreast of what was closed, what was still open, and how to interact with meetings and functions occurring virtually only. And the details of life which weren't affected by a virus, such as weather forecasts and finding lost pets, were a constant reminder of normalcy in a world upended. And just as importantly as information being provided, our entertainment broadcasting, whether it be from syndicated sources or our staff and volunteer DJ's, provided a distraction and a friendly voice in the listener's ear during troubled times.

WVLS – Allegheny Mountain Radio/WVLS's primary mission is to entertain and inform our listeners. We do this with a mixture of local, state and international news segments, both produced in house and syndicated, along with a community calendar of local events read multiple times daily, emergency alerts, weather warnings, school closures, and more. In addition, we have features which touch on local agriculture, arts and education topics. And as the COVID-19 pandemic hit, our efforts were ramped up even farther to give the community the latest breaking news on developments and cancellations.

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 - Our partnerships within the listening area were critically important this year, as we were able to:

- Inform listeners as to the education changes mandated by local government and the Pocahontas County School System
- Broadcast health safety and advice, especially on COVID related matters, as garnered from health partners, including local hospitals and medical providers.
- Alert listeners, both near and far, to the status of tourism destinations and events as related to us by the Pocahontas Convention and Visitors Bureau and Chamber of Commerce, which is especially important in an area that relies heavily on tourism financial support.
- Make listeners aware of the times/dates/agendas of upcoming governmental meetings, and any restrictions on attending, or alternate methods of doing so.
- Partnerships with law enforcement and first responders allowed us to report non-pandemic related information, such as road closures and weather emergencies.

In addition, 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.

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.

- Virginia Department of Health, and the Highland Medical Center, for matters of general health, as well as pandemic coverage
- Highland Humane Society for lost animal announcements and stories about animal care and adoption
- Highland Chamber of Commerce for news on the status of local events during the pandemic, and offering alternative tourism initiatives
- 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 Center and The Highland Arts Council for announcement of art and drama interest

Unfortunately, many of these partnerships in 2019-20 were utilized to announce cancellations and restructuring due to COVID-19. This included the suspension of in-person activities for the Highland Mid-Kids Radio Club, which had previously featured student produced content, as well studio visits to allow the members airtime. We hope these things recede into the past quickly.

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's programming is truly the definition of "something for everyone." Our news staff strives hard to report both sides of any story, and not to editorialize, which was especially important during the pandemic crisis – merely the facts, with no spin or politicization. And the entertainment spans the range of genres and time periods – our volunteer DJ's have the freedom to program their desired music, within FCC guidelines, of course, so we run from today's pop to classic rock, from gospel to jazz, and from metal to classical. We receive constant positive feedback from our listeners on many of our "less mainstream" programming choices, since this is often the only local source available for them.

And we were even able to help Pocahontas County Boy Scout Troop #33 safely and successfully receive their Radio Merit Badges, with a socially distanced visit to the WVMR studio.

WVLS – Allegheny Mountain Radio/WVLS operates in an area restricted from many over the air broadcast mediums due to our geography. There is no local television coverage to speak of, and we are the provider of source when it comes to radio. In addition, much of our audience is older, and not as proficient with digital forms of communication. This creates a scenario where we are a vital link in the information chain, and we do receive much positive feedback for our efforts. AMR does have a digital presence, and we promoted one staff member internally to a Social Media Director position, to provide content for our Facebook and web page, as well as our newly created Instagram account. WVLS also has a Community Advisory

Committee, which acts as a liaison between ourselves and the needs and desire of our listeners.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

WVMR/WVLS - As we await the results of the latest census for precise data, we realize that our broadcast and listening area is populated primarily by White/Non-Hispanic residents, 97% according to the most recent count. Many of our listeners are elderly, and could be considered underserved and we do include information and entertainment geared towards them. Our Board of Directors is a mix of gender and socio-economic backgrounds, which provides oversight on our operations.

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 - CPB funding accounts for roughly half of the Allegheny Mountain Radio/WVMR annual operating budget of \$500,000. The remainder is made up of donations and underwriting, and in a listening area facing socio-economic disadvantages, expansion of those latter sources of funding to cover a potential loss of CPB funding is not possible. Therefore, without CPB, there would be no AMR/WVMR in its current incarnation of a community radio operation. CPB funding ensures our very existence and continued service. In addition, the CARES Act funding we received from CPB allowed us to operate from a financial stable standpoint, without fear of layoffs or furloughs interrupting our community services, and allowing for future hardening and improvement of our broadcast infrastructure.

WVLS - Frankly, Allegheny Mountain Radio/WVLS would not exist in its current format without CPB funding. The donation capability of our supporters is close to maxed out, and with relatively few new businesses, the probability of a huge increase in underwriting is slim. CPB funding accounts for roughly 50% of our annual budget, and a loss of this could not be replaced. In addition, the CARES Act funding we received from CPB allowed us to operate from a financial stable standpoint, without fear of layoffs or furloughs interrupting our community services, and allowing for future hardening and improvement of our broadcast infrastructure.