



## WCQS Local Content and Services Report- 2015

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Our goal is to serve as a connector for the region by sharing dialogue, investigative reporting, storytelling and cultural expression. We do this through broadcast, online components of our work and through community meetings - along with creating meaningful partnerships and collaborations with groups that share a desire to connect people of diverse interests and histories.

Our Community Forum is composed of 25-40 individuals from across our 12 County region - with ethnic, economic, age and religious diversity. We will continue to work at making this group more diverse. The Forum was surveyed about community, regional and state issues and concerns. As a result of open and active dialogue with the members of the Forum we learned of a veterans' oral history project and have formed a partnership with the local VA to produce and broadcast veterans' stories. In partnership with Carolina Public Press, a digital producer of investigative reports, we attended listening sessions across the region in 6 different communities, all open to the public, and all resulting in a greater understanding of regional issues.

As a result of this kind of sharing and outreach we decided to hire our first reporter seated outside of our home county, Buncombe, where our studios are located.

We have partnered with public radio station WUNC-Chapel Hill to broadcast and provide content for a statewide, daily news and information program. Through this partnership we not only grow the sharing of statewide concerns but also have grown the sharing of issues, cultural performance and the history of Western North Carolina with the rest of the state. We continue to grow this partnership in the current year.

We partnered with the Center for Craft, Creativity and Design to hold a neighborhood festival - the Broadway Arts District (BA D) Festival. We invited listeners to an open house at WCQS, with tours and recordings featured throughout the day.

We have always nurtured relationship with faculty and staff at colleges and universities in the region, including UNC-Asheville, Western Carolina University, Warren Wilson College and Mars Hill University - with faculty often used as sources and interviews in reporting. We are in the midst of a joint effort with UNCA to bring Krista Tippet, the host of On Being, to Asheville for a conference on literature and spirituality.

We are also partnering with Western Carolina University - located an hour away from Asheville, deep in the mountains, to create a studio audio link which will increase our access to faculty at WCU and will also allow our remote regional reporter the ability to get audio to our broadcast facility in a timely and cost effective way.

We routinely hear from all of our partners that when WCQS is involved in a project that there is an increase in public awareness of the event/broadcast. In 2015 we produced and broadcast a report on the efforts of a local literacy group . The group sponsors adult literacy training and English as a second language courses. After our report aired multiple times we were told by the organizers of the training/events that they experienced significant increases in inquiries and attendance. We do not have anything actually measurable - but our Community Forum members are routinely in contact with each other. They are sharing information and connections not just with WCQS but with each other. The members were previously, by and large, unknown to each other. Our nurturing of this group is benefiting not only WCQS listeners but all community members across our large region.

We have always, and continue to, broadcast documentaries on minorities in the US. We reported on adult literacy and English as a second language needs in our community. We have reported multiple times on the Native American population in our region. Through our Community Forum and our listening sessions across the region we have specifically asked about minority issues and concerns. We continue to explore what local development, state legislative actions and the US presidential election will have on residents of our region and how diverse communities (ethnic minorities, immigrants, economically disadvantaged, etc) might be affected differently; and what those various communities see as being important and meaningful.

WCQS covers and represents a large, culturally diverse region - more than 12 counties- most of Western North Carolina and parts of 2 other states. Without CPB funding we could not afford to hire and send reporters across the region to talk with residents living across the region. We would not have the diverse representation of voices on the air that we seek. Without CPB funding we could not have hired our first reporter to exclusively cover communities outside of our home county where our studios are located. We would not have the staff to create the partnerships we have created and would not have the staff and resources to both deepen our current partnerships and explore new ones.