Grantee Information

<table>
<thead>
<tr>
<th>ID</th>
<th>1607</th>
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<tbody>
<tr>
<td>Grantee Name</td>
<td>WUTC-FM</td>
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<tr>
<td>City</td>
<td>Chattanooga</td>
</tr>
<tr>
<td>State</td>
<td>TN</td>
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<tr>
<td>Licensee Type</td>
<td>University</td>
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6.1 Telling Public Radio's Story

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 2021. 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 2021 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.

6.1 Telling Public Radio's Story

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.

Our two live shows specifically focus on content provided to us from the local community including educational and minority organizations, especially those included with the arts. Also, our fund drives are populated with people from the community being interviewed an manning the phones.

6.1 Telling Public Radio's Story

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.

RISE is a project with the Communications Department on campus to help elevate minority issues through broadcast and podcast material. WE have several students from that program assisting station personnel. We also partner with the local internet company to bring high-speed internet to every every student in the county.

6.1 Telling Public Radio's Story

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.

RISE podcast projects have raised awareness due to their posting in our podcast back. They have had over 11,000 clicks from their posting on our website. Also, we were able to help our local internet provider give an entire family free high-speed internet for a year.

6.1 Telling Public Radio’s Story

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Several of our talk programs are hosted by members of the African American community and they are also frequently guests on our two talk shows.

6.1 Telling Public Radio’s Story

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?

CPB funding has allowed us to build our local programming while maintaining our base of exciting national public and regional programming.

Comments

Question | Comment
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No Comments for this section