

Grantee Information

ID	1650
Grantee Name	WVTF-FM
City	Roanoke
State	VA
Licensee Type	University

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 2023. 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 2023 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.

WVTF Music and Radio IQ serve our broadcast community in many different ways. We address important issues, needs, and interests vital to our listeners. Radio IQ has reporters distributed throughout the state covering all types of coverage, from hard-hitting news to stories of personal interest and/or local concerns to the specific community. Along with our News Director, we employ three full-time reporters, two full-time news magazine hosts, and almost half a dozen part-time reporters and contract journalists. They have produced hundreds of hours annually of locally-produced news reports for our region. Our reporting also includes daily reports from our state capital. This coverage is part of our Virginia Public Radio project that creates short and long-form reports for comprehensive coverage from around the state. WVTF Music and Radio IQ share a common website where we post our in-house news stories, public service announcements, community events calendar. This site also has links to national stories from NPR, BBC, and others. We have committed our public service beyond broadcast with an emphasis on expanding our community engagement as the environment allows.

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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.

WVTF Music and Radio IQ are involved in many key initiatives to serve our community and constituents. Projects include: - Virginia Public Radio (VPR). This project is managed by WVTF Music and Radio IQ. VPR member stations receive daily reports and weekly features to use as local news inserts during their daily programming. Member stations include WVTF Music, Radio IQ, WAMU, WHRV/WHRO, WMRA/WEMC, WVRU, and WTJU. VPR is supported in part by a grant from the Virginia Education Association. - WVTF Music and Radio IQ operate a Radio Reading Service, supported in part by the Virginia Department for the Blind and Vision Impaired. National broadcasts of news, information, and entertainment include local newspaper readings, using publications from Roanoke, Lynchburg, Charlottesville, Danville, and other surrounding communities. We also work with New Vision (formerly Voice of the Blue Ridge) in distributing radios for our Radio Reading Service for the visually handicapped. - WVTF Music service continues our strong relationship with the Roanoke Symphony Orchestra, broadcasting their concerts. We also work with Opera on the James, the Garth Newel Music Center, Heifetz Festival and many others to have an inclusive line-up of local community programming.

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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.

2023 was WVTF's 50th anniversary of going on the air as WVWR. We had community open house that began the year. CBS anchor Margaret Brennan was our special guest for a politics discussion in Charlottesville in May. NPR's Mary Louise Kelly and local author Beth Macy talked about the role of women in journalism and global journalism. The year concluded with an in-studio visit and recording before a live audience with Joe and Terry Graedon- health experts and the hosts of The People's Pharmacy. We continue to produce important, needed community content for our audiences, both broadcast and online. Such events include, but are not limited to: - Gov. Youngkin's State of the Commonwealth address in January and special Election Night coverage. The previously mentioned 50th anniversary activities. Indicators of success are not always measurable, but feedback and comments from listeners continue to be a majority very positive.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Radio IQ continues to produce a number of stories on immigration and naturalization and food insecurity which disproportionally affect those minorities in our coverage area. WVTF Music is expanding our selections to include a more diverse musics featured.

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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?

CPB funding has been absolutely critical to continue to serve our listeners and constituents with vital community news and information. Without such funding, we would not be able to support such efforts on behalf of our local news department. We employ a full-time news Director and many reporters, producers, and hosts. Radio IQ has hired a News Producer to enhance our coverage and provide more stability to the newsroom. WVTF Music has also hired an Operations Assistant for better and more comprehensive efforts in our music programming. We also have many transmitter and translator sites that are difficult to maintain and costly to operate, but CPB support enables us to offer public radio service to sparsely populated areas of our vast broadcast coverage. Without this support, we would have a difficult time supporting our technical infrastructure.

Comments

Question Comment

No Comments for this section