

MARIA COLON

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## Local Content and Services Report

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### 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 2021. 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 2021 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.**

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.

For more than forty years WRTU-FM Radio Universidad has been engaged with our community needs. Our programming has been designed to offer high-quality information and music that enlighten people's knowledge and concerns.

At present we broadcast programs about cultural and social issues of community interest such as: Arabic music program "Marhaban", African music program "Rumba Africana" or "Ambos a dos" for children audience. We also cover geopolitics, health care and education topic in our newscast "Hoy en las noticias" and op-ed programs "Desde la Torre" and "Vía Pública". Our news and information cover a balance look at national and international issues.

We actively post promotions of our programs on Radio Universidad Facebook and twitter social network. We also post information on our news only "Hoy en las Noticias" Facebook page. Podcasts are available in our web page, [www.wrtu.com](http://www.wrtu.com).

As the world opens after COVID 19, we plan to hold in-person events in other University of Puerto Rico college campus around the island. In the events we may address other interest and issues related to the people of the nearby community, such as environment, economic development, education and quality of life.

At present, we are exploring the opportunity to make joint ventures with other public stations in order to share programming.

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.

Year 2021 has been a year where we had to think out of the box to fulfill our audience needs. The pandemic has forced us to have a deeper look at many areas of public service which includes health information.

We have supported the Department of Health effort to disseminate health information on measures to prevent the spread of COVID. Puerto Rico Medical Association as well as Non-profit organizations have the opportunity in our media to explain and promote vaccination.

Radio Universidad broadcast programs about other linked aspects to the effects of the pandemic on business, the scope of the government executive orders, increase in domestic violence and negligence towards children and the elderly.

Besides the station broadcast information and concerns about the ban on visiting the elderly relatives in Senior and Nursing Homes, suspension and postponement of medical appointments not related to COVID, and changes in nutritional habits during confinement. As part of the University of Puerto Rico, we broadcast information and public service announcements about home schooling as well as the family challenges in the face of the new reality of online remote education.

As part of the university system, we had the collaboration of professors and researchers as sources of information.

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.

At present we are not subscribe to a rating measurement company. Notwithstanding, our measurement is based on the audience and community feedback through phone calls, social network messages and in person comments. Some of the calls were relate to connecting with somebody interviewed of mentioned in the programming.

We also receive a broad support in our fundraising campaigns.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Our main broadcast language is Spanish although we relay programs in English. We have a music program in French "Música Franca" and Arab "Marhaban".

We have a content to meet the needs of minority and diverse audience such as: "Ambos a Dos" for children audience, "Negras" for afro descendant women and "Hablando Derecho" to help people to understand the laws and legal process.

This year we will start "Cuirtopia" for LGBTQ community and "Vivir al Máximo" for young people wellness. Illegal Immigration issues about Dominican and Haitian population in Puerto Rico, were addressed in our news and op-ed programs.

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 funding is fundamental for Radio Universidad support and development. Thanks to CPB we were able to produce local news, specialized information programs and a wide range of music programs.

Also, CPB has encourage us to develop our bi-annual fundraising campaign "RadioAmigos". Since 1999, we have received training funded by CPB in order to develop and strengthen our campaign activities.

CPB support has also been important in the broadcast of emergency information due to COVID 19 pandemic, in the opportunity to reach Hispanic audience mainland through the internet, and to provide a high-quality content to the island listeners.

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