

Local Content and Services Report

WCVE-FM FY2013

6.1 Telling Public Radio's Story 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 2013. 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 2013 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.

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.

The stations have four local news broadcasts each day (plus a special report during state legislative sessions), with reporting by a three-member correspondent staff. The reports are posted on the stations' website and social media. Long form content is offered on WCVE Forum and broadcasts of gubernatorial addresses, debates and the like. Community information is provided on Artsline, the arts and cultural events calendar, both on air and online. Effort is made to include diverse audiences in news and community information.

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.

Community Partners: Science Matters collaborated with 115 community partners on content and events in 2013. Website: Science Matters created 133 articles and 15 videos for the Science Matters' and the WCVE website. This new content resulted in huge growth in visitors to the Science Matters website- over 29,700 page views of Science Matters articles alone in 2013. Events: Science Matters participated in and/or organized/ or was a media sponsor for 23 events that reached 20,535 visitors. These included our first annual Explore the Outdoors program that brought in 2500 people and our first Science Pub

RVA event here at the station. Other events included the Women & Technology Conference, Lewis Ginter's Outdoor Learning Conference, Earth Day and Virginia FIRST Robotics competition - to name a few. Schools and teachers: Science Matters now systematically reaches 5 local school systems and 134 Statewide school systems by collaborating with the Virginia Department of Education. Science Matters conducted 3 Teacher Training sessions including the Virginia Association of Science Teacher's Conference reaching a total of 525 k-12 teachers. Radio: Science Matters created and aired 93 radio reports for air on WCVE FM. This total includes a unique collaboration with the Science Museum of Virginia on a weekly Question Your World Radio report produced by the Science Museum and airing on WCVE FM.

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, WCVE's daily arts and cultural calendar broadcast and webpage alerts listeners to culturally diverse events such as a local performance of Inuksuit by Alaska-based composer John Luther Adams, a drama staged by Richmond's Islamic Theatre, and a discussion with African-American artist and educator LaToya Ruby Frazier. In addition, Artsline frequently includes announcements about Japanese, French, Spanish and German language classes, Spanish-English story times and theater, cabaret performances and other art offerings at Richmond Triangle Players Theatre and the Gay Community Center of Richmond featuring the artistic contributions of gay, lesbian, bi-sexual and transgendered individuals.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

There is much that WCVE-FM does on a regular basis which broadens exposure to the diverse cultures that are part of our country's makeup. Our jazz program, which airs fifteen hours a week, reflects the history of African American culture from the first jazz recordings in 1917 to the present day. It also reflects the experiences of the various peoples that are categorized as Hispanic or Latino, with a great deal of emphasis placed on Cuban and Brazilian music. The same can be said of our weekly program "The Sound of Swing," which deals mostly with American jazz and dance music from the first half of the Twentieth Century, and a specialty show called "Time For the Blues" which focuses exclusively on that aspect of music. Through our annual broadcast of the Richmond Folk Festival, we have exposed our audience to the breadth of cultures that exist in the US that are almost too varied to enumerate. For example, the festival often showcases Balkan music, African music, South American Music, Celtic music

and Native American music by artists that live in the US. The stories of Virginia's diverse cultures have also been represented, thanks in no small part to our state folklorist John Lohman. The struggles of minorities and immigrants are also heavily featured in our news programs. One can look to StoryCorps or NPR's regular feature Code Switch to get a sampling of that reporting.

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's CSG helps to pay the cost of operating repeater stations in rural areas serving small and previously unserved populations. Funding from local sources would not be adequate to fully support operations in these communities. The CSG also supports programming that is local and offers significant cultural or public affairs value but does not have identified corporate or individual support, such as recordings of speeches to the local World Affairs Council and broadcasts of performances by the Richmond Symphony.