



## 6.1 Telling Public Radio's Story

*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.*

WXPR produces local issues programming covering topics of interest to the communities we serve. We share stories through newscasts, a daily news email, special features, issue-based forums which are live and/or broadcast, podcasting of features, and digital streaming of our broadcast. Digital presentation of our news and features allows us to reach more and new audiences. WXPR's current strategic plan outlines our goals to expand our listener base by cultivating relationships with the youth and the indigenous community. We continue to form and maintain partnerships with community and arts organizations throughout our broadcast area including ArtStart Rhinelander, Northern Arts Council, Three Lakes Center for the Arts, Rhinelander Partners in Education, Kemp Natural Resources Station, University of Wisconsin Trout Lake Environmental Center, Nicolet Technical College, and Big Top Chautauqua as well as many area chambers of commerce and other organizations. We offer these organizations marketing assistance, volunteer support, and promotional support.

*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.*

Collaboration and partnerships are very important to WXPR. WXPR continued our partnership with six area organizations continuing the DEIJ Community of Practice: for the examination of, discussion and promotion of Diversity, Equity, Inclusion and Justice in the region.

Working with youth in the area is of high priority. WXPR staff works with local high school students to produce radio features and stories. These stories were broadcasted and offered as a radio feature and podcast called Student Storytellers. WXPR also held a High School Summer

News Internship. The student successfully produced news coverage from start to finish during the internship. In 2024, WXPR will work with The Oneida County Health Department and dozens of community organizations as it works towards the CDC's Drug Free Community Grant. The grant program is focused on preventing tobacco, THC, and alcohol use among middle and high school students with the goal of preventing substance abuse issues as adults and creating a drug free community. As of right now, WXPR is the only media partner involved with the project.

WXPR continues to collaborate with local media, including WJFW-TV, WAOW- TV, Wisconsin Public Radio, Interlochen Public Radio, and The Star Journal, as well as other news sources and local reporters, to share stories and information. Local media is very cooperative and understand that we can all provide a better service if we work together. Our rural area depends on us for news and information.

WXPR also partnered with the local arts center to produce a monthly open mic evening and concert series, plus a two day music, art and sustainability festival called Project North. A new partnership with the Rhinelander District Library was launched to archive community voices and stories through podcasting. WXPR staff members serve on committees or boards of groups such as the Partners in Education, League of Women Voters, Humane Society, Public Library Board, and more. WXPR routinely assists chambers of commerce and area non-profits with events promotion and sponsorships.

*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.*

WXPR finds the most measurable impact through our reporting, specifically political, environmental, and health coverage. WXPR provides local news coverage and voter guides during election cycles. WXPR was informed by numerous listeners that this information was not available elsewhere. PFAS contamination and water quality continue to remain a focus of our reporting. Our environmental news coverage has been featured locally and statewide as a reliable and accurate source on the topic. Our news department makes it a priority to successfully communicate the science of the topic with our listeners. We are able to gauge listener interest in certain subjects through digital metrics and also direct listener feedback through listening sessions, social media, and email communication. Our Community Advisory Board regularly reports that they receive positive feedback on our news and features coverage. WXPR also added a daily news email, making WXPR news ever more accessible. We continue to receive feedback correspondence on the impact of our news coverage.

*"I have a cabin in Oneida County, so I appreciate reading your article on PFAS and how it might affect me. Thanks for doing the research and putting this article together."*

*"I am behind in reaching out to tell you both what excellent articles you did regarding the April 5th election coverage! Week after week you covered the broad regions of the Northwoods capturing the issues and unique personalities in each. And there were so many people in the races this cycle making it even more important for voters to have complete information. "*

*"Thank you Katie for this morning's superb reporting regarding the Pelican River Forest. Your explanation of the (complex) approval process involving the Joint Finance Committee and the interview with the Conservation Fund representative and Charles Carlin, Gathering Waters, was very good." Excellent job, WXPB team!*

*"The reporting on biosolids in Oneida County, and creating the database and map we can use is exactly why we support WXPB."*

*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.*

WXPB's location is key to serving five tribal communities in northern Wisconsin and the western Upper Peninsula of Michigan. WXPB strives to represent our entire community. We have met with area tribal leaders and members to discuss challenges and opportunities. Native Voices was created to highlight Indigenous stories. We continue to broadcast National Native News every weekday and have contributed local reports for the broadcast. These newscasts allow us to present issues and ideas important to our entire listenership. We also air Indigefi from Native Voice One, which shares musical offerings by Native artists. We present a regional and national perspective that would be otherwise unavailable to our listeners. We continue to encourage diversity and participation on our governing board and Community Advisory Board. We remain sensitive to being a resource for all people and continue to actively reach out to be an authentic voice. WXPB is an active partner in Northwoods JEDI, a group of regional community members interested in supporting a more just, equitable, diverse, and inclusive culture in the Northwoods of Wisconsin. Our current strategic plan goals will move us forward to expand our diversity efforts on the air, with a focus on amplifying voices through programming that that's produced or gives voice to diverse and or minority voices.

*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?*

The grant we receive from the CPB allows us to be a more relevant and complete service to the public. These monies allow us to provide regional, national, and international news and information that is important to ALL of the communities we serve. We serve 10,000 square miles of the rural, northern Midwest. We are an independent and local resource for our listeners and are not affiliated with a network, school, university or other governmental entity. Community support, fundraisers and other support provides about 80% of our funding, CPB funds provide the balance. CPB funds allow us to provide our listeners here in northern Wisconsin with National Public Radio news programs, our most expensive programming by far. CPB funding allows us to air National Native News sharing Native American culture and issues with our listeners. Through CPB funding, we are able to provide national programming via American Public Media, PRX -Public Radio Exchange, The African American Radio Consortium, Native Voice One and others. This programming, paired with our local programming, gives our listeners a valuable and more complete listening experience, uniquely available on WXPB because of CPB funding. This funding also allows us to produce local features and utilize local reporters that bring stories to our audience from the smaller communities we serve. Our reporting and features help to connect our communities with others and provide "a window on the world" for our neighbors thanks to CPB funding.