

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 2019. 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.

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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 and RADIO IQ address important community issues, needs, and interests in many ways. Because our service covers such a large area- over half the Commonwealth of Virginia- we have reporters stationed throughout the state who cover stories of relevance with both short and long form reports. Along with our News Director, we employ three full-time reporters, two full-time news magazine hosts and nearly a half dozen part-time and contract journalists. They have combined to create hundreds of hours annually of proprietary news reports for our region. Also, our reporting includes daily reports from the state's capital, Richmond. This state house coverage is part of our Virginia Public Radio project that creates long and short form reports for other public radio stations in the state. Both services (WVTF and RADIO IQ) share a common web site where we post our in-house news stories, public services announcements, community events calendar, and links to national stories from NPR, BBC, and other producers of news content. Our stations have reinforced our public service beyond broadcast with a revitalized emphasis on community engagement in our diverse communities.

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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 and RADIO IQ are involved in a number of key initiatives to serve our constituents. Projects include: (a) Virginia Public Radio (VPR). This project is managed by WVTF and RADIO IQ. VPR member stations received daily reports and weekly features to use as local news inserts during their daily programming. Member stations include WVTF, RADIO IQ, WAMU, WHRV/WHRO, WMRA/WEMC, WVRU, and WTJU. VPR is supported in part by a grant from the Virginia Education Association. (b) WVTF

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 is infused with local newspaper readings, including 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, and we have created a digital streaming service to expand accessibility of this important service. (c) RADIO IQ broadcasts are carried by the campus radio stations of two major education institutions in the state as part of our effort to serve as many Virginia residents as possible. Washington and Lee University's WLUR, and Emory and Henry College's WEHC both have carriage agreements with WVTF's RADIO IQ. (d) The radio station has worked with TED organizers in the region to help promote local Ted Talks and larger TED-X events in the past. In 2019 we partnered again to co-present a TED Talk event. (e) Music programming is heard on our WVTF Music service and we continue a strong relationship with the Roanoke Symphony Orchestra by broadcasting their major concert series on WVTF Music. We also partner with other cultural organizations and events, including The Jefferson Center in Roanoke, the Moss Center for the Arts in Blacksburg, the Academy Center for The Arts in Lynchburg, the Paramount Theatre in Charlottesville, the Festival of the Book and the Film Festival in Charlottesville, Fire, Flour and Fork Festival in Richmond and others. (f) WVTF and RADIO IQ host a monthly Book Club at our Broadcast Center in Roanoke. This group is open to all interested persons and currently has more than twenty-five active participants. (g) WVTF and RADIO IQ host regular Art Gallery Open House events connecting local artists with the public radio community. In Roanoke at our Broadcast Center we collaborate with the League of Roanoke Artists, and in our Charlottesville studio-gallery our art is curated by our Charlottesville Bureau Chief. (h) WVTF sponsors an ongoing student intern program in collaboration with Virginia Tech and other area colleges and universities. We also employ paid interns during the summer and offer college scholarships for broadcasting majors in cooperation with the Virginia Association of Broadcasters (VAB).

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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.

The station's key initiative and partnerships have an impact upon the community. Indicators of success are not always scientifically measurable, but feedback and comments from the various people affected by these efforts is generally 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

To investigate and/or meet the needs of minority and other diverse audiences, our in-house journalists report on issues of importance to these and other constituents. In 2019, we made a strategic effort to produce a number of stories on immigration and naturalization. Additionally, WVTF Music partnered with *Jazz Night in America*, a nationally distributed program from NPR, and the Moss Arts Center in Blacksburg to provide free access to a performance of jazz and classical music for aspiring middle school musicians from multi-ethnic and varying economic backgrounds.

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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?

Without CPB funding, we would not be able to support the current output of our local news department. WVTF employs a full time News Director and numerous reporters, producers, and hosts. Our news department is quite prolific and we produce hundreds of hours of important regional and state news reports and features every year. Also, without CPB CSG support, we would have a difficult time serving the many rural areas of Virginia within our coverage area. We maintain one transmitter and six translators in the far southwest coalfields portion of the Commonwealth, plus we have a transmitter in rural Marion, Virginia. These eight sites are difficult to maintain and costly to operate, but CSG support allows us to offer public radio service to these sparsely populated areas. We also serve many towns and cities across the Commonwealth. Our total coverage area encompasses over half of the state's land mass, and without CPB support we would have a difficult time supporting our technical infrastructure of 10 transmitters, 15 translators, and 2 microwave relay sites.