

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 2022. 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.

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.

WMRA's mission is to be a trusted source of news and information that supports an engaged community. WMRA's vision is to be recognized as the essential, community-supported source of news, information, and stories significant to our listening area. WMRA seeks to achieve these goals through long-form stories, news features, a daily news podcast, digital media, and community involvement. In Fiscal Year 2022, WMRA hosted a virtual stop for StoryCorps which gathered interviews from the Shenandoah Valley and Charlottesville regions. WMRA also launched a new podcast in partnership with Virginia Humanities titled Folklife Fieldnotes. WMRA's local news reporting continued to cover the COVID-19 pandemic with the rise of the Omicron variant, while also reporting on the debate about the need for High School Resource Officers, supply chain issues affecting the local economy, prisons and the profit models used to run them, and a special series that examined the history and timeline of Virginia's massive resistance policies.

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.

WMRA regularly partners with Virginia Public Radio and WCVE in Richmond to provide more comprehensive coverage of local and state news. Highlights included a weekly conversation with Richmond Times-Dispatch political columnist Jeff Schapiro and the launch of a weekly look at Virginia economics with Robin Farzad of the Full Disclosure podcast. WMRA shares these stations' features on-air and in "The WMRA Daily" news podcast. WMRA also features content from a local, independent newspaper, "The Harrisonburg Citizen," on the station's mobile app.

WMRA Launched a new podcast in partnership with The Virginia Folklife Program at Virginia Humanities titled, "Folklife Fieldnotes." This is a monthly series, launched in January 2022 and celebrates the people making art in the Commonwealth through sound recorded by Virginia Folklife.

WMRA continued our collaboration with local Americana band, The Steel Wheels, to create the podcast, "We Made You a Song." Listeners commissioned songs which The Steel Wheels then recorded and produced. Each episode explores the story behind the song, the people involved, and the songwriting process. The podcast's second season aired between October and December 2021.

WMRA's cultural event series, "Books & Brews," resulted in four hours of community engagement between September 2021 and March 2022. As social distancing restrictions lifted, these events returned to live attendance, but continued to use Facebook Live and were later archived on the station's website, mobile app, and YouTube channel.

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.

WMRA's "Books & Brews" returned to live events in Fiscal Year 2022. These were attended by an average of 80 people per event, but also distributed through video on Facebook and YouTube. The season featured discussions about the moon landing, local sustainable farming practices that can scale up or down as needed, traditional healing techniques using native plants, and the concept of resilience as it applies to personal life, a community and an economy. Online views for these events averaged 400 per event, but our discussion of local sustainable farming reached over 5,000 views. As "Books & Brews" continues to hold in-person events in Fiscal Year 2023, WMRA is returning to a monthly schedule with 8 events planned.

WMRA's website had 46,404 unique visitors over the course of Fiscal Year 2022, with 96,539 downloads overall.

WMRA's mobile app, which allows listeners to access news in areas with limited radio broadcast coverage, continued to provide significant service in its fourth year. In Fiscal Year 2022, the app had 4,027 unique users, peaking at an average of 450 daily users.

WMRA's daily news podcast reached 12,208 users had 45,827 downloads for the year, with an average of 125 downloads per day. Station news stories had over 36,274 total downloads over the course of the fiscal year. The most popular story on WMRA's website was an episode of Folklife Fieldnotes showcasing a local luthier and his passion for instrument repair. This story had 2,337 views.

The second season of the "We Made You a Song" podcast had over 6,088 downloads over Fiscal Year 2022, with 2,854 unique users.

The first season of the Folklife Fieldnotes podcast had 5,950 downloads over Fiscal Year 2022, with 3,775 unique users.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

In spring 2022, WMRA produced the special news series, "Virginia Voices of Integration." The five-part series centered on the 1950's, when Virginia's state government staged a "Massive Resistance" against school desegregation. Also, during that time, Black Virginia children and their families were bravely leading the march towards integration. This series featured recollections of six people who led the way, in

Harrisonburg, Charlottesville and Warren County. Their stories are heart-wrenching and raw, but also hopeful and triumphant.

Throughout Fiscal Year 2022, WMRA reported on the rise of the omicron variant in our region and on the efforts of local health care officials to manage the surge. Reports included reactions to a state mandated vaccination policy, local hospitals overwhelmed by covid cases and delaying surgeries, local schools closing as a result of omicron spread, and ultimately the end of the surge and its aftermath in our region. In addition, WMRA covered vaccination efforts and resistance throughout the surge, including the science behind developing a universal COVID-19 vaccine.

A few other topics that WMRA reported on at the end of Fiscal Year 2022 included local reactions to the war in Ukraine, regional effects of global supply chain issues, the rise of methamphetamines becoming the drug most commonly seized by law enforcement in our area, the transition of power from a Democratic Governor to a Republican Governor in Virginia, hundreds of Afghan refugees resettled in our region, and a rash of college campus suicides highlighting the need for more mental health support.

When covering underserved communities in Fiscal Year 2022, WMRA reported on efforts to address a lack of winter shelters for the homeless populations in our region. There were also reports about suicides occurring at local jails, a legal aid organization providing assistance to those facing eviction, a new free clinic for low-income residents, and a start-up making public spaces more accessible to people with disabilities.

Moving into Fiscal Year 2023, WMRA has already reported on how local law enforcement agencies interact with schools, Harrisonburg first responders training for active shooter scenarios, community leaders exploring solutions for the unhoused, the increased demand for food bank support, Virginia redistricting and its effect on local elections, issues surrounding trans youth rights and policies in local schools, the apparent rise of gun violence in our region, and ongoing renovations at local jails. WMRA plans to continue reporting on these topics in Fiscal Year 2023 and beyond, as they remain important, ongoing issues.

WMRA's sister station, WEMC, continues to air "Concierto"—which is broadcast in both English and Spanish—on Saturday afternoons, and addresses the needs of the strong Hispanic and Latino population in WMRA's audience.

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?

With CPB funding, WMRA can afford to provide national news programming from NPR. This eases WMRA's financial burden, so the station can focus its efforts on providing more coverage of WMRA's local communities. WMRA covers a large geographic area, with many listeners living in rural areas with no reliable internet or television. A significant portion of WMRA's audience relies on radio—and WMRA in particular—to stay connected on a local, national, and international scale. Without CPB funding, WMRA would have to significantly reduce its local news reporting, which would lead to the local community losing the in-depth coverage and insights that national news reports alone cannot provide.