

SAS CPB activities report submitted February 2019 for FY 2018

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.

WNRN's mission is to connect communities through music, art and education. WNRN is committed to presenting the optimal mix of existing and new programming to better serve WNRN's listeners. This includes supporting independent music from local and national sources; linking listeners with numerous nonprofits and cultural organizations involved in supporting our local community; exploring social issues and educating volunteers and interns in all aspects of radio.

Local music is featured in most hours of regular music programming giving local artists more exposure by receiving more airplay instead of putting their music into low spin count specialty programming. WNRN brings local and national bands in-studio for live music & performance. This provides radio & internet access, showcases their work, and calls attention to concerts and the release of their new recorded work.

WNRN's managing producer oversees the community service programming. The Hear Together program includes Community Connections, Culture Connections, and profiles. The Community Connections program continues providing public service announcements (PSAs) written collaboratively with the managing producer and the non-profit, then voiced by community participants in that organization. Hear Together 90 second segments are aired hourly on WNRN's network.

Music and public service programming for FY2018 continued to focus on connecting listeners to area arts and cultural activities and issues. WNRN announces the concerts of local and national acts at venues in central Virginia as part of our mission to inform listeners of creative work they can observe and participate in by their attendance. Culture Connections informs the public of arts and culture events in the 90 second Culture Connections forum that is a weekly features which looks at three arts and/or cultural events.

In support of music festivals and debuting musical artists, WNRN worked with Red Wing Roots Music Festival while hosting scores of artists for on-air interviews and live musical broadcasts. In 2018, WNRN produced the sixth "In-house" musical CD, Live In Studio at WNRN Volume 6, from recordings of such broadcasts.

With a grant from the Carpenter Foundation out of Philadelphia, WNRN presents musical performances in studios and venues in Richmond. Many of them take place at In Your Ear Studios. The Carpenter Foundation and WNRN share the goal of bringing more entertainment to the City of Richmond.

WNRN membership grew in FY2018, especially in Richmond. We turned on a new translator at 88.5FM that covers most of the metro area. We engaged with listeners through presenting shows and asked for contact information from attendees.

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.

The initiative continued in 2018 where WNRN partnered with our local community foundation, Charlottesville Area Community Foundation (CACF), to bring to light the needs of our community and what is available to solve these problems. WNRN's Hear Together managing producer uses the guidelines set initially by The Charlottesville Area Community Foundation, and seeks guidance from WNRN's Community Advisory Board and Board of Directors, and uses feedback from nonprofit organizations and WNRN listeners across the 21 counties that the station serves. Hear Together was created to address specific issues in our community with 10 basic areas of focus. WNRN reaches out to non-profits that serve the community in the areas of aging in place, art in place, school readiness, mental health and wellness, job readiness, water and land conservation, transportation, affordable housing, food security, and community health.

WNRN staff actively looks for non-profits who are reliant on volunteer engagement but have limited means to recruit. WNRN actively encourages our listeners to give back to our community by airing messages with direct appeals for volunteers. We know that all non-profit organizations have volunteer boards, run programs that use volunteers, and need volunteers to run fundraising events for their operations. Therefore, we aim to do indirect capacity building by stating the wide range of ways to make a difference for every schedule and interest for potential volunteers.

WNRN interviews local citizens who are involved with area nonprofits in order to spotlight their community engagement. Interested listeners can learn more about each organization by visiting our website for more information, along with podcast audio of the on-air profile.

WNRN integrated all of our public service under the umbrella of Hear Together. During the fiscal year, our over 400 announcements were aired in the 8760 public service announcements slots. These broadcast as Community Connections, Culture Connections and profiles. Hear Together profiles looked at volunteers along with the missions and work of the non-profit agencies they serve.

WNRN partners with multiple community based foundations & several businesses including Devil's Backbone Brewery and Specialized Insurance to bring this program onto the air. The Community Connections feature on WNRN radio are public service announcements benefiting non-profit organizations with a range of missions: arts organization, museums/parks/events, educational organizations, health and human services along with others. Culture Connections featured over 180 art events over the course of the year. Culture Connections is written and voiced by the PVCC Art Department Chair Beryl Solla. For each segment, Solla features three community events throughout the region each week bringing awareness of theater, art installations and events of art organizations and councils to our listeners.

WNRN's Community Advisory Board meets quarterly to discuss WNRN's initiatives and the breadth of partnerships within our community including government agencies, educational institutions, the business community, and individuals within the community. Their evaluation of WNRN's connections across the community and how the staff is engaged with other important organizations in the area is reported to the Board of Directors and reflected in our community service.

Other collaborative community outreach included WNRN's support and participation with Red Wing Roots Music Festival, Lynchstock, LOCKN and multiple "WNRN Presents" shows at venues in Richmond, Charlottesville, Lynchburg and Harrisonburg. This includes Richmond's The National, The Broadberry, The Camel, Charlottesville's Sprint Print Pavilion, The Jefferson Theater, The Southern Cafe and Music Hall, and Lynchburg's Academy of the Arts initiatives.

WNRN engages with students (usually from the University of Virginia) and their school through internship program. Here we teach how radio works while they help us fulfill tasks including working with members, listeners, bands and staff. Most interns "work" for 10 to 15 hours per week.

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.

Key initiatives and partnerships yielded favorable results as demonstrated by increased listenership, positive response from involved parties and partners.

Community Connections is collaboratively written by WNRN and the local non-profit, and voiced by a representative of the organization. This allows each 501C3 to talk directly to the almost 80,000 people who regularly listen to the WNRN network. Over 200 organizations gained volunteers, community awareness and attendees at their events. One non-profit wrote "165 new tutors in the last year - WNRN is consistently the #1 referral source in our radio category!"

In the Community Connections part of Hear Together, it featured organizations to increased attendance at fundraising events, increased number of volunteers, and awareness of their work. Out of these 110 organizations featured, they had a range of missions: arts organization, educational organizations, health and human services along with others.

Over the course of the same year, Culture Connections ran each week and featured 182 art events. Culture Connections is written and voiced by the chair of PVCC's Art Department, Beryl Solla. She features three events throughout the region each week bringing awareness of theater, art installations and events of art organizations and councils to our listeners.

The newest segment added to the Hear Together program is the profiles of non-profit agencies. 63 profiles were produced featuring a local organization. Our goal is to bring a significant positive impact through awareness of how central Virginia non-profit organizations serve our area and work on their mission with the result of measurable increased volunteerism. These pieces are yet another way that WNRN has found to increase awareness and engagement for the organizations.

During FY 2018, WNRN surveyed the non-profit organizations that used any of the branches of the Hear Together programs after each quarter. WNRN used a Google survey tool to send an easy-to-use survey in the body of an e-mail that is compiled in a spreadsheet. The whole Hear Together program broadcast 423 public service announcements benefiting organizations with 206 separate agencies from July 2017 to June 2018. WNRN's survey of the non-profits served shows that half of those agencies have no budget for advertising.

With agencies reporting that they gained on average 3 hours of volunteer hours per week, WNRN increased the volunteer work value to at least 10 of these organizations. Each volunteer giving 3 hours per week increased the organization's capacity by \$4070 per year. Minimally, WNRN increased the capacity of local non-profits by \$40,700. Our audio pieces are available online to inform the community and make them more widely available. This does not take into account the increased revenues gained by attendance at events.

WNRN received this feedback from organizations that used the Hear Together's Community Connections and profiles programs:

Great Appalachian Valley Conservation Corps: We've had an increase in recruiting success east of the Blue Ridge. Thanks so much for your assistance and your service to the community!

Wildrock: You have really helped Wildrock. Thank you!

Wild Virginia: You guys are great! When recruiting volunteers for music festivals - they said they heard our message on WNRN.

Second Street Gallery: Thank you! It is a wonderful benefit to the community!

Virginia Discovery Museum: Keep up the good work! It was so easy working with you all!

Rivanna Conservation Society recruits volunteers to monitor water quality of the Rivanna River. They report that they have recruited at least 20 people.

Better Housing Coalition in Richmond: We really, really appreciate WNRN and the Community Connections service! Most nonprofits like us have already stretched budgets and little set aside for paid advertising. The process was easy and fun, and really helped spread the word about our event to audiences that we might not normally reach through our traditional social media channels. Thank you so much!

Central Virginia Blues Society: CVBS is dedicated to the preservation and public appreciation of blues music in our region. This aligns nicely with WNRN's programming which attracts a listenership with very similar interests where our message will resonate.

Albemarle Ballet: We love WNRN as a community asset and their entire staff. Although we receive many compliments, and believe the announcement brought people to the event, as a very small organization, we have no way to count.

Charlottesville Waldorf School reports that they had no budget for announcement and heard from their community about the announcement. It was a positive experience.

Hope's Legacy Equine Rescue: The staff at WNRN has made it such an easy process, we really appreciate having the opportunity to do these Community Connections!

Youth Orchestras of Charlottesville credits WNRN with bringing over 25 people out to their event.

Common Ground Healing Arts: Thank you so much for offering Community Connections! You all make the process extremely simple, and we are grateful for your continued support of C-ville's nonprofits.

North Branch School: Thank you for being a community-based radio promoting local nonprofits and local bands. WNRN is the best!

Building Bridges Productions, Inc. was looking for volunteers, board members, participants in their events as well as sponsors. The reason they work with WNRN beside getting their message out: It's a great organization.

Virginia Breast Cancer Foundation: I am so thankful that WNRN offers this service. I appreciate that you store them online so they can be heard. Thanks!

Literacy Volunteers Charlottesville/Albemarle: 165 new tutors in the last year - WNRN is consistently the #1 referral source in our radio category.

Enrichmond: Thanks again so much for a great return visit to WNRN's Cville studio. Good chatting with you as well! All the best this winter and in 2018!

Richmond VegFest: Desire was great! A neighbor told me she heard our PSA the week after we recorded together.

Boxerwood Nature Center: Had a lovely time at WNRN in Charlottesville today making a Community Connection with Jaclyn for the three upcoming Boxerwood benefit shows.

Jefferson-Madison Regional Library: We have had several people who attend our monthly Job Fairs tell us that they heard about it through the radio promo. Thank you !As a nonprofit we appreciate any opportunity to get the word out about what the library has to offer to the community for no cost. WNRN has been an excellent host for our PSAs/Connections, particularly for the annual Big Read the library puts together each March. We also appreciate the station's willingness to give community

organizations like the library a voice for free, which in turn promotes literacy and equal access to information within our community. Thank you, WNRN!

Charlottesville Municipal Band: People mentioned that they heard it when listening to the station.

Center For Rural Culture: Friends told me they heard me on the air.

Lynchburg Daily Bread: 10 mentioned they heard ad.

Charlottesville Ballet: It definitely helps as another impression to get the word about out about our events -- we love getting phone calls saying "we heard you on the radio!" We wish we had an accurate number, but probably anywhere up to 40 every year from radio traffic.

Blue Ridge Irish Music School (BRIMS): Thank you! We are very appreciative of your program!

New City Arts Initiative: We have had positive feedback about Community Connections, but we have had unprecedented positive feedback about Hear Together profile!

WNRN champions local talent through their participation larger concert events such as the Red Wing Roots Music Festival, and Lockn' Festival. WNRN has strengthened its support of local musicians via increased presence on the air playing a local artist at least once an hour on the air.

WNRN continued its tradition of hosting instudio performances by travelling and local musicians. 21 local bands came to the WNRN studios out of the 54 instudio performances that were aired to our listeners. Some of the instudios were also recorded at studios in Charlottesville, Harrisonburg and Richmond. There were 11 session that were recorded in Nashville, then brought back to WNRN to air during the mornings.

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 2018, 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.

Supporting organizations through Hear Together is WNRN's way to meet the needs of minority and people for whom English is a second language. Hear Together supports the organizations directly who meet the needs of minorities, the disabled, people for whom English is a second language, new immigrants and others. Through the three Hear Together programs, WNRN helped: 1708 Gallery, Academy Center for the Arts, Accessible Music Project, Accessible Music Project, ADA Gallery, Albemarle Ballet, Altivista Spring Fling, Alzheimer's Association, American Cancer Society, ARC of the Piedmont, Art on Wheels, Artisans Depot, Artisan Studio Tour, Arts Council of the Valley, ArtSpace Gallery, Awareness Garden, Babcock Gallery at SweetBriar College, Beacon of Hope, Belmont-Carlton Neighborhood Association, Benedict Gallery, Better Housing Coalition, Beverly Street School, Big Brothers Big Sisters,

Blue Ridge CASA for Children, Blue Ridge Irish Music School, Blue Trunk Foundation, Boxerwood Nature Center, Brookhill Farm, Buffalo Creek Boys School, Building Bridges Productions, Building Goodness, Camp Holiday Trails, Caring for Creatures, Casa for Children, Center for Non-Profit Excellence, Center for Rural Change, Central Virginia Blues Society, Central Virginia Health Services, Charlottesville Area Community Foundation, Charlottesville Astronomical Society, Charlottesville Ballet, Charlottesville Community Arts Festival, Charlottesville Derby Dames, Charlottesville Municipal Band, Charlottesville Pride, Charlottesville Tai chi, Charlottesville Waldorf School, Child Development Labs at UVA, Chroma Gallery, Chrysalis Institute, Church Hill Activities and Tutoring, Church World Service Harrisonburg - Immigration and Refugee Program, City School Gardens, Common Ground Healing Arts, Commonwealth Community Trust, Computers4Kids, Community Attention Foster Families, Community Investment Collaborative, Crozet Arts and Crafts Festival, Cville Timebank, Cvilleworks, Cure Search, Dark Skies Bright Kids, Daura Gallery at Lynchburg College, Diversity Center Lynchburg, Drive to Work, Duke Hall Gallery of Fine Art, Enrichmond, First Tee of Virginia Blue Ridge, Freedom 424, Foster Care Alumni of American - Virginia Chapter, Foundation Fund, Friends of East End Cemetery, Front Porch, Girls on the Run, Girl Scouts of the Virginia Skyline, Great Appalachian Valley Conservation Corp, Groundwork RVA, Habitat for Humanity of Charlottesville/Albemarle, Heart Havens, Hoofbeats, Hope's Legacy Equine Rescue, Horizon's Behavioral Health, Hospice of the Piedmont, Humane Society of Nelson County, Humankind, Innifree Village, Institute for Contemporary Art, Interfaith Outreach, Jefferson School African American Cultural Center, James Madison University's Lisanby Gallery, James River Association, Jefferson Madison Regional Library, Jubilee Family Development, Junior League of Charlottesville, Juvenile Diabetes Foundation Central Virginia Chapter, Kluge-Ruhe Aboriginal Art Museum, LEAP, LEARN, Les Yeux du Monde, LexCollective, Lewis and Clark Explorations, Lewis Ginter Botanical Garden, Lighthouse Studio, Literacy Volunteers of Charlottesville/Albemarle, Local Food Hub, Love Forward, Lynchburg Arts Club, Lynchburg Community Market, Lynchburg Daily Bread, Lynchburg Diversity Center, Lynchburg Grows, Lynchburg Humane Society, Lynchburg Market, Maier Museum of Art at Randolph College, McGuffey Art Center, MIMA Music, Montessori School of Charlottesville, Monticello Challengers, Montpelier, Music Resource Center, National Multiple Sclerosis Society Central Virginia Chapter, Nelson Future Farmers of America, Nelson Habitat for Humanity, New City Arts Initiative, North Branch School, Page Bond Gallery, Pannell Gallery @ Sweetbriar, PB&J Fund, PCA Gallery, PEP, Piedmont Housing Alliance, Piedmont Master Gardeners, Piedmont Virginia Community College, Pine Bluff School, Poplar Forest, Project Grows, Ready Kids, Richmond Animal Care, Richmond CASA, Richmond Symphony, Richmond VegFest, Richmond Waldorf School, Rideshare, Rivanna Conservation Alliance, Riverviews Artspace, Rockbridge Arts Guild, Rockbridge SPCA, Rockfish Valley Community Center, Rockfish Valley Foundation, Rockfish Wildlife Sanctuary, Rooster Gardens, RVA Clay Studio Tour, Science Museum of Virginia, Scottsville PTO, Second Street Gallery, Senior Center Charlottesville, Sentara Medical Center, Shelter for Help in Emergency, Shenandoah Valley Art Center, SMART Cville, Smith House Galleries, Society for the Promotion of Indian Culture, Southside Transformation Opportunities for Residents and Youth, Staniar Gallery, Staunton Augusta Art Center, Stony Point Volunteer Fire Company, SWIM RVA, Taubman Museum of Art, The Bridge Progressive Arts Initiative, The Haven, The Listening, True Farr Luck Gallery, United Way - Thomas Jefferson Chapter, Unity Coalition for Charlottesville Dialogue, University Montessori, University of Virginia Fralin Art Museum, UVA Madison House, Valley Children's Advocacy Center, Valley Music Academy, Valley Program for Aging, VECTOR Space, Virginia Breast Cancer

Foundation, Virginia Discovery Museum, Virginia Festival of the Book, Virginia Film Festival, Virginia Institute of Autism, Virginia Museum of Fine Arts, Virginia Quilt Museum, Virginia Organizing, Virginia Repertory Theater, VITA Tax Help, Wild Virginia, Wild Virginia Film Festival, Wild Rock, Wintergreen Adaptive Sports, Woodberry Forest School, Women's Initiative, WVTF - Charlottesville Gallery, Youngblood Art Studio, Youth Orchestra of Central Virginia, YWCA Richmond, and Zephyrus.

WNRN continues broadcasting the nationally distributed music program, The World Cafe and AltLatino.

WNRN has an open internship and volunteer program. Currently WNRN has several interns from the University of Virginia. These students learn about broadcasting by helping with office work, recording underwriting mentions, helping with video production, membership fulfillment, observing sales calls and helping with managing the music library. WNRN also has volunteers who help our membership department disperse tickets, and send mail to our members. Interns and volunteers help with events at festivals and local shows as representatives of the station. Volunteers and interns must commit to regular hours and in return learn how a radio station operates. There is also the opportunity for volunteers and interns to learn to be on the air.

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 is critical to WNRN's ability to continue to serve our community. Non-restricted funding augmented salaries for our bookkeeper, and Assistant Program Director as well as covering critical expenses like our yearly audit. CPB funding is one of the financial backbones. The station would struggle to serve its listeners at the same level without it.

CPB funding also allowed WNRN to develop community outreach and youth/volunteer training programs. Hear Together, which includes the three public service components, would be hindered without the APB or the bookkeeper's support from this grant.

The CPB funding in FY 2018 allowed us to continue to air the World Cafe and AltLatino. Our partnership with NPR as an affiliate continues to give us needed technical support for copyright fees, streaming and programming. NPR's streaming service created a better stream for those who use that service.