

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 - Watching the increasing divisiveness around the country across just about every socio-economic boundary has been distressing to say the least. At Allegheny Mountain Radio, we have always strived to find the commonalities that bring the communities that we serve together rather than to divide. We are a region of small, largely rural communities who share many of the same challenges when it comes to providing basic services to the citizens of our counties, such as emergency medical services. Like other areas across the country, our counties are struggling to provide reliable and available emergency ambulance services at a time when the number of available volunteers is short and funding to pay for paid emergency medical staff is even shorter. Our news staff has reported extensively on the ongoing and sometimes contentious discussions as our county governmental bodies have explored various options to provide these critical services. We present this information without editorial comment in order to make sure that our listeners are fully informed and to ensure them that they can rely on the radio stations to provide only the information as it is presented to the public.

Additionally, our weather forecasts, school delays and closures, community calendar events, road closures and road condition reports keep our listeners informed on a daily basis. We also stand ready to provide emergency information when needed or requested by the local or state authorities.

WVLS – “Vital local services” is the key phrase in this question, for that is exactly what we provide. Our listening area is primarily rural, and predominantly skews older, and as such, tends to rely on more traditional methods of information flow, such as terrestrial radio, versus more

technological means. These services include entertainment, emergency updates, news, weather, education and more. For news and features, we utilize international, national and state sources, as well as our own news department, which covers topics of local importance, including agriculture, schools, local government, health, and human interest stories, both feature and segment length.

Although the audience referred to above as preferring more traditional methods may be the majority, we are constantly looking to engage newer listeners and supporters across a diverse spectrum, and to that end, we offer ways of interaction via our website, Facebook and Instagram pages, and this year, the Allegheny Mountain Radio app was launched, to allow for a broader audience and ease of access for our signal.

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 with local government, non-profits and other organizations to provide information and connect listeners with these organizations. Here are some of the entities that the radio works with to help promote the well-being of our listeners:

- **Pocahontas County Commission** – We report on their meetings and follow up on topics that may impact other organizations within the county to provide a fuller understanding for our listeners
- **Pocahontas Board of Education** – We report on their on their monthly meetings and special school-specific meetings and through one-on-one interviews with the county School Superintendent
- **Pocahontas County Convention and Visitors Bureau** – The tourism industry is one of the top employers for the county. As such, we report on not only tourism events, but also on state legislative initiatives that may affect tourism, whether positive or negative. We also have regular interviews with the PCCVB Executive Director on the importance of the tourism product offered by the county and the critical role that citizens play in welcoming visitors to the county.
- **Pocahontas EMS** – We continue to work closely with the local office of Homeland Security and Emergency services. AMR Program/News Director Heather Niday serves as the Public Information Officer for the county EMS office and is an active member of the Local Emergency Planning Committee.
- **High Rocks Academy** – This nonprofit has long provided educational assistance and training for teens and adults in the county through their weekly tutoring programs and through their gardening programs. They are a Grow Appalachia site providing

gardening advice to families and provide gardening and employment opportunities to teens through their Ruby Grow garden program. The radio station works closely with them to inform listeners about their programs through news coverage and public service announcements.

- **Local Libraries** – The county libraries provide the county reading and educational services, meeting spaces and also serve as visitor centers for those vacationing in the county. The radio station through community calendar announcements and public service announcements let residents and visitors know the when, where and what of various activities offered by each library.
- **Local churches** – Many of our elderly residents in the county are considered “shut-ins” who may not be able to attend weekly worship services. We partner with local churches and clergy to broadcast a sermon message each Sunday and daily devotions (Monday through Friday) each week. In this way, our residents can stay connected to the community and worship even when they are not physically able to do so.

WVLS – A comprehensive list of the partnerships that Allegheny Mountain Radio/WVLS has within our communities would be difficult to compile, given that our reach goes so deeply into those communities. That being said, below is a partial listing of some of those primary partnerships:

- 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, local case numbers, vaccine updates, and vaccination clinics.
- 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
- Church and religious entities, for updates on services, special dates and cancellation.

The educational ties do not end with school updates. AMR is proud to partner with the Highland School System, including administrative and faculty support and involvement, to facilitate the Highland Mid-Kids Radio Club, where students in grades 6 – 8 produce school news stories, PSAs and other features, and make a trip to the studio monthly to broadcast on the air, teaching the students a number of both hard and soft skills, as well as having great fun. This year, several students who had “graduated out” of the middle school club have returned as the HM-K Alumni 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.

WVMR - With the return of festivals and other public events following the easing of COVID pandemic restrictions, we were able to provide one-on-one coverage and interaction with festival attendees at several remote broadcast locations in the county. Residents and visitors alike expressed their appreciation of the local coverage and the opportunity for non-profit organizations to speak about their programs directly to those attending the events.

We were also very involved with the promotion and celebration of the county's year-long Bicentennial celebration through news coverage of the many events related to the Bicentennial and through direct participation in the events.

WVLS – Allegheny Mountain Radio/WVLS is hyper-local, and as such, provides information on issues and resources that are of benefit to the community on a granular level. Whether it be local news coverage and public service announcements of recent important issues such as creation/funding of EMS services, pandemic related school, business and health concerns, or government entity meetings and decisions, AMR facilitates conversations and interaction. Our communities, while diverse, do skew towards older and Caucasian, a group which may not be as technically proficient as others, which makes our “old school” style of communications all the more important to the dissemination of information.

That being said, we do have a robust social media presence on Facebook and Instagram, which facilitates different conversations around the beauty of our area, entertainment opportunities, and local points and events of interest.

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 2021 and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WVMR - The population served by Allegheny Mountain Radio is 97% White/Non-Hispanic according to the last census. While there is a lack of racial diversity in our region, there is considerably more social and educational diversity within our listening audience. Through our programming and news reporting we do try to highlight racial, social and cultural diversity by airing news and programs that highlight such topics as Black History and Women's History months. We recognize that for many older listeners in our region, especially those who may not be very mobile, we may be one of their few sources of entertainment and information and strive to offer an unbiased view of events and other news in our area.

WVLS – As noted in Questions 1 and 3, Allegheny Mountain Radio/WVLS operates in a geographically remote area, and diversity of color and race is less prevalent than gender and socio-economic status. Our core audience is rural and poorer than other localities, and as such, our services serve those underserved populations. That being said, the make-up of staff, Board of Directors and volunteers reflects the diversity of this area, which ensures that we are amply meeting the needs of listeners across a broader range.

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 - The hard truth is that without CPB funding, Allegheny Mountain Radio would struggle to provide the news, entertainment and emergency information that our listeners have come to depend on, on a daily basis. If the funding were to go away, the current incarnation of Allegheny Mountain Radio would cease to exist and a large part of our community of listeners would lose a vital source of information and connection. Loss of CPB funding would severely impact our ability to provide timely information in times of natural disaster (flooding, severe storms, wildfires, etc), and our ability to connect our listeners to local and regional non-profits that may provide critically needed services.

WVLS – At the time of this writing, the debt ceiling fight looms in Congress, with “solutions” being floated which include cuts to spending, or a prioritized system of expenditures. This is quite worrisome, because we are acutely aware that CPB funding is always an easy target to be on the chopping block. The argument for reduced funding usually revolves around support of NPR and/or PBS – but this argument misses the fact that the majority of CPB funding goes toward the support of rural broadcasters, such as Allegheny Mountain Radio. Bottom line, without that support, there is no way AMR can exist in its current incarnation, and deliver the critical levels of support, information, and entertainment for our listening communities that we now provide.