

**WFUV-FM**  
**Licensed to Fordham University**  
**CPB STATION ACTIVITIES REPORT**  
**2020**

**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 expanded its “Strike a Chord” programming (including through more frequent campaigns) during the COVID-19 pandemic to help address the needs of our community, including a spotlight on emergency food services and the challenges faced by small businesses.

WFUV regularly engages with audiences on social media, including Facebook and Twitter and through virtual events. 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 Television to bring our “Strike a Chord” campaign to the “little screen,” providing audiences with in-depth discussions on issues impacting Bronx communities. The most recent campaign focused on arts education in the pandemic.

Throughout the pandemic, WFUV worked with with BronxNet to shed light on the work of non-profit organizations providing vital support, including food banks. WFUV executed a variety of virtual events to connect with audiences throughout the pandemic, including a mental health check-in with NAMI-NYC, and virtual tours with New York City tour guides in collaboration with the Guides Association of NY. We hosted a special event for kids to mark MLK Day, partnering with the New York Public Library to present a virtual story time and concert for kids aged 3-10. Virtual events also included an hour-long discussion and audience Q & A exploring the relationship between music and mental health. That event was the culmination of a multi-part podcast series on the topic. WFUV’s partner in that effort was the organization, Sound Mind Live. We also launched an online video series “Staying Safe and Sane,” exploring positive thinking and reinforcement. WFUV News has maintained a blog since last March providing updates on the Coronavirus pandemic in the New York metropolitan area.

After the killing of George Floyd and the unrest that followed, the station launched “Community Dialogues,” a new podcast series with frank discussions on race, racism and racial justice. We produced special programming for Juneteenth to discuss issues

around social justice. Additional programs include documentary-style and short-form features focused on African American history and Black-owned businesses in the New York metropolitan area.

**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. During the pandemic, the once-quarterly public service awareness campaign expanded to monthly, to help address the overwhelming needs in our communities, including emergency food services and support for small businesses. 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 emergency food services, support for small businesses and engaging kids through the arts.

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. The project is called "Bronx Connections." WFUV also works with BronxNet Television to bring its "Strike a Chord" campaign to the "little screen" to provide audiences with in-depth discussions on issues impacting Bronx communities. WFUV partnered with NAMI-NYC early in the pandemic for a live streamed event to talk about the importance of maintaining mental health. That event included an audience Q & A. WFUV worked with the organization Sound Mind Live to raise awareness about mental health issues in the music industry. We executed a multi-part podcast series and hosted a virtual event that included a panel discussion and audience Q & A. WFUV partnered with the New York Public Library for a special event to mark MLK Day. We held a virtual story time and music concert for kids aged 3-10. In addition, we partnered with the Guides Association of New York to present a series of virtual tours of NYC during the pandemic.

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 works in conjunction with Fordham University and the New York State Associated Press Association to hold a major journalism conference for students throughout the New York metropolitan region. This year's event was canceled due to COVID-19 restrictions, but News Director, George Bodarky continued to lead virtual 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.

**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 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. 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 New York State Associated Press and the Society of Professional Journalists. Turnout at our community events is another indication of impact. The virtual events we have been holding are reaching new and more diverse audiences, and have resulted in positive feedback online and through email exchanges. As well, we received positive feedback from educators about the “Black History Minutes” we created for Black History Month and requests for use of our modules in classrooms. WFUV News has also seen an uptick in weekly e-newsletter subscriptions, in which we share stories and information.

**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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 2020 we completed a project focused on the 2020 presidential election, looking at national issues from a local lens. WFUV also partners with BronxNet Television to bring its public service awareness campaign “Strike a Chord”, to the “little screen” to provide audiences with in-depth discussions on issues impacting Bronx communities. Recently we focused on emergency food services and arts education in the pandemic.

WFUV launched a new podcast series called Community Dialogues for frank discussions about race, racism and racial justice to elevate underrepresented voices

and address social justice issues. The station produced Juneteenth content to address social justice issues and raise often underrepresented voices.

In 2020, we successfully completed the documentary “You Should Know Their Names,” telling the stories of seven Black New Yorkers who have been underrepresented in history. The project tells the stories of individuals who were critical to New York City and the nation, such as educator and civil rights activist Elizabeth Jennings and inventor Lewis Latimer. We plan to continue this project, telling more stories and sharing modules with educators to use as educational tools in their classrooms.

WFUV News teamed up with NAMI-NYC to hold a virtual event to raise awareness about the importance of maintaining mental health. This event was held early in the pandemic to educate people about how to recognize and address mental health challenges.

WFUV News also worked with an organization called Sound Mind Live to dive into mental health issues in the music industry. We produced a multi-part podcast series and conducted a virtual panel discussion involving audience Q & A.

WFUV News is continually expanding its presence on social media, 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 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.

**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. We play a key role in grooming the next generation of public media journalist 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.