

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 2019. 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 2019 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. More over, 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.

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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. WUWF delivers the university's resources daily to thousands who live in areas which 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. Faculty have a platform for sharing their academic research with the general public. Through collaborative programs involving faculty, WUWF's audience is made aware of the university's connection and importance to the community. During FY19, WUWF partnered with StoryCorps, hosting their third visit to Pensacola as a part of their Veterans Families Initiative, recording recent veterans and their families in conversations about their experiences and the impact on their loved ones. We partnered with the non-profit Legal Services of Florida to present Jazz for Justice, a music festival raising funds for and awareness of their free legal services provided to low-income individuals. We participated in a branding campaign to raise community awareness of the Global Corner, an inner-city elementary school working to improve student performance through a unique international curriculum. We also provided promotional support to the Girl Scouts, the American Legion, the Alzheimer's Association, and Keep Pensacola Beautiful. WUWF is recognized by the Florida Department of Emergency Management as the primary source of emergency information for Northwest Florida. In times of crisis, WUWF transcends its 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 Northwest Florida anchor for the Florida Public Radio Emergency Network (FPREN), providing important weather information to our listeners during our active hurricane seasons.

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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 have given exposure to community groups and organizations, elevating their visibility and capability to generate income through donations and special events. Our reporting of key initiatives related to these organizations have stimulated public discourse. Partner organizations have experienced increased attendance to their events and our involvement has helped them in pursuing grant support.

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

The station itself and staff members have engaged with diverse communities not only in promotional activities but as agents of change. Activities involved providing promotional support and leadership for Escambia County's Race & Reconciliation committee in the planning of a Lynching Memorial. This included interviews and stories with principals from the Equal Justice Initiative in Montgomery, AL. Station staff also served in leadership roles with CICLOVIA, an open streets initiative designed to provide a city-wide day of healthy play for families from a diverse selection of neighborhoods. Our locally produced SightLine reading service for the vision impaired includes a regular Spanish speaking version produced in partnership with Costa Latina, a local newspaper serving the Hispanic community. We also have partnered with Costa Latino in providing bilingual delivery of important information as a part of our hurricane and 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. We would not have sufficient staff to provide our current level of reporting and community engagement without CPB support. 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	