

**WFUV-FM**  
**Licensed to Fordham University**  
**CPB STATION ACTIVITIES REPORT 2023**

**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.**

WFUV taps into the reach of its content, strength of its partnerships, and energy of its community activities to serve local interests, spotlight neighborhood challenges, and highlight regional issues. The station relies upon the power of its broadcast platforms (terrestrial, digital, voice, etc.) to accomplish these objectives, all in service of the New York City audience it engages daily.

WFUV's approach to accomplishing its overall goals varies by department (music, news, sports, production etc.), but the overall goals themselves are shared. The objectives all align with the station's vision and direction, as outlined in WFUV's strategic operating plan:

- Serve the interests of the NYC community
- Reach and engage a more locally diverse audience
- Lift and grow regional artists, audiences, students and underrepresented voices
- Connect our community to music, news, important social issues, and meaningful experiences
- Explore, discover and champion local musicians and artists
- Collaborate with local partners, venues, Fordham University, and the nearby community to create a culture of shared success
- Act as a conduit that connects local residents to one another, the nation and the world in a thoughtful and creative manner

Again, WFUV's approach to achieving its overall goals are tailored to each department (music, news, sports, production, etc.). A "one size fits all approach" would fall flat, failing to accommodate for the unique purpose and dynamic actions of individual station teams. The essential and distinct tactics applied by individual teams to realize WFUV's overall goals include:

- Supporting (playing) local artists on the station
- Featuring local musicians on the station's website and social media platforms
- Developing and implementing music programming initiatives that serve diverse and underrepresented audiences in the community
- Creating, producing and delivering timely and topical news and information of relevance to our immediate community
- Cultivating mutually beneficial partnerships with local artists, labels, management, venues, festivals and promoters that achieve results positively impacting the nearby area
- Hosting and producing live concerts and other community events at local venues
- Sharing multiple viewpoints and perspectives within the station's programming features
- Providing listeners, viewers and readers with access to knowledge and culture, and advancing public education

**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.**

WFUV's key initiatives are designed to connect the community, engage local partners, and empower noteworthy organizations in the area. Initiatives occasionally underperform as a result of poor design, or underachieve due to poor implementation. However, key initiatives that are designed effectively and implemented skillfully typically accomplish all three objectives. WFUV's most successful key initiatives in 2023 were:

1. WFUV's "Strike A Chord" initiative illustrates the station's connectedness to its community and commitment to collaborating with local organizations. "Strike A Chord" examines one local concern and uncovers one timely and topical local issue every quarter. In doing so, the station aims to educate, connect, communicate and deliver positive results and lasting change. "Strike A Chord" initiatives are often launched in partnership with a nearby community organization. A few shining examples of such initiatives are:
  - a. Heart of Art: working together to make communities better through art. It included organizations such as The Art Therapy Project, Arts Ignite, Dance NYC, Free Arts NYC and Koda
  - b. Aging with Grace: helping the elderly transition into a new phase of life with vitality and care. It included organizations such as Dances For A Variable Population, New York Jewish Nonprofit DOROT, Pets Are Wonderful Support (PAWS) and Sing For Your Seniors
  - c. Teen Mental Health: strive to improve the mental health of students through mentorship and after-school engagement. It included organizations such as Girls on the Run, Harmony Program, The Jed Foundation, I'RAISE and Powerplay
  - d. The Opioid Crisis: provide harm reduction strategies that tackle addiction. It included organizations such as Partnership to End Addiction, New York Center for Living, Release Recovery, The Alliance for Positive Change, Dynamic Youth Community
2. WFUV's "NY Slice" feature connects NYC music lovers with up-and-coming artists from the metropolitan area. Weekdays at 12N, host Alisa Ali shares a "slice" of new music from a diverse array of independent artists hailing from the tri-state area. "NY Slice" showcases a vibrant range of styles and brings the city's diverse, local music scene to a wider (and often underserved) audience. Hundreds of well-deserving local bands have been discovered by music fans as part of "NY Slice." No other feature on the NYC radio dial introduces its music community to as many rising local bands as "NY Slice."
3. In 2023, WFUV received a \$32,572 grant from the New York State Education Department. The grant was divided into public service campaigns, instructional content and PBS learning media.

The focus of the public service campaign was "WFUV Strikes A Chord for:"

- a. Nonprofits supporting older New York residents in their efforts to age with pride and ease
- b. Nonprofits striving to improve the mental health of students through mentorship and after-school engagement

- c. Nonprofits providing aid to struggling individuals and education around harm reduction strategies

The instructional content was featured within WFUV's "What's What" podcast (more on "What's What" below). The podcast profiled every organization involved in the campaign. The participating organizations included Dances For A Variable Population, New York Jewish Nonprofit, DOROT, Pets Are Wonderful Support, Sing For Your Seniors, Girls on the Run, Harmony Program, The Jed Foundation, I'RAISE, Powerplay, Partnership to End Addiction, New York Center for Living, Release Recovery, The Alliance for Positive Change and Dynamic Youth Community

4. WFUV News partnered with PBS Learning Media to raise awareness of "Student Mental Health Matters: A Toolkit for Educators." The free, online resource covered five key areas: suicide prevention, stress and anxiety, self-harm, adverse childhood experiences, and social media. WFUV promoted the Student Mental Health Matters Toolkits with 20 second on-air promos, highlighting the free, online resource.

5. WFUV's Community Advisory Board (CAB) provides another example of the station's commitment to community connectedness and engagement with local organizations. The CAB is composed of tri-state area residents who are reasonably representative of the diverse needs and interests of the communities served by WFUV. Board members serve a renewable three-year term and commit to attending regularly scheduled meetings. Amongst other responsibilities, the CAB reviews the implementation, progress and effectiveness of WFUV's programming and community service goals, as well as significant station policy decisions. For example, the CAB is instrumental in determining the local issues addressed by the station's "Strike A Chord" public service campaigns.

6. Also of note: WFUV news meets annually with graduating students at the Columbia Journalism School's Virtual Career Expo. At the 2023 meet-up, News Director Robin Shannon helped critique the resumes of young journalists during scheduled 20-minute one-one-one interviews. Robin, a Journalist's Association of New York board member, participated in the planning of the JANY Journalism Conference in Nov '23.

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 impact of WFUV's key initiatives and partnerships on our local community was significant, meaningful, and very much felt and experienced by the station's audience. Going straight to the source is the most effective and powerful way to showcase this impact. The testimony below was provided by individual station supporters when they were asked to share their motivation for becoming a new, renewing or sustaining member of the WFUV community:

- Laura from Brooklyn, NY: "WFUV feels like my musical family. It's commercial free (thank goodness), plays quality music, assists with new artist discovery, informative of who's playing locally, and reaches out to a diverse array of listeners. Thank you!"
- Harriet & Erica from New York, NY: "FUV is a gift and treasure. I love the sense of community and connection it nurtures."

- Sivan from Bronx, NY: “I have been listening to your radio station since 1999. I love your diverse music selection, your programs and the community.! Viva la public radio. I’ve owned live music venues in Harlem for 17 years. 4-5 bands at night every night!”
- Michael from Plainview, NY: “I love the WFUV and fellow listeners' state of mind. Cool, compassionate, civic-minded and a soundtrack for life that is diverse and kick-ass!”
- Terry from Brooklyn, NY: “I support WFUV not simply because you have the best music on air, but your programming is diverse, community oriented, interesting, and the DJ's are wonderful. Thank you.”
- Adrienne from Mahopac, NY: “I love the diverse music and appreciate that it’s non-commercial and supports local artists and our rich cultural community!”
- Steve from Wharton, NJ: “Quite simply the best music in the greater NYC area (and now the web!). I especially appreciate NY Slice as I am a local unsigned musician myself. I plan to submit music for NY Slice in the near future and it felt appropriate to again show my support in a tangible way.”
- Alice from Yonkers, NY: “Your dedication to your community, your longtime staff, and to presenting high quality programming every day. You hooked us with all the good music & new artists we met along the way. Keep on keeping on WFUV! We need you!!”
- Terrence from Arlington, VA: “WFUV represents Fordham, the Bronx, and all of New York well. So much tradition and diverse programming. Always moving forward but never forgetting where we came from.”
- Kathleen from Northport, NY: “I've been listening with my son since he was 11. Now he's 23 and we still go to rock shows together! I love feeling like we're a really diverse community that connects via music. The most hopeful way to overcome differences and reach for other folks is to listen together!”

The direct feedback WFUV collects from individual community members is the most reliable indicator for measuring the impact of station initiatives and partnerships with our local community. However, it’s not the only indicator. We value other indicators as well, and reply upon them to measure our performance and community impact. Please find specific examples below:

- The Alliance for Women in Media announced its 2023 Gracie Award winners in recognition of exceptional programming made by, for, and about women. WFUV won two Gracie Awards in recognition of its excellent work:
- Reported and produced by Meghan Offtermatt, “No More 24” won a Gracie Award in the category of Best Reporter/Correspondent for Non-Commercial Radio. “No More 4” uncovered challenges Home Healthcare aides were facing in New York City. Aides were covering 24-hour shifts, but only getting paid for 13 hours of work. The feature delved into the fight these women undertook to repeal these shifts.
- WFUV’s Maya Sargent won a Gracie Award in the category of Best Interview Feature (Radio Students) for “Urban Tales,” WFUV’s interview-based podcast exploring the impact of operating a business in New York City
- The WFUV Newsroom took home two awards at the 57th Annual Awards for Excellence in Broadcasting competition.
- One award for it’s “Strike A Chord - Second Chances” feature
- Another award for it’s 8/2 “What’s What” on Air Newscast.

- In a January 2024 Community Advisory Board Meeting, Chairperson Jeffrey Pollack noted that “the station’s Strike A Chord campaign has been a highlight of the CAB, and the role of the committee will be to continue supporting Robin and her team’s work on future campaigns.”

**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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.**

WFUV’s efforts to investigate and/or meet the needs of minority and other diverse and underserved audiences are significant; extending across departments, platforms, topics/subjects, activities, etc. Several high-priority station goals specified in WFUV’s strategic operating plan are built around these efforts:

- WFUV’s music programming roadmap is based upon reaching and engaging a more locally diverse audience. Spotlighting a more diverse array of bands and styles is one approach we’ve utilized to accomplish this goal. Championing up-and-coming regional artists is another. Providing a voice for underrepresented voices is important as well. We’ve made tremendous progress over the past 2+ years. For the first time in recent station history, we’re observing a meaningful change in WFUV’s Ethnic Composition. Specifically in the area of Hispanic listenership. Please find the results below.

WFUV Radio: Ethnic Composition on 90.7FM

<b>Ethnic Composition</b>	2021	2022	2023
<b>Other (mostly White)</b>	90%	83%	70%
<b>Black</b>	5%	9%	2%
<b>Hispanic</b>	5%	8%	28%

- WFUV’s newsroom is committed to reporting original local content on-air and on-line in daily newscasts. This includes, but is not limited to, two weekend public affairs programs and special event-based news programming (election night coverage, for example). The objective of WFUV News is to serve as a trusted news source for our diverse community and listenership.

Please find WFUV’s most successful content initiatives and campaigns of Fiscal Year 2023 (as determined by their ability to meet the needs of minority and other diverse and underserved audiences) below:

- WFUV’s “What’s What” programming features, distributed in both long and short-form, often focus upon the needs, challenges, and concerns of minority and other diverse and underserved audiences in our nearby community. “What’s What” content is featured across platforms, and is showcased in three different formats:
- On-Air News

- The “What’s What” On-Air news module is a 60 second headline report on stories impacting New Jersey, Connecticut and especially New York City. It includes a “call to action” to check out the “What’s What” podcast for more in depth stories and features. The "What's What" on-air news airs at 7:52am, 8:52am, 11:52am, 4:52pm and 5:52pm.
- Weekly Wrap-Up
- The “What's What” Weekly Wrap Up focuses exclusively on the stories, features and interviews exclusively produced by the WFUV newsroom. The needs, challenges, and concerns of minority and other diverse and underserved audiences in our nearby community are often addressed as part of The Weekly Wrap-Up. This 10-minute, on-air feature runs Saturdays at 6am on 90.7 FM.
- Podcast
- WFUV’s “What's What” daily news podcast explores current events, culture, news and cultural issues surrounding the New York metropolitan area. It also often includes features and interviews exclusively from WFUV that focus upon the needs, challenges, and concerns of minority and other diverse and underserved audiences in our nearby community. New podcast episodes are uploaded every weekday at 3pm.
- WFUV’s Cityscape and Fordham Conversations are two segments contained within the “What’s What” feature. The Cityscape segment often addresses community issues, needs and interests. It offers an inside look at the people, places and spirit of New York City and its surroundings. Fordham Conversations aims to serve the public interest by tapping into the Fordham University community in an effort to uncover issues and discuss concerns impacting our region. In the past year, hosts Isabel Danzis and Jay Doherty have interviewed Fordham professors and alumni on issues ranging from autism to female empowerment to LGBTQ+ rights.
- Community Dialogues is another WFUV feature serving to meet the needs of minority and other diverse and underserved audiences. The feature is devoted to frank discussions on race, racism and racial justice. In 2023, host Jaya Joyce focused on efforts to diversify the state’s physician workforce in a conversation with Jo Wierderhorn, President Emeritus of the Associated Medical Schools of New York. She also talked with Luis Trinchet, Chief Housing Officer at the Acacia Network - one of the largest Hispanic-led nonprofits in New York. They discuss the organization’s affordable housing portfolio and Governor Hochul’s plan.
- WFUV also utilizes its social media content and platforms to engage and meet the needs of minority and other diverse and underserved audiences. Our social media platforms (Facebook, Instagram, Twitter, TikTok, etc.) often highlight specific stories and features that allow WFUV News to engage with the station’s local audience and better understand community needs.

WFUV is proud of its many programming campaigns that help elevate underserved voices in our community and meet the needs of diverse audiences. Some examples of those efforts:

- During Black History Month (February ‘23), WFUV:
- Celebrated Black History Month by airing exclusively Black artists and announcing a month of highlighting Black artists, Monday through Friday, for all of February 2023
- Aired the audio documentary To Be Free: The Nina Simone Story, which showcased the American icon in words and music
- Black History Month: Five Essential Albums (Online Content)
- Rachel Chinouriri, Ondara, Barteas Strange, The Suffers’ Kam Franklin
- Featured a news series highlighting Black representation in music around New York City

- Showcased The Harlem Chamber Players, spotlighting their 15th annual Black History Month concert at the Schomburg Center for Research in Black Culture.
- Placed the spotlight on Black Herstory in a conversation with the executive producer of Afropunk to discuss the LC festival celebrating and uplifting Black women.
- Featured David Close, the Founder of Queens based music organization Musica Reginae, about their annual Black History month concert that highlights the work of African American artists.
- Conversed with WFUV midday host and music connoisseur Alisa Ali to discuss songs that inspire Black joy and empowerment.
- Talked with New York State Senator James Sanders who is co-sponsoring a bill exploring how reparations could help communities in need in New York State.
- Talked with Richard Kahlenberg of Progressive Policy Institute. They discussed the Supreme Court's decision to curtail race-conscious admissions programs at some elite universities.
- During Women's History Month (March '23), WFUV:
  - Celebrated Women's History Month by highlighting the song catalog and history of women artists in music on a weekly rotating basis across styles, genres, and eras. Schedule as follows:
    - Week of March 5th: Brandi Carlile, Linda Ronstadt, Bjork, Roberta Flack
    - Week of March 12th: Mary J Blige, Courtney Barnett, Madonna, PJ Harvey
    - Week of March 19th: Aretha Franklin, St. Vincent, H.E.R., Gwen Stefani
    - Week of March 26th: Joni Mitchell, Mitski, Sleater-Kinney, Erykah Badu
  - Acknowledged International Women's Day by having the station hosted exclusively by women and playing exclusively female artists in solidarity.
  - Women's History Month: Five Essential Albums (Online Content)
    - Debby Friday, Ezra Furman, Emily King, Yazmin Lacey, Tommy Lefroy, Indigo De Souza, Amy Irving, mui zyu
    - Women We Love, an online feature created to complement the station's on-air focus
  - Featured a report on women's safety in New York. WFUV reported from FIT HIT, a gym in New York offering free self defense seminars to help women learn to fight back.
  - Focused on the debate surrounding access to abortion nationwide and a controversial free pill circulating at four clinics in New York City.
  - Created a 2-part series on the medical needs of women in New York City with HIV/AIDS.
  - Highlighted social workers who are on the frontlines of helping teen girls in New York who struggle with sadness and mental health issues.
  - Spotlighted two female athletes about the struggles and joys of competing as mothers and how the world of sports can better support women before, during and after pregnancy.
  - Reported on the life and legacy of Bronx Native Bella Abzug and her foundation that teaches young women critical skills needed to become leaders.
  - Spoke with Chelsea Williams Diggs, the executive director of NYAAF about the controversy surrounding abortion access and reproductive rights in New York.
  - Showcased the issue of period poverty and how lawmakers and advocates are raising awareness about the lack of access to menstrual products
- During Asian American and Pacific Islander Heritage Month (May '23), WFUV:
  - Celebrated Asian American and Pacific Islander Artistry and History by highlighting the song catalog and history of AAPI artists on WFUV 5X per day with a connected promo.
  - Featured artists: Karen O, Japanese Breakfast, Mitski, Run River North, Sasami, UMI, Jay Som, eabadoobee, Raveena, Superorganism, Thao, Hanni el Khatib, Awkwafina, Rachel Yamagata, Chai, Toro Y Moi, TOKiMONSTA, H.E.R., Unknown Mortal Orchestra

- AAPI History Month (Online Content)
- Five Essential Albums with beabadoobee and Miss Grit
- Featured a series highlighting how heritage is honored here in New York City.
- Spotlights Augelyn Francisco from the eatery Kabisera about how she honors her Filipino heritage through her cooking and love of food.
- Sat down with Fordham student Tania Tan, to talk about her experience immigrating to the United States as a student athlete and how she found a home away from home here in the Bronx.
- Highlighted Think Chinatown in downtown NYC where storytelling, arts and neighborhood engagement is being celebrated.
- WFUV created online content for Mental Health Awareness Month (May '23) in the form of Q&As re: mental health awareness for musicians, removing stigma with Ruston Kelly, Bully, and Pom Pom Squad's Mia Berrin
- MS 331 WFUV Visit (Wednesday, June 7, 2023)
- The Bronx School of Young Leaders/MS 331 visited WFUV to produce its morning show at our studios. Under the supervision of WFUV's sports director, Bobby Ciafardini, the students met with staff and student reporters from news and sports, and worked closely with our student-sports manager to produce the morning show. The school is located at 40 West Tremont Avenue. Three MS 331 students and three staffers were on site for the tour and to produce the morning show.
- During Pride Month (June '23), WFUV:
- Celebrated LGBTQ and Queer-identifying artists w/ a music special Hosted by DJ Benham Jones. The programming consisted of music honoring LGBTQ artists in history, local, and more, including local artist interviews
- LGBTQ+ NYC Pride online programming: Spotify playlist by Benham Jones (and Pride special on NYC Pride weekend)
- Romy Guest DJ on UKNY talking about LGBTQ+ issues, clubs, anthems
- Featured a series highlighting queer voices in New York City.
- Showcased members of the Queer Big Apple Corps Marching Band in Foley Square about the intersection of queerness, music, and performance.
- Spoke with local New York City Drag queens about how they're navigating the recent rise in drag-phobia.
- Sat down with Sue Doster, the co-chair of NYC Pride. They discussed Bliss Days, an event focused on celebrating queer women in the community.
- Reported on the work JCCA is doing to help LGBTQ plus youth in New York City navigate the foster care system.
- Highlighted George M. Johnson, an author, journalist, and activist. They're widely known for their memoir-manifesto, "All Boys aren't Blue." It's a series of essays about Johnson's journey growing up Black and queer, and has been the subject of many book bans and challenges across the country.
- Conversated with Chelsey Smith and Desiree Ramos Reiner about the new blood donation screening process that's more inclusive to the LGBTQ-plus community.
- On Juneteenth, WFUV Honored Black Artists by playing exclusively Black/African-American artists from 6 AM to midnight across jazz, blues, hip-hop, funk, rock, country, and more.
- Juneteenth Q&As with Madison McFerrin, Meshell Ndegeocello, Abraham Alexander, Hannah Jadagu, Joy Oladokun
- On August 10th, WFUV featured "Hip Hop 50," a 1 Hour Music Special from NPR, dedicated to the Bronx invention of Hip-Hop, on its 50th anniversary. NPR host Juana Summers takes us to

the Bronx community room where it all got started – where DJ Kool Herc became known for spinning records focusing on percussive “breaks” in the music (hence “break dancing”). With his friend “Coke La Rock” shouting out rhymes on the microphone over the beat, their parties gave way to rap. Interviews in this special include DJ Kool Herc and DJ Jazzy Jeff, as well as Moses Edinborough, director and producer of Yo MTV Raps, all of whom were at the first party when hip hop was born. Interviews included authors and music historians Jeff Chang, Jay Quan, Nelson George and Dan Charna.

- During Hispanic Heritage Month (September ‘23), WFUV:
- Celebrated Hispanic and Latin Artistry and Musical History with a dedicated day of diverse programming highlighting songs by artists WFUV has hosted live in the studio, and songs from across the world (and time) on WFUV 4X an hour
- Hispanic Heritage Month Q&As with Pachyman, Kiltro’s Chris Bowers Castillo, Omar Apollo, and Black Pumas’ Adrian Quesada
- Reported on the Elizabeth Seton Hospital in Yonkers. A home for kids, many who are Hispanic, Latino or Asian, who live with complex medical conditions
- Satdown with Marcos Urrea, a pro bono coordinator and policy assistant with Immigration Equality. They discussed the challenges queer migrants face in their journeys and the work his organization is doing to change it.
- Recorded a segment from the endangered language exhibition in DUMBO that’s attempting to preserve the over 200 languages at risk of disappearing in New York City.
- Feature on Archana Jayaram, the President and CEO of Osborne Association to discuss how they help people impacted by the criminal legal system and prepare them for successful reentry.
- Conversation with Carli Wargo, the Director of the Support and Connection Center in East Harlem. The non-profit is helping unhoused New Yorkers get back on their feet.
- "What I'm Grateful For: November 2023" - gratitude posts and mentions of favorite charitable organizations/social causes by Rosanne Cash, Rickie Lee Jones, Abraham Alexander, Grace Potter, Olivia Dean, Jaime Wyatt, Devon Gilfillian, Louis Cato, Tank of Tank and the Bangas, Tré Burt, Madison Cunningham
- WFUV Sports Workshops with Guests
- WFUV’s Sports Director presented a year-long sports broadcasting workshop to Fordham University students who work at the station. 25 student interns had the opportunity to learn about sports broadcasting from a series of 10 guest speakers, many of them among the industry’s best, including anchors, reporters and play-by-play personalities from YES Network, ESPN and others. 10 one-hour workshops across 2023.

**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?**

The impact that CPB funding has on WFUV’s ability to serve our community is profound. CPB funding is the essential component that makes serving our community, at least in a meaningful and sustainable way, possible. CPB funding serves as the engine that drives WFUV’s community service efforts and successes. CPB funding also provides WFUV with a framework for accountability. Our community service strategy is built upon that framework.

The accountability aspect of the funding is also highly impactful. At WFUV, it’s our goal to meet and exceed the expectations set forth by CPB, and we hope the Corporation views its investment in WFUV as

sound and worthwhile. WFUV is confident that all of CPB's goals and objectives are accomplished as a result of the funding.

1. WFUV utilizes the funding to develop high-quality enriching content and services delivered efficiently and effectively across multiple platforms, which helps promote an educated, informed, and diverse civil society.
2. CPB's support helps WFUV navigate a constantly changing media landscape through innovative projects and technologies that strengthen the quality of content and services. It also helps streamline content distribution, improve scalability, reduce costs, and increase efficiency.
3. CPB's support helps strengthen the quality of public media's content and services by supporting strong public media organizations that are vital to and reflective of the people they serve.  
WFUV News/Public Affairs programming is non-revenue generating. CPB funding allows WFUV to hire a professional staff (including 1.5 FTE journalists plus a team of young reporters trained by WFUV) and produce local news, interviews and public affairs programs. This staff also organizes and produces WFUV's award-winning "Strike a Chord" public service awareness campaign. The professional staff trains and mentors 17 students per year in public media journalism. They play a key role in grooming the next generation of public media journalists thanks to CPB funding. This funding also enables WFUV to conduct live events to raise awareness of important issues and engage with the communities the station serves. The station is also able to expand its digital footprint, creating content on various platforms to reach audiences.

Without our CPB grant, none of the above would be possible.