

WFUV-FM
Licensed to Fordham University
CPB STATION ACTIVITIES REPORT 2024

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 with the community, engage local partners, and empower notable organizations in the area. While some initiatives may face challenges due to design or implementation issues, those that are effectively crafted and executed successfully achieve these objectives. In 2024, WFUV's most impactful initiatives included:

- **Strike A Chord**

- WFUV's "Strike A Chord" initiative exemplifies WFUV's commitment to community collaboration. The program focuses on a specific local concern each quarter, addressing timely issues to educate, connect, and drive positive change. Each campaign often partners with local organizations. Notable examples include:
 - **Jan 29 - Mar 31, 2024:** A public service campaign addressing addiction through harm reduction strategies, in collaboration with organizations such as Partnership to End Addiction, New York Center for Living, Release Recovery, The Alliance for Positive Change, and Dynamic Youth Community.
 - **Apr 8 - May 31, 2024:** This campaign focused on creating supportive communities for newcomers, partnering with Cabrini Immigrant Services, Emma's Torch, Ruth's Refuge, Team TLC, and The Lighthouse.
 - **Oct 1 - Dec 31, 2024:** The initiative addressed employment support, collaborating with The Ali Forney Center, The Doe Fund, Job Path NYC, Project Renewal, and Broadway Community.

- **NY Slice**

- WFUV's "NY Slice" feature connects NYC music lovers with emerging artists from the metropolitan area. Airing weekdays at noon, host Alisa Ali presents a "slice" of new music from

a diverse array of independent musicians in the tri-state area. This feature not only showcases the vibrant local music scene but also brings attention to rising bands that often go unnoticed. Hundreds of local artists have gained recognition through “NY Slice,” making it a unique platform on NYC radio.

- **Community Advisory Board (CAB)**

- WFUV’s Community Advisory Board (CAB) underscores WFUV’s dedication to community engagement. Comprising residents from the tri-state area, the CAB reflects the diverse needs and interests of the communities served by WFUV. Board members serve renewable three-year terms and participate in regular meetings to review the programming and community service goals of the station. The CAB plays a crucial role in identifying local issues for the “Strike A Chord” campaigns, ensuring that the station remains responsive to community needs.

- **Partnerships with Educational Institutions**

- WFUV also collaborates with educational institutions, such as the Columbia Journalism School. Annually, WFUV news representatives meet with graduating students at the Virtual Career Expo. In 2024, News Director Robin Shannon provided resume critiques during scheduled one-on-one interviews. Additionally, as a board member of the Journalist’s Association of New York, Robin contributed to the planning of the Mobile Me & You conference in October 2024.

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 has been significant and deeply felt by our audience. To illustrate this impact, we can look directly to the voices of our supporters, who shared their motivations for becoming new, renewing, or sustaining members of the WFUV community:

- **Howard from Brooklyn, NY:** *“WFUV plays an array of music and helps support not only artists but community organizations as well.”*
- **Martha from Mahopac, NY:** *“I agree with WFUV’s thoughts on community enrichment through music, and I thank you for it.”*
- **Christopher from Mount Vernon, NY:** *“I love the music and appreciate that WFUV is non-commercial and supports local artists and our rich cultural community!”*

- **David from New York, NY:** *“Good variety of progressive music, NONCOMMERCIAL radio(!), bringing great new artists to light, interesting, informed commentary, and good local initiatives like Strike A Chord.”*
- **Deborah from New York, NY:** *“I love the music, the community events, the support of local music, and the philosophy around supporting music and each other.”*
- **Roger from Brooklyn, NY:** *“I love all of WFUV’s programs. Donating with deep appreciation for the community WFUV creates—it’s needed more now than ever!”*
- **Harriet & Erika from New York, NY:** *“WFUV is a gift and treasure. We love the sense of community and connection it nurtures.”*
- **Anna & Kevin from Bethpage, NY:** *“The music, the DJs, the sense of community, and the thought that my dollars support underrepresented artists.”*
- **Jeffrey from Riverside, CT:** *“WFUV is New York’s finest music station. It’s such an important difference-maker in the local community.”*
- **Regina & Jennifer from Hopewell Junction, NY:** *“In these still dark times, we need a bit of joy and solace. The music and the DJ’s (and all the behind the scenes people that make the music happen) bring both. In a world that has become increasingly isolated, WFUV has built a community.”*

This direct feedback from community members serves as a reliable indicator of the impact of WFUV’s initiatives and partnerships. However, we also consider other indicators to measure our performance and community impact. For instance:

- The WFUV Newsroom received an award at the Annual Awards for Excellence in Broadcasting competition.
- WFUV’s Lainey Nguyen won a New York State Broadcaster’s “Serving New York” award for her work as senior producer on the “Strike A Chord” public service campaign, which focused on nonprofits creating communities for newcomers.

These achievements highlight WFUV’s commitment to connecting people to needed resources and strengthening ties across diverse neighborhoods while receiving recognition for our contributions to the community.

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 has made significant efforts to meet the needs of minority and underserved audiences across various departments and platforms. Our strategic operating plan includes high-priority goals centered on this commitment:

1. Music Programming Initiatives

Our roadmap focuses on engaging a more locally diverse audience. We spotlight a wider array of bands and styles, championing up-and-coming regional artists and providing a platform for underrepresented voices. Notably, we've observed a meaningful change in WFUV's ethnic composition over the past four years, particularly regarding Black & Hispanic listenership:

| <u>Ethnic Composition</u> | <u>2011</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|----------------------------------|--------------------|--------------------|--------------------|--------------------|
| Other (mostly White) | 90% | 83% | 70% | 62% |
| Black | 5% | 9% | 2% | 15% |
| Hispanic | 5% | 8% | 28% | 23% |

- **Black History Month (February '24)**

- WFUV celebrated Black History Month by highlighting on-air Black Artists Monday through Friday, including two songs per hour with a corresponding production piece.
- The station broadcast several educational specials celebrating Black artistry including:
 - 'Music of the Civil Rights & Black Consciousness', 'Ashford & Simpson - The Real Thing', and 'Upfront Soul'

- **Women's History Month (March '24):**

- WFUV celebrated Women's History Month by highlighting one song per hour by a female artist who performed at WFUV's Studio A.
- The station broadcast an original 90 minute audio documentary titled "Sounds of Progress" (feat. interviews and music from female artists and music industry executives).
- WFUV showcased WFUV's female DJs all day on International Women's Day (March 8th) 6AM - Midnight.

- **Asian American and Pacific Islander Heritage Month (May '24):**

- On May 1st, WFUV aired three songs per hour with a produced intro featuring an AAPI artist to kick-off the month.
- Featured artists: Karen O, Japanese Breakfast, Mitski, Run River North, Sasami, UMI, Jay Som, beabadoobee, Raveena, Superorganism, Thao, Hanni el Khatib, Awkwafina, Rachel Yamagata, Chai, Toro Y Moi, TOKiMONSTA, H.E.R., Unknown Mortal Orchestra

- **Pride Month (June '24):**

- On June 12th, WFUV broadcast an original 1-hour special featuring LGBTQ+ voices and performances from the WFUV archives highlighting how music helps amplify LGBTQ+ visibility and provide a communal space to feel at the first party when hip hop was born.
- Interviews included authors and music historians Jeff Chang, Jay Quan, Nelson George and Dan Charna.

- **Juneteenth (June 19, 2024)**

- WFUV honored Black Artists by playing exclusively Black/African-American artists from 6 AM to 12M
- Featured genres across jazz, blues, hip-hop, funk, rock, country, and more, including messages of support from Black musicians.

2. Newsroom Initiatives

Our newsroom is dedicated to producing original local content that serves our diverse community. This includes daily newscasts, two weekend public affairs programs, and special event coverage.

- **"What's What" Programming**

- On-Air News: A 60-second report airing multiple times daily, highlighting local stories and encouraging listeners to explore deeper issues via our podcast.
- Weekly Wrap-Up: A 10-minute feature on Saturdays that addresses the needs and concerns of diverse audiences.
- Podcast: Daily episodes that delve into cultural and community issues, often featuring stories relevant to local, underserved populations.

- **Community Engagement**

- Cityscape and Fordham Conversations: These segments explore community issues and engage with the Fordham University community on relevant local topics.

- **Social Media**

- WFUV leverages platforms like Facebook, Instagram, Twitter, and TikTok to highlight stories that resonate with diverse audiences, enhancing our understanding of community needs.

- **Workshops and Training**

- WFUV hosted various workshops aimed at fostering a diverse and inclusive newsroom.

Highlights include:

- Ethical Practices for an Unbiased Newsroom: Training on fact-checking and ethical journalism.
- Pro Tools & Descript Training: Enhancing skills in audio editing and production.
- Story Pitching Workshops: Focused on finding compelling narratives for our audience.

WFUV is proud of its commitment to elevating underserved voices and meeting the needs of diverse audiences through tailored programming and community engagement initiatives. Looking ahead, we will continue to refine our programming and expand our outreach efforts, ensuring that we remain a trusted source of information and representation for all communities.

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?

The influence of CPB funding on WFUV's capacity to serve the community is significant. This funding is a critical element that enables us to engage with our audience in a meaningful and sustainable manner. CPB funding acts as the driving force behind WFUV's community service initiatives and achievements. Additionally, it establishes a framework for accountability that underpins our community service strategy.

The accountability provided by this funding is also highly significant. At WFUV, we strive not only to meet but to exceed the expectations set by CPB, and we trust that the Corporation perceives its investment in us as both sound and valuable. We are confident that the objectives of CPB are effectively fulfilled through our initiatives.

WFUV leverages this funding to create high-quality, enriching content and services, delivered efficiently across various platforms, promoting an educated, informed, and diverse civil society. CPB's support enables WFUV to adapt to an ever-evolving media landscape through innovative projects and technologies that enhance the caliber of our content and services. This support also aids in streamlining content distribution, improving scalability, cutting costs, and boosting efficiency.

By backing strong public media organizations, CPB's assistance enhances the quality of public media content and services, ensuring they reflect and serve their communities effectively.

WFUV's News and Public Affairs programming does not generate revenue. Thanks to CPB funding, we can employ a skilled professional staff, which includes 1.5 FTE journalists and a team of emerging reporters trained by WFUV. This team is responsible for producing local news, interviews, and public affairs programs, as well as organizing our award-winning "Strike a Chord" public service awareness campaign. Each year, they mentor 17 students in public media journalism, playing a vital role in shaping the next generation of journalists. Furthermore, this funding allows WFUV to host live events that raise awareness about critical issues while engaging with the communities we serve. We also have the ability to expand our digital presence, creating content across various platforms to reach wider audiences.

Without the support of our CPB grant, none of these initiatives would be feasible.