

## Grantee Information

ID	1516
Grantee Name	WFUV-FM
City	Bronx
State	NY
Licensee Type	University

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 2014. 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 2014 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.

WFUV's community service outreach is accomplished through continual dialogue with local community service groups and leaders. WFUV's "Strike A Chord" campaign and the Community Advisory Board are primary sources of community engagement. WFUV is also expanding its presence on social media by engaging audiences on digital platforms including Twitter and Facebook, and creating special project pages on Tumblr. WFUV broadcasts two weekly issues-oriented programs to serve the needs of the New York City area. Additional programs includes documentary style and long-form broadcasts, special news series and in-depth issues coverage on our website wfuvnews.org. Topics featured in the past year include: education, transportation, housing, finance, health care, employment, environment and immigration issues.

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.

A key initiative in community outreach is WFUV's "Strike A Chord" program. The "Strike A Chord" program is a quarterly public service campaign focused on a single issue of importance to local communities. The station's Community Advisory Board provides input on the issues selected for each campaign. With each campaign, WFUV partners with a number of community organizations working on the specific issue, to create public service announcements, public affairs shows, news stories, forums and web site content to raise awareness. Recent campaigns included: teen suicide prevention; mental illness stereotypes; greening efforts; and emergency food programs. WFUV continues to produce a program called "The Issues Tank" which delves deeper into issues impacting the communities we serve. WFUV has also started a relationship with Bronxnet public access television to increase awareness of important issues and reach new and more diverse audiences. In addition, WFUV keeps it community ascertainment survey on line to encourage more engagement with our listenership and to gain more insight into the issues important to the community we serve. WFUV continues to work with "The News Literacy Project", an innovative national education program that mobilizes seasoned journalists to help middle school and high school students sort fact from fiction in the digital age. WFUV is also working in conjunction with Fordham University and the New York State Associated Press to plan another major journalism conference for students throughout the New York metropolitan region. WFUV News Director, George Bodarky, also routinely holds journalism training sessions for students at other academic institutions including Columbia University's Graduate School of Journalism and CUNY's Graduate School of Journalism.

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.

WFUV consistently hears from non-profit organizations involved in our "Strike A Chord" campaign. Public Service announcements generated from the campaigns have resulted in more people seeking to get involved with their agencies or seek services from them. The station has also received calls from listeners seeking information about organizations they have heard about through the campaign. Hits to WFUV's "Strike A Chord" website are also an indicator that people are seeking more information on the community organizations we spotlight.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

WFUV's two weekly issues-oriented programs, documentary style and long-form broadcasts, special news series and in-depth coverage on the wfuvnews.org website, are all selected and presented to serve the city's minority and diverse audiences. Featured topics included education, transportation, housing, finance, health care, employment, environment and immigration issues. WFUV's relationship with Bronxnet public access television increases awareness of important issues and helps reach new and more diverse audiences. In addition, WFUV schedules 9 hours per week of programming to serve the needs of listeners in the Irish community in New York City and the surrounding area. As part of our Irish specialty shows, we broadcast one hour of Gaelic in and instructional format. WFUV is also expanding its presence on social media with special projects, such as a newly created Tumblr page to present news and information related to teen suicide prevention. WFUV's professional and student staff members participate in ongoing panel discussions and presentations designed to educate New York's diverse and minority communities about careers in media and internships and training at WFUV. WFUV hosts tours from local public schools, scout troops, centers for citizens with disabilities and the public in general.

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 funding 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. These include newly discovered singer-songwriters and band from the New York region. In addition to providing access to their recorded music, funding supports one of a kind, in studio interviews and performances with nearly 500 artists each year, providing insights into their work and artistic process. 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 including Newport Folk, South by Southwest, Bonaroo and others. CPB funding allows WFUV to acquire programming from National Public Radio and PRX that would not otherwise be heard in this market. In addition, since WFUV News/Public Affairs programming is non-revenue generating, CPB funding allows WFUV to hire a professional broadcast staff to compliment NPR national news and local news features and interviews. In turn, the professional staff trains and mentors over thirty students per year in broadcast journalism. WFUV also airs public service announcements and a community calendar.