Grantee Information

ID 1354
Grantee Name WUWF-FM
City Pensacola
State FL
Licensee Type University

6.1 Telling Public Radio's Story

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 2018. 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 2018 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.

WUWF is committed to fully engaging our regional public in meaningful discussions about issues that matter to them and their welfare. Modeling civility in our approach to keeping our audiences informed, we engage them through the full range of platforms – our broadcast signal (3 HD channels: news & information, classical music, a reading service for the vision impaired) coupled with a strong digital presence (website & all social media platforms), and an active outreach component.

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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.

We are collaborating with the University of West Florida Historic Trust in the Northwest Florida Oral History Project, recording and cataloging oral histories (both audio and video), and providing an easily accessible repository of the histories for citizens of Northwest Florida. We partnered with From the Ground Up, a community gardening initiative, in promoting and presenting a screening of the documentary film LOOK & SEE: A portrait of author and environmental activist Wendell Berry. We also presented multiple performances of Tidings of Comfort and Joy, a WUWF production in partnership with local musical artists. We have provided more than $60,000 of in-kind air time and promotional support for several community organizations: the Choctawhatchee Basin Alliance, the Great Gulfcoast Arts Festival, Legal Services of Northwest Florida, the West Florida Literary Federation, the Pensacola Beach Songwriters Festival, Martha's Vineyard, a non-profit organization providing free lodging and care to families of hospitalized accident victims; Ciclovia, a partnership with the Escambia County Health Department promoting healthy habits through a day of family oriented activities on downtown streets closed to vehicular traffic; Ballet Pensacola; the Pensacola Museum of Art; and the Pensacola Symphony Orchestra. Activities include our long running monthly community engagement music series RadioLive, featuring nationally recognized artists performing before a live audience in Pensacola’s Museum of Commerce and broadcast live. This series exposes local audiences to world class artists they might not ever experience.

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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.
As the Northwest Florida anchor for the Florida Public Radio Emergency Network (FPREN), our around the clock coverage of an active hurricane season provided citizens of Northwest Florida and South Alabama with critical information before, during, and after each storm. The mobile app FLORIDA STORMS, developed collaboratively by the stations of FPREN, provided not only current weather information but also evacuation information for residents throughout the state. This life-saving information, coupled with statewide signage indicating the frequency of the nearest public radio station has created a heightened awareness of public radio’s role in public safety and has received accolades from citizens and emergency management organizations. We continue to support local emergency management efforts through our partnership with the Be Ready Alliance Coordinating for Emergencies (BRACE) and our local Emergency Operations Centers in three counties.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

WUWF staff are involved in leadership positions with several local non-profit organizations: the Pensacola Symphony Orchestra, Pensacola MESS Hall (hands-on science activities for children), Think Beyond Pensacola, From the Ground Up (community garden), ARC Gateway, Race & Reconciliation (a community partnership seeking to unify our diverse community), and the Gulf Coast Kids House (a safe haven for endangered children). We have added the services of Hispanic speakers to our radio reading service and during hurricane coverage.

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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?

WUWF utilizes and leverages CPB funding to support the work of our news team in expanding local and regional news coverage on both broadcast and digital media platforms, as well as expanding our outreach and community engagement activities through the facilitation of public forums engaging community stakeholders in discussions of significant issues impacting our area of service. Without the support of CPB, our ability to facilitate community dialogue and provide comprehensive local news would be severely limited by a lack of resources. CPB provides critical funding for the manpower necessary to fulfill our mission.

Comments

Question Comment

No Comments for this section