

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 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.

WUWF Public Media is the most visible and active example of the University of West Florida's public service and outreach mission, pursuing and nurturing mutually beneficial community partnerships and enhancing the educational, cultural and economic development of the region. WUWF is a high profile, cost effective example of UWF's commitment to the citizens of Florida. WUWF delivers the university's resources daily to thousands who live in areas which might otherwise be culturally or educationally isolated. Businesses use access to WUWF's prestigious NPR programming to recruit quality employees with metropolitan expectations. Our overarching goal is enhanced community engagement through outreach activities, strategic community partnerships with organizations whose missions align with ours and create opportunities for engagement through program content, special events and community forums, achieving our goals through our multiple platforms and on the ground.

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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 have collaborated with a wide variety of community partners through our own initiatives as well as by supporting their initiatives with our resources. Our own initiatives have included the Northwest Florida Oral History Project, a collaborative effort with the Pensacola Historic Trust to record and catalog both audio and video interviews with key historians and community members who have been instrumental in preserving the history of Pensacola - America's oldest European settlement. We also presented a community forum of professional journalists representing local mainstream and minority media in a discussion of the news gathering process. Partnering with a local community garden, we presented a screening of the documentary Look & See: A Portrait of Wendell Berry, the well-known author and environmentalist. We produced a series of video interviews entitled Inside Voices, featuring an African American host interviewing a variety of individuals representing the diversity of our community. We continued our partnership with the Be Ready Alliance Coordinating for Emergencies (BRACE), an organization that coordinates volunteers and service agencies in mitigation, preparedness and recovery activities. This one of a kind organization has been recognized by FEMA for its groundbreaking activities and WUWF has been a part of it since its inception. We have provided promotional support in the form of news stories and content on our multiple platforms for the following community events: Ciclovía (a community open streets initiative to encourage healthy outdoor activities for families), the Northwest Florida Innovation Awards, Habitat for Humanity's Community Summit, Step Up for Students, Escambia Cares, Choctawhatchee Basin Alliance, the Great Gulfcoast Arts Festival, Jazz for Justice, and the West Florida Literary Federation. We partner with the Escambia County Health Department in producing daily health tips. We also partner with the University of West Florida College of Health in producing regular content addressing aging and Alzheimer issues as well as a daily Eco Minute addressing environmental issues. This year we were able to resume production of our RadioLive

program, a monthly live concert/broadcast and community building event that brings musical artists from around the world to perform for a diverse audience, exposing attendees and listeners to artists that they might not have the opportunity to experience otherwise.

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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.

WUWF is a founding member of the Florida Public Radio Emergency Network (FPREN) and as such is recognized by the Florida Department of Emergency Management as the primary source of emergency information for Northwest Florida. 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. During an active hurricane season involving tornadic activity in our listening area, we were able to provide lifesaving information to listeners as dangerous weather passed through the area. Feedback from listeners was indicative of the value of that service. The Florida State Department of Education considers the FPREN initiative to be of such importance that it funds a portion of the operating cost through a community service grant. Feedback from our community partners has been positive, citing increases in attendance to their events promoted by us through our stories and related content. Participation in our oral history project has grown not only in the number of interviewees but in the number of volunteer interviewers. Production of television content from the recordings is currently underway as well. Attendance to the monthly RadioLive programs is at an all-time high and the number of artists has been increased. Feedback from attendees has been very positive.

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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.

We encourage attendance of minority and diverse audiences to all of our community engagement activities. We will continue to reach out to these communities for story content ideas and to develop more outreach events to meet the needs of undeserved populations. During 2017 we partnered with the university and community groups in promoting a series of public presentations and discussions on race and reconciliation. These events will continue in 2018, as will our involvement. We enhanced our bilingual capabilities with our emergency management responsibilities by arranging for a Hispanic speaker to assist us in delivering important information to our listeners.

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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 CPB funding provides the salaries for two of our three news producer/hosts. The impact of this funding is apparent in the descriptions above about our level of community engagement. A portion of the grant helps pay our program fees to NPR. Without these resources, we would be unable to produce a meaningful level of local content to serve the needs of the community. Being an NPR affiliate is important as well and losing CPB support would mean further sacrifices in local content in order to maintain our affiliation. CPB dollars also help us leverage additional support from the community. For every dollar received from CPB, WUWF raises \$13 from other public and private sources.

Comments

Question

Comment

No Comments for this section