

Local Content and Services Report - 2023

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.

WRVS's mission is to: a) serve as a high-quality, member-supported media service to Elizabeth City State University and its surrounding areas b) support Elizabeth City State University, our licensee, and its enrollment management goals and objectives c) serve the community through engagement initiatives and active partnerships with public school systems, other colleges/universities, civic groups, service agencies, non-profit organizations, etc. d) provide an industry-standard training facility for students interested in the field of radio broadcasting. Our station slogan is "Your Community Voice." As such, our goal is to provide programming and services to the community at-large. Through short-form content, in-person and virtual engagement, community-centered information, partner support, and other digital interactions, the staff at WRVS strives to meet the needs not only of its listeners, but that of the community as a whole. The station is always looking at ways to diversify its program offerings in order to maintain an inclusive and engaging on-air program schedule. Throughout the fiscal year, programming staff worked continuously to fine-tune the broadcast schedules for both the FM/HD and HD2 channels, ensuring the program schedules remained current, diverse, and relevant to our listener demographic.

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.

WRVS was able to retain its partners/partnership opportunities as well as welcome new ones. Such opportunities included working with various departments throughout the Elizabeth City State University campus, area K-12 public schools, local barbershops and hair salons, area retailers and other small businesses, the Elizabeth City Police Department, Food Bank of the Albemarle, Food Lion, NC Works Career Center, Salvation Army of Elizabeth City and many other service organizations as well as a host of area churches and faith-based organizations. A very worthy initiative of which WRVS was a part was the HBCU Radio Preservation Pilot Project sponsored by WYSO and

the Northeast Document Conservation Center. After our initial selection as a pilot participant, WRVS was invited to continue on into the next phase of the program and is now working to create an oral history for the station. The HBCU Radio Preservation Project brought together stations and their Library/Archives campus counterparts. Activities during the course of the program included: surveys and site visits, workshops and trainings for station staff, students, and volunteers, collections-level assessments, sampling of audio collections, and much more.

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.

WRVS's partnerships demonstrated tremendous impact throughout our extended community. Through in-person and virtual events and activities, on-air interviews, feature programming, PSAs, social media content, and other forms of digital interaction, WRVS was able to provide a reliable means of disseminating news and information thus connecting listeners to available resources within the community and creating awareness and understanding of issues that affect our local area and the world around us. Our station outreach was far-reaching throughout northeastern North Carolina and southeastern Virginia, and we were able to document the number of events and activities held, station partners and volunteers involved, and people served. Station events included our Annual Back-to-School Bash & Food Drive which focuses on preparing hundreds of K-12 children for school. The event also supports our local food bank in the battle against food insecurity throughout our region. Our annual NENC High School Football Media Day, M.E.D.I.A. Program (Media Education Does Inspire Achievement), and Coats in Totes events also served as opportunities for WRVS to provide programming and resources to the community and to our English & Digital Media students at ECSU. Surveys are distributed concluding most every event in which the data is used to guide us toward continued improvement and growth.

"Thanks to the Community Service Grant provided by the Corporation for Public Broadcasting, WRVS radio station continues to strengthen its bond with our Division of Student Affairs and University Advancement. Through our longstanding partnership, WRVS has played a pivotal role in amplifying the impact of our high-impact events like Homecoming, Alumni Engagement Initiatives, and Community Connections

Performance and Lecture Series. By promoting these events and enhancing publicity efforts, WRVS has significantly boosted participation, fostering a more vibrant campus community. This collaboration underscores the power of media in driving engagement and fostering a sense of belonging within our university community."

-Kevin J. Wade, Ed.D. '02

Interim Vice Chancellor & Executive Director, ECSU Foundation
Division of Student Affairs and University Advancement

"Being a student intern for WRVS 89.9 was truly an eye-opening experience. I came in with little to no knowledge about mass communications and how a radio station worked and left with what I felt to be a starter kit of tools needed to create my own podcast. The staff was amazing, they allowed me to shadow behind them and help co-host the morning gospel show. It was the true definition of a hands-on experience and to me that made all the difference."

-Gabrielle Hoskins
Former WRVS 89.9 Volunteer

"WRVS-FM is a radio station that empowers listeners to engage with their communities actively. The Back to School Bash and Food Drive are examples of this. WRVS-FM ran a successful campaign to preempt the city's financial insecurities by providing coats, bookbags, school supplies, and other much-needed supplies. In addition, the station evoked a call to action from area businesses who devoted their time and effort to ensuring free haircuts, dental education, and resource management for the 2023-2024 school year."

-Veronica Downing
WRVS Community Volunteer

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.

WRVS continued to reach diverse audiences with on-air content centered around health and wellness, inspiration and empowerment, service and engagement, business and entrepreneurship, and employment opportunities. We not only appealed to our general listening audience, but also addressed topics of interest within the African American community. Additionally, the station featured monthly segments that addressed topics such as: healthy meal preparation, career development, learning strategies for K-12 student success, and much more. In FY24, WRVS plans to revisit the creation and/or implementation of Spanish-speaking PSAs and other possible content on its over-the-air or digital platforms.

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 allowed WRVS to continue purchasing programming from sources such as NPR, African American Public Radio Consortium, and Miles Ahead Broadcasting. If the station was not a grant recipient, we would not be able to provide our listeners with such an array of public information, news, and entertainment. Grant funding also supported general operations, equipment maintenance and repair, professional development, staff salaries, student training, and it allowed us to secure contractual services in the areas of broadcast engineering, legal, and accounting support. These services help us to maintain FAA, FCC, and CPB compliance.