

Grantee Information

ID	1348
Grantee Name	WFIT-FM
City	Melbourne
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 2017. 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 2017 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.

WFIT produces local news segments M-F. WFIT produces 3 interview programs featuring local non-profits, University highlights and arts and culture events in the local community. We also air thousands of psa's addressing community issues and interests. WFIT broadcasts a Psychology Science Minute which educates listeners about positive mental practices.

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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.

WFIT works with many civic groups and organizations in promoting local events including but not limited to fundraising, general awareness and education, environmental issues, arts and culture, FL Tech's Tech Talks and many others

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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.

WFIT's partnership with numerous Indian River Lagoon organizations helped to increase awareness about issues affecting our Lagoon. WFIT's programming educated listeners to causes and concerns regarding the Lagoon's health and citizen science projects that engage local folks to help protect our waterways.

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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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

WFIT has highlighted the diversity of the campus community through our International Spotlight Program. Latin Rhythms features music and cultural events targeting the Hispanic community. Roots Rock Reggae celebrates the Caribbean culture prevalent in our listening area.

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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?

WFIT utilizes CPB funding to pay for National news programs to educate and enlighten the community about National and International events. CPB funding enables WFIT to be responsive to local issues, needs and concerns through local news, interviews and public service announcements. Without the CPB grant WFIT would not be the valuable community asset that we've become.

Comments

Question	Comment
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No Comments for this section