

## Grantee Information

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| <b>ID</b>            | 1354       |
| <b>Grantee Name</b>  | WUWF-FM    |
| <b>City</b>          | Pensacola  |
| <b>State</b>         | FL         |
| <b>Licensee Type</b> | 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 2015. 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 2015 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.**

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 has an ongoing partnership with the Pensacola News Journal to provide an audio version of the local daily newspaper, on our dedicated third stream, for vision impaired listeners. In addition, WUWF provides locally read materials on SightLine for adults, youth and children who may have problems reading for themselves. WUWF's 19 year on-going community outreach, alternative Gallery 88, continued with exhibits featuring community artists and university student artists. WUWF's mission is to create a more informed and engaged public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures. As a non-commercial public radio station, our loyalty is not to shareholders or ideology, but to bringing attention to stories that preserve our histories, shape our future and give us a better understanding of our world. Through innovative community partnerships, we produce, acquire, and distribute programming that meets the highest standards of public service in journalism and cultural expression. In addition to the goal of achieving our overall mission in all that we do, WUWF focused on growing the WUWF audience through enhanced program content, delivery strategy, and listener/community engagement; working with the Florida Public Radio Emergency Network (FPREN) in partnership with the Florida Division of Emergency Management and the Association of Public Media in Florida. Audience Growth Fall 2015 Neilson audience ratings ranked WUWF in the top 5% of public radio stations nationwide with a cume rating of 10.6, which measures our audience as a percentage of the total population in our

listening area. Additionally, among college graduates, WUWF is ranked #1 in our market. Around 57,000 unique listeners tune to WUWF on a weekly basis. In partnership with NPR Digital Services, WUWF continues to enhance its website to broaden our delivery service.

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.

The Northwest Florida Oral History Cooperative began in June 2015 as joint project of WUWF Public Media, UWF's John C. Pace Library, the UWF History Department, the Pensacola News Journal, the UWF Historic Trust, Robert Robino Productions, UWF Center on Aging and WSRE Public TV. Its purpose is to train interviewers and collect oral histories from local/regional residents. These oral histories include both well-known people who have shaped and influenced the places and quality of life in the western most panhandle, as well as, those who can, by their histories, illuminate what life in the area is, and has been, like. As a starting point, the on-going project has two current priority initiatives: 1) To capture interviews with the most vulnerable individuals (age and health-wise) across all walks of life, who have shaped the northwest Florida area. 2) To gather stories of faculty, staff and alumni of the University of West Florida prior to its 50th anniversary in 2017. In addition to audio/video interviews the project will collect supplemental materials to be made digitally available. These will be archived on the UWF Pace Library's server so that anyone can access them. The project interviews will be a hybrid of reporting, scholarship and storytelling, casting a wide net of questions to capture the arc of a person's life and career and the circumstances which shaped them. WUWF continued its partnership with Florida's 13 public radio stations, the Florida Division of Emergency Management, and the Florida Department of Education to communicate emergency information through a seamless system of free over the air FM radio as well as online and mobile applications. (Florida Public Radio Emergency Network-FPREN) WUWF partners with the 13 public radio member stations of the Florida Association of Public Media, providing statewide coverage of issues of interest to the citizens of Florida. Public television station WSRE broadcasts WUWF's SightLine reading service for the vision impaired on their SAP channel daily. Community Non-Profits WUWF partners with non-profits each quarter to promote their mission, create awareness about current needs of the organization or announce services and events of importance to the community. In 2015, WUWF partnered with Gulf Coast Kids House, Impact 100, Arc Gateway and BRACE (Be Ready Alliance Coordinating for Emergencies). WUWF's monthly RadioLive concert collects non-perishables in lieu of an admission price. We collected 3,673 lbs of food in 2014, which provided food for a day for 830 people. WUWF studios also serve as a collection site for Manna Food Pantries. Business Community WUWF continues our partnerships with the ITEN Wired Summit, Start Up Weekend, and Innovation Awards. ITEN Wired is an annual summit that provides networking and learning opportunities for executives, entrepreneurs, technology professionals and academia to foster local economic development efforts surrounding innovation, technology and entrepreneurship. Start Up Weekend Pensacola featured candidates pitching their best ideas and inspiring others to join their team. Over Saturday and Sunday teams focus on customer development, validating their ideas, practicing LEAN Startup Methodologies and building a minimal viable product. On Sunday evening teams demo their prototypes and receive valuable feedback from a panel of experts. WUWF's news and digital media teams worked together to deliver excellent coverage of all events (stories, premos, and two webcasts). Educational Institutions WUWF, UWF and the Florida Public Archaeology Network (FPAN is a network of regional centers to promote and facilitate the conservation, study and public understanding of Florida's archaeological heritage) produce Unearthing Florida, a short feature, aired daily, to educate listeners about the rich archaeological history of Florida. WUWF delivers the University of West Florida's resources daily to thousands who live in areas which might otherwise be culturally or educationally isolated. The station provides a platform for UWF faculty to share academic research and expertise with the general public. Dr. Rick Harper, Director of the UWF Office of Economic Development and Engagement, hosts a weekly segment on the economy particular to Northwest Florida. Dr. Enid Sisskin, Masters of Public Health faculty, produces a daily EcoMinute. Dr. Rodney Guttman, Director of the UWF Center on Aging, hosts the Senior Moment, a weekly short segment on health and wellbeing for seniors. Faculty from the Department of Government and the Center for Environmental Diagnostics and Bioremediation provide expertise as need arises. UWF's Professional Studies Library researches and provides many of the children's books used for the Children's Hour, a weekly program for children broadcast on SightLine.

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.

Indicators of audience growth are shown through an increase in cumulative audience (CUME) and time spent listening (TSL) via Nielson/Arbitron audience data. Indicators of impact for hunger relief are the number of pounds of food collected for Manna Food Pantries.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

Diversity WUWF has targeted outreach to the visually impaired community by providing local programming for all ages, children through adults. Sightline, a largely volunteer staffed round-the-clock reading service comprised of both local and syndicated programming, seeks to reach the vision impaired.

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?

CPB makes it possible for us to provide a wide range of national programming to our community, as well as making it possible for us to retain reports and producers who focus on reporting on and to our community, focusing on issues important to all, but often dealing with those less fortunate, or undeserved by support agencies. Minorities, the handicapped, the homeless, persons in the LGBT community, persons in low income, these are the persons we try to tell stories about, and we would not be able to do so without CPB support.

#### Comments

| <b>Question</b> | <b>Comment</b> |
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No Comments for this section