

## 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 2018. 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 2018 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.

We have a content team made up of all senior managers from each content area in our station that meets weekly to discuss needs and multi-platform initiatives. When a need is identified, a multi-platform impact team is tapped to tackle the issue. The community engagement team works with the television, marketing, radio and digital to schedule a meeting with key community partners to understand the issue better--what is being done; what is not being done; any sensitivities; opportunities for education; resources in the community to which to direct people; who has the powerful stories, etc. Our high level goals for the period included creation of greatly expanded local/regional news coverage. During the year we determined gaps in our coverage, and with input from the community, created the plan for adding resources to focus on these areas. We built the plan and created the job descriptions to enable very targeted recruitment of experienced beat reporters. In addition to our commitment to hire experienced, professional news reporters we also sought greater ethnic diversity, which is one of our ongoing objectives. We saw an opportunity to provide a meaningful fact-checking service in our market and recruited veteran journalist and long time fact checker Warren Fiske for a limited series of political fact checking segments we called "Fact of the Matter." These segments were well received and during this period we built a plan to resurrect the Politifact Virginia bureau on an ongoing basis. That proposal was approved in FY18 (and has now been executed in FY19). During FY18 WCVE purchased 2 additional FM stations to split our mixed format, music and news station into 2 new 24-hour news and music services. The new format launched in June of FY18 and has been well received by our audience. The expanded service allows us to bring our listeners more of the content they want, when they want it. Our cultural events calendar, Artsline, highlights arts-related events around the city of Richmond and other localities in our listening area. We aim to reach the listeners through our radio announcements--which run three times-per-day, and highlight 28 varied and diverse events each week--1456 per year.

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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.

Our collaborators include, but are not limited to: local book-shops Book People and Chop Suey Books; Firehouse Theater, a community non-profit; educational institutions including Virginia Commonwealth University, Randolph Macon College, and the University of Virginia; the Richmond Public Library and the Library of Virginia. We are working toward a partnership with CultureWorks, Richmond's local arts council, to widen our reach of collaborators and listeners. For our month-long multimedia series on the Vietnam War, we worked with veterans, refugees, historians, non-profits and government agencies to develop an understanding of the issues to highlight. We produced 8 in-depth radio features, including several that won regional Edward R. Murrow awards. To reach new audiences, some of these stories were adapted in a paper "zine," distributed at libraries, coffee shops and public schools. We created digital videos, produced two panel discussions, hosted 12 events, and had a travelling photo exhibit of those affected by the War. Project partners included the Virginia Museum and History Center, the Veterans Administration, American Legion posts, The Virginia War Memorial, the Asian American Society, the University of Richmond, and the Chesterfield, Henrico, and Richmond Public Schools history teachers. To complement PBS's Great American Read, WCVE partnered with local libraries and launched a community-centered audio and web project to promote a love of reading, airing more than 150 original radio segments from 15 community members, including one in Spanish. For our series on housing titled Where We Live, we consulted with local non-profits, academics, city agencies, realtors, developers, and people facing homelessness and eviction to shape our understanding of local housing affordability issues. With the hiring of a dedicated education reporter, we have expanded coverage of the Richmond Public School

District, early childhood education, and higher education. Additionally, this reporter specializes in mental health and provided in-depth stories during the General Assembly about the state's mental health system, including expanding psychiatric access, over capacity hospitals and programs for housing and transportation. The station distributed a total of 1331 free, age-appropriate books at 3 separate 2018 events - June 2018's Explore the Outdoors, December 2018's Tree Lighting at The Cultural Arts Center at Glen Allen, and December 2018's Open House at The Community Idea Stations. WCVE shares daily news and feature content with WHRV in Hampton Roads and WMRA in Harrisonburg. While those two stations are considerably smaller, they share what they can with their limited resources.

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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.

WCVE News continuing coverage on the opioid crisis helped connect people with addiction and their families to new services. "Alive RVA was both humbled and exhilarated that WCVE took the time to showcase our work. Also, it was gratifying to hear from people in the community that they had heard our story, and were educated and motivated by it. Our goal is to continue to engage media outlets like WCVE until there's no one that doesn't know about Alive RVA, and addiction treatment becomes as common and accessible as treatment from any other chronic disease. Thank you, WCVE." --Marjorie Yates, Manager, Recovery Supports and Training, SAARA of Virginia Our coverage examining services -- and the lack of them -- for teens and young adults with autism resonated with parents and grandparents searching for help for their loved ones, prompting many to contact the station and the providers featured in the story. "With one in 59 young people now diagnosed with Autism spectrum Disorder, WCVE's coverage of what's happening with young people preparing for and going to college has been invaluable...I personally received close to 30 email inquiries about PEERS, and I continue to get calls and emails because someone has found the story on WCVE's website" --Barbara Simeroth, M.S.Ed. Following station events complementing the Vietnam War series, teachers said that they would be more likely to teach the Vietnam War in classes; attendees at an event for 450 people indicated that they learned things they did not know before and it changed their attitudes. "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 For years WCVE has prioritized covering the Virginia General Assembly. In FY18, we were able to expand our coverage and deliver greater impact. In total our news team produced 44 radio features and 64 radio spots and 41 television segments related to the legislative session. One feature was carried nationally on NPR and 8 spot stories were broadcast on NPR newscasts. We aired 8 legislative analysis segments with our Political Analyst, Richmond Times Dispatch Columnist Jeff Schapiro during this period.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

All of our Artsline events are either free, or benefit non-profit organizations. In an effort to increase accessibility to the arts for low-income families and individuals we prioritize including, at least, one free event out of the four daily announcements. We feature a culturally and racially diverse range of events. Recent examples of our increased accessibility and diversity efforts include: The Virginia Museum of History and Culture's Created Equal Film Series; The Riddick Dance Company's "The King Project"--a performance of Dr. Martin Luther King Jr.'s writings; Winter exhibits featuring work by Nigerian painter Ola Balogun at Art Works in Richmond; The Library of Virginia's exhibit "New Virginians: 1619-2019 & Beyond" which includes the voices of immigrants and refugees who have immigrated to Virginia WCVE News began some tracking of diversity of stories and sources. In FY 2018, out of 76 in-depth features in our series Virginia Currents, Learning Curve and Vietnam: Virginia Remembers, about 60% were about diverse topics (civil rights, discrimination, racial history, LGBT and disability issues, etc) and/or included people of color as sources. Topics covered include Latino and Islamic Art exhibits; a community theater project about school integration; job programs for youth of color and youth with disabilities; a writing program for incarcerated men; and a Native American Film Festival. In stories that weren't strictly about diversity-related topics, we interviewed people of color about an environmental hackathon; recovering from a transient ischemic attack, school safety, and the 40th anniversary of the Petersburg Symphony Orchestra. For FY 2019, WCVE News is engaging with local non-profits for our long-term project Resettled, a radio and digital series documenting the refugee resettlement process. Their knowledge and expertise helps shape coverage and a forthcoming podcast. Additionally, we've worked with these partners to create an audio storytelling workshop for refugees. We gave public media related backpacks to immigrant children. We participated in more than 20 community events that were primarily African American-focused with program information and entertainment. We reached out to veteran audiences to help tell their story in conjunction with our Vietnam War programming. We also felt that our Science Pub educational events hosted regularly by our station were not diverse enough and have made a concerted effort to market to African Americans, have the events in African American venues, and select topics that we feel would be of interest to this demographic.

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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. In June 2018 our station put two additional stations on the air, both dedicated to music programming and allowing our preexisting station to offer news programming entirely. The stations offer classical and jazz music and many times-per-week interviews with representatives of local arts and cultural organizations, the only sources of such programming in our market. At this point, the cost of operating the all-music stations far exceeds the revenue generated by the programming on those stations.

#### Comments

Question	Comment
No Comments for this section	