

Grantee Information

ID	1679
Grantee Name	WRTU-FM
City	San Juan
State	PR
Licensee Type	University

6.1 Telling Public Radio's Story

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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 2023. 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 2023 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.

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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.

As a public radio station, Radio Universidad de Puerto Rico serves and keeps informed, educated and entertained our listeners and community with our radio programming, public services, outreach activities, web page and social media platforms. Our radio programs cover's culture, education, inclusiveness, sports, health, wellness, social, legal, legislative issues, environment, civil rights, technology, entertainment and music that widens the way we look at the world and its connections. In 2023 we expanded our programming with Children's Literature, Nutritional Issues, Classical, Latin American Music and Cinematography. We listen to our communities needs in order to attend issues that affects their lives, through our daily newscast and informative radio shows, and discuss in- depth analysis of political, economic, educational and others issues that are studied based on a wide discussion forum.

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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.

As a communication media we need to be connected and establish collaboration with different institutions and agencies in order to inform our listeners. In 2023 we made collaborations with the following institutions; • Performing arts Center -San Juan Medical Sciences Campus – vaccination services for COVID-19 Bivalente, Influenza, Hepatitis A y B, Neumococos o Pulmonía, Tdap (tétanos, difteria y pertusis o tos ferina), VPH Medicare y Medicaid • Al Anón Puerto Rico • Collage of Social Workers of Puerto Rico (CPTSPR) • Commission of Civil Rights of Puerto Rico • Musan Museum • Institute of Puerto Rican Culture (ICP) • Puerto Rico Seismic Network • Federal Emergency Management agency (FEMA) • Puerto Rico Down Syndrome Organization • Puerto Rico – center for investigative Journalism (CPI In Spanish) • Caguas Municipality • Academy of Puerto Rican History Radio Universidad is part of the University of Puerto Rico. Each year we receive college students to make their internships. In 2023 we received forty-five communication college students that were assigned to news, programming, promotions, production and development departments. This opportunity offers them a valuable on hand experience to advance their education, getting mentorship from professionals of the communication field. We also received approximately five hundred High School Students, teachers and parents to enjoy guided tours through our radio facilities offering the opportunity to learn about broadcast media and Public Radio. We are honored to be part of the preparation of these future professionals. Another way we engage with our community is doing in house activities. Once a month we organize and host a dialogue with different producers of Radio Universidad to talk about the life and work of musical composers. This activity is open to the community and our listeners to visit the radio station and share with us giving them a sense of belonging. Taking our radio station to the community is another way to keep close to our neighbors. In 2023 we made several live broadcasts from different locations at the university, a Community Art Gallery, covered Poetry Reading and covered several Inter-university Athletic League events. •In May, month of the Radio in Puerto Rico , we participated with the Radio Broadcast Association of Puerto Rico making live transmissions from one of the biggest malls of San Juan , we offered a Children's musical show with different childrenes entertainers.

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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.

The feedback we receive from listeners and the community are by social media, phone calls, spotify analytics, assistance to our activities and on the on-air fundraisers.

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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 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.

The programing we transmit is in spanish with exception jazz, operas and symphony orchestra shows we recieve from NPR. Our plans for the 2024 fiscal year is to attend the funtional diversity community with a new production. We are in conversations with a community radio station to share some of our programs in order to cover areas we are not covered.

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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?

Radio Universidad depends on the CPB grant as the most important source for subsistence. The university funds our basic expenses, and the grant give us the opportunity to produce local news, informative and music programs and promote our offerings among the community. Under the guidance of CPB we developed "Radio Amigos" program since 1999, and by the entities that supports the fundraising efforts, we continue learning alternatives to develop ways of getting new members. It has made possible the streaming and maintenance of our programming 24/7, and continue producing our in house shows offering the excellent programming of WRTU 89.7 FM and 88.3 FM. to the community and our fallowers.

Comments

Question

Comment

No Comments for this section