



**LOCAL • PUBLIC • RADIO**

**CPB Local Content and Services Report 2021**

## **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 within the range of the station's broadcast. In 2021, WXPR continued to provide listeners with the latest local and state information on COVID-19, this included broadcasting the Governor's press briefings, local forums with community and health leaders, a listener line, and a dedicated web page for information and resources. We share stories through newscasts, 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. We continue to utilize stringer reporters. Having these contacts allows us to expand coverage in communities that our staff could not cover on their own. We continue to form and maintain partnerships and in-kind partnerships with community and arts organizations throughout our broadcast area including the 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, Dillman's Creative Arts and The Wisconsin Humanities Council, as well as many area chambers of commerce and other organizations. We offer these organizations marketing assistance, selected on-site broadcasts, 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.

This year WXPR partnered with three tribal nations in our region to produce Native Voices . Native Voices is a radio feature and podcast that highlights stories from the area's indigenous people- the Anishinaabe. Native Voices is an effort to share these stories, told by the people who live them.

Working with youth in the area is of high priority. WXPR staff worked 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 continues to collaborate with local media, including WJFW-TV, WAOW- TV, Wisconsin Public Radio, and The Star Journal, as well as other news sources and local reporters, to share stories and information when appropriate. 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 series of outdoor concerts and virtual open mic nights. We collaborate with numerous other community non-profit and educational organizations. WXPR staff members serve on committees or boards of groups such as the Partners in Education, Forward Rhinelander and more. WXPR routinely assists chambers of commerce and area non-profits with events promotion and sponsorships. Our outreach and in-station activities remain at a significant level for a small market station with a full-time staff of 6.

*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.*

Whenever we do news stories or features, we hope to have an impact on our audiences and are dedicated to providing timely, accurate and relevant news. We continued to be the news leader on health issues, sharing updates and information on COVID-19. We heard from listeners that this local information wasn't available or distributed through other news outlets and listeners were grateful for this essential information. WXPR continued our environmental reporting series called The Stream. These reports were presented as shorter news stories, but also as a weekly feature. The Employed series examined the landscape of living, playing, and working in the Northwoods and how it has changed over the past decade. Entrepreneurship, broadband, work-from-home, and COVID-19 are all part of that mix. Through listener feedback on social media, on our website and email communication we heard from many who appreciate the coverage and were unable to receive the same level of information from other news sources. Our Community Advisory Board regularly reports that they receive positive feedback on our news and features coverage.

*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*

WXPR's location is key to serving five tribal communities in northern Wisconsin and the western Upper Peninsula of Michigan. WXPR strives to represent our entire community. We 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 help us to reach Native populations and to present issues and ideas important to Native peoples to our entire listenership. We broadcast a locally hosted hour featuring music offerings by Wisconsin Native artists. We also air Indigefi and Undercurrents from Native Voice One, which also shares musical offerings by Native artists. We present a regional and national perspective that would be otherwise unavailable to our listeners. WXPR rebroadcasts the state of the tribe addresses made by local tribal leaders. 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. WXPR leadership has participated in diversity, equality and inclusion training and plans to expand the discussion and training with staff and the Governing Board.

*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 serve indigenous people and transient vacationers; students, laborers and professionals; youth, elderly, disabled and active people. We are not affiliated with a network, school, university or other governmental entity. We are an independent and local resource for our listeners. 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 to 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 WXPR 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. WXPR broadcasts and streams live to everyone for free. This service has been lauded as valuable by thousands, The CPB grants we receive help make all of this happen and we thank you!