

Grantee Information

ID	1648
Grantee Name	WCVE-FM
City	Richmond
State	VA
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

One goal for the year was to enhance the visibility of the General Assembly coverage provided by our FM news team in digital media. We did this by creating a dedicated landing page at ideastations.org/assembly17 and aggregating all related content in one place. The content included archives of all news reporting and features related to the legislature, video highlights of notable bills, links to government and educational resources to help users track legislation, identify their representatives, and category links to help users easily find stories about topics of interest. The web presence was augmented by social media sharing on Facebook and Twitter, making the news team's robust coverage of the General Assembly available on demand on multiple platforms. WCVE's continued emphasis on Jazz programming serves a local audience that would otherwise be unserved. There's an entertainment component, an educational component and an informational component in terms of announcing and promoting local concert performances. The jazz program might appeal to a certain segment of the African American community because it's an important African American artform. There's also a component of the program that would appeal to the various Latin communities because of the inclusion of Afro Cuban, Brazilian and other styles of Latin jazz. We had a presence at and promoted the Richmond Jazz Festival at Maymont.

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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.

WCVE's broadcast of the Richmond Folk festival is in partnership with Venture Richmond and the Virginia Foundation for the Humanities. We broadcast the Central Virginia Wind Symphony which includes high school aged youth. WCVE broadcast a feature on the Virginia Jazz exhibit at the Valentine (history) Museum. It was a project that was hosted by the Valentine and curated by representatives from the Richmond Jazz Society. Our jazz host served as a moderator for four artist talks that preceded jazz performances at the University of Richmond's Modlin Center. He also spoke twice about audio documentaries to a film documentary class at Virginia Commonwealth University. In February 2017, WCVE's managers, producers and engagement staff sat down with Vietnam veterans, members of the Vietnamese community, local historians and educators. We asked them, with the Fall release of Ken Burns and Lynn Novick's documentary series *The Vietnam War*, how could we best serve the public? What kinds of stories should we look into? How could we bring people together for dialogue and reflection? Those conversations led to *Vietnam: Virginia Remembers*, WCVE's biggest multiplatform and engagement initiative to date. The project included a locally-produced documentary, a 7-part radio feature series, a short video series, numerous community events including some that were live-streamed on social media platforms. From the very beginning, the station used a ground-up approach that sought to create content with the public, rather than for them. Through face-to-face discussions, ongoing communications and social media exchanges throughout the planning and production process, community members helped us shape the stories we covered. We also imagined the profound ways we could use locally produced stories as a vehicle to bring people together in physical and digital spaces. We used the same approach, with stakeholders advising and playing a key role in execution of public events. The effort brought together people of different ages, backgrounds and experiences, in different mediums and physical spaces, in an ongoing conversation about a complex war that continues to affect countless Virginians, from veterans to health care providers, peace activists to resettled refugees.

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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.

The station provided coverage of the dedication of the Barbara Johns Building at the State Capitol. This notable event provided a mini-history lesson to viewers about the role Barbara Johns played in the civil rights movement and in our community. One of our Board members commented on the value to Virginia state government employees and other locals, who were gratified to watch the proceedings online, in spite of being unable to access the building or the broadcast. Some direct feedback: Richmond Jazz Society is proud of its partnership with WCVE-FM in helping to bring quality Jazz music to our community. We truly appreciate the station's support of our Guest Educators Concert Series and especially our 2017 celebration of Virginia native Ella Fitzgerald on what would have been her 100th birthday. Peter Solomon's interviews of our featured vocalists Veronica Swift and Nicole Henry were interspersed with engaging music and informative conversation. Bright Moments, B. J. Brown While the impact of Ken Burn's The Vietnam War series was felt throughout America, the Community Idea Stations greatly amplified its influence and awareness by adding a Virginia perspective. Through their news staffs' well-conceived and expertly executed companion programming utilizing all platforms from radio to television to social media, the Community Idea Stations partnered with local scholars and historical institutions, veterans' organizations, retired military and government officials, and ordinary citizens who had lived through this era. The discussions, profiles and personal perspectives gained from these efforts will continue to be an invaluable historical resource for generations to come. Jeb Hockman, Virginia Department of Veterans Services The service provided by the ARTSLINE is immeasurable, both from a financial aspect (the saving of advertising dollars) and from a public relations standpoint. The UR Department of Music is especially grateful to WCVE for providing this opportunity to reach so many members of the Central Virginia community – and the community benefits as well. A win-win for us all! Linda Smalley, Music Department, University of Richmond The Open University of The Shepherd's Center of Richmond has benefited greatly from the Artsline of WCVE Public Radio. It is diligent about announcing our arts courses and lunch talks to its listeners, and we have had many visitors attend who become members as a result. The Artsline provides an invaluable service to older adults who make up our membership. The who work at Artsline are consistently the most efficient, prompt, courteous and accommodating personnel I deal with in this sort of endeavor. Also, Angel's voice on the radio is, in itself, an invitation to profit from exposure to programs she announces. Thanks! Genevieve Chenault Artsline is a lifeline for non-profit organizations like the VCU Department of Music. Artsline provides a vital service in letting the general public know about student and professional concerts at VCU. We are very grateful for all that WCVE-FM's Artsline does for the arts in Central Virginia and beyond. John Patykula - Assistant Chair, VCU Department of Music Artsline (on WCVE-FM) is a tremendous resource—one I return to again and again. It is easy to use and reaches a wide audience, and we hear often from community members who say they heard about our cultural arts events on Artsline. Kathryn DiPasqua, Marketing Generalist, Randolph-Macon College WCVE's Artsline provides the University of Richmond Museums a direct and trusted line to a valuable and interested audience through the easy- to- use online events calendar and the benefit of on-air mentions during busy listening times. With such great free publicity, we are able to accomplish our goals of offering numerous quality programs at no cost to our community. Heather Campbell, Curator of Museum Programs

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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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

WCVE continued a track record of in-depth coverage of under-served populations. We examined a number of issues of importance to people with disabilities and their families, including accessibility in the performing arts; a robotics camp for young people with blindness and vision impairments; and a collaboration between public schools and VCU to improve instruction for elementary school students with autism. Our coverage of autism continues in 2018 examining teens and young adults entering college and the workforce. Other features continued our coverage of education disparities including trauma and its impacts on the mental and physical health of children; recruitment and retention of teachers of color in K-12 education; and the state's high number of suspensions affecting students of color and with disabilities. We aired stories on innovative approaches to encourage literacy, including a teacher's implementation of "active reading stations" in the school gymnasium and a summer reading program for girls that also encourages "literary citizenship" in the larger community. We highlighted important contributions to the arts by people of color, from hip hop violinist Eric Stanley to the 40th anniversary of a symphony orchestra launched by Black residents in Petersburg. We brought listeners important stories of Virginia history, including an audio documentary about a multiracial family who started a lumber business from scratch in the 19th Century and eventually owned more than 1000 acres of land. And we looked at the 20th Century voter advocacy efforts that led to the first Blacks elected to the General Assembly since reconstruction. Our 2018 coverage plans include continuing our work on economic, social and education issues affecting people of color, people with disabilities and immigrants; as well as potential series on poverty, mental health and black maternal health.

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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 WCVE 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 once 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. WCVE continues to invest in training and mentoring the next generation of public media journalists through our growing internship program. Our news department has welcomed high school and college interns who get an intimate experience with how news is gathered, researched, edited and produced. Interns build skills in writing, critical analysis, interviewing, and the technical abilities to gather broadcast quality sound in the field. Additionally, WCVE's interns have the opportunity to work with reporters covering the General Assembly, City Council and School Board, getting valuable exposure to civic bodies and the often complex systems of legislation and policy.

Comments

Question

Comment

No Comments for this section