

# Local Content and Services Report

## WCVE-FM

2014

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.

WCVE offers multiple daily local newscasts during morning and afternoon drive time, extended feature reports several times per week, extensive reporting on the Virginia General Assembly when in session, regular local analysis of Virginia politics and economic markets, and on-air and online features on regional science developments. All locally-produced content made available online, frequently with additional information that was not broadcast.

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.

Artsline is WCVE's daily arts and cultural calendar made available via broadcast and web page for events that are free to the public or for which admission fees benefit a registered non-profit. A 2014 goal was to make Artsline more culturally and ethnically diverse. A call for more diverse submissions which was posted to our website in early 2014. The station contacted The Hindu Center of Virginia, Elegba Folklore Society, The Gay Community Center of Richmond, Native American groups and other non-profits asking for Artsline submissions from their communities. Increases in submissions from The Richmond Triangle Players Theatre - an LGBT-centered group, and The Richmond Greek, Armenian and Lebanese Festivals and sub-continent Indian groups have risen 20%.

In Summer 2014, Artsline featured a larger amount of arts and cultural events for children on break from school. Teachers, parents and other non-profits such as The Children's Museum of Richmond both submitted qualifying events and praised this annual continued-learning initiative.

The station hosted 2 journalists from Pakistan who visited as part of a media personnel cultural exchange sponsored by the U. S. State Department.

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.

In February 2014, WCVE launched a new, in-depth weekly radio series covering community-led projects that are contributing to positive change in Virginia. The series, Virginia Currents, has led to increased awareness about Spanish-language peer support programs, the Virginia Holocaust Museum's work recording oral histories from survivors of genocide, the efforts to preserve an African-American training school in rural Virginia and much more. Some stories have provoked listeners to take action, including those who volunteered to help clean up an abandoned African-American cemetery. Michele Lord, who is helping to launch an affordable, cooperative grocery store in Richmond, said WCVE's coverage "led to an overwhelming level of support and interest in our work, and has contributed to a growth in our membership that continues even months after the story aired. It is rare that a show is able to provide such a breadth and diversity of quality work that translates directly into tangible connections in the community."

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

WCVE-FM has worked with the producers of the Richmond Folk Festival to broadcast thirteen hours of diverse live musical programming from all over the world, including Canada, Central and South America, Africa, Eastern Europe and Asia. In addition to the October Festival broadcast, this programming is repeated the following year in a one-hour presentation called "Encore" that builds up to the live broadcast event and festival.

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?

WCVE supports two repeater stations in rural areas that do not always generate sufficient financial support from their specific regions to cover their costs of being on the air. Nonetheless, these "outlying" stations provide the only public radio content, in some cases, that is available to sparsely populated communities.

The entry of other public radio stations into our home city of license, some with CPB support, has put some pressure on local sources of support, making out CPB funding a portion of our income that we appreciate being able to depend upon.