

Grantee Information

ID	4722
Grantee Name	WNRN-FM
City	Charlottesville
State	VA
Licensee Type	Community

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2022. 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.**

Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

Established in 2015, WNRN's Hear Together is a multifaceted program that aims to identify the real issues facing our communities and highlight the nonprofits working tirelessly to fulfill those needs. Hear Together addresses these issues through produced segments that aren't isolated in one place during our broadcast day or week, but rather are woven into each hour of our regular music programming. Hear Together's coverage is threefold: Hear Together Profiles are reported, interview-based features; Community Connections are public service announcements promoting nonprofits' causes or upcoming events, written in each nonprofit's own words and recorded in their own voice; Culture Connections are public service announcements outlining upcoming arts and cultural events in the region. By offering our nonprofit neighbors a platform to voice their mission at no cost, we hope to promote awareness and increase action and involvement among our listening audience. WNRN Radio broadcasts across nine frequencies in the cities of Charlottesville, Richmond, Lexington, Staunton, Lynchburg, Lovingston, Harrisonburg and the following counties: Albemarle, Nelson, Augusta, Rockingham, Rockbridge, Henrico, Powhatan, Goochland, Chesterfield, Madison, Greene, Fluvanna, Louisa, Orange, Buckingham and Amherst. Our gross population reach is 1.5-2 million, with our weekly cumulative estimated at 89,000 listeners. The median age range of our listeners is 25 to 55 years of age.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

Hear Together provides over \$1.3 million in free airtime to area nonprofits whose marketing budget is minimal or nonexistent. In Fiscal Year 2022 (July 1, 2021-June 30, 2022), WNRN aired 305 nonprofit mentions, featuring 286 unique organizations working in the following focus areas: education and school readiness, mental health and wellness, job readiness, water and land conservation, transportation, affordable housing, food security/hunger/nutrition, creative place-making, community health and aging.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

Since the inception of Hear Together in 2015, WNRN has been involved with over 700 nonprofit organizations in our listening area. In that time, feedback from these nonprofits and listeners alike has increased. At the end of each quarter, we ask the nonprofits we've worked with to complete a feedback survey to gauge the ease of our process, the effectiveness of our coverage, and to gather suggestions of ways we can improve our program moving forward. Of the nonprofits who participated in a voluntary feedback survey in April of 2022, 85% reported that their Community Connection was a successful tool for spreading awareness about their organization's needs and offerings Rachael Palm from the Building Goodness Foundation in Charlottesville recorded a Community Connection calling for volunteers for a low-income housing rebuild project. Within two weeks, she emailed WNRN the following: "I'm happy to report that we've filled all the open volunteer positions that I was needing, thanks to the Community Connection! All houses have been adopted! Can you please pull our spot that may still be running on WNRN? Thanks so much!" A nonprofit veterinary hospital in Harrisonburg, Anicura, recorded a Community Connection for a free Pet Vaccine Clinic. They provided the following feedback: "The Community Connection was how we first advertised our March free vaccine clinic. We had many people reach out because they heard about the clinic and 205 people showed up. We are very grateful!!"

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

WNRN frequently dedicates on air time to nonprofits that meet the needs of minority populations and other diverse audiences. One such organization is the Jefferson School African American Heritage Center in Charlottesville. Located in the historic Jefferson School City Center, the Jefferson School African American Heritage Center's mission is to honor and preserve the rich heritage and legacy of the African American community of Charlottesville/Albemarle, Virginia and to promote a greater appreciation for and understanding of, the contributions of African Americans and peoples of the Diaspora. During the past Fiscal Year, WNRN also featured stories on the Shenandoah Valley LGBTQ Center, the Virginia School for the Deaf and Blind in Charlottesville, and Birth in Color RVA, a birth, policy, and advocacy non-profit focused on raising awareness surrounding maternal health and reproductive justice. They provide services for birthing Black people and want to change the narrative of Black maternal health. In addition, WNRN worked with Richmond's Africa Community Exchange Projekt for Progress supporting basic education for students and training of teachers from 26 low-income, community-based schools. WNRN also produced a two-part series on the Enslaved Descendants of the University of Virginia and the Memorial to Enslaved Laborers at the University of Virginia. These stories air in regular rotation on our airwaves, and have a dedicated page on our website.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 a key resource for WNRN's ability to serve our community. Grant funds cover our annual audit expense, the entirety of our Assistant Program Director's salary, and percentages of our Controller's and Managing Producer's salaries. WNRN's Managing Producer spearheads Hear Together, our community outreach feature, by researching and meeting with nonprofits across our listening area. CPB funding also allows us to stream national NPR programming including World Cafe, All Songs Considered and Alt Latino. By continuing our partnership with NPR, we are able to provide our community with access to more diverse content.

Comments

Question

Comment

No Comments for this section

