



**White Pine Community Broadcasting, Inc. / WXPR FM  
CPB Diversity Report 2022**

Statement of Commitment to Diversity

White Pine Community Broadcasting, Inc. is committed to representing the diverse community that is our service area in north central Wisconsin and the western Upper Peninsula of Michigan. Our recruiting efforts for the White Pine Community Broadcasting Inc. Board of Directors, related committees; our Citizens Advisory Board, on-air programming, news coverage, and hiring practices for the WXPR FM staff reflect this commitment.

Diversity Goal

White Pine Community Broadcasting Inc. will seek locally and nationally produced programming to enable WXPR-FM to faithfully serve the diverse community in our broadcast area. Our staff, Boards of Directors, and volunteer on air hosts will understand and embrace our commitment to diversity. Our on-air product and those individuals that deliver that product will reflect our commitment to be inclusive and respectful of the diverse nature of the area which we serve.

Diversity Practices and Initiatives for WXPR-FM

Diversity as outlined in the US Census Bureau data that follows is a composite of ages, cultural backgrounds, gender, and geographic locations. WXPR ensures our commitment to serving this diverse community by utilizing the following practices:

1. Post job openings to a variety of media and organizations.
2. Broadcast programming that reflects the demographic and geographic nature of our audience.
3. Host regular open house gatherings at the radio station, inviting all to participate.
4. Provide regular station tours for schools, civic organizations, and the public at large.
5. Provide community outreach to a variety of geographic areas, with on-air programming and on-site presence when practical.
6. Deliberate outreach to all geographic areas of our service, and culturally diverse organizations for news gathering, feature reporting, and public affairs programming.
7. Internship training for students.
8. Participation in annual job and career fairs locally and state-wide.
9. Membership in local education support organizations, arts and music centers and groups, Chambers of Commerce.
10. Staff and management, as well as station volunteers and Board of Director members serve on various community and educational committees and boards to provide outreach and strength to service organizations throughout the WXPR service area.

11. Partner with several area arts, educational, historical and cultural organizations to provide feature stories, on-air and volunteer support, co-sponsorship of events, and on-site broadcasts.
12. Dedication to Native American news and issues coverage with regular daily features and news stringer coverage for area tribal information.
13. Diligent record keeping of our efforts to perform those steps as outlined above.
14. Engage listeners, Community Advisory Board, staff and volunteers to provide input and feedback to help continuously improve our commitment to diversity.
15. Staff and Board of Directors diversity, equity and inclusion training.
16. Founding organization of the Northwoods JEDI Council, a group of regional community members interested in supporting a more just, equitable, diverse, and inclusive culture in the Northwoods of Wisconsin.

Information from US Census Bureau

	Total	WXPR Staff	WXPR Boards
Population:	138,357	10	22
Ages 0-17 years:	17.85%		
Ages 65+:	25.36%	2	6
Females:		7	12
White:	91 %	10	22
American Indian:	3.6%		
Black:	0.5%		
Asian:	0.4%		
Hispanic:	1.8%		
2+ Races:	3.3%		

Updated September, 2022

(Information inclusive of Wisconsin Counties: Oneida, Vilas, Forest, Lincoln, Langlade, and Michigan County: Gogebic. Source: US Census Bureau Data 2020)