



Allegheny Mountain Radio
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ALLEGHENY MOUNTAIN RADIO NEWSLETTER

HEATHER NIDAY—RUNNER EXTRAODINAIRE

Article written by Pete Atkeson

Each of us make choices of what we would like to do when there is time or reasons to do so...in Heather's case it is running, She is very busy in what she does being involved as Program Director at Allegheny Mountain Radio but there are times when it is good to find something that can take your mind off of things and sort of relax. Let's take a look into to her foray with running.

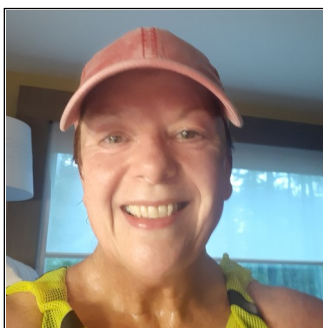
Heather has been running off and on (mostly off she says) for about 40 odd years. It was in 2023 when she decided to get more serious about running consistently. She stated that "she does it mostly for her mental health, but also has seen benefits for her physical health. Mentally, it helps me escape the daily stresses; the bonus is also seeing my resting heart rate (RHR) drop into the mid 50's to the low 60's. For reference an average RHR for a woman is around 78 to 82".

When asked how many races she has run (5K, 10K, and others) she mentioned that she "has run several 5K's over the years and about 7 10K's (those have been in the last two years). Now I'm working towards completing a half marathon (13.1 miles or 21K) in November of this year in Richmond, VA".

Most runners have a preferred distance and Heather is no different as she mentioned that "it is currently the 10K". She further explains that "the 10K is more of a challenge than the 5K, but not so much that it leaves you feeling like you're ready to collapse as soon as you cross the finish line".

Heather was asked what time of day was generally her best time to run/train and what was her favorite route? She responded by saying "I'm a morning person, so my favorite time to run is early morning, usually around 6:15am. It's mostly quiet, and a little cooler. Because it is still dark when I go out, I make sure I have my lighted vest and headlamp since my normal routes are on Route 92 and some of the side streets".

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Heather after she had completed a run ~ picture was taken from her Facebook page.

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DID YOU KNOW.....

Information supplied by Pete Atkeson

Attenuate—reduces the intensity of a sound signal, much like a volume control dial.

Automatic Gain Control—AGC adjusts the volume to compensate for the level. It helps reduce noise when a presenter gets too loud, for example, when they shout or go up close to the microphone.

Donut—not the kind from Krispy Kreme but it is a jingle that starts singing, music in the middle and singing again at the end.

Equalization—adjusting the tonal quality of the audio. Usually, music tracks are equalized to smooth out

the audio levels so it's clearer to listen to.

Line-up Tone—not the posters one sees in a post office but is a standard audio level for both inputs and outputs to keep sound at an average level.

Logging—not what occurs in the surrounding forests but is a record of a radio station's entire output. Commonly used for licensing purposes to log tracks.

Peak Program Meter (PPM) - PPM is used to audio equipment to show how loud sound levels are.

“Need to imagine the future to make it real” ~ Jay Miller

CALENDAR OF EVENTS

West Virginia Roadkill Cook-Off & Autumn Harvest Festival in Marlinton, WV September 27, 2025

Huntersville Traditions Days in Huntersville, WV October 4-5, 2025

Allegheny Mountain Radio Fall Fundraiser October 5-11, 2025

Hands & Harvest Festival in Monterey, VA Oct 10-12, 2025

Mom Prom in Monterey, VA at the Barn behind the Monterey Inn October 17, 2025

Veterans Day November 11, 2025

Thanksgiving November 27, 2025

Wintertide in Monterey, VA December 6, 2025

Christmas December 25, 2025

HEATHER NIDAY—RUNNER EXTRAORDINAIRE

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When asked about what was her most memorable race she responded by saying “It is a tie between the 10K race I did in Helvetia in August of 2024 and the 10K trail run at the Green Bank Observatory last November. The Helvetia race was mostly on paved and gravel roads, but the fourth mile of the race was up a very steep and deeply rutted path that was extremely difficult to traverse. The Green Bank race was on a somewhat smoother course, but the temperature was around 26 degrees and with the winds kicking up, it made for a fairly miserable race. I probably will not attempt either of those races again”.

“My ultimate goal is just to keep running, because I can see that as one of the best ways for me to stay healthy as I age. My running heroes are in their 80's and 90's and are still running marathons and enjoying every minute of it”.



(Photo's provided by Danny Cardwell)

“VOICES THAT MATTER”; ALLEGHENY MOUNTAIN RADIO AT THE NFCB 50TH ANNIVERSARY

Collaboration with Danny Cardwell, Heather Niday & Pete Atkeson

Both Danny Cardwell and Heather Niday had their own reasons for attending the 2025 National Federation of Community Broadcasters (NFCB) Conference in Salt Lake City, UT.

For Danny “he felt a mixture of anticipation and exhaustion. Life had been moving fast, both personally and professionally, but it would be a much needed chance to reset and focus on why this work matters”. For Heather she has attended other conferences before but saw this as “that it be so good to be with a group of like minded people who were as dedicated, openly and truthfully, kind of weird; that love community radio as much as I do.

Both Danny and Heather were able to attend the NFCB Conference thanks to a grant from the Listening Post Collective (LPC) on behalf of Allegheny Mountain Radio. This same grant also funded AMR’s Community Information Ecosystem Assessment along the 220 Corridor in Bath County.

Danny mentioned that “our work is part of a much bigger picture. I met broadcasters from across the country—people representing tribal communities, coastal towns, farming regions, and rural places just like ours in the Allegheny Highlands and while our geographies varied, our mission didn’t”.

Danny added that “many of the people I had met came from news deserts, places where local newspapers had folded, broadband was unreliable, and community radio is the last reliable source of information. The stakes are high. One station lost nearly 100% of its funding due to the federal cuts. Others were surviving on shoestring budgets and volunteer hours. There is no sugar coating it—many of us are bracing for the same”.

Danny and Heather attended several

seminars, most of them different from the other, and each gained a lot of knowledge and perspective on how to handle whatever may come across your plate.

As most are well aware, disaster sometimes strikes at the most inopportune times, even here in the Allegheny Highlands. Heather attended the Emergency Preparedness seminar hosted by Breeze Richardson, Executive Director of Aspen Public Radio. Being in Colorado, they see a wide range of potential disasters from avalanches to wildfires, so over the years they developed many policies to ensure they are providing the necessary information to the public, while also being mindful of the strain on staff and volunteers during an emergency crisis. A couple stood out, one being figure out your plan under ‘blue sky conditions’ basically meaning that don’t wait until the disaster hits and be caught under prepared to handle the situation. Another was have a plan for breaking news, have a reporter on site if feasible, maintain contact with local emergency and law enforcement officials so that you can get accurate information out to the public as quickly as possible”.

Since Danny wrote the LPC grant he attended a seminar led by Grace Northern and Bailey Orr of the Listening Post Collective where something unforgettable took place. They played an excerpt from one of AMR’s stories—the one explaining the LPC grant and AMR’s goal in Bath County. As Danny shared “for a moment, the 220 Corridor wasn’t Sam Snead Highway, and it wasn’t our neck of the woods. It was a case study for how trust, storytelling, and connection can work in rural news ecosystems. I’ll never forget it”.

Heather attended a very interesting webinar that was about the free form

CAR WASH FUNDRAISER HIGHLIGHTS FROM SCOTT SMITH

The car wash fundraiser held on June 21st at WVLS was a huge success as the gang raised \$563. An amazing number for sure!! Karen Sweeney, Mason Sweeney, Martha Sweeney, Scott Smith and Pete Atkeson all participated in making the cars, pick-up trucks and SUV’s look like new.



CLEVER RADIO PUNS....

Life without music? That’s just “un-listenable”!

A radio’s favorite game? Hide and frequency!

My radio went on a diet—it lost some static weight!

I love my old radio—it’s truly timeless!

My radio and I have a long distance relationship....but we stay connected!

A DJ’s favorite type of weather? Cloudy with a chance of broadcasting!



“VOICES THAT MATTER”; ALLEGHENY MOUNTAIN RADIO AT THE NFCB 50TH ANNIVERSARY

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format used by WFMU in New Jersey. Heather said “It was presented by Ken Freedman where the format seems to defy the logic that many community radio stations rely on—they don’t do underwriting, they have no prerecorded announcements, they do three hour blocks of music by a wide variety of volunteers (all but 2 of their 168 hours of weekly programming are live), developed a system for DJ’s to interact with listeners in real time, and they change their schedule twice a year taking some DJ’s off the air to allow for others to develop their shows. Ken did say that this ‘forced sabbatical’ took about 15-20 years to be accepted but now is just part of the program schedule”.

Danny had a chance to reconnect with Sage Tanguay, a former host and Station Coordinator at WVMR. She currently represents WTJU in Charlottesville. Danny mentioned that “watching her advocate for the same values she did during her time with us brought everything back full circle”.

One never knows when you will run into a family member and Danny had the opportunity bumping into his Uncle Jimmy who he hadn’t seen since his late mother’s funeral in October of 2022. Danny said “Uncle Jimmy was the last surviving sibling of his late mother who now lives in Salt Lake City. He picked me up one evening driving around the city and met some cousins and family I had never met. It reminded me that family and community are what ties all this together”.

Danny feels that when he came back from the NFCB Conference he had some new tools to work with, renewed energy, and a deeper sense of responsibility. He said that there’s wisdom in the voices that we heard at the conference, and there is urgency in the stories still waiting to be told here in our own community”. As he works to wrap up the LPC work this fall he’ll

“continue to do what we have always done: listen closely, serving faithfully, and telling the stories that matter—especially the ones no one else is telling”.

Heather wrapped up her experience with the NFCB Conference by attending a presentation on underwriting that essentially turned into a discussion of all kinds of ways that various stations deal with this necessary task. She mentioned that “while it doesn’t always have a direct link to the conference, there is a plan afoot within the NFCB membership to create an underwriting ‘zoom hangout’ where members can share, ask questions and bounce ideas off of each other”.

For Allegheny Mountain Radio,

I’m Danny Cardwell and I’m Heather Niday.



Heather Niday



Danny Cardwell

(Pictures of both Danny and Heather were taken from AMR’s website)

INTERESTED IN BEING A PART OF ALLEGHENY MOUNTAIN RADIO?

Interested in being a part of community radio and learning how it serves Highland, Bath and Pocahontas Counties? We’re always looking for volunteers who can help in many ways. Please feel free to contact any of the folks at WCHG (540-839-5400), WVLS (540-468-1234) or WVMR at (304-799-6004) to see where one can help. Donors are welcome too!!!

AMR NEWSLETTER CONTRIBUTIONS

Allegheny Mountain Radio’s newsletter is always looking for input on how it can better serve the tri-county area and beyond. If you’re interested in writing an article or contributing photos, or just have questions on how one can assist, please contact Pete Atkeson at pete.atkeson@gmail.com or call 540-468-1234 (WVLS) and we will get back to you!!!



DANNY CARDWELL PROVIDES UPDATE ON THE LISTENING POST COLLECTIVE (LPC)

Earlier in the year Danny Cardwell submitted a grant application for the Listening Post Collective (LPC) for \$20,000 on behalf of Allegheny Mountain Radio (AMR). After undergoing a rigorous selection process AMR received the LPC grant which in turn provided Danny Cardwell and Heather Niday the opportunity to attend the NFCB 50th Anniversary Conference in Salt Lake City, UT.

The main thrust of the LPC grant also funded the Community Information Ecosystem Assessment along the 220 Corridor in Bath County.

Danny had shared with the radio listening audience about this project numerous times. He mentioned that AMR had been holding listening sessions and collecting anonymous surveys since January 2025 trying to understand how people in our region get their news—especially those who live along the Sam Snead Highway. Do they rely on Facebook? Word-of-mouth? The radio? Too many residents felt out of the loop when it comes to things like school events, county meetings, or road closures. This project was about listening, not assuming—and then responding with care.

This is what makes Allegheny Mountain Radio so special, folks like Danny, Heather, Scott, Chuck and many others, who are so passionate about the community and desire to provide the best content that we can.

PCCC HOLDS QUARTERLY BOARD MEETING AT WVMR IN DUNMOORE, WV

Article written by Pete Atkeson

The Pocahontas Communications Cooperative Corporation (PCCC) held their quarterly board meeting at the WVMR Studio in Dunmore, WV on June 23, 2025. Just about the entire PCCC board was present as were several members of the Allegheny Mountain Radio staff and general public. Pete Pitard, Vice-Chairman of the PCCC, was the moderator of the meeting.

The meeting started out with the review of the YTD Financial Report 2024-2025. Among the items discussed were the amount of donations received in the Spring Fundraiser, the effect of no more funding from CPB, and the need to complete the financial report.

Next on the docket was the 2025-2026 AMR Budget. Scott expressed optimism about the availability of funding through grant applications. And though AMR is no longer bound by CPB requirements it was decided to continue the use of audits to keep things transparent and make records available for grant applications.

There was minor discussion about the Annual EEO Report as it was mentioned that this report is required by the bylaws for the equal opportunity report for any full-time hires, advertisements for employment, anything AMR has done as an enticement for people to work with AMR (school career days, open houses, etc).

Discussion of Next Steps If CPB Funding Was Lost was perhaps the biggest item brought up. Scott mentioned that Rob Weiss was hired to help with the underwriting. It is expected that more donations will come in when CPB funding is actually shut down. There was a general discussion about Grant Advance that will curate/create a database for funders ~ places where one can search for grants. There were two folks, mentioned by Scott, that expressed willingness to help with the writing of grants. Scott

stated that it would not make a difference if AMR went commercial because if they did they would lose three of their frequency licenses—WVLS, WMNP and WVMR-FM. Other things that could be considered would be the shutdown of stations, hard costs meaning utilities, communications, etc. A thought raised would be that AMR could sell some of their frequencies to generate additional revenue.

Old Business was brought up and there were updates on the CAC. WVLS held a carwash on June 16 and were able to raise \$563.

Afterwards there were some director reports by Heather Niday, Chuck Niday and Scott Smith. Reports from everyone were handed out. For those that want a detailed copy and were not able to attend please contact one of the radio stations. Heather talked about Noon Hour, the Radio Club at WVLS and WVMR. She also commented about attending the NFCB Conference. Chuck mentioned some of the issues with Iqoya, difficulties with the 2025 tornado tests in both WV and VA, installation of new computers for the control room, production room and automation at WVMR. Scott talked about the Spring fundraise update—to date the amount stands at \$43,727. He also mentioned the 'Bedazzle the Boss' and how much the kids in the radio club enjoyed the whole process of putting adornments upon his head, and brought up the Sounding Knob Tower Site.

To end the board meeting it was decided that the next quarterly board meeting would be September 22, 2025 at WCHG in Hot Springs.



PCCC HOLDS SPECIAL BOARD MEETING AT WVLS STUDIO IN MONTEREY, VA

Article written by Pete Atkeson

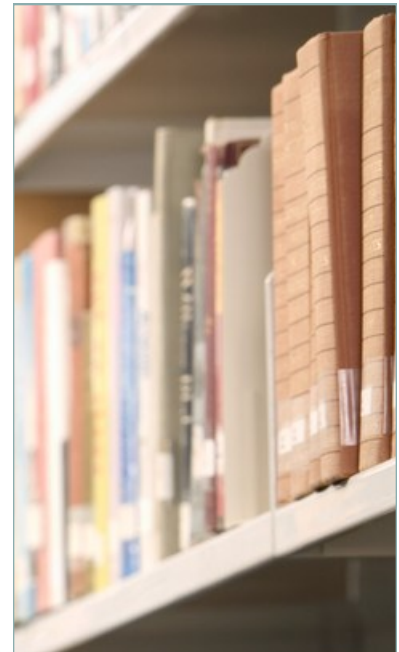
The Pocahontas Communications Corporation (PCCC) held a special board meeting at the WVLS Studio in Monterey, VA on August 5, 2025. Seven of the nine board members were present along with several staff members from AMR and a couple of guests from the public.

After the meeting was called to order by John Imlay, Scott gave an overview of what the board and Allegheny Mountain Radio were facing since the rescission bill passed by the Senate on July 18, 2025.

First up was Jay Miller, a concerned

needs to be a clear idea how to sustain operations and financial viability.

Beth Armstrong asked how do we approach the commissioners and board of supervisors? Jay responded that we just don't send letters and hope for the best but we get in front of them and state our case. While this may be possible, it was mentioned later in the meeting that it would be a hard sell to meet with the commissioners and supervisors as all three counties are struggling to make ends meet and they can't even hire EMT's. Also many of the local businesses are already involved with underwriting



"I met broadcasters from across the country—people representing tribal communities, coastal towns, farming regions, and rural places just like ours in the Allegheny Highlands and while our geographies varied, our mission didn't" ~ Danny Cardwell

citizen, who gave a presentation of what he was willing to do and offered ideas on how we could move forward with the matter of replacing the that had come from the CPB advances. Upfront, Jay stated that he was willing to pay for NPR news feeds and programming fees associated with NPR's music licensing starting at \$500/month with the possibility of raising that amount if necessary.

In stating his case on how AMR could replace it's funding was that we could approach the commissioners of Pocahontas County and the two boards of supervisors in Bath and Highland Counties along with approaching banks and insurance companies to raise approximately 60% of the necessary funding. He then mentioned that approaching private charities/organizations could provide 10% of what was needed. The last 30% would come from citizens from within the community. He essentially said that one needs to imagine the future to make it real. He also stated that AMR needs to make this a full court press on plugging the funding gap and

for AMR.

From this point forward other ideas were discussed and most appeared centered around grant writing. Scott mentioned that there was an initial list of potential donors and that here needed to be a letter of inquiry sent to those potential donors to begin the grant process. Contacts have been made with the Little Swiss Fund, a business who has an philanthropic fund, an organization who has given very generously with WV Public Radio, and several donors that support religious programming. An advantage would be to approach sources that not everyone else is approaching to perhaps make the odds better of receiving grant funding.

Each person on the board and those employed by AMR that were present at this special board meeting were asked to share their thoughts about how we, as an organization, can get through, or around, this gap in funding. These thoughts are found in the meeting minutes for the special board meeting on August 5, 2025.

SPECIAL MESSAGE FROM SCOTT SMITH, AMR GENERAL MANAGER

We would like to extend our best wishes to Olivia Barkley, who has moved on from her Office Service Specialists position with AMR to a teacher's aide position at Pocahontas County Schools!!!

Current Production Assistant and On Air Personality Karly Van Meter has agreed to take on Olivia's role in being the office service specialist—thank you Karly!!!



ABOUT AMR

Allegheny Mountain Radio is a network of three community stations which are public and non-commercial. They are operated by volunteers and a small paid staff. Pocahontas County Communications Cooperative, the licensee of the stations, is a non-profit organization formed in April 1979 for educational and charitable purposes and to operate community radio stations. Financial support is derived from individual donations, business underwriting, and grants.

PCCC is the fiscal agent and policy setting board. The board of directors is composed of nine members elected by the volunteers and members of the station.

MISSION STATEMENT

To provide timely and accurate reports of local and state events, including weather, news, and community happenings.

To provide a forum open to all residents of the area for the discussion of public issues.

To provide music and entertainment to our audience.

To promote the economic development and general well-being of the area.

To train local residents to use the medium of radio to express their thoughts, feelings, and talents.



POCAHONTAS COMMUNICATIONS COOPERATIVE CORPORATION BOARD

John Imlay—Chairman	Peter Robinson
Pete Pitard—Vice Chairman	Ryan Krofcheck
Beth Armstrong—Treasurer	
Pete Atkeson—Secretary	
Taylor Baker	
Miles Goodall	
Cheryl Jonese	

ALLEGHENY MOUNTAIN RADIO STAFF

Scott Smith—General Manager

Chuck Niday—Chief Engineer, volunteer DJ

Heather Niday—Program and News Director

Tim Walker—WVMR News Reporter

Danny Cardwell—WCHG Station Manager, Social Media Coordinator

Abby Dufour—WCHG News Reporter, host Dufour Dujour

Mike Folks—WVLS Assistant Station Coordinator, WVLS News Reporter

Tony McClain—WVMR Station Coordinator, Morning Drive DJ

Karly Van Meter—Production Assistant, Office Service Specialist

ALLEGHENY MOUNTAIN RADIO VOICES

AG	Karen Hise	Tony McClain
Sam Botkin	John Imlay	Melody McNeel
Doug Bernier	Joanna Imlay	Kai Murphy
Danny Cardwell	Wayne Jeffers	Chuck Niday
Carolina Tacy Cassell	Cindy Johnston	Heather Niday
KC & Topcat (Karen & Tim Cohen)	Dwayne Kennison	Pete Pitard
Agnes Doyle	Joyce Kennison	Bonnie Ralston
Doug Friel	Neal Krakover	Scott Smith
Abby Dufour	Ryan Krofcheck	Willie Smith
Miles Goodall	Brynn Kusic	Aaron Sponaugle
Kyle Graae	Mark LaFountain	Adam Sultanglass
Caroline Hanson	LD	Steve Timberlake
Richard Hise	Noris Long	Karly Van Meter
	Ben Lucacek	Glenda Van Reenan
	Tracy Mamak	Tim Walker