

Grantee Information

ID	1675
Grantee Name	WXPR-FM
City	Rhineland
State	WI
Licensee Type	Community

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 2022. 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 2022 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.

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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.

WXPR produces local issues programming covering topics of interest to the communities we serve. 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. WXPR's three-year 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 Rhineland, Northern Arts Council, Three Lakes Center for the Arts, Rhineland 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.

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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 six organizations to create a DEI 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 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, 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. 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, League of Women Voters, Human Society, 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.

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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 provided local news coverage and local candidate forums leading up to the midterm elections. We were told by several 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 shared and featured locally and statewide as a reliable and accurate source on the topic. 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 in appreciation. "Thank you! You've fulfilled one of my wishes for a WXPR newsletter. You are the last unbiased news source in our counties. The more reporting, and as many ways you can get your reporting out, the better." "Katie and Erin, I am writing to tell each of you how much I appreciate the excellent reporting you have provided on local and regional stories over the couple years. Your professional commitment to journalism is evident!" "We at OCCWA have come to depend on WXPR and particularly Katie for invaluable coverage of environmental issues in our county."

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 allow us to present issues and ideas important to Native peoples to our entire listenership. 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. 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 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.

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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.

Comments

Question

Comment

No Comments for this section