

Grantee Information

ID	1354
Grantee Name	WUWF-FM
City	Pensacola
State	FL
Licensee Type	University

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 2023. 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 2023 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.

We approach and address community issues and needs by listening to our community. Whether it is political, environmental, social or other topic - if you make the effort to keep an eye on the pulse of the people you serve, it gives insight as t how we can help address needs with content across our various platforms. Regarding partnerships - WUWF is a founding member of the Florida Public Radio Emergency Network (FPREN), a statewide partnership with Florida public media stations, the Florida Department of Emergency Management, and the Florida Department of Transportation to provide year-round weather forecasting and emergency alerts. Locally WUWF partners with the Emergency Operations Centers in the counties of Escambia, Santa Rosa, Okaloosa, and Walton. WUWF has for 40 years been a partner with the non-profit Great Gulfcoast Arts Festival, developing and operating the main performance stage. WUWF staff serve on the planning committee as well as on-site during the 3-day event. WUWF founded the Pensacola Jazzfest in partnership with the non-profit Jazz Society of Pensacola and continues to provide staff, equipment, and promotional support. WUWF staff serve on the executive committee of the non-profit organization CICLOVIA (Open Streets), promoting the concept of family-friendly outdoor activities. The station is a media sponsor as well. WUWF partners with the ID Group of Pensacola in their "Brand On Us" program, providing media support as part of free branding campaigns developed for local non-profit organizations.

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.

Non-profit partners: WUWF continues to partner with non-profits bi-monthly to promote their mission, create awareness about current needs of the organization or announce services and events of importance to the community. In 2023, WUWF partnered with Animal Allies, National Association of Social Workers, Point Washington Medical Clinic, Artel Art Gallery, BRACE (Be Ready Alliance Coordinating for Emergencies), Friends of the West Florida Public Library, and the Great Gulfcoast Arts Festival providing over \$6,000 in on-air messaging. Staff giving back: In addition, WUWF staff coordinated two in-house supply drives collecting 243 items for the Argo Pantry, serving students with food insecurities, and 55+ “wish-list” items for SOCKS (Save our Cats and Kittens Shelter). Staff also a volunteer with the GGAF, CICLOVIA, and the non-profit JUST Pensacola (Justice United Seeking Transformation in Pensacola), and serve as principal members of a prominent no kill cat shelter in our community. Community & Campus Tours: 2023 Tours: Multiple member/walk-in tours, LEAD class (22 guests), 2 student radio production class tours, Leisure Learning Retirees, and tours for the UWF General Counsel, UWF Advancement, and Alumni staff. Listener Engagement: Always trying to improve our engagement with listeners, WUWF conducted a Smart Speaker Survey, collecting important data on listener habits and technological challenges. We received a very informative 174 responses.

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.

Community: The WUWF Book Club continues to exceed our expectations, holding in-person salon events a 6 local establishments in our community and now boasting 284 members. We invite guest speakers and delve into discussions beyond the books. This year they have learned about topics ranging from indigenous communities to banned books to the benefits of using psychedelics. They have shared content and information from the West Florida Public Library, Open Books/Prison Book Project, UWF lecture series as well as new bookstores in our area. In addition, the WUWF Book Club was recognized with a Community Service Award from the UWF Division of Advancement.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

WUWF has been working very hard to reach persons in, and bring light to persons, issues and problems related to the ever expanding Latino community in our area. We regularly reach out to members of the African American community to learn what issues are important in these areas, and air frequent news stories and post frequent social media items that specifically deal with issues related to minorities, the economically challenged, the homeless, and other disenfranchised persons in our area. It is our plan to hire freelance producers to create content for on air, and on line that will specifically address issues and needs of these segments of our society.

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?

All of the positions in our staff who create local content are funded in no small part through our grant from CPB. Without CPB funds, are ability to serve our local community with local content would simply no be a possibility. Also, the national programming aired on WUWF is paid for in part with grant funds provided by CPB. Again, without this grant, WUWF would not be able to afford paying for these award winning news and entertainment programs, which our audience has told us time and again they value and appreciate.

Comments

Question	Comment
No Comments for this section	