

CPB STATION ACTIVITIES SURVEY FOR FISCAL YEAR 2013

This is a copy of responses submitted to the Corporation for Public Broadcasting as part of their Station Activities Survey submitted February 14, 2014.

The purpose of this is to give WMFE an opportunity to tell the community about the activities WMFE has engaged in to address community needs by outlining key services provided, and the local value and impact of those services.

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.

WMFE is undergoing a strategic planning process that will yield a series of significant initiatives that will better connect us to the Central Florida community. The strategic planning process will involve all stakeholders including the entire station staff, board of trustees, community advisory board, and the larger community. The goal is to identify ways to strengthen community service through focus on four overlapping pillars.

These four overlapping pillars are community engagement, digital expansion, local programming development, and growth of traditional and new revenue sources.

One of the specific preliminary goals includes reaching out to diverse communities through staffing, board recruitment, programming, and community outreach. Another goal is to increase the number of hours of local programming produced on a weekly basis with a particular focus on distinctive journalism. Additionally we have a goal of expanding the stations online and mobile footprint to ensure that our content can be accessed by audiences whenever and wherever they want it.

The overall impact of this work will include broader audience reach, broader community reach and impact, and broader philanthropic and business community support. These outcomes will be measured by audience ratings, qualitative audience data, online and mobile analytics, underwriting revenue, and philanthropic giving numbers.

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.

In FY 2013 the new WMFE President and General Manager made a commitment to a regular presence in diverse communities as a form of ascertainment and outreach. This included regular visits to events of the Hispanic, African American and Caribbean Chambers of Commerce, as well as recruiting and speaking engagements with the

National Association of Black Journalists and the Central Florida Association of Black Journalists. The governance committee of the board of trustees also made considerable efforts to recruit new board members from diverse communities.

WMFE continues to partner with the other public radio stations in the state through our association and membership with the Association of Public Media in Florida (FPBS). Through this association we collaborate on statewide underwriting buys and programming initiatives such as sharing news reports amongst the station group. In FY13 WMFE, in association with FPBS, began a new collaboration known as the Florida Public Radio Emergency Network (FPREN). In FY 14 FPREN will strengthen the capacity of each individual station to support their communities in the event of emergencies and natural disasters. Stations will share robust reporting resources and emergency infrastructure.

WMFE worked with a health advocacy organization to create a weeklong comprehensive look at the local impacts of the federal Affordable Care Act.

WMFE provided on-air promotion for many community groups and their activities such as the Florida Film Festival, Orlando Ballet performances, Orlando Gay Chorus shows, the Bach Festival Society events and United Art's "ArtsFest".

The WMFE Newsroom continues to regularly host college interns from a local university or school each semester, with the goal of teaching them about the radio news profession. Members of the WMFE News staff have also visited local college journalism classes to speak to students about the profession and offer reflections on their professional experience. In November 2012, WMFE hosted 2 international reporters as they covered the Presidential election for their home stations in Ethiopia and East Timor respectively. WMFE plans to broaden its outreach to a greater range of students, for example Bethune Cookman in Daytona Beach, thereby exposing aspiring journalists to the experience of public radio.

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.

Two new minority board members were just seated in FY 14 as a result of the new WMFE President and General Manager's commitment to a regular presence in diverse communities with regular visits to events of the Hispanic, African American and Caribbean Chambers of Commerce, as well as recruiting and speaking engagements with the National Association of Black Journalists and the Central Florida Association of Black Journalists. The governance committee of the board of trustees also made considerable efforts to recruit new board members from diverse communities.

In FY 13 WMFE also signed on to participate in the Homeland Security, FEMA and NPR led pilot program to deliver emergency alerts to people who are deaf or hard-of-hearing in the Gulf states. This program will launch fully in FY 14.

Our health reporter, funded in part by the Winter Park Health Foundation, enhanced the awareness of important issues of public health and urban design in Central Florida cities, problems facing veterans as they rehabilitate after serving abroad, the rollout of the affordable care act (including coverage about the Hispanic language version of the website), the impact of food and health as a component of initiatives to combat poverty in Central Florida through area charities, and tackling issues around obesity.

This reporting on the Affordable Care Act and the technical problems around the insurance exchange websites from their initial opening provided a useful local context for an important national story. Our reporter also posts on the Florida statewide network for broadcast by other Florida Public Radio stations.

WMFE's current affairs programming helps students and other listeners to be more engaged and educated citizens and is available as podcasts and full text scripts on wmfe.org.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

WMFE consistently meets the needs of minority and other diverse audiences through its daily news programming, weekly Intersection program and through special public affairs presentations.

In FY 2013 WMFE continued with in depth reporting on the George Zimmerman case, including how the town of Sanford fared under the media spotlight and how the case illustrated a wider national conversation about race and culture. WMFE reporters covered the murder trial and its aftermath with day to day bulletins for local newscasts, features and reports for NPR nationally and other statewide affiliate stations. Newsmakers were also invited to discuss the issues on *Intersection*.

Our health reporter reported on issues of public health and urban design in Central Florida cities, problems facing veterans as they rehabilitate after serving abroad, and the rollout of the affordable care act. A particular focus of the ACA rollout covered the Hispanic language version of the website.

Intersection, WMFE's weekly news and conversation program explored issues of faith, politics and culture in a multitude of diverse communities that make up Central Florida. Issues covered by the program included the need for greater emphasis on STEM education for minority students, perceptions of race and inequality in the trial of George

Zimmerman, Venezuelan expatriates and their response to the elections following the death of Chavez, and the challenges facing Parramore as the city of Orlando moves to build a soccer stadium in their neighborhood.

Minority neighborhoods, including Parramore, Goldsboro in Sanford, and those in other Central Florida cities will continue to be a focus for WMFE in fiscal year 2014. We aim to broaden our reach into those communities and also deepen our coverage of issues outside of the tri county area of Seminole, Orange and Osceola, tackling issues which affect listeners in Daytona Beach and other parts of WMFE's coverage area.

There will be a renewed focus on politics in the upcoming year as Florida heads into a gubernatorial election and other mid-term elections.

In November 2012, WMFE hosted 2 international reporters as they covered the Presidential election for their home stations in Ethiopia and East Timor respectively.

WMFE broadcasts Latino USA on Saturday mornings. This radio journal of news and culture is produced from a Latino perspective.

WMFE and the Growing Bolder Media Group worked together to produce weekly hour long programs on the personal and social benefits of lifelong learning and social engagement, in addition to one-minute "Lifelong Learning Minutes". Programs feature senior citizens who have not let age keep them from achieving their dreams.

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In FY 13 WMFE also signed on to participate in the Homeland Security, FEMA and NPR led pilot program to deliver emergency alerts to people who are deaf or hard-of-hearing in the Gulf states. This program will launch fully in FY 14.

A formal diversity strategy for the organization is being crafted for implementation in FY14.

5. Please briefly assess the impact that your CPB funding has on your ability to serve your community. What can you do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding is crucial to local news coverage generated by WMFE. Its impact cannot be overstated. It would be nearly impossible for WMFE to be able to produce as much relevant, locally produced news and public affairs programming without this significant source of funding.