



WCQS Local Content and Services Report - 2016

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The WCQS Forum serves as the station's advisory board. This group consists of 20- 40 citizens living, working and involved in communities throughout our 13-county broadcast area. Members are chosen based on geographic, ethnic and economic diversity. Each Forum member is tasked with identifying community issues and concerns within the areas they live and work in. The Forum is also tasked with reviewing WCQS' programming goals and the service provided by WCQS. The Community Forum considers how WCQS is meeting its mission and management objectives and evaluates how WCQS is meeting the specialized educational and cultural needs of the communities served by WCQS. Based on its review, through its discussions and the reports of its meetings, the Community Forum provides the WCQS Governing Board and WCQS station management with its views and opinions on WCQS's programming.

The WCQS Forum met on April 5th 2016 in Hendersonville NC. Representatives from a WCQS community partner, Carolina Public Press, (an online, non-profit regional news service) were invited to attend our meeting along with Forum members.

Forum members were specifically tasked with identifying areas of concern regarding election coverage as we headed in to the 2016 Presidential and State election calendar. WCQS News and Programming staff gathered information from Forum members (one on one and in small groups) to determine specific concerns and interests related to election issues and which ethnic and economic constituencies are not represented in our news coverage. Forum members, representing their communities, expressed a strong desire for state news coverage, especially in regard to election season issues. WCQS has increased its coverage and the in-depth, ongoing nature of its coverage of state/legislative issues that affect all citizens in North Carolina.

The WCQS Forum met again on October 6th 2016 for a diversity workshop, sponsored by WCQS, with Keith Woods. Woods is NPR Vice President for Diversity in News and Operations. He leads the development of National Public Radio's vision and strategy for diversity, and writes regularly on race and the media. WCQS News and Programming staff members attend every meeting of the WCQS Forum.

WCQS News and Programming staff routinely review news stories provided each week – evaluating the depth and breadth of issues covered, what minority coverage has been accomplished – and diversity in sourcing of contacts and interviews.

WCQS routinely collaborates with local news media to bring depth and breadth to our news coverage. Journalists from the Asheville Citizen-Times, Mountain Express and Carolina Public Press are contributors and sources for our News Department. We draw on the expertise of political scientists, sociologists, historians and scientists from a number of our educational institutions – including UNC-Asheville, Western Carolina University and Warren Wilson College.

In April 2016 WCQS brought Keith Woods, , NPR Vice President for Diversity in News and Operations, to Asheville for a series of meetings and workshops for the WCQS staff , WCQS Community Forum and WCQS Board of Directors . In addition, WCQS partnered with the University of North Carolina at Asheville to sponsor workshops with UNCA staff and students on building inclusive classrooms. WCQS also cosponsored a public lecture by Woods entitled “Dog Whistles, Diversity and Election 2016 “.

WCQS met with representatives of an Asheville –based Latino business association and sponsored a lunch at the WCQS studios with the group. Members of the WCQS News staff attended the meeting and the lunch.

WCQS continues to host a selection from the Isaiah Rice Photograph Collection, titled “The Way We Were,” . The exhibit, in the WCQS studios, opened in October 2016. The exhibit was curated by the photographer’s grandson Darin Waters, UNC-Asheville assistant professor of history, and Gene Hyde, head of Special Collections at UNC Asheville.

The full collection contains more than 1,000 images taken by Isaiah Rice. The photographs document Asheville’s African-American community from the 1950s through the 1970s, with many on display for the first time.

In October 2016 WCQS partnered with the University of North Carolina at Asheville to bring Krista Tippet, the host of public media’s *On Being*, to Asheville to participate in a conference entitled : Faith in Literature: A Festival of Contemporary Writers of the Spirit. Two public presentations featured Tippet: an interview and audience dialogue with African American poet and Writer Marilyn Nelson (*Faster Than Light: New and Selected Poems*) and an interview and audience dialogue with African American writer Isabel Wilkerson (*The Warmth of Other Suns: The Epic Story of America’s Great Migration*). Each of the presentations was crafted to become an On Being program for national distribution.

WCQS continues to receive visits to the Isaiah Rice exhibit from members of the African American community in Asheville and Buncombe County. Many of these visitors were unaware of WCQS as a media outlet and community dialogue convener. UNCA Professor Darin Waters, co-curator of the exhibit has received many comments from members of the African American community regarding the exhibit and its prominent placement in the WCQS studios.

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Using CPB funds WCQS has expanded our news staff and therefore our coverage of regional issues important to our listeners. WCQS increased one ½ time news position to full-time and hired a ½ time regional reporter tasked with exploring issues related to rural life in Western North Carolina. Reporting on opioid abuse in WNC, the disparities of health care in rural areas, challenges facing the Native American population in WNC –these reports and more were made possible with our CPB funding.