

Local Content and Services Report - 2024

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 for ways to maintain an inclusive program schedule that attracts and engages the diverse community we serve. Throughout the fiscal year, our programming staff continued fine-tuning the broadcast schedules for both the FM/HD and HD2 channels, ensuring that the schedules remained current, diverse, and relevant to our listener demographic. The program director and station engineer began programming our HD3 channel which we hope to launch in late 2025/early 2026. WRVS HD3 will be a student-run station giving our students expanded and enhanced educational opportunities.

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 retained its partners/partnership opportunities and welcomed new ones. Such partnerships 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, The Wash House Laundromats, many other service groups as well as a host of area churches and faith-based organizations. WRVS continued its partnership with the HBCU Radio Preservation Project sponsored by WYSO and the Northeast Document Conservation Center. Since our initial selection, we have participated in the public history praxis component of the project and will soon move towards archiving some of our digitized material with the American Archive of Public Broadcasting. WRVS also received a mini-grant to facilitate outreach and public engagement opportunities with members of our faith-based community to present PBS's well-acclaimed docuseries GOSPEL which tells about the impact of Black culture, tradition, community-building, and the ongoing implications of American society today.

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 programs, 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. Some station events included our Annual Back-to-School Bash & Food Drive which helps prepare 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 Distribution Day events also served as opportunities for WRVS to provide programming and resources to the community and to our student and community volunteers. Surveys are distributed concluding most every event in which the data is used to guide us toward continued improvement and growth.

"As a Viking Alumnus and volunteer at WRVS 89.9, I gained invaluable hands-on experience that truly shaped my academic and professional journey. The station provided me with critical skills in broadcasting, public speaking, and community engagement, which have since led to opportunities such as podcast interviews, study abroad speaking engagements, and representing ECSU in student success initiatives. WRVS is more than a radio station - it is a training ground for future leaders, a platform for student voices, and a bridge connecting ECSU with the broader community. Its continued success is vital in empowering students with real-world experience and amplifying the university's impact."

-Leslie Billotte

Former Student 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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. 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: workforce solutions, learning strategies for K-12 student success, physical and mental wellness, and much more. This year, we were not able to incorporate Spanish-speaking content into our programming or digital services, however, the idea of creating and carrying content for more diverse audiences is still an important consideration for WRVS staff for FY25.

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.