

Local Content & Services Report FY15

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.

Our goals are to reach community members with stories and information that directly impacts and benefits their lives. This includes nationally syndicated programming and locally produced news, public affairs, and music. Our locally produced long-form broadcast and digital content includes coverage of important community issues and needs which we identify through in-person and electronic engagement with individuals, advocates, non-profits and community leaders. We provide multiple daily newscasts in the morning and afternoon, with stories that are made available online after broadcast. We produce a seven-days-a-week community calendar of arts and cultural opportunities. We solicit input on-air, online and through public engagement activities at station and community events. Through our news and information, we aim to educate all while also highlighting topics and issues that are under-covered and that appeal to a diversity of audiences. Our station reached 107,000 listeners per week, with 3 percent coming from remote, rural areas served by two repeater stations. Approximately 15 percent of our audience comes from high density African American population centers.

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.

Our locally produced programming is created with the help of area nonprofits, educational institutions, government agencies and the business community. Story ideas are consistently sparked by non-profits and advocates who are on the front lines of the communities they serve. In 2015, we consulted with Virginia Union University, Virginia State University, Virginia Community College System, Virginia Commonwealth University, University of Richmond, Virginia Military Institute, Change the World RVA, Big Brothers Big Sisters, Art 180, Legal Aid Justice Center, Friends of Rappahannock, Friends of Powhatan State Park, James River Association, Studio 2 3 Community Print Shop, Lutheran Family Services, Virginia Department of Social Services, Virginia Department on Aging and Rehabilitation, Valentine Richmond History Center, Harding Street Urban Agriculture Center, Virginia Latino Higher Education Network, Richmond National Battlefield Park, Library of Virginia, City of Richmond Office of Sustainability, Neighborhood Resource Center, Groundworks RVA and more.

Our Science Matters Leadership Team is made up of a diverse group of leaders in the community. They help us to work with community partners to use our media to help our listeners understand the importance of science to our future and connect kids with science in our community. This initiative supports a community wide priority of getting kids excited about science so they will pursue STEM careers. Our Science Matters initiative puts on an annual "Explore the Outdoors" event that attracts 5,000 children and parents from the community. Partners that help stage the project include acac Fitness & Wellness Center, Aqua-Tots Swim School-Midlothian, Backyard Farmer, Black Dog Paddle, Boy Scout Troop 800, Central Virginia Geocaching Association (CVGA), Central Virginia Orienteering, Central Virginia Waste

Management Association (CVWMA), Chesterfield County Anti-Litter Program, Chesterfield County Parks and Recreation: Outdoor Adventure Section, Chesterfield County Search and Rescue, Chesterfield County Virginia Cooperative Extension Master Gardener Program, Children's Museum of Richmond, Columbia Gas, Costco, Department of Game and Inland Fisheries, Field of Dreams Farm/SAMM Sprout About Mobile Markets, Forever Wild/Forgotten Tails, Forest View Volunteer Rescue Squad, Friends of the James River Park, Geology Department - Reynolds Community College, Girl Scout Troop 5127 & Girl Scout Council of Virginia, Henricus Historical Park, James River Association, Lewis Ginter Botanical Garden, Maymont, Nature Conservancy, Old Dominion Appalachian Trail Club, Ready to Learn, Recreational Equipment, Inc., Relay Foods, Richmond Audubon Society, Richmond Tree Stewards, Riverside Outfitters, Rockwood Park Backyard Beekeepers Association, Sailing 4 All, Science Museum of Virginia, Science Through the Eyes of a Child, Virginia 529 College Savings Plan, VCU Bug Lab, VCU Rice Rivers Center, Virginia Department of Forestry, Virginia Discovery Museum. Virginia Family Dentistry, Virginia Fishing Adventures & Virginia Outside, Virginia Home Grown, Virginia Institute of Marine Science, Virginia Master Naturalist Pocahontas Chapter, Virginia Repertory Theater, Virginia State Parks/Pocahontas & Powhatan State Park, and Wells Fargo Bank.

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.

Artsline is our daily arts and cultural calendar broadcast and web page, which informs listeners of local and regional events that are free or for which ticket proceeds benefit more than 100 registered non-profit organizations annually.

Our radio news and public affairs coverage consistently connects groups and entities in the community, informs the public about valuable opportunities and sparks dialog across diverse populations. For example, a story we aired on Virginia homeless college students prompted this response, "Getting this information out is a perfect illustration of the community service aspect of (WCVE)." A non-profit featured in the story said after it aired, they received offers to cook meals and an anonymous donor dropped off \$150 in bus passes. Another story we aired on solutions to a food desert, prompted these responses: "The segment was probably 10 minutes, but friends and I discussed the story and its implications for a good 30 minutes after. We were still talking about it a few days later at a friend's house over dinner." The urban agricultural center featured in the story said it knew "this story was going to open doors as well as eyes." It led to a man reaching out and offering to build their website "It was the impact the story had on him and his business partner that moved him," said Annette Coward, Harding Street Project Marketing Coordinator. "He described wanting to make a change for his family and community." Coverage of a community print shop yielded more tangible results. "The Virginia Currents piece on Studio Two Three connected us with new audience members and spread awareness of our organization in the community," said Studio 2 3 Executive Director Ashley Hawkins. "As a direct result of the Virginia Currents piece, we enrolled 4 new students in our educational programs and a great deal of exposure from the program itself and social media shares. This exposure came at a critical time, as we were preparing for a major expansion and relocation. I

heard from over 50 individuals who had listened to the story and were excited to get involved with Studio Two Three and our upcoming move. Programs like Virginia Currents are vital in sharing the work of local organizations, and keeping our community connected.”

Following a story profiling the work of a youth jazz program, one of its educators said the coverage “captured the essence of our efforts to pass on Jazz to the next generation through education and performance. It was an absolute pleasure to work with [WCVE] ... [the] creative perspective and storytelling insight helped us to reach new interests locally and nationally.”

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

Key engagement initiatives with diverse audiences included the station’s presence at the Richmond Jazz Festival, which attracted 10,000 attendees and feature 20 jazz performers, and the Richmond Folk Festival, which attracted diverse audiences, and featured variety of musical styles, Mariachi Los Camperos de Nati Cano (Mexican mariachi), The Holmes Brothers (blues, gospel, R&B), Boban and Marko Marković Orkestar (Balkan brass band), Masters of Hawaiian Music: Led Ka’apana, George Kahumoku, Jr., & Richard Ho’opi’i (Hawaiian), Jesse McReynolds & The Virginia Boys (bluegrass), The Bailey Hummingbirds (gospel brass “shout band”), Lafayette Gilchrist & the New Volcanoes feat. Shodekeh (jazz), Ann Yao Trio (Chinese string ensemble), Kayton Roberts & Friends (country & western), The Virginia State University Gospel Chorale (gospel choir), and West African Highlife Band (West African highlife). Our station had a presence at the Folk Festival and provided 15 hours of live broadcast from the event.

Our weekly in-depth radio and web feature series Virginia Currents regularly seeks out minority and other diverse communities to cover issues and topics important to them. For example, after reading out to the Virginia Latino Higher Education Network, we produced a story on their efforts to better prepare more Hispanic high school students for college. We produced a two part series on diversity in National Parks that highlighted ongoing opportunities for women and people of color, including teens, college students, and early career professionals. We collaborated with a public school teacher to document work learning about the history of Richmond’s public housing and to publicize efforts to find former tenants for oral history interviews. We cover little known parts of the state’s African American history including efforts across the state to save Rosenwald schools, inmates who made a soul album inside a Virginia prison and residents preserving one of the earliest free black settlements. Our coverage also includes issues important to people with disabilities, including some of the first accessible mountain bike trails in the country and the impact of the ADA on its 25th anniversary.

As a company, we are in the community, distributing program and outreach information at least once per week. We base decisions on involvement on a balance of collaborations based on ethnicity, socio-economic level, and geography. We are doing more events in the African American community and Hispanic communities, and did our first event with the Indian

community. We have a yearlong outreach effort this school year in the East End Promise Communities to increase parent engagement in the two elementary schools with the highest levels of poverty.

Our Book Angel literacy initiative provides free, age-appropriate books to children and young adults attending our family events such as Explore the Outdoors, Boo Fest, The Glen Allen Annual Tree-Lighting, etc. Books are selected to appeal to a diverse audience of listeners speaking several languages.