

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 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.

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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.

The mission of WUWF Public Media is to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures. Through innovative community partnerships, we produce, acquire, and distribute programming that meets the highest standards of public service in journalism and cultural expression. Moreover, we believe that it is our mission to make this a better community, to do all we can to serve the needs of the citizens by providing an accurate and truthful portrait of where we all live, the problems we all face, and to explore ways to address them to the betterment of all. To fulfill our mission we utilize all of the communication tools available to us – our broadcast signal, multiple HD channels, and digital platforms (wuwf.org, Facebook, Instagram, Twitter, & YouTube) – as well as our staff, actively engaging with the community as representatives of WUWF and as involved citizens and agents of change. Our philosophy is that what we do off our air is just as important as what we do on the air.

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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.

WUWF is the most visible and active example of the University of West Florida's public service and outreach mission, pursuing and nurturing mutually beneficial community partnerships and enhancing the educational, cultural and economic development of the region. We deliver the university's resources daily to thousands who live in areas which might otherwise be culturally or educationally isolated. We support the university's academic mission by providing opportunities for students to gain professional experience to supplement classroom instruction. Faculty have a platform for sharing their academic research with the general public. Through collaborative programs involving faculty, our audience is made aware of the university's connection and importance to the community. During FY20, WUWF partnered with the non-profit organization Legal Services of North Florida to present a virtual multimedia presentation of their annual Jazz for Justice music festival, raising funds and awareness of their free legal services provided to low-income individuals. The entire production, which aired on radio, Facebook Live, and YouTube was produced in house by WUWF staff. We provided promotional support to Bright Bridge Ministries, a non-profit organization providing shelter and services to women who are victims of violence. Our support both on-air and on our digital platforms was an integral part of a branding awareness campaign in partnership with a local branding organization and several other local media organizations. We provided promotional support for the American Legion, Girl Scouts, University of West Florida's Makers Fair, and the environmental organization Earth Ethics. We also provided production services and promotional support to TEDx Pensacola. WUWF continues to produce the Main Stage at the Great Gulfcoast Arts Festival, the area's largest event of the year with attendance by more than 100,000 people from around the country. Proceeds from the festival provide grant assistance for students attending the University of West Florida and Pensacola State College as well as providing grants to local nonprofit organizations. WUWF is recognized by the Florida Department of Emergency

Management as the primary source of emergency information for Northwest Florida. In times of crisis, we transcend our role of life enrichment to that of lifeline, partnering with regional governments and agencies in providing critical information. We continue to fulfill our mission as the Northwest Florida anchor for the Florida Public Radio Emergency Network (FPREN), providing important weather information to our listeners during a very active hurricane season. When Hurricane Sally made landfall as a Category 2 storm in Pensacola in September, WUWF was the only radio station to stay on the air throughout the storm. After the storm, WUWF received formal recognition from the City of Pensacola and Escambia County for its service to the community.

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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.

Our partnerships with the organizations outlined in the previous section have increased the community's awareness of their activities. In addition to feedback from local governmental officials (letters attached) for our work in emergency management communications, the many non-profit organizations we have promoted have witnessed an increase in awareness of their activities and mission. Most have experienced growth in attendance to their events, although many of their events shifted to the virtual world in the second half of the fiscal year. Our digital and broadcast platforms have been especially helpful to them in meeting this challenge.

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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.

WUWF and its staff members continue to engage with diverse communities through promotional support and individual leadership roles in organizations addressing issues important to diverse audiences. We continue to promote the activities of Escambia County's race & reconciliation initiative to establish a lynching memorial in partnership with the national Equal Justice Initiative. Station staff have leadership roles in this initiative as well as JUST Pensacola, a faith-based social justice initiative working on issues of affordable housing and criminal justice. The station continues to serve as major promotional sponsor and staff also continue to have leadership roles in CICLOVIA, an open streets initiative designed to promote healthy play for families from a diverse cross section of neighborhoods. Although temporarily inactive due to the Covid pandemic, our locally produced SightLine radio reading service for the vision impaired includes a regular Spanish speaking version produced in partnership with Costa Latino, a local newspaper serving the Hispanic community. We also partner with Costa Latino in providing bilingual delivery of important information as a part of our emergency broadcast service.

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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?

Funding provided by CPB specifically enables us to maintain a responsive news team and obtain the excellent national program service from NPR. Without CPB funding we would be unable to maintain our current level of local reporting and community engagement. CPB support makes it possible for us to be reliably accessible 24 hours a day, 365 days a year with programming that meets the highest standards of public service in journalism.

Comments

Question

Comment

No Comments for this section