

**Corporation for Public Broadcasting – 2013 Station Activity Survey (SAS) Radio  
Local Content and Services Report  
Section 6 – Telling Public Radio’s Story  
Submitted to CPB on February 15, 2014**

The purpose of this section is to give the opportunity to tell the station’s story about the activities they have engaged in, to address community needs by outlining key services provided, and the local value and impact of those services. This section reports on activities that have occurred in Fiscal Year 2013.

*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.*

WQCS worked with a college class to identify important community issues in FY13. The station seeks to present local news stories of importance primarily through over the air presentations and supplementing that with additional information and web links using the station web site, where citizens may hear the audio packages as well. The station also offers public service announcements to local non-profit organizations. Some programs, such as our local history project, were also supplemented by a book of the stories and lectures to local groups.

A sampling of such stories include:

- Martin County resident represents the LGBT community in the CDC’s print ad of its anti-smoking effort.
- Discussion with local breast cancer experts on Angelina Jolie’s surprise announcement she has had a double mastectomy due to high cancer risk.
- Habitat Women’s build in Fellsmere where women built a home for a Hispanic family.
- National Safe Place Week-an effort to let teen runaways or victims of domestic violence know there are safe places in some businesses where they can go and ask for help.
- Treasure Coast Counties making an effort to count the number of homeless in our communities.
- Several agencies try to reach out to the low income community to teach them how to prepare healthy meals even on a budget.
- The St. Lucie County Health Department launches an effort to educate the community of the dangers of smokeless tobacco.
- Students who have trouble with school work, whether through language difficulties or education issues, can find free tutoring in the Martin County Library system.
- Series of stories with our local health departments on National Black HIV/AIDS testing day.
- Dignity Burial for Vets provides military funerals for homeless veterans and a burial was conducted in Martin County.

*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.*

In FY13, WQCS began a series of meetings with county and city Emergency Operations Center management. As the station is a level P1 participant in the Emergency Alert System for the entire region that has seen hurricanes and many tropical storms, we wanted to work with the EOCs in order to strengthen our communication capability to withstand disasters and continue to be able to inform our region during and after the emergencies. Over 1000 EAS alerts were aired by WQCS in FY13. The EOCs support was useful in putting together a plan with the EOCs that will be implemented in FY14. Also, WQCS participated with three other public radio stations in Florida to develop a state-wide plan that received funding support from the state with encouragement from the Florida Emergency Management Administration.

Another important public safety community outreach of WQCS is the hosting of The Ft. Pierce Amateur Radio Club, with more than 50 members involved in all aspects of amateur radio. They make an effort to participate in providing communications support for public service events, field day and serving as volunteer examiners. The Fort Pierce Amateur Radio Club conducts Amateur Radio License Testing sessions each month at the WQCS studios. On average, the club testing sessions provide for the granting of 12 new amateur radio licenses per year along with 5 or more license upgrades. WQCS provides tower space for 3 amateur radio repeaters which are used to facilitate communications throughout a four county area during special events and emergency situations. This is a part of the station's work with organizations of vital importance to public safety communication during hurricanes and other emergencies.

WQCS made an attempt in FY13 to expand its relationships with community business organizations. The station partnered with the St. Lucie Public Schools and Chamber of Commerce to sponsor and produce material for the annual Young Floridians Awards to honor 14 local students with scholarships. WQCS personnel also served on the St. Lucie Chamber of Commerce Business and Industry Award Committee, helping honor local businesses and corporations for outstanding work in community. With a ceremony attended by 280 persons, the Chamber recognized businesses in 14 categories for their overall impact on the economic well-being and quality of life for St. Lucie County residents. Staff also attended and helped with the program. WQCS also hosted an event for the Palm City Chamber of Commerce where local businesses were given networking opportunities and presented information on the station's role in the community.

WQCS has served as an underwriter for the annual "Zora Fest!" day and Authors Brunch. The event honors Harlem Renaissance writer Zora Neal Hurston. WQCS provided public service announcements prior to the event, plus an interview on Treasure Coast Happenings. Approximately 250 guests turned out for the festival in FY13, and about 50 people turned out the following day at the annual Authors Brunch.

WQCS has been a supporter of the annual Treasure Coast Media Conference hosted by the Florida Public Relations Association Treasure Coast Chapter. It provides of on-air announcements, plus an interview on its Treasure Coast Happenings community program, to promote professional development and networking at the conference. More than 125 public relations professionals turned

out for the all-day conference, including representatives of non-profit and educational organizations, utilities and governmental services throughout the area.

*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.*

WQCS partnered with the Florida Atlantic University Harbor Branch Oceanographic Institute to sponsor an Ocean Science Lecture Series. They attributed increased numbers of participants to our assistance. The OSLS had 13 speakers with 2 talks per day and each of the 26 lectures brought in more than 100 attendees. Approximate 2,600 community citizens attended the lectures. The ecology challenges and study of the ocean is especially important to the coastal region WQCS serves. “The station’s listenership is an ideal audience for our educational outreach programs. We always receive positive feedback from our event guests and community members about ...the FAU Harbor Branch information they have heard on WQCS.”– Director of External Relations, FAU Harbor Branch Oceanographic Institute.

*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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.*

One of the programming and engagement activities provided by WQCS is a 24 hour per day Radio Reading Service, using the SCA of the station. Each week, 20 volunteers read books, newspapers and magazines for the benefit of the blind and visually impaired, or others with a disability preventing them from reading printed materials. Our service has been broadcasting since 1994. WQCS volunteers read from The Scripps Treasure Coast Newspapers and The Palm Beach Post. We have 20 volunteers who read for 2 hour shifts 6 days per week. We also simulcast the Minnesota Talking Book to provide readings of many national periodicals. Our service is available to group homes or those who sign up through a specialized radio which we provide to them free of charge. Another community outreach through our Radio Reading program is facilitating a central gathering point for our local National Federation of the Blind Chapter, with the local group meeting at our radio station each month. We will continue to devote station resources toward this effort in FY14.

*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?*

The grant has enabled WQCS to provide national programming for our audience and allow the station to support local programming such as the oral history and local reporting efforts. The grants were especially important due to the poor economic condition of our region and the loss of state support for public radio.