

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2024. 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 2024 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.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

Radio Universidad is a public radio station dedicated to serve the community by offering educational, cultural, and entertainment content. Our mission is to inform, assist, and attend needs of our listeners in order to offer solutions that make a positive impact. We believe that development of critical thinking is essential for creating a society that can build a better life and stronger community. Our goal is to keep Radio Universidad as a credible source that people can always trust. The station supports academic, artistic, inclusiveness, social initiatives, cultures, values, and identity. It plays a vital role in educating, informing, and entertaining its audience to enrich the community. We are committed to fostering an environment where diverse voices and ideas are shared, celebrated, and valued. Additionally, we play a crucial role within the Communication Faculty of the Universidad de Puerto Rico by offering students valuable mentorship and hands-on opportunities to develop their skills through internships. These experiences help nurture the next generation of media professionals and further contribute to our station's educational mission.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

Doing collaborations and partners for Radio Universidad is very important to help our community. In year 2024 we made partnerships with the following agencies. 1. Red Cross of Puerto Rico 2. State Elections Commission 3. Emergency management and disaster manager department (NMED) 4. Seismic Network 5. College of Medical Surgeons of Puerto Rico 6. Puerto Rican Diabetes Association 7. Radio Broadcasters Association 8. Family Department of Puerto Rico – Care for the elderly 9. Juan Jose Osuna High School 10. FEMA 11. Upward Bound school 12. National Weather Service 13. Caribe Wave – Sunami 14. Sacred Heart University 15. Jazz Festival and pro musical art 16. Grid Deployment Office USA 17. Department of energy USA 18. UPR Museum 19. Red de radio solidaria – America Latina 20. Center for investigative journalism (CPI) 21. Academy of Puertorrican History 22. Commision of Civil Right 23. Escape- Coalition against Child abuse 25. Office of the electoral Comptroller 26. CIRC 27. Graduate school of counseling and rehabilitation -UPR 28. Siempre Vivas- students from various disciplines, which offers support, accompaniment and counseling to victims and survivors of gender violence at the Río Piedras Campus of the University of Puerto Rico. 29. Puerto Rico College of Public Accountants 30. Faculties of the University of Puerto Rico In 2024, we welcomed 45 communication college students who completed internships across several departments, including News, Development, Programming, Promotion, and Production. With this practical experience interns gain hands on experience equipment, software and live broadcasts, bridging the gap between theory and practice. It also helps the students feel more prepared and confident when entering the job market. At Radio Universidad, we are proud to engage with schools through guided tours of our radio station. These visits provide students with the opportunity to see firsthand how a radio station operates, from the technical aspects of broadcasting to the creative process behind producing content. Our goal is to inspire young minds by showcasing the dynamic world of radio, sparking interest in the field of communications. Many students leave with a newfound passion, considering careers in media and communication in the future. We have attended more that 450 visitors in 2024. At Radio Universidad, we believe that connecting with our audience goes beyond the walls of our station. Taking the radio out into the community is another powerful way we engage with our listeners and fulfill our mission of public service. We proudly broadcast from a variety of special events, including health fairs, university events for students, athletic league events and

collaborative initiatives like the annual reunion of the Radio Broadcast Association. These live broadcasts allow us to share important information, celebrate local achievements, and strengthen our bond with the community. Through these efforts, we not only bring radio closer to the people but also ensure that Radio Universidad remains a vibrant, relevant, and accessible voice for all.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

Our initiatives and partnerships within the community have given us the opportunity to serve more people. For example, we've seen an increase in calls from professional resources requesting airtime on our newscasts and deep analysis radio programs to share information about the services they offer, all aimed at benefiting the community. Collaborating with other agencies not only raises awareness but also allows more people to benefit from our educational content. Additionally, university students gain valuable knowledge about the importance of a public radio station compared to commercial radio. They learn how public radio serves the community through educational programming, diverse voices, and content that prioritizes public interest over profit. Each time we organize an outreach community activity, we see an increasing number of attendees. This growth reflects the strong connection we're building with the community and the value people find in participating. It's inspiring to witness how these events are becoming more meaningful and impactful with each gathering.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

During the fiscal year 2024, Radio Universidad launched a groundbreaking radio program dedicated to supporting individuals with functional disabilities. This program serves as a valuable resource, featuring in-depth interviews with people who share their personal stories of resilience and success. It also provides crucial information on available services designed to assist these communities, promoting inclusivity and awareness. Additionally, our news department is a trusted source of credible information, inspiring confidence within our audience. We have focused on covering topics relevant to new immigrants, racism, child abuse, victims and survivors of gender violence, elderly abuse and many other issues that affect the community. As 2024 marked an election year, our newscast played a vital role in educating the public about the importance of voting. We provided comprehensive analyses of the political landscape on the island, fostering informed civic participation among our listeners. To ensure our audience stays informed on a wide range of issues, the news department also produces two weekly programs. In these programs, our dedicated reporters and well-known resources, analyze both local and international issues, offering thoughtful insights and in-depth discussions to keep our listeners well-informed about the world around them. Through these initiatives, Radio Universidad remains committed to serving our diverse communities with integrity, inclusivity, and a dedication to public service.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

CPB (Corporation for Public Broadcasting) funding is a crucial resource that helps keep Radio Universidad on the air. For example, last year we faced the significant challenge of relocating our radio antenna to a new tower, an expense that would have been impossible to cover without CPB support. This funding also allows us to hire talented professionals for our news department, ensuring the continued production of high-quality, reliable content. Furthermore, CPB funding supports the creation of some of our most impactful local programs and helps cover the costs of essential memberships that are vital for our station's operations. Through these initiatives and with the support of CPB funding, Radio Universidad remains committed to serving our diverse communities with integrity, inclusivity, and a dedication to public service.

Comments

Question

Comment

No Comments for this section