

WFUV-FM

Licensed to Fordham University

STATION ACTIVITIES REPORT for the CPB

2018

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.

WFUV's community service outreach is accomplished through ongoing dialogue with local community service groups and leaders. WFUV's award-winning "Strike a Chord" campaign and the Community Advisory Board are primary sources of community engagement. WFUV also regularly engages with audiences on social media, including Facebook and Twitter. WFUV has an ongoing partnership with Norwood News (a local Bronx publication) and BronxNet Television to tell the stories of and connect with underserved communities in our listening area. WFUV is also now partnering with BronxNet Television to bring its public affairs program, Cityscape, to the "little screen" to provide audiences with content showcasing the Bronx's rich history and cultural diversity, and we regularly host panel discussions on BronxNet to highlight issues featured in our "Strike a Chord" campaign. We are also regularly developing new podcast projects. This past year, we launched a short-term podcast series focused on the New York City mayoral election and are in the process of developing a new podcast series called "On the Brink," which focuses on people on the cusp of everything from bankruptcy to a Broadway debut. Additional programs include documentary style and long-form broadcasts, special news series and in-depth issues coverage on wfuvnews.org. Topics featured in the past year include drug addiction; suicide prevention; cancer diagnoses; education; criminal justice reform and climate issues.

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, parents etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in your area.

A key initiative in community outreach continues to be WFUV's "Strike a Chord" campaign. The program is a quarterly public service awareness campaign focused on a single issue of importance to local communities. The station's Community Advisory Board provides insight on the issues selected for each campaign. With each campaign, WFUV partners with various community organizations working on the spotlighted issue. We collaborate to produce public service announcements, public affairs shows, news stories, forums and website content to raise awareness. Recent campaigns included: combatting drug addiction, coping with grief, foster kids and children's health. WFUV

continues to produce a program called “Issues Tank” on issues affecting the millennial generation. The program is available as a podcast. WFUV also continues its relationship with Norwood News and BronxNet public access television to increase awareness of important issues and reach new and more diverse audiences. WFUV is also now partnering with BronxNet Television to bring its public affairs program, Cityscape, to the “little screen” to provide audiences with content showcasing the Bronx’s rich history and cultural diversity. We also hold panel discussions on BronxNet Television to feature issues that are being spotlighted in our “Strike a Chord” campaign. In addition, WFUV maintains its community ascertainment survey online to encourage engagement with our listenership and gain more insight into issues important to the communities we serve. WFUV continues to work with “The News Literacy Project,” an innovative national program that mobilizes seasoned journalists to help middle school and high school students sort fact from fiction in the digital age. WFUV also worked in conjunction with Fordham University and the New York State Associated Press Association to hold a major journalism conference in October of 2017 for students throughout the New York metropolitan region. WFUV News Director, George Bodarky, also routinely holds journalism training workshops for students at other academic institutions including Columbia University’s Graduate School of Journalism and CUNY’s Graduate School of Journalism. Bodarky and WFUV Assistant News Director, Robin Shannon, also teach journalism courses at Fordham University.

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 or person served.

WFUV continues to hear from non-profit organizations involved in our “Strike a Chord” campaign that our public service announcements are resulting in more people seeking to get involved with their agencies or seek services from them. The station also receives calls and e-mails from listeners seeking information about organizations featured in the campaign. Our latest campaign of children in foster care is receiving an amazing response thus far. Hits to WFUV’s “Strike a Chord” website are also an indicator that people are seeking more information on the community organizations we feature. We are also receiving more and more unsolicited requests from community organizations to work with us on future “Strike a Chord” campaigns.

Please describe any efforts (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.

WFUV is continuing its collaboration with Norwood News (a local Bronx publication) and BronxNet Television to tell the stories of and engage with underserved communities in the Bronx. In 2017 we completed a project focused on development issues, which included stories of gentrification. Our latest project is focused on food insecurity. WFUV is also now partnering with BronxNet Television to bring its public affairs program, Cityscape, to the “little screen” to provide audiences with content showcasing the Bronx’s rich history and cultural diversity. And we host panel discussion on BronxNet Television to highlight issues we’re working on as part of our “Strike a Chord” campaign. WFUV’s continued relationship with Norwood News and BronxNet public access television increases awareness of important issues and helps reach new and more diverse audiences. WFUV is also continually expanding its presence on social media. WFUV’s professional and student staff members participate in ongoing panel discussions and presentations designed to educate New York’s minority and other diverse communities about careers in media and internships and training at WFUV. WFUV hosts tours from local public schools, scout troops, centers for people with disabilities and the public in general.

WFUV schedules 7 hours per week of programming to serve the needs of listeners in the Irish community in New York City and the surrounding area. Programming includes music, news, and sports from and about Ireland, Scotland and Wales.

Please briefly assess the impact that your CPB funding had on your ability to serve your community. What can you do with the grant that you would not be able to do if you didn’t receive it?

WFUV News/Public Affairs programming is non-revenue generating. CPB funding allows WFUV to hire a professional staff to 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 more than thirty students per year in public media journalism.

CPB also supports WFUV’s local music service, which provides significant cultural access to a wide range of artists not heard elsewhere on the New York radio dial. WFUV programs 21 hours of unique, locally-produced music programming each day, spotlighting local, national and international artists. The station offers listeners the opportunity to hear many artists in live, public performances at venues across the region, as well as live coverage from major U.S. festivals and concert venues.