

WFUV-FM

Licensed to Fordham University

CPB STATION ACTIVITIES REPORT

2021

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. We also distribute a weekly newsletter that seeks input on what issues we should be addressing.

WFUV's "Strike a Chord" campaign tackled a wide range of issues in 2021, from highlighting programs to engage children in the pandemic, to focusing on nonprofits that help people cope with PTSD, anxiety and stress, to showcasing organizations that provide short and long term housing assistance to vulnerable populations. We also focused on nonprofits that assist LGBTQ+ homeless youth and those that support community gardens and urban farming in areas that lack access to fresh fruits and vegetables. The campaign included on-air messages, along with digital and social media components.

WFUV regularly engages with audiences on social media, including Facebook and Twitter and through virtual events. In 2021 we also launched a TikTok channel to engage with new and more diverse audiences.

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. The station partnered with BronxNet in 2021 to explore the impact of the pandemic on the Bronx community and efforts to help the borough rebound. We also partnered with BronxNet to present a panel discussion exploring food insecurity issues in the Bronx.

WFUV's "Community Dialogues" podcast continued in earnest in 2021. The program is devoted to having frank discussions about race, racism and racial justice. Several episodes this year explored the pandemic's disproportionate impact on communities of color and efforts to address those disparities. We also focused on efforts to combat systemic racism in the theater community. In addition, WFUV News produced a special program called "Understanding Reparations," in which we talked with folks on the front lines in the fight for reparations, and why they think they're the answer to closing the racial wealth gap in America.

Other podcasts launched in 2021 include "She Was She Is," exploring the struggles and success of women in various industries and "Disharmony," exploring the relationship between music and climate change. Our podcasts have provided us with another means to reach new audiences.

WFUV also launched a digital series, building on an on-air program, called "You Should Know Their Names." It tells the stories of 7 Black New Yorkers whose accomplishments have gone underrepresented in history. This was distributed on the web and social media channels.

WFUV also produced special on-air and digital series in 2021 to elevate voices in Asian American and Pacific Islander communities, as well as to explore LGBTQ+ history during Pride Month.

As mentioned, the WFUV Newsroom also distributes a weekly newsletter as another tool to reach and engage with audiences.

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 continues its relationship with Norwood News and BronxNet public access television to increase awareness of important issues and reach new and more diverse audiences. The project is called "Bronx Connections." Key issues addressed in 2021 include the impact of the pandemic on the Bronx community and food insecurity issues in the borough.

WFUV News partnered with various organizations, including the Asian American Federation and the Coalition for Asian American Children and Families, to elevate voices in Asian American and Pacific Islander communities in an on-air and digital series.

WFUV News partnered with the NYC LGBT Historic Sites Project to explore the impact of local people and places in LGBTQ+ history. The on-air and digital series explored several themes from Lesbian rights activism to New York City's literacy scene.

WFUV News also partnered with the Brooklyn Public Library to present a mini-series called "Building Brooklyn," about four neighborhoods that made Brooklyn the vibrant, diverse borough it is today.

WFUV News consistently partners with Fordham University for a program called "Fordham Conversations" that explores a wide range of critical topics, and delves into the intricate issues surrounding race and ethnic minorities, including the injustices, challenges and progresses being made in these communities.

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 News also includes a survey in our weekly newsletter asking recipients what issues they think we should be covering.

WFUV works in conjunction with Fordham University and the Journalists Association of New York to hold a major journalism conference for students throughout the New York metropolitan region. Recent events have been canceled due to COVID-19 restrictions, but News Director, George Bodarky continued to lead virtual and in-person trainings for students and professionals through different journalistic organizations and graduate schools. Mr. Bodarky and WFUV Assistant News Director, Robin Shannon, also teach journalism courses at Fordham University. They also held a two-weekend in-person audio journalism boot camp for aspiring media professionals at Fordham University in the winter of '21. Robin Shannon is also a part of Public Media Journalists Association's new pilot mentoring program for journalists of color.

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 hears 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 and/or seek services from them. I.e.:

"We've already had some people contact us after hearing the spot." – Adam Walker, Program Coordinator, The Battery Park Conservancy

"I've heard the announcement and am really pleased with it. I have a friend who heard the announcement and alerted me to it. We at Ample Table are grateful for the opportunity you've given us. Thanks for your support of organizations like ours." – Cindy Gerhard, President, Ample Table for Everyone

“This is so great! We will share this on our platforms, as well!” – Christine Harty, Development Coordinator, New York Peace Institute

“The piece sounds great, and we’ve already had 4 people visit our website from your page! We really appreciate the opportunity to get the word out and applaud WFUV for making an impact!” – Dana Barcellos-Allen, Director of Marketing and Development, Operation Fuel

The station also receives calls and e-mails from listeners seeking information about organizations featured in 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 feature. We continue to receive more and more unsolicited requests from community organizations to work with us on future “Strike a Chord” campaigns. “Strike a Chord” is consistently recognized with the New York State Broadcasters Association’s “Serving New York” award. The campaign has won several other awards from journalistic organizations, including the Public Media Journalists Association and the Society of Professional Journalists. We are also seeing increasing engagement on our social media accounts and more subscribers to our weekly newsletter, in which we share stories and information.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. 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 2021 we focused on looking at the impact of the pandemic in Bronx communities and efforts to help the borough rebound. We also focused on food insecurity issues in underserved areas.

WFUV responded to a devastating fire in a tight-knit community of West African immigrants in the Bronx by putting together a list of resources to help the community, and letting listeners know how they can assist relief efforts.

WFUV News partnered with various organizations, including the Asian American Federation and the Coalition for Asian American Children and Families, to elevate voices in Asian American and Pacific Islander communities in an on-air and digital series at a time when we were seeing an uptick in anti-Asian hate crimes in New York.

WFUV has continued its podcast series called Community Dialogues for frank discussions about race, racism and racial justice to elevate underrepresented voices and address social justice issues.

In 2021, we grew a 2020 radio documentary into a digital series called “You Should Know Their Names,” telling the stories of 7 Black New Yorkers whose accomplishments have gone underrepresented in history. What was once only an audio piece was translated into a video format for the web and social media.

WFUV News partnered with the NYC LGBT Historic Sites Project to explore the impact of local people and places in LGBTQ history. The on-air and digital series explored several themes from Lesbian rights activism to New York City’s literacy scene.

WFUV News is continually expanding its presence on social media (in 2021 launching its first TikTok channel to engage with new audiences), and is having great success with a weekly newsletter, in which we share stories and information.

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. However, COVID-19 restrictions again hampered many of these efforts this year. That said, we still participated in some discussions and presentations in virtual settings. And WFUV held its news/public affairs workshop in a virtual

setting. But, we also held in-person audio journalism boot camps at Fordham and Columbia Universities as allowed in 2021.

WFUV News is looking to launch a new daily news podcast in 2021 called the “What’s What” to increase our digital footprint with our news content and provide more opportunities to engage with various communities.

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?

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 30 students per year in public media journalism. We play a key role in grooming the next generation of public media journalists thanks to CPB funding. This funding also allows us to conduct live events to raise awareness of important issues and engage with the communities we serve. We are also able to expand our digital footprint, creating content on various platforms to reach audiences.