

Public Radio's Story



"WNCW is a clear leader in our music community and we are proud to affiliate with your mission to identify the indigenous music of the Appalachian region. Further as we work to bring greater exposure to WNCW's unique music traditions and the artists perpetuating the legacy we could not find a more appropriate and qualified partner."

*- Angie Chandler, Executive Director, Blue Ridge National Heritage Area;
Dale Bartlett, Coordinator Blue Ridge Music Trails, Asheville, NC*

Listener-Powered Radio

***Preserving the region's rich music heritage through music and information,
while serving the public and supporting the mission of Isothermal Community College
"Improve Life through Learning"***



Preservation

- Providing a medium to highlight the value of this region's musical heritage

Serve You

- Working together
- Providing a source of information to better our communities

Support

- Informing listeners of the need to actively support the music culture
- Keeping listeners informed of area happenings, events and interests
- Aiding educational institutions to enhance the student's educational experience

Music

- Providing a diverse genre mix
- Supporting artists and their music
- Announcing event listings
- Promoting music, artists and culture

Public Service

- Providing public service announcements
- Connecting listeners with the music culture
- Supporting communities
- Highlighting public interest stories

Information

- Providing new music
- Increasing awareness through local and national news
- Offering online resources
 - www.wncw.org
 - Monthly Newsletter
 - Social Media
- Support for educators and students

Preserving Music

- Increasing awareness to preserve musical heritage
- Exposing new music and emerging artists
- Encouraging listeners and members to continue support of Public Radio
- Supporting artists, music venues and events

Communities and Culture

- Supporting our regional communities, municipalities, townships and nonprofit organizations
- Providing local and regional news and special interest stories

Lifelong Learning

- Enhancing the learning experience for students and educators with access to an established nonprofit public radio station

Our Mission & Goals

WNCW and its parent organization Isothermal Community College share a common mission and goal to use vital resources to improve life through learning which allows WNCW to identify and address regional community issues, needs and interests; then provide local services to inform our audience and engage a new audience.

Mission and Goals

WNCW's mission and overall goal is to "advance the broadest education goals of Isothermal Community College through the operation of a full service, professional public radio station that encourages its audience to pursue a quest for lifelong learning."

WNCW shares the values of Isothermal Community College:

1. A shared commitment to the well-being and enrichment of individuals
2. Lifelong opportunities for personal and professional growth
3. Responsibility as a catalyst for positive economic development, innovation, community growth, creativity and the arts
4. A climate of integrity, accountability and respect for individuals
5. A culture of collaboration and communication
6. Diversity and exchange of ideas
7. Excellence in programs and services
8. Assessment and the spirit of reflection
9. The learning culture

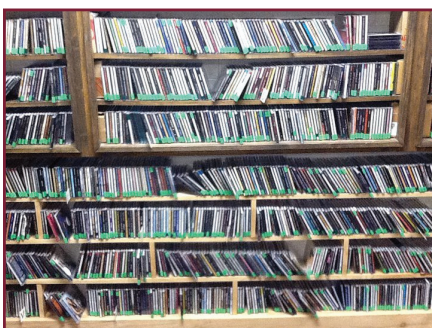
Celtic
Reggae
Jazz
Old-Time
INDIE
World Beat
Alt-Country
Singer/Songwriter
ROCK

WNCW Music Mix

Doc Watson
Bob Marley
Bob Dylan
Nina Simone
Allman Brothers Band
Ella Fitzgerald
Avett Brothers
Warren Haynes
Rhonda Vincent
The Beatles
Del McCoury Band
& Focus on New Artists

Approach to Identify and Address

- Working with the public and regional communities to identify and address issues, needs and interests
- Providing cutting edge learning and technology through public broadcasting
- Involving the active listener/learner in his/her own learning opportunities
- Encouraging and modeling, for now 25 years, the effective and sustainable utilization of resources to benefit the organization, community and region
- Establishing partnerships to advance excellence in public broadcasting and increase impact for the good of the community and region
- Maintaining a reputation of excellence in public broadcasting through WNCW's programming and outreach to strengthen the stations influence in regional communities as a voice for the public
- Encouraging an entrepreneurial spirit across all levels of the college and community by providing access, experiences, opportunities and interactions designed for educational growth and lifelong learning



Music

Highlighting new and emerging artists and providing new local and regional music!

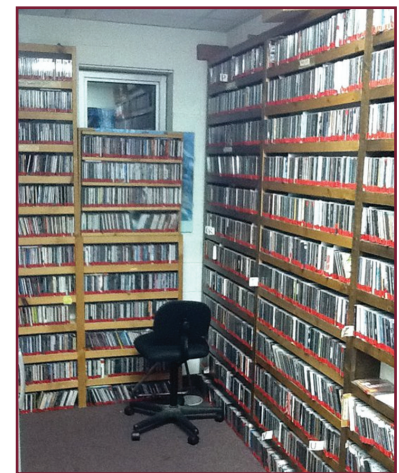
Providing a mix of programming in efforts to preserve our musical heritage:

- Weekday Music Mix – Americana, Triple-A Rock/Acoustic, Bluegrass, Reggae, Blues, Jazz, World and Roots music
- Going Across the Mountain - Bluegrass
- Gospel Truth – Gospel
- This Old Porch – Folk
- Celtic Winds – Celtic
- Jazz and Beyond – Jazz
- Saturday Night House Party - Blues
- World Café – NPR music mix programming
- “Studio B” Live Performances - music and interviews
- Frank on Friday – Frank Zappa (the only dedicated program of its kind)
- Jar of Jam – The Grateful Dead



Promoting the music culture and community:

- Blue Ridge National Heritage Area
- Blue Ridge Music Trails
- Folk Heritage Committee
- Red White and Bluegrass Festival
- The Earl Scruggs Center
- The Diana Wortham Theater
- The Peace Center
- Shindig on the Green
- Moogfest
- Folkmoot
- Bristol Rhythm and Roots
- The Foundation Performing Arts Center
- LEAF
- Merle Fest
- Nina Fest (honoring Tryon native Nina Simone)
- YAM-Young Appalachian Musicians



Promoting local music:

- Event Media Sponsorships
 - Venue concerts
 - Festivals
- Calendar Event Announcements
- Website www.wncw.org and Features
 - Music
 - “Studio B” recordings
 - Music related happenings
- Social Media



“Thank you, WNCW, for vastly improving my life through the joy of music discovery - old and new.”

~ Mark Johnson, Member

Public Relations

Connecting with YOU through:

- Listener feedback and requests
- Membership donations, feedback and participation
- Social media
- Volunteers

Connecting with the Music Culture

- Artists
- Music venues
- Festivals
- Event promoters

Connecting with the Community

- Underwriter support
- Nonprofit Organizations
- Arts and Theaters
- Tourism and Development
- National Parks and Recreation
- Low income and humane efforts
- Conservation and Revitalization Groups
- Municipalities and Townships
- Economic Growth Initiatives
- Healthcare and Humanity Organizations
- Historical preservation organizations

Connecting with Educational Institutions

- Isothermal Community College
- Universities
- Community Colleges
- Public and Private Schools



WNCW festival booth



Media sponsored event



WNCW member handmade quilt



Fund drive volunteers taking donations

Education

Music

- Exposing you to new and emerging artists through local and regional music
- Promoting the value of our music heritage
- Highlighting events and opportunities which support preservation efforts
 - Music venues
 - Festivals
 - Community events
- Providing additional information on:
 - Music
 - Artists
 - Influence
 - Impact to the culture



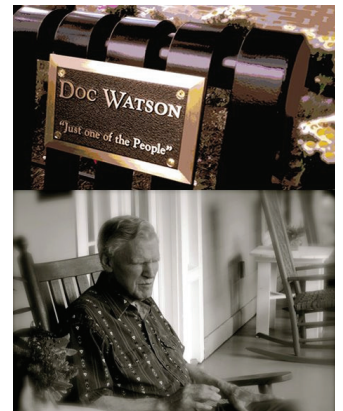
“Studio B” live entertainment

News Coverage

- Local and regional coverage
- In-depth reporting through NPR and Morning Edition
- One-to-One interviews
- Website coverage
- Web links to news and information

Public Service Announcements and Special Interest Stories

- Nonprofit organizations
- Municipalities, community organizations and regional area preservation
- Educational Institutions
- Arts and Theaters
- National Parks and Recreations
- Low income and humane efforts
- Health Resources
- Interacting with Students



Doc Watson

Access to a “real life” Public Radio broadcasting environment

- Programming, operations and technical
 - Studio assistance
 - Music library maintenance
 - Digital storage
 - “ARC Overnight” production and filming opportunities for student projects
- Non-profit business operations
 - Clerical, accounting, billing and database management
 - Fundraising, membership, underwriting
 - Development and analytics
 - Marketing, web and graphic design
- Classroom presentations and station tours

Opportunities to fulfill student requirements

- Mentorships
- Internships
- Volunteer Hours



Polk County Middle School celebrates College and Careers month

Our Musical Heritage

Awareness to Preserve

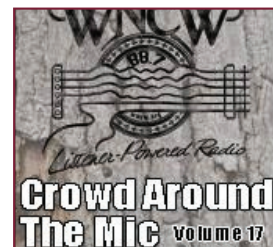
"We cannot thank WNCW enough... The work of the Heritage Area is dependent upon partner relationships and the opportunity to collaborate with WNCW and your staff is a gift we truly appreciate. WNCW is a clear leader in our music community and we are proud to affiliate with your mission to identify (and celebrate) the indigenous music of the Appalachian region. Further as we work to bring greater exposure to WNC's unique music traditions and the artists perpetuating the legacy we could not find a more appropriate and qualified partner. Together we created a great event and succeeded in building an exciting synergy surrounding the Blue Ridge Music Trails. The work of the Blue Ridge Music Trails and other projects of the Heritage Area continue to develop. We hope to partner with you again as we seek growth and preservation of the natural, historical, and cultural resources of Western North Carolina. Thank you for your dedicated support and partnership. Sincerely. *(Angie Chandler, Executive Director Blue Ridge National Heritage Area; Dale Bartlett, Coordinator Blue Ridge Music Trails, Asheville, NC – Non-Profit and Regional Music Preservationist)*



Preservation

Crowd Around the Mic

WNCW produced, compilation disc featuring live artist performances on site in "Studio B".



MerleFest

Founded in 1988 in Memory of Eddy Merle Watson as a fundraiser for Wilkes Community College and to celebrate "traditional plus" music. The Music of MerleFest was best explained by Doc himself: "When Merle and I started out we called our music 'traditional plus,' meaning the traditional music of the Appalachian region plus whatever other styles we were in the mood to play. Since the beginning, the people of the college and I have agreed that the music of MerleFest is 'traditional plus'."



The Folk Heritage Committee

Produces Shindig on the Green and its sister event, the Mountain Dance and Folk Festival, to support the preservation and continuation of the traditional music, dance and storytelling heritage of the Southern Appalachian Mountains.



The Foundation Performing Arts & Conference Center

"We have enjoyed a very positive ongoing relationship with WNCW 88.7 FM for many years now. The stations support of our programming has broadened our exposure to the surrounding communities. Through station programs like "Art Break," and with the performance calendar and underwriting spots, we are able to inform a broad regional audience of our performing arts programming. Additionally, we have had the opportunity to co-produce programming for specific listener groups, as we did recently with the "Goin' Across the Mountain Live" concert, which not only displayed the talents of nationally renowned bluegrass artists on our local stage, but provided a platform for audience development, exposing a new audience to our facility. With each new year, WNCW and The Foundation PACC are creating new opportunities that mutually benefit Isothermal Community College, the station, the facility and most importantly the communities we serve." *(Russell J Wicker, Director The Foundation Performing Arts & Conference Center, Isothermal Community College)*



The Public We Serve

Reach in the Community through WNCW Support



Partnership:



"The U.S. National Whitewater Center partners with WNCW because they provide a powerful medium to stay connected with the community. WNCW connects our brand with a targeted audience of thought leaders, allowing us to stay engaged with a group of listeners that is informed and well connected to the community." (U.S. National Whitewater Center – Charlotte, NC - Underwriter)



"Our support of WNCW is instrumental in reaching key demographics in our region. This investment not only supports public radio, but it carries along with it, strong brand equity that can be considered a true value added element in a very symbiotic relationship." (Rick Prudhomme, Director of Creative, Marketing and Communications, Pardee UNC Health Care - Underwriter)



Impact and Community Feedback

"I'd just like to extend my appreciation for the opportunity to intern under such an incredible station this summer. It was an extraordinary experience and it has further solidified my desire to continue to pursue a career in radio. I have learned a great deal of useful skills and will certainly be bringing a large amount of information and knowledge back to my college radio station in Clemson. Although my internship was primarily in marketing, I was able to learn much about sales, programming, management, FCC regulations, and the general day-to-day operations of a radio station. I have gained more confidence in my ability to accomplish tasks in a professional (environment). Thank you so much for this opportunity you have afforded me." (Ben Hines, Senior Student and former GM of campus radio station, Clemson University, SC - WNCW Intern)



Supporting Education

Students Gain Experience at WNCW

“Knowing that what I have produced will actually air on WNCW encourages me to improve upon the various broadcasting and production techniques that I have been taught. Being able to produce music-hours for WNCW while still being a student gives me real-world experience with an actual radio station. It rocks, and that’s all that matters.” *(Mary Hughes, Broadcasting and Production Technology Student, Isothermal Community College)*



“WNCW provides interested Broadcasting and Production Technology students with excellent opportunities for academic knowledge and enhancement.” Students enrolled in Radio Performance courses learn the format of the “ARC Overnight” radio program. These same students learn how to produce and record the programming for “ARC.” The ultimate goal is for students to produce professional programming that is broadcast on WNCW. This opportunity is extremely valuable for students as they learn how to properly follow the format guidelines in the preparation and production of programming that may be broadcast on the station. It is the “real world working environment” of WNCW that assists students with their preparation for entering the workforce after completing their degrees. Students benefit tremendously by simply being in the same building with WNCW. They not

only observe the daily activities of a professional public radio station, but they also witness the many professional musicians who arrive on our campus for live performances in Studio B. *(Jay Coomes, Broadcasting and Production Technology Instructor, Isothermal Community College)*

Having WNCW as a resource for my broadcasting classes is such a great teaching tool. Often professionals from the station speak to my class about the skills needed on the job and really what the job entails. Each year Terri Frashier addresses my introduction to broadcasting class and talks not only about her responsibilities on the job – but also what public radio is all about. My students find it not only informative but also engaging. Dennis Jones discusses his career as an audio engineer and also takes the time to bring my students into Studio B to show them not only what he does – but how he does it. The other great resource is having a news maker on campus. Often my TV Production students utilize the station as a source of “experts” on everything from local music to doing news stories on what it takes to put together a fund drive. The knowledge and interaction that students receive from WNCW surpasses anything they could read in a book. *(Carolyn Young, Broadcasting and Production Technology Instructor, Isothermal Community College)*





"I am a singer song writer here in the Western North Carolina area and I love WNCW. It not only supports big name artists but it does support smaller name artists like myself and help us to get the ears of people who might not otherwise hear us. In my book that's the coolest. Thank you WNCW. You are the best."

- Dave Desmelik, artist

*Tune into
WNCW 88.7 FM
to learn how
we fulfill
our mission and
serve you
everyday*



Listener-Powered



Signal Coverage

Western North Carolina, Upstate South Carolina, East Tennessee

