6.1 Telling Public Radio’s Story

The purpose of this section is to give you an opportunity to tell us and your community about the value and impact of the services you provide 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.

6.1 Telling Public Radio’s Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multi-platform 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.

WUWM develops story ideas that are important to the community through a variety of outlets. Pre-Covid, members of the station’s advisory board were surveyed on at least an annual basis. During the past few years, due to Covid 19 restrictions, the advisory board met via Zoom and did not conduct an annual programming survey. However, we did poll the board to discover their preference for programs that could be added to WUWM’s daily line-up. This has been a very valuable exercise and we plan on continuing this practice with the board to share ideas and look for trends of community interest that we are under-reporting. We are very excited to begin building relationships with communities that have been underserved by public media and specifically, WUWM. One of our first steps is to hire a Community Engagement Coordinator. The station is now in the final stages of hiring for this position and we look forward to building bridges with typically underserved communities who don’t listen or support WUWM. Building these bridges takes time and trust. While we don’t anticipate that this work will happen overnight, we look forward to creating the first in-roads into communities that we have not traditionally covered. Milwaukee is one of the most segregated communities in the country. Or, if you only live a few miles from each other have far different day to day experiences from education to healthcare to housing. We feel that it is important to report on these disparities, to educate the community to take action to make Milwaukee a great place to live for everyone, no matter what neighborhood you live in. Building bridges with communities of color will take time as will finding those out the door connections that can open doors to our journalists and help them as they report on stories that really matter to these communities. Not only do WUWM journalists focus on the issues of the day, but they also explore many other topics in-depth. This reporting is aired during NPR’s Morning Edition, All Things Considered and the station’s news magazine, “Lake Effect” which runs Monday-Thursday.

https://www.wuwm.com/lake-effect-it is also available on the station’s website: https://www.wuwm.com/ And on our WUWM App and the other digital platforms that WUWM uses Facebook https://www.facebook.com/wuwmradio Twitter https://twitter.com/wuwmradio, Instagram https://www.instagram.com/wuwmradio/ Thanks to special funding, WUWM now has three special reporting initiatives. Environmental reporting: https://www.wuwm.com/wuwm-environmental-reporting Education reporting: https://www.wuwm.com/wuwm-education-reporting Race/Ethnicity reporting: https://www.wuwm.com/wuwm-race-ethnicity-reporting These reporting beats are funded annually by major gift donations from members who support the station. Each reporter on a given beat goes in-depth to report on topical areas of special interest to our listeners in Milwaukee and Southeastern Wisconsin. Once again, we spent this year in various phases of Covid restrictions. As such, our entire staff of content creators, journalists and producers worked from home out of makeshift studios. This limitation didn’t hinder the output or the quality of the local stories from our journalists on a vast range of topics, starting off with coverage of the Corona Virus and its impact on Milwaukee and black and brown neighborhoods, https://www.wuwm.com/health-science/2021-03-12/milwaukee-plans-to-expand-vaccination-effort-in-homeless-shelters. We also covered the on-going protests in Milwaukee and the Kyle Rittenhouse trial in Kenosha https://www.wuwm.com/2021-11-24/kenosha-wisconsin-reacts-to-kyle-rittenhouse-acquittal While the 2020 election was settled by the voters in November, the controversy surrounding the election continued to spill over into 2021. This year, as in past years, Wisconsin’s swing state status left us covering the fall-out from the January 6th insurrection in Washington D.C. and the reverberations here in Southeastern Wisconsin, https://www.wuwm.com/2021-11-30/wisconsin-election-expert-says-unwillingness-of-some-republicans-to-accept-results-is-unprecedented. As we head into 2022, Wisconsin’s statewide races for Governor and Senator will continue to draw national attention. WUWM reporters have been featured prominently on national programs like Morning Edition and Here and Now. The ability for our local audience to hear these reports on national programs continues to enhance WUWM’s reputation locally. Each one of these topics on its own would have been a challenge to cover, but our local reporters faced this challenge three-fold, covering each topic with in-depth stories that not only provided facts and insight, but told the human side of these issues in a manner that is unique to public radio. A good example of this type of reporting was the series entitled “Pandemic Reflections” where we examined some of the life lessons learned from the pandemic. The series has aired weekly on WUWM during “Morning Edition” https://www.wuwm.com/pandemic-reflections and we aired longer segments on “Lake Effect”. WUWM also seeks input from members of the public who suggest story ideas for follow-up. The station’s beat reporters answer one question from a listener each month in the “Beats Me” segment broadcast during Morning Edition and Lake Effect. https://www.wuwm.com/beats-me-what-questions-do-you-have-for-wuwms-beat-reporters We also air a weekly segment, “Bubbler Talk” which invites questions from our broadcast community about topics that our listeners have always wanted to know about. https://www.wuwm.com/bubbler-talk

6.1 Telling Public Radio’s Story

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 local 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.

WUWM maintains relationships with other journalistic outlets as well as other community groups throughout our broadcast region. As noted in the station’s ethics code, it is a goal of the organization to “seek editorial partnerships and collaborations to enhance capacity, perspective, timeliness, relevance and apply public media standards to these arrangements.” In 2021, WUWM teamed up with American Public Media and “Call to Mind” to host an interactive panel discussion on the state of mental health and the ongoing treatment of young people who are suffering from mental health issues in our area. https://www.wuwm.com/2021-10-28/call-to-mind-youth-incarceration-and-mental-health

WUWM continued its ongoing community listening project created by WUWM, the Milwaukee Journal Sentinel, Milwaukee PBS, and the Milwaukee Public Library to produce “Listen MKE”: https://www.wuwm.com/tags/listen-mke - stream0 The goal of this initiative is to help northside residents who live in the 50613 zip code, a traditionally underserved neighborhood of color. The goal of the project is to understand what’s most important to people who live in these Milwaukee neighborhoods and help fill information gaps. In 2021, the partnership has switched over the entirety of its production to Facebook Live events which then air on Milwaukee PBS, WUWM’s Lake Effect program, and are posted on the Journal Sentinel’s website. All the conversations feature issues and people who live and work on Milwaukee’s north side.

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.

This year, our work with “Call to Mind” and “Listen MKE” had significant impacts. With “Call to Mind” we were able to connect members of our listening community with area health professionals who specialize in treating at risk youth. The “Call to Mind” broadcast, both on the radio and via Facebook live elicited many emails from the community regarding where they could get more information on mental health treatment in our area. “Listen MKE” provides within each segment links to several area organizations and experts in the 50613 community who can help connect listeners with needed resources. Another primary measure of impact on the community is through audience data and anecdotal reports. According to the Nielsen Audio, a national ratings company, there were more than 135,800 average weekly listeners to WUWM. The weekly cure is estimated by determining how many different people listen to a radio station for a minimum of five minutes in a quarter-hour within a day part. These numbers place WUWM consistently within the top 10 radio stations serving the Milwaukee DMA. WUWM’s average market share is 4.3%. That means that 4.3% of all radio listening was to WUWM. That was up from 3.6% one year ago. WUWM continues to provide content to NPR’s curated web app, “NPR One,” and regional users of NPR’s Facebook site. The station continues to work with NPR’s Digital Services to upgrade the technology and user experience.

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 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.

WUWM’s Listen MKE series is conceived and designed to respond to the concerns of Milwaukee’s Northside communities of color. WUWM also has a Race and Ethnicity reporter beat, focusing on issues relating to diversity. While WUWM continues many journalistic and marketing partnerships, the station also benefited from an alliance with Hearken. This online module allows WUWM to collect ideas for future stories from our listeners. This service powers the station’s Bubbler Talk series in which listeners ask questions about Milwaukee and Beats Me which funnels story ideas to each of the station’s beat reporters.

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?

WUWM has the largest radio-only team of journalists in Southeastern Wisconsin reporting on daily news. WUWM’s news staff, LAKE EFFECT program, and website received 22 awards this year, including two regional Edward R. Murrow Awards. WUWM’s vision statement indicates that the station and its producers will be active contributors to National Public Radio’s news programs. During this year, WUWM’s staff has been heard regularly on the more than 450 affiliates of National Public Radio. The news staff is also a contributing station to NPR’s Here and Now program. Without federal funding from the Corporation for Public Broadcasting, WUWM’s ability to sustain the staff and existing local programming would be impossible.

Comments

Question
Comment

No Comments for this section