

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 2016. 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 2016 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.

Our mission is to create a more informed public - one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures. Our vision is to be recognized as a model of civility, excellence, and relevance, and valued as an engaged partner enhancing the quality of life in Northwest Florida. In furtherance of our mission and vision, our overall goals are to seek out opportunities for innovative partnerships with organizations addressing community issues, utilizing our resources and technology to educate our listening audience about the organizations' activities and collaborating with them on producing relevant local content distributed via our broadcast and multiple digital platforms.

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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 delivers the University of West Florida's resources daily to thousands of Florida citizens who live in areas which might otherwise be culturally or educationally isolated. Local and regional businesses use access to prestigious NPR and local programming to recruit quality employees with metropolitan expectations. 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 UWF faculty, WUWF's audience is made aware of the university's connection and importance to the community. WUWF is a founding member of the Florida Public Radio Emergency Network (FPREN), a collaboration of 15 public radio stations throughout the state of Florida. FPREN is an official partner of Florida's Emergency Operations Center and the Florida Department of Emergency Management. Collectively covering 99% of Florida's population, WUWF and the member stations of FPREN provide 24/7 live, statewide communication before, during, and after a disaster. Throughout the year, we deliver weather information and public safety alerts via our broadcast service, online at our website and social media, and through the mobile app FLORIDA STORMS. 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 have partnered with the UWF Department of Social Work, the League of Women Voters, and members of the Black Lives Matter movement in the promotion and presentation of a series town hall community dialogues focusing on racial reconciliation and the pipeline to prison for African American youth. We also produced and aired stories about the series. We regularly participate in the Pensacola Network, a monthly networking event designed to promote opportunities for minority businesses and individuals. We collaborated in providing

production and promotional support for the PBS project TELLING, a series of theatrical productions featuring military veterans portraying themselves through a series of narratives about their experiences. We recorded hours of interviews with potential participants and assisted in arranging for a special performance of TELLING PENSACOLA in our area. We collaborated with the Be Ready Alliance for Coordinating Emergencies (BRACE), providing promotional and logistical support in presenting their annual Youth Emergency Preparedness Expo. WUWF's Executive Director serves on the BRACE board, providing marketing and communication expertise. We collaborate with UWF's Center for Research and Economic Opportunity (CREO), producing program content addressing regional economic development as well as research being conducted by the university addressing important community issues. Our staff works closely with CREO's staff of writers in developing content for both broadcast and multiple digital platforms. The collaboration allows CREO writers to focus on well written web-based articles while the WUWF news team produces the companion radio piece, providing our audience with the best of both worlds. We collaborated with other public radio stations throughout Florida in the production, promotion and airing of a comprehensive series of reports and statewide call-in programs providing coverage of the 2016 elections. Other outreach and collaborative activities have included our online community calendar, webcasting of significant university community events, in-person listening events with our audience and community groups, SIGHTLINE - our reading service for the vision impaired, a community event featuring Ira Flatow, host of PRI's Science Friday, and producing, engineering & hosting the main performance stage at the Great Gulfcoast Arts Festival.

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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.

The effectiveness of FPREN was storm tested when we experienced a significant tornado in our primary listening area. Utilizing the resources of the FPREN Storm Center and the WUWF news team, we were able to provide continuous coverage of the tornado from the moment it touched down until it left the area. During the approximately 30 minutes that the tornado was on the ground, our FPREN meteorologist kept our listeners informed as to where the tornado was and where it was heading (literally street by street), speaking in a descriptive manner that would make sense to an audience that had no visuals. He also reminded listeners to use the mobile app FLORIDA STORMS and to stay sheltered in place. Our coverage led other media outlets in our area. Feedback from listeners was extremely positive and downloads of the mobile app increased dramatically. Our collaboration with BRACE in several educational events targeting children was well received by recipients who requested more information about WUWF and public radio. We also distributed information about downloading both the FLORIDA STORMS and WUWF mobile apps. The coordinators from Escambia County have requested that we be involved in an expanded expo in the coming year. Our outreach activities have increased interest in the resources we have to offer as well as an increase in the number of businesses wanting to get involved and associate themselves with public radio. Our collaboration with CREO has resulted in over 100 news stories involving university faculty research and its impact on issues of concern to our region. Our collaboration with the other Florida public radio stations has given us the opportunity to draw attention statewide to the issues and people of Northwest Florida. Our involvement with the organizers of the racial reconciliation town hall meetings resulted in an exponential increase in attendance to the events.

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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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

As already mentioned, we have partnered with the UWF Department of Social Work, the League of Women Voters, and members of the Black Lives Matter movement in the promotion and presentation of a series town hall community dialogues focusing on racial reconciliation and the pipeline to prison for African American youth. Our participation in the Pensacola Network gives us the opportunity to ascertain and address the issues and concerns of our region's minority populations. The PBS project TELLING represented a diverse population of veterans. We regularly seek out opportunities to promote events targeting the LGBTQ community. We have added a Spanish speaking member of the CREO team to our FPREN operation to provide bilingual updates to our audience during emergencies.

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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?

Our local Host of Morning Edition/Senior Producer and our Digital Content/Community Engagement Manager are funded by our CPB CSG. Loss of that funding would limit our outreach activities and seriously jeopardize our ability to engage our audience outside of our broadcast. The loss of our Morning Edition Host and a critical part of our news team would result in a significant decrease in our ability to maintain a strong local presence.

Comments

Question

Comment

No Comments for this section