

## **CPB SAS Response for 2023 Due February 2023**

**Q1** 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.

WUWM develops story ideas that are important to the community through a variety of outlets. We have eight reporters in our newsroom and roue producers on our Lake Effect Talk Show all of whom are out in the community every day searching for stories to tell about and for the people of Milwaukee.

One of the tools we use to find stories of interest to our community is from Hearken, a company founded to increase community engagement in public radio. This is the structure and backend for our Bubbler Talk series which is made entirely of questions asked by our listeners. They can do that one our website. Our reporters then take the questions and find the answers, many times including the listener in the story. This series airs several times each year.

We spent this year building relationships with communities that have been underserved by public media and specifically, WUWM. For the first half of the year our Community Engagement Coordinator worked to build bridges with typically underserved communities who don't listen or support WUWM. Building these bridges takes time and trust. Our CEC formed partnerships with community members and organizations, and helping our reporters and producers get out into the neighborhoods of Milwaukee. Milwaukee is one of the most segregated communities in the country. Citizens who only live a few miles from each other have far different day to day experiences, from education to healthcare to housing. We feel that it is important to report on these disparities, to educate the community to take action to make Milwaukee a great place to live for everyone, no matter what neighborhood you live in. Building bridges with communities of color will take time as will finding those community connectors who can open doors to our journalist and help them as they report on stories that really matter to these communities. Our CEC left in July and while we rehire for that position, our newsroom has taken on the responsibilities of continuing his work.

We also spend time training our staff in community engagement. This year several people on our content teams participated in a months long intensive training called "Advancing Democracy" in order to prepare for the election next year and to learn more about how to include community needs into our coverage. In December of 2023 we brought a trainer from Hearken into the station to continue community engagement training for the entire content

staff. This work is already informing what we will do for 2024, including a survey and focus groups that will help guide our election coverage.

Not only do WUWM journalists focus on the issues of the day, but they also explore many other topics in-depth. This reporting is aired during NPR's Morning Edition, All Things Considered and the station's news magazine, *Lake Effect* which runs Monday-Thursday.

<https://www.wuwm.com/show/lake-effect>

It is also available on the station's website:

<https://www.wuwm.com/>

And on our WUWM App and the other digital platforms that WUWM uses:

Facebook

<https://www.facebook.com/wuwmradio>

X

<https://twitter.com/wuwmradio>

Instagram <https://www.instagram.com/wuwmradio/>

Thanks to special funding, WUWM has three special reporting initiatives.

Environmental reporting:

<https://www.wuwm.com/wuwm-environmental-reporting>

Education reporting:

<https://www.wuwm.com/wuwm-education-reporting>

Race/Ethnicity reporting:

<https://www.wuwm.com/wuwm-race-ethnicity-reporting>

These reporting beats are funded annually by major gift donations from members who support the station. Each reporter on a given beat goes in-depth to report on topic areas of special interest to our listeners in Milwaukee and Southeastern Wisconsin.

Our entire staff of content creators, journalists and producers are still allowed to work from home out of makeshift studios that they fashioned during COVID. Our biggest story topics this year were:

Now WI Supreme Court Justice Protasiewicz winning and flipping the state supreme court balance and the drama that followed about her recusing herself from the redistricting ruling, the wildfire smoke over Wisconsin this summer, Cardinal Stritch University closing its doors, a Milwaukee sales tax increase, the first republican debate being in Milwaukee and a funding debate over a new stadium for the Milwaukee Brewer's baseball team.

Other topics that we covered over the year include the environment: <https://www.wuwm.com/wuwm-environmental-reporting>, Hispanic Heritage Month: <https://www.wuwm.com/hispanicheritage>, and Black History month: <https://www.wuwm.com/blackhistorymonth>.

WUWM reporters have been featured prominently on national programs like Morning Edition and Here and Now. The ability for our local audience to hear these reporters on national programs continues to enhance WUWM's reputation locally.

Each one of these topics on its own would have been a challenge to cover, but our local reporters faced this challenge three-fold, covering each topic with in-depth stories that not only provided facts and insight, but told the human side of these issues in a manner that is unique to public radio.

**Q2** 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.

WUWM maintains relationships with other journalistic outlets as well as other community groups throughout our broadcast region. As noted in the station's ethics code, it is a goal of the organization to "seek editorial partnerships and collaborations to enhance capacity, perspective, timeliness, and relevance and apply public media standards to these arrangements."

2023 was an unusual time for Milwaukee and Wisconsin in that the leaders of the PBS station, our NPR news station and the statewide network NPR station, Wisconsin Public Radio, all had leadership turnover. At the beginning of the year, we were planning and were pitching a partnership to PBS to working on elections projects, but because of that turnover, we were unable to make that idea work. In the second half of the year all of those positions have been filled and the general managers of each of the organizations, along with the music station Radio Milwaukee, have been meeting regularly to examine ways to collaborate.

**Q3** 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.

A primary measure of impact on the community is through audience data and anecdotal reports. According to the Nielson Audio, a national ratings company, there were more than 74,700 average weekly listeners to WUWM. The weekly cume is estimated by determining how many different people listen to a radio station for a minimum of five minutes in a quarter-hour within a daypart.

WUWM's average market share is 3.1%. That means that 3.1% of all radio listening was to WUWM.

WUWM continues to provide content to NPR's curated web app, "NPR One," and regional users of NPR's Facebook site.

The station continues to work with NPR's Digital Services to upgrade the technology and user experience.

**Q4** 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.

WUWM has a Race and Ethnicity reporter beat, focusing on issues relating to diversity. We also have a yearlong paid fellowship to help an underrepresented journalist at the start of their career develop their craft in a professional in a newsroom.

While WUWM continues many journalistic and marketing partnerships, the station also benefited from an alliance with Hearken. This online module allows WUWM to collect ideas for future stories from our listeners. This service powers the station's Bubbler Talk series in which listeners ask questions about Milwaukee.

**Q5** 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?

WUWM has the largest radio-only team of journalists in Southeastern Wisconsin reporting on daily news.

WUWM's news staff, *Lake Effect* program, and website received 36 awards this year, including one regional Edward R. Murrow Award.

WUWM's vision statement indicates that the station and its producers will be active contributors to National Public Radio's news programs. During this year, WUWM's staff has been heard regularly on the more than 450 affiliates of National Public Radio. The news staff is also a contributing station to NPR's Here and Now program.

Without federal funding from the Corporation for Public Broadcasting, WUWM's ability to sustain the staff and existing local programming would be impossible.

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## CPB SAS Response for 2022 Due 2/15/23

**Q1** 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.

WUWM develops story ideas that are important to the community through a variety of outlets. Pre-Covid, members of the station's advisory board were surveyed on at least an annual basis. During the past few years, due to Covid 19 restrictions, the advisory board met via Zoom and did not conduct an annual programming survey. However, we did poll the board to discover their preference for program that could be added to WUWM's daily line-up. This has been a very valuable exercise and we plan on continuing this practice with the board to share ideas and look for trends of community interest, that we are under-reporting.

We are very excited to begin building relationships with communities that have been underserved by public media and specifically, WUWM. One of our first steps was to hire a Community Engagement Coordinator (CEC). This year the station hired that position. The CEC is building bridges with typically underserved communities who don't listen or support WUWM. Building these bridges takes time and trust. While we do not anticipate that this work will happen overnight, we are creating the first in-roads. Our CEC is forming partnerships with community members and organizations, and helping our reporters and producers get out into the neighborhoods of Milwaukee. Milwaukee is one of the most segregated communities in the country. Citizens who only live a few miles from each other have far different day to day experiences, from education to healthcare to housing. We feel that it is important to report on these disparities, to educate the community to take action to make Milwaukee a great place to live for everyone, no matter what neighborhood you live in. Building bridges with communities of color will take time as will finding those community connectors who can open doors to our journalist and help them as they report on stories that really matter to these communities.

Not only do WUWM journalists focus on the issues of the day, but they also explore many other topics in-depth. This reporting is aired during NPR's Morning Edition, All Things Considered and the station's news magazine, *Lake Effect* which runs Monday-Thursday.

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Education reporting:

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Race/Ethnicity reporting:

<https://www.wuwm.com/wuwm-race-ethnicity-reporting>

These reporting beats are funded annually by major gift donations from members who support the station. Each reporter on a given beat goes in-depth to report on topic areas of special interest to our listeners in Milwaukee and Southeastern Wisconsin.

Once again, we spent this year in various phases of Covid restrictions. As such, our entire staff of content creators, journalists and producers worked from home out of makeshift studios. Our biggest story topic this year was the November Election and the run up to that election, <https://www.wuwm.com/election> and for the first time we created a voter guide, <https://www.wuwm.com/voterguide/>, and translated several of our stories into Spanish for our website

<https://www.wuwm.com/politics-government/tu-guia-para-votar-en-las-elecciones-de-mitad-de-periodo-del-2022-en-wisconsin>. Because the voter guide is still being used it is updated, but here are the stories that appeared there in November of 2022, <https://www.wuwm.com/tags/voter-guide>. Other topics that we covered over the year include the environment: <https://www.wuwm.com/wuwm-environmental-reporting>, Hispanic Heritage Month: <https://www.wuwm.com/hispanicheritage>, and Black History month: <https://www.wuwm.com/blackhistorymonth>.

WUWM reporters have been featured prominently on national programs like Morning Edition and Here and Now. The ability for our local audience to hear these reporters on national programs continues to enhance WUWM's reputation locally.

Each one of these topics on its own would have been a challenge to cover, but our local reporters faced this challenge three-fold, covering each topic with in-depth stories that not only provided facts and insight, but told the human side of these issues in a manner that is unique to public radio.

We also air a weekly segment, "Bubbler Talk" which invites questions from our broadcast community about topics that our listeners have always wanted to know about.

<https://www.wuwm.com/bubbler-talk>

**Q2** 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.

WUWM maintains relationships with other journalistic outlets as well as other community groups throughout our broadcast region. As noted in the station's ethics code, it is a goal of the organization to "seek editorial partnerships and collaborations to enhance capacity,



perspective, timeliness, and relevance and apply public media standards to these arrangements.”

WUWM continued its ongoing community listening project created by WUWM, the Milwaukee Journal Sentinel, Milwaukee PBS, and the Milwaukee Public Library to produce “Listen MKE”.

<https://www.wuwm.com/tags/listen-mke-stream/0>

The goal of this initiative is to help northside residents who live in the 50613-zip code, a traditionally underserved neighborhood of color. The goal of the project is to understand what’s most important to people who live in these Milwaukee neighborhoods and help fill information gaps. In 2021, the partnership switched over the entirety of its production to Facebook Live events which then air on Milwaukee PBS, WUWM’s *Lake Effect* program, and are posted on the Journal Sentinel’s website. All the conversations feature issues and people who live and work on Milwaukee’s north side and we continue to do this in 2022.

**Q3** 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.

“Listen MKE” provides within each segment links to several area organizations and experts in the 50613 community who can help connect listeners with needed resources.

Another primary measure of impact on the community is through audience data and anecdotal reports. According to the Nielson Audio, a national ratings company, there were more than 120,700 average weekly listeners to WUWM. The weekly cume is estimated by determining how many different people listen to a radio station for a minimum of five minutes in a quarter-hour within a daypart. These numbers place WUWM consistently within the top 10 radio stations serving the Milwaukee DMA.

WUWM’s average market share is 4.7%. That means that 4.7% of all radio listening was to WUWM. That was up from 4.3% one year ago.

WUWM continues to provide content to NPR's curated web app, "NPR One," and regional users of NPR's Facebook site.

The station continues to work with NPR's Digital Services to upgrade the technology and user experience.

**Q4** 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.

WUWM's Listen MKE series is conceived and designed to respond to the concerns of Milwaukee's Northside communities of color. WUWM also has a Race and Ethnicity reporter beat, focusing on issues relating to diversity.

While WUWM continues many journalistic and marketing partnerships, the station also benefited from an alliance with Hearken. This online module allows WUWM to collect ideas for future stories from our listeners. This service powers the station's Bubbler Talk series in which listeners ask questions about Milwaukee and Beats Me which funnels story ideas to each of the station's beat reporters.

**Q5** 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?

WUWM has the largest radio-only team of journalists in Southeastern Wisconsin reporting on daily news.

WUWM's news staff, *Lake Effect* program, and website received 22 awards this year, including two regional Edward R. Murrow Awards.

WUWM's vision statement indicates that the station and its producers will be active contributors to National Public Radio's news programs. During this year, WUWM's staff has been heard regularly on the more than 450 affiliates of National Public Radio. The news staff is also a contributing station to NPR's Here and Now program.

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