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.

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.

Connecting with our community, across multiple platforms, as well as in person are at the heart of our goals at WUWF. Obviously with COVID 19, we have had to curtail many of the activities we normally would engage in. But, even with a pandemic, WUWF has managed to participate in many community activities in 2021, including our activities with schools, arts organizations, local governments and the public at large. Our main goal is to provide information to help people navigate a complex world (made so much more so by COVID) and help them connect with each other, and the services they need. To that end, we have aired many many stories about local aid groups, help for the homeless and their struggles, shared resources for people to help and reach out via social media as well as our air, and used every avenue and channel available to hear from the community about what they need, and to do our best to provide them with that. Additionally, we know that people need a break! So we continue to offer a wide array of music and entertainment programs across our 3 HD channels, making the most of our staff, and our signal.

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.

Community Non-Profits 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 FY21, WUWF was honored to partner with Our Youth Village/Non-Profit Child Care, Sunday’s Child, Emerald Coast Wildlife Refuge, Gulf Coast Kids House, Parkinson’s Foundation & Veteran’s Affairs, Family Promise of Escambia County, SOCKS Hotel for Cats and Dogs and Big Lagoon Kiwanis Club. In addition, WUWF staff coordinated two in-house supply drives for A HOPE of Santa Rosa County (Health, Outreach, Prevention, Education), educating our community on responsible ownership of companion animals; and the Argo Pantry, collecting non-perishables for UWF students with food insecurities. Over 250 items were collected and delivered by WUWF staff. Regarding educational institutions, we work very closely with our licensees, The University of West Florida to offer learning opportunities for students, teaching them about radio, social media, reporting, and a host of other skills they may find useful in their future careers. We work closely with state & county government agencies to keep the community informed about a vast array of topics, including but limited to public safety, funding opportunities, legislative activities, changes in state/county laws, election candidates and voting results, and much more. Our goal is to enlighten and inform our community, any way we can, as best as we can.
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.

It is difficult to gauge the impacts of our efforts. We have a lot of anecdotal evidence that yes, what we do is valued and appreciated by our listeners and community, but again because of COVID, we’ve had very little actual interaction with our community, or group constituents who represent particular issues of importance. We hear from listeners that they appreciate what we do (particularly during membership campaigns) and we hear “thank you” from the organizations we announce PSA’s for, and do stories about.

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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 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.

Diversity WUWF secured a grant from Florida Humanities to host Florida Talks, a 3-part virtual speaker series, highlighting the rich diversity within our state, featuring Basma Alawee, a Refugee Congress Delegate and Refugee Organizer for the Florida Immigrant Coalition speaking on how she helped create a platform that empowers others and brings the refugee community of Florida to the policy-making table; Dr. Cheryl Howard, Chief Operating Officer at the African American Heritage Society Pensacola, speaking about “A More Complete American History” discussing the local exhibit entitled “Black Citizenship in the Age of Jim Crow;” and Art Levy, Florida Trend associate editor, sharing his interviews of six prominent Floridians from around the state for the magazine’s “Icon” feature. WUWF has targeted outreach to the visually impaired community by providing programming on Sightline, a largely volunteer staffed round-the-clock reading service comprised of both local and syndicated programming, seeks to reach the vision impaired.

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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?

WUWF uses our CPB grant to fund two of our local reporter/producer positions - who cover issues of importance to our community. Without the grant, these positions and the content they generate would not exist. Also, WUWF uses the grant to help cover the cost of our national programming fees. Without it, we would not be able to provide our listeners the broad and vast array of national programs we currently offer.

Comments

Question Comment

No Comments for this section