

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 - Allegheny Mountain Radio/WVMR has served a rural population since its inception in 1981, always aware that serving such a population demographic can be very different from serving those in an urban environment. We understand that our listeners must have a certain level of self-reliance that city dwellers may not readily comprehend. Our listeners often have to travel more extensively to access services such as buying groceries or going the Dept of Motor Vehicles or even a movie theater than those in urban environments who may be able to access those services within 5 to 10 miles of home.

We know that in the wake of a major disaster, such as the 2012 Derecho, that power and telephone outages will not be repaired overnight, that gas, food and other necessary commodities will be slow in arriving and that we must be prepared to be on our own for at least 3 days. Whether facing a disaster or just a regular day, our listeners know that Allegheny Mountain Radio is ready to be the conduit for whatever information and services are needed. Whether it is relaying emergency information, letting listeners know what policies are under consideration by the local governments through our news stories, or promoting an event for a local non-profit, our listeners know they can turn to us for accurate and timely information.

WVLS – Radio will always be the core service of Allegheny Mountain Radio/WVLS, because that is what we have done for decades, and done well. Our broadcasting area encompasses a vast segment of the population who still turn to terrestrial radio for the entertainment, emergency updates, news, weather, education, and more, that AMR provides for its audience. That being said, we do understand that new channels of information and entertainment are available in this day and age, and are utilizing those to their best capabilities, including social media platforms, and a growing audience for our online broadcasts, especially via our mobile

app. These help us both reach a more diverse audience, as well as those who may not be able to receive our signal in an area full of natural roadblocks for the over-the-air signal.

To inform on critical news, from next door to the other side of the country to around the world, 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.

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 - WVMR/Allegheny Mountain Radio coordinates with our local and state governmental offices, a large variety of non-profit organizations, the schools, the business community and individuals and small groups offering services, education or other guidance to the residents of our county. Here are some of the ways we connect with our communities:

- Pocahontas County Schools – we have reactivated the radio club at the local high school to teach students the rudiments of broadcasting and how to produce news and other content that is used in our local news segments and to inform listeners about events at the school. We also do periodic interviews with students from Green Bank Elementary-Middle school to give those students an opportunity to talk about their interests and the projects they are working on in the classroom. We also report on the twice-monthly meetings of the Board of Education and feature one-on-one interviews with the county school Superintendent.
- Pocahontas County Free Libraries – there are multiple libraries spread out across this geographically large county and we work with all of them to promote their educational programs, critical computer public access areas and social programs, including game nights and other recreational activities.
- Pocahontas EMS – we work closely with the county's office of Homeland Security and Emergency services providing critical information such as flood warnings, road closures due weather or accidents, scheduled and unscheduled power outages, and any other information that the EMS office requests us to distribute. AMR Program/News Director Heather Niday is an active member of the Local Emergency Planning Committee and serves as Public Information Office for the county when requested to do so.
- Yew Mountain Center – this non-profit education center, located in southern Pocahontas offers classes and hands-on instruction in forest farming, maple tapping and producing and other related arts. We work

- with the center to report on and promote their programs to residents of the county.
- Local churches – we partner with area churches to provide a weekly sermon and daily devotions (Monday – Friday). A large percentage of our elderly population cannot make it to a weekly church service, so the sermons that we broadcast may be their only link to their fellow congregational members. The sermons are provided by ordained ministers and other laity, and the devotions are frequently provided by local community members.
 - Pocahontas County Convention & Visitors Bureau – Pocahontas has a largely tourism-based economy, so working closely with the county CVB is critical for getting information about recreation opportunities to both visitors and residents. We do this by providing periodic interviews with Pocahontas CVB Executive Director Chelsea Faulknier and through underwriting that highlights the various activities available in the county.
 - Pocahontas County Commission – we cover and report on the twice-monthly meetings of the three-member commission to keep our listeners informed about the decisions that may have an impact on their lives.
 - Pocahontas County Opera House – we partner with this venue to promote the various arts and cultural events held year-round at the theatre. The venue also includes an outdoor stage area called Discovery Junction. We also feature a weekly show on our airwaves that features music from past, present and future performers at the Opera House.

WVLS – Allegheny Mountain Radio/WVLS works with a vast number of partners in our community, and a full list would be impossible to create. That being said, below is list of some of the 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 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 and promotion of local tourism events and attractions.
- 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 cancellations.

AMR is also extremely 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. Out of a total of 46 students in these three grades, nearly two-thirds (29) are in the 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 - One of the most important topics discussed during the meetings of the Pocahontas County Commission this past year was how to address the dwindling number of EMS volunteers and the need to offer a paid EMS service that could serve the whole county. After many, sometimes contentious, discussions the County Commissioners voted to create a paid service (a large percentage of the current EMS personnel are volunteers) and hire both drivers and emergency medical technicians (EMT). These decisions unfolded over the course of multiple commission meetings and we reported on these discussions as part of our local news. We also featured an interview with the county Director of Homeland Security to get his views on issue. We received positive feedback from listeners regarding this topic and appreciation for keeping them informed of the county commissioner's decisions in this matter.

WVLS – While WVLS/AMR does provide listeners with a broader view of newsworthy happenings and events of a national and worldwide nature, our primary focus will always be on the local issues that matter. Whether it be local news coverage and public service announcements of recent important issues such as creation/funding of EMS services, school board decisions and actions, which have become a flashpoint in today's world, business and health concerns, or government entity meetings and decisions, AMR facilitates conversations and interaction.

A prime example of this would be a situation which occurred as part of our coverage of this 2023's local elections. WVLS hosted a live forum for candidates to share their platforms, and answer questions of local concern. A power outage occurred during the forum, which kept many from hearing the program in their homes (we were able to continue broadcasting on generator power). The next day we received feedback from many listeners

who took to their vehicles, either parked or driving, so they could continue to listen and be informed.

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 - Per the last census, there is very little racial diversity in Pocahontas with a population that is 97 percent White/Non-Hispanic. There is far more social and educational diversity within our population, so that is where we focus our efforts through educational programming that recognizes the contributions of African-Americans, women and other sometimes marginalized groups. We are also aware that for some areas of our region, we may be the sole source of news and information for residents and endeavor to offer unbiased reporting of news and events happening in our area.

WVLS – WVLS is part of the Allegheny Mountain Radio cooperative, whose primary listening area covers two counties in Virginia and one in West Virginia, high in the Appalachian Mountains. The diversity in this region is less measured in terms of ethnicity (it is overwhelmingly white/non-Hispanic) than in terms of age, prosperity, and socio-economic status. Our audience is certainly less wealthy and more rural than many areas of the country, thus, via our numerous services, we address those who are underserved by other media and information sources.

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 - Loss of CPB funding would have a devastating effect on our ability to provide the news, emergency information and general entertainment programming that we currently provide to our listeners. The local newspaper in Pocahontas County is a weekly and although they have a robust online presence as well, it is behind a paywall and not available to those who do not have internet access in their home. To the contrary, the news and critical emergency that WVMR/AMR provides is offered free of charge over the airwaves and requires only a radio to access it. AMR acts as a vital conduit between the local government and the school system to keep residents informed in times of emergency or inclement weather conditions. We also promote local tourism events and non-profits through our remote festival coverage. All of these services would be severely impacted by the loss of CPB funding as we would no longer have the capacity to provide this information.

WVLS – The answer to this question last year included a reference to the debt ceiling fight in Congress creating doubt on the future and level of funding from CPB. Sadly, nothing has changed since then, and the situation may in fact be even worse. Unfortunately, some members of Congress do not seem to understand that CPB funds are vital to rural radio stations, such as ours, to continue our important and critical services to our communities. Simply put, CPB funding allows us to exist and offer robust locally relevant information, education and entertainment.