

Telling Public Radio's Story

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.

WUOT is committed to spending the time and resource necessary to spotlight specific issues in-depth through compelling, thought-provoking journalistic and educational endeavors. WUOT's news department reaches out to a variety of local governmental, educational and non-profit organizations in identifying and addressing community needs and issues. The station works with local, state and regional groups throughout its listening area, including the Little River Watershed Association, the Narrow Ridge Earth Literacy Center, Save our Cumberland Mountains, Tennessee Clean Water Network and the Knoxville/Knox County Coalition to End Homelessness to name just a few. Our goal is to be a conduit to bring the community together in seeking solutions to major problems facing our citizenry.

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 addition to providing on-going coverage of important community issues, WUOT's nationally award-winning news department also produces multi-platform projects which allow listeners to examine a particular issue or topic in-depth and in a variety of ways. Two such projects produced during the past year included "Without a Net: Voices of the Working Poor" and "Mother and Child". Both these projects included on-air, on-line and community outreach components. "Without a Net" was a series that probed the daily challenges and aspirations of those working East Tennesseans who live their lives below the poverty line and teeter on the edge of financial collapse. WUOT collaborated with the Knoxville/Knox County Community Action Committee, the Free Medical Clinic of Oak Ridge, CredAbility and the University of Tennessee. WUOT partnered with Cornerstone of Recovery, the East Tennessee Children's Hospital, Ridgeview Behavioral Health Services of Oak Ridge and the University of Tennessee Medical Center to produce a series which took a unique look at our community's prescription drug abuse problem. "Mother and Child" reflected the many ways addiction has affected the bond between mothers and their children.

Another key WUOT initiative is working with area not-for-profits to raise awareness of their needs and provide opportunity for WUOT listeners to assist those groups while participating in WUOT fund drives. The Humane Society of the Tennessee Valley, the Second Harvest Food Bank and the Young Williams Animal Center were station Community Partners during Fall 2012 and

Spring 2013 on-air drives.

WUOT also provided media sponsorships for a variety of community events, ranging from a Medication Collection event in conjunction with the City of Knoxville, to a History Fair, presented by the East Tennessee Historical Society to numerous concerts and community events sponsored by area not-for-profit cultural organizations, including the Knoxville Symphony Orchestra, the Oak Ridge Civic Music Association and Knox Heritage.

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.

Many of our community partners credit WUOT as a reason for increased attendance and participation in their events and activities. Those groups participating in Community Partnership Days during the station's fund-drives receive specific benefits through those collaborative efforts. WUOT's news special projects are designed to disseminate information about important community issues and inform listeners regarding area resources.

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.

WUOT's "Next Wave" Radio Project gives college students an opportunity to explore public radio journalism through hands-on experience. Many of these students bring their individual passions and experiences to the project, resulting in additional WUOT programming which investigates the needs and interests of diverse audiences. The Next Wave story "Bilingual Hands" provided insight into the challenges local immigrants face learning English as a second language and how one Hispanic family which includes a deaf family member, balances not two, but three languages. Another Next Wave feature presented the challenges facing disabled job seekers and showed how one job candidate turned his disability into an opportunity. The Next Wave Radio Project is not only serving our goal of bringing young people into public radio, but these young reporters are also bringing additional diversity and perspectives into our programming.

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?

One of WUOT's biggest challenges continues to be funding quality network AND local programming which meets the needs and expectations of our community. The Corporation for Public Broadcasting's Community Service Grant helps WUOT purchase network programming, which enables the station to invest local funding resources into providing our community with unique, local content for our individual community. With CPB's financial assistance, WUOT's service continues to expand on multiple platforms.