

NATHAN MOORE

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## Local Content and Services Report

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### 6.1 Telling Public Radio's Story

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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 2020. 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 2020 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.**

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.

WTJU's core mission is to enrich the culture of Virginia and extend the educational mission of UVA by bringing together diverse individuals and communities through exceptional music and conversation. We do this through non-commercial radio, digital media, live music concerts, cultural events, and educational programs.

In Fiscal Year 2020, we undertook the following overarching goals:

**GOAL 1: CONNECT PEOPLE TO EACH OTHER THROUGH SHARED ARTS EXPERIENCES.** During the year, WTJU engaged in many projects that elevate the status of local music – and of Charlottesville as an arts & culture destination. WTJU hosted more than 100 live, in-studio performances, and we presented a series of six free, outdoor concerts.

The COVID-19 pandemic struck in the last quarter of FY20. In response, WTJU launched a number of engagement initiatives to combat feelings of isolation. These included: "Quarantine Haikus," "Make Some Joy," and live broadcasts of socially distanced (no audience) concerts.

**GOAL 2: PROVIDE COMMUNITY INFORMATION & DISCUSSION OF LOCAL & STATE ISSUES.** WTJU airs public affairs content specifically focused on the Charlottesville area. During FY2020, WTJU produced and aired twice daily news packages and a weekly magazine focused on local news, politics, arts, and culture.

In the last quarter of FY20, we expanded our partnership with local news organization Charlottesville Tomorrow to address the acute phase of the pandemic. We provided daily on-air and web updates to our community with breaking news information, as well as ways to give help and get help.

**GOAL 3: IMPROVE DIGITAL SERVICES TO OUR COMMUNITY.** During FY2020, WTJU continued to develop its podcast collective, connects listeners with exceptional stories, conversations, and music. The podcast collective provides a platform for community members, UVA faculty, and students to develop and produce digital-first community media content. During the COVID pandemic, we also saw a spike on webstreaming listenership and digital media engagement.

**GOAL 4: INCREASE OPPORTUNITIES FOR YOUNG PEOPLE TO ENGAGE WITH WTJU.** In early FY2020, WTJU held several weeks of summer youth radio camps for upper elementary middle school students for our seventh consecutive year. In February 2020, we launched a pilot "Community Voices" audio production class for local teens. In March, it had to shift to a virtual format, which taught us a number of quick lessons about teaching in a virtual format. (We have applied these lessons to our FY21 educational programs.)

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.

WTJU has engaged with a wide variety of partners on a bevy of projects. These projects can roughly be categorized in two main ways: 1) Enrich the culture of Virginia and connect people to each other through music; 2) Extend the University's educational mission by strengthening activities that bridge the University with surrounding communities.

#### 1. USE LIVE MUSIC TO CONNECT COMMUNITY MEMBERS TO ONE ANOTHER

WTJU has long emphasized live music -- both on-air and in community events. In FY20, these included:

-- In fall 2019, WTJU once again partnered with IX Art Park, Sin Barreras, the City of Charlottesville, and others to organize and present a 6-week free outdoor concert series. Included in this concert series were Charlottesville's Black Business Expo, a Latino cultural festival called Cville Sabroso, and a world dance & music festival called Zaltandi. Total attendance at the concert series was more than 10,000 people.

-- As the pandemic sent nearly everyone into lockdown, WTJU partnered with a local nonprofit music school (The Front Porch) to produce thrice-weekly, socially distanced concerts. These aired on WTJU and streamed via our social media channels.

-- WTJU sponsored several concerts and music engagement events with a variety of partners, ranging from the Charlottesville Jazz Society to Charlottesville Opera to the City of Charlottesville's farmer's market. Where possible, these events continued in a socially distanced manner after the pandemic began.

#### 2. STRENGTHEN ACTIVITIES THAT BRIDGE THE UNIVERSITY AND SURROUNDING COMMUNITIES

This is a broad category that included many activities that build on WTJU's role as a cultural hub in our community. Among these partnerships, WTJU was a media sponsor and/or participant in many University and community festivals: Charlottesville Symphony, C'Ville Pride Festival, the Virginia Film Festival, the Virginia Folklife Program's Apprenticeship Showcase, the Virginia Festival of the Book, Tom Tom Founders Festival, Crozet Arts & Crafts Festival, the Charlottesville Festival of Cultures, and many more.

As the pandemic set in, WTJU developed several new weekly on-air modules to amplify the work of UVA departments, including the two University museums, Charlottesville Symphony, Music department, Creative Writing department, Virginia Humanities, UVA Press, and Virginia Quarterly Review.

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.

During the 2019-20 fiscal year, WTJU pursued a bevy of projects to support two key initiatives: 1) Enrich the culture of Virginia and connect people to each other through music; 2) Extend the University's educational mission by strengthening activities that bridge the University with surrounding communities.

Our efforts have made WTJU a hub in the local music scene, strengthened even more by our new broadcast studios and live performance venue. Prior to the pandemic closures, we aired more than 100 live in-studio performances in FY20. WTJU has served as a dedicated booster for artists and performers. Increasingly, WTJU is seen as a vital cultural resource in our community, from festival sponsorships to summer youth radio camps.

As the pandemic set in -- and as overlapping crises hit our nation and world -- WTJU was able to provide a steady presence in our listeners' lives. A place to take a break from the bleakest news. To recharge to face the world. A place to find comfort in excellent music. A place to connect with our community.

A handful of select quotes received from WTJU listeners during the COVID-19 pandemic:

"Your station is the best. We just moved to town in the last year, and we love your music."

"All of your DJs are so kind and patient and loving and intelligent, no matter what they decide to play, on their terms and under their own curation."

"You are making an enormous contribution to making these parlous times more bearable. You have truly made WTJU a community resource."

"I hope you are surviving this crazy time. The station is really doing awesome work sharing information and supporting the local music scene. The DJs seem to feel the responsibility and many are doing their best work."

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Since the deadly "Unite the Right" rally in Charlottesville in 2017, WTJU has developed content and events that emphasize community reconciliation and better service to diverse audiences. A few of the programming & engagement initiatives in FY2020 included:

**CHARLOTTESVILLE-ALBEMARLE BLACK BUSINESS EXPO:** WTJU and Lifeview Marketing presented the second annual Black Business Expo in our community in September 2019 at the IX Art Park. The Black Business Expo is a free event that supports and celebrates local black-owned businesses. It's designed to celebrate and encourage the success of black-owned businesses locally and beyond.

**CVILLE SABROSO LATIN MUSIC & CULTURE FESTIVAL:** WTJU and Sin Barreras co-organized the Cville Sabroso festival for the fourth year in a row, drawing thousands of people to experience music, food, dance, and culture from all the Latino communities that now make Charlottesville home.

**ENGAGEMENT THROUGH PUBLIC CONCERTS:** WTJU organized and presented the 2019 Freefall series of six free outdoor concerts at the IX Art Park in Charlottesville. As part of this music series, we specifically sought performing artists as well as community partnerships that would attract a diverse audience.

**OUTREACH TO YOUNGER LISTENERS:** Working closely with UVA's student-run, student-staffed LPFM station WXTJ, WTJU sponsored a number of on-campus concerts at UVA to engage younger audiences, strengthen the social fabric of UVA student life, and bring more students into the WTJU fold.

**PANDEMIC PUBLIC INFORMATION:** During the acute phase of the pandemic, we partnered with Charlottesville Tomorrow, a equity-focused local journalism organization, to provide daily updates on-air and online. These information updates emphasized community resources that serve diverse parts of our community -- as well as ways for other listeners to plug in and help.

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?

During the pandemic, CPB funds have provided a lifeline to make up for other lost revenues. Our event revenues are down to zero. Our business underwriting revenue is down 25-30%. Fortunately, CPB funding is stable, and it has enabled WTJU to continue our critical community service during fraught times.

Throughout the year, and in normal times, CPB funding provides crucial resources for a smaller station like WTJU to be able to cover operating costs and deeply serve our community through quality programming:

**FACILITIES & EQUIPMENT.** During FY19, WTJU undertook a massive station relocation project, moving into new studios a mile from our previous ones. While many costs were borne in FY19, several major bills bled into FY20. The station used part of its CPB funds to help pay for WTJU's myriad facilities and relocation costs, which in turn enable us to engage in public service broadcasting to the Charlottesville community.

**ACCESS TO NATIONAL & STATE PROGRAMMING.** CPB funding connects WTJU to the world of syndicated public radio content. The CSG grant enables WTJU to access PRX.org and air & distribute excellent national and international music and public affairs shows. WTJU also funds its membership in the Virginia Public Radio (VPR) network with CPB funds, enabling us to bring statewide news to our listeners.

**STAFF TO PRODUCE SYNDICATED PROGRAMMING.** In FY19, CPB funds paid for WTJU staff to produce and distribute two radio programs to a national audience: 1) "Jazz at 100," tracing the history of recorded jazz through 100 one-hour programs, and airing on 11 public radio stations around the country; and 2) "Tell Us A Tale," featuring stories adapted from traditional children's tales and performed by Charlottesville-area voice actors.

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