

Local Content and Services Report: WCVE-FM – FY 2016

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.

To ascertain community needs our station participates in multiple chambers of commerce, stages or attends weekly community functions either in our building or elsewhere in the community, and solicits, reviews, and responds to inputs from the community – emails, calls, or messages received through our website. Key engagement initiatives included broadcast of and an outreach presence at the Richmond Folk Festival and the Richmond Jazz Festival, a concert with local musicians marking the the 30th anniversary of the WCVE show *The Electric Crude*, the Virginia Political Preview – a collaboration with the Richmond Times Dispatch and Christopher Newport University, the Amazing Brain live audience event – a collaboration with the University of Virginia, Virginia Tech and Virginia Commonwealth University, which was also broadcast on our station, and a State Senate Debate for broadcast and including a live studio audience.

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.

A major project was our hosting and broadcast of a State Senate District 10 Campaign Forum that involved multiple candidates for the seat. We encouraged community members to engage in local politics through live tweeting. Our key partner was the forum's sponsor, Voices for Virginia's Children.

Our in-depth multi-platform series on the opioid epidemic, "Facing Addiction," was created to be of service to multiple constituencies. In radio features and digital shorts, we highlighted success stories by those in recovery. Through interviews with state leaders and health experts, we examined institutional responses to the epidemic, including the waitlists for people seeking recovery programs. By working closely with the non-profit McShin Foundation, we reported on peer recovery models, including a "recovery high school." We created interactive infographics to help advocates and service providers visualize geographic and demographic trends of opioid use in Virginia. To carry out this series, we collaborated with state agencies, service providers, non-profits, lawmakers and people in recovery.

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.

Testimonials were provided to our station from a variety of community partners as indicators of success in community service. Jonathan Zur, Executive Director, Virginia Center for Inclusive Communities, wrote

"Over the years, the Virginia Center for Inclusive Communities' Project Inclusion program has been covered in newspapers and television segments. Occasionally, we will hear from a few people after those pieces run. We have never received the level of feedback – and certainly not the level of enthusiasm – that we received after the program was featured on Virginia Currents earlier this year! The way that the story was told made the program “come alive” for listeners in a way that other news segments clearly had not. That reaction likely had to do with the length of the segment, the quality of the interviews, and the amount of time that was spent at the program to truly understand the experience. So many people reached out to VCIC to note that they had heard the piece and had an increased appreciation for our work. VCIC has been able to share the segment widely via email and social media, and we are even working to include it in future orientation session for Project Inclusion so that prospective student participants and their parents/guardians have a better sense of what the program entails. We are so grateful to Virginia Currents for providing this unparalleled service to the Richmond region and to VCIC constituents across the Commonwealth of Virginia."

Virginia Repertory Theatre voiced reliance on *Artsline* (our several-times daily feature highlighting arts and cultural opportunities across our region) to help spread the word about its many programs - from theatre productions to camps and outreach. Susan Davenport, Virginia Repertory Theatre Director of Communications said, "As a nonprofit theatre we have very limited marketing dollars so the support from *Artsline* is crucial in highlighting our role in Richmond's vibrant arts community."

Linda Smalley, Administrative Coordinator for the University of Richmond Music Department, writes that the department is "extremely grateful that WCVE's Artsline is available for publicizing our annual Free Music Concert Series (approximately 26 concerts scheduled each school year), as well as other university-sponsored music performances open to the general public. We receive inquiries regularly from people who have seen our events posted on Artsline — seeking a bit more information or with questions — so it definitely reaches a broad audience in Central Virginia. And we love that it's a free service — one arts organization helping another arts organization is a win-win! The UR Music Department has needed to change information for an Artsline posting from time to time. You are so gracious and helpful in getting our postings corrected. We greatly appreciate that part of the service as well."

John Patykula, Assistant Chair, Virginia Commonwealth University Department of Music, writes that he has always considered 88.9 WCVE-FM to be the voice for the arts in Central Virginia and that without Artsline, the department would probably see a big decline in attendance for all music events.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

Our series Virginia Currents consults community-based groups and diverse populations to find relevant and impactful stories and help connect diverse constituencies to each other. Some of those stories in the 2016 fiscal year looked at health and nutrition in low-income communities; higher education initiatives for Latinos; employment barriers for people with disabilities; diversity initiatives at the National Park System; a writing project for veterans; the police department's efforts to decrease juvenile arrests; and schools systems initiatives to promote inclusion and combat bullying.

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?

Community Service Grants received by WCVB support the broadcast of programming that does not receive specific, identifiable support from business or individual contributions. Three times per week we feature selections recorded locally by the Richmond Symphony Orchestra for which we receive no financial support. Approximately two times per month we record, produce, and air hour-long local public forum programs on topics of political, scientific, or historic interest; these shows are not underwritten by dedicated funding. Our station operates two full-power transmitters serving small audiences in less-populous regions of the state. These stations would not be self-supporting.