



## **AREAS OF NEED**

### **SUSTAINABLE OPERATIONS**

WUWM relies on general operating funds to support and strengthen its day-to-day on-air programming, digital presence, and community outreach activities.

Your gift to Sustainable Operations ensures that our audience can depend on WUWM to provide fair, accurate and comprehensive information they can trust - whether they tune in to WUWM on their radio or access WUWM's content on our digital and social media platforms.

Gifts in support of Sustainable Operations are **unrestricted** and used to address areas of greatest need and strategic importance.

### **SPECIALTY REPORTING INITIATIVES**

WUWM supports several focused local reporting initiatives that allow the station to provide on-going, in-depth coverage of issues under-represented by other local media outlets.

The three focus areas include **Education, Environment and Race & Ethnicity**

The specialty reporting initiatives enable reporters to develop focused expertise related to their beat and to provide leadership to WUWM's content team in planning coverage that encompasses their specialty. The reporters build deep and trusted relationships with the communities they serve which provides them with access to stories no one else is covering.

Funds designated for each specialty reporting initiative are **restricted** and used to cover the salary, benefits, professional development and support costs associated with the specialty reporting initiative.

### **THE ERIC VON BROADCAST FELLOWSHIP**

The *Eric Von Broadcast Fellowship* seeks to address an important reality – for far too long, too many voices from too many cultures have gone unheard in broadcast journalism.

The fellowship fosters diversity within the media landscape by providing a year-long, paid professional experience to a recent college graduate new to the journalism profession. An emphasis is placed on recruiting candidates from marginalized groups typically under-represented in broadcasting.

Funds designated to the *Eric Von Broadcast Fellowship* are **restricted** and used to cover the salary, benefits, professional development and support costs of the Eric Von Fellow.

You may make a gift to the Eric Von Broadcast Fellowship for:

- Annual Support or
- The Eric Von Broadcast Fellowship Endowment Fund\*
  - The Eric Von Broadcast Fellowship Fund is held by the Greater Milwaukee Foundation.

To learn more about the Eric Von Broadcast Fellowship and past and current Von Fellows, please visit [wuum.com/eric-von-fellowship](http://wuum.com/eric-von-fellowship).

## **WUWM ENDOWMENT FUND**

The Endowment Fund is an investment vehicle for donor-designated funds. It is intended to provide a stable and sustainable income stream to support WUWM's mission in perpetuity and allow for the sustainable growth of WUWM's investment in local programming and community engagement.

Endowed funds are held within the UWM Foundation, Inc. (Federal ID 23-7337744) and are invested by their Board of Directors.

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