

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 2022. 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 2022 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.

WUWF Public Media is among the most visible and active examples 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. Serving the citizens of Northwest Florida since 1981 with a 24/7 broadcast service that meets the highest standards of public service in journalism and cultural expression, the mission of WUWF is to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures. WUWF is a high profile, cost effective example of UWF’s commitment to the citizens of Florida, delivering the university’s resources daily to thousands who live in areas that might otherwise be culturally or educationally isolated. WUWF supports the university’s academic mission by providing opportunities for students to gain professional experience to supplement classroom instruction. In times of crisis, WUWF transcends its role of life enrichment to that of lifeline as a founding member of the Florida Public Radio Emergency Network (FPREN), a collaboration between the 13 public radio station members of Florida Public Media and the Florida Division of Emergency Management. FPREN provides a multi-platform statewide emergency communication system delivering vital information to the citizens of Florida. The FPREN Storm Center provides critical weather forecasting statewide as well as localized data for each station and evacuation information in partnership with the Florida Department of Transportation. WUWF disseminates emergency information to the Florida counties of Escambia, Santa Rosa, Okaloosa, and Walton, partnering with regional governments and agencies in providing critical information. Our overarching goal is to define, know and serve our intended audiences by engaging them both on-air and on the digital platforms they use with relevant program content and outreach activities, partnering with other organizations to expand our capacity and capabilities to reach new and more diverse audiences. Accordingly, we took the following steps to achieve our goal:

- Applied for and were accepted to the CPB/Poynter Institute Digital Transformation Program, a comprehensive 10 month immersive experience which served to educate staff and transform our organization to better understand and compete in the digital landscape.
- Conducted survey of listeners and members to ascertain what issues were most important to them, and committing resources to address those issues
- Dedicated a substantial amount of staff time and expertise in retooling our social media efforts to better engage with users who access our services in ways other than traditional terrestrial broadcasting
- Committed financial resources to access and analyze how our digital audience uses our services, and how we can serve them better
- Began a comprehensive redesign of our on line presence, again with the goal of better service to our listeners and users
- Produced and aired a significant number of news stories dealing with homelessness, poverty, community needs, veteran’s needs, elderly needs and concerns, local and state government, arts & cultural events and exhibits, environmental concerns, quality of life in our area, and many other topics of interest to our community

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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 continues to partner with non-profits, providing airtime and digital platforms promoting their mission, creating awareness about current needs of the organization, their services, and events of importance to the community. We partnered with Big Lagoon Kiwanis Club creating awareness about service projects focused on the youth in our community; Big Brothers Big Sisters of Northwest Florida; Florida Long Term

Care Ombudsman; Vote Riders, dedicated to ensuring that no eligible voter is prevented from casting a ballot that counts due to voter ID laws, either directly from lack of acceptable ID or indirectly because of voter confusion; Great Gulfcoast Arts Festival; Our Corner, an Escambia County based non-profit that works strategically with community partners to implement programs that advance the quality and beauty of our community, today and for future generations; and Animal Allies, providing over \$8,400 in on-air messaging. We hosted Story Corps for a 4-week residency (their 4th visit to Pensacola), assisting in the collection of 56 community interviews. A few of the organizations represented during the residency included Sunday’s Child (an organization supporting the LGBTQ+ community through investments promoting diversity, inclusion and equality), ReEntry Alliance Pensacola (supporting a pathway to success for formerly incarcerated individuals), Equality Pensacola, and Take Stock in Children). In addition, WUWF staff coordinated two in-house supply drives collecting 608 items for the Alfred-Washburn Center, serving our homeless population and 180 items for the Argo Pantry, serving students with food insecurities. We participated in the University of West Florida’s National Coming Out Day event in October, engaging with students and faculty. As already mentioned, the Florida Public Radio Emergency Network involves a statewide partnership with 13 public media stations, the Florida Departments of Education, Emergency Management, and Transportation, as well as the Emergency Operations Centers in Escambia, Santa Rosa, Okaloosa, and Walton counties in Florida.

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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.

We have many long-standing partnerships with local and regional arts and community service organizations in our area. Here is feedback from two of the organizations we have worked with... "Each year, I DI group relies on our media partners to make our nonprofit branding grant, Brand on Us™, come to life. WUWF has been instrumental in helping us fulfill our mission by providing donations of on-air time for many years to various Brand on Us clients. In 2022, Our Corner (formerly Keep Pensacola Beautiful), shifted their brand identity to better reflect their focus on environmental preservation, education and beautification. WUWF helped support their journey through live-read radio spots that highlighted their initiatives and events, drawing new awareness and support for the organization and its mission. We are continually grateful for the important level of support WUWF has provided to Our Corner and our other Brand on Us recipients time and time again, which provides a real and lasting impact for worthy nonprofit organizations in our area". "In 2022, the Kiwanis Club of Big Lagoon partnered with WUWF with wonderful Community results in Honoring and Remembering the Veterans and Spouses buried at Barrancas National Cemetery. Every year WUWF has helped in this huge community project to let the public know about this Annual Event that Teaches the Public and the Communities Children the Sacrifices of Our Veterans and Their Families. Kiwanis Club of Big Lagoon has gained Local Community attention with the Help of WUWF to notify the entire 88.1 (WUWF) area about our Signature Project of Readers Will Be Leaders. We read to 6 Different Elementary Schools Kindergarten through 2nd Grade Twice each year and give each child a new book. Kiwanis put 100 Accelerated Reader Books into 14 Elementary Schools and have given 3 Take Stock in Children Florida Scholarships to 3 6th graders who may not have had this chance at education without Kiwanis Club. Thanks to Trish Allison, Pat Crawford and all the WUWF Staff for their continued support to Children in Our Community through Kiwanis Organizations".

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

We introduced and implemented source tracking of news sources to ensure that we better reflect the myriad voices, ethnicity and cultures that make up our community. We have added a Hispanic content creator to our news team who also publishes a newspaper for the Latino community. She can also assist us with providing bi-lingual broadcasting during emergency operations pursuant to our responsibilities as a founding member of the Florida Public Radio Emergency Network.

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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?

CPB funding provides the critical support for us to identify important community needs and issues and create the content and engagement activities described in this report. We are a relatively small operation and the CPB Community Service Grant literally funds 2 of the 4 positions on our news team. Without those positions it would be impossible for us to maintain our current level of community engagement as well as fulfilling our obligation as a member of the Florida Public Radio Emergency Network, which would likely jeopardize our support from the Florida Department of Education.

Comments

Question	Comment
No Comments for this section	