

Grantee Information

ID	1672
Grantee Name	WUWM-FM
City	Milwaukee
State	WI
Licensee Type	University

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 2015. 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 2015 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.

WUWM ascertains issues, which are important to the community through a variety of means. Members of the station's advisory board are surveyed as well as listeners who participate in station sponsored "listening sessions". This information is shared with staff journalists who make judgments on all content. Each day WUWM reporters focus on the issues important to listeners in our region. Listeners are introduced to people who are making an impact on the community. Their work is heard on the station during morning and afternoon drive times, plus during the station's daily news interview show, LAKE EFFECT, during the PROJECT MILWAUKEE series and archived on the station's website. As noted in the WUWM's code of ethics, it is our goal to 'contribute to the community's civic, educational, and cultural life by presenting a range of ideas and cultures and offering a robust forum for discussion and debate.'

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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.

WUWM maintains relationships with other journalistic outlets as well as other community groups. 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." As part of WUWM's continuing efforts to explore topics of interest to residents of the region, WUWM partnered with 371 Productions, The Milwaukee Journal Sentinel, the Wisconsin Center for Investigative Journalism and Milwaukee's black oriented radio station WNOV-AM for the PRECIOUS LIVES series. Precious Lives is two-year weekly public radio series (100 episodes, 3-5 minutes each) and community engagement campaign about gun violence and youth in Milwaukee. In addition to daily reports which aired during MORNING EDITION, the WUWM news team produced a number of special multi-part series. They included a mining update from northern Wisconsin, following the first year of a new teacher working in the Milwaukee Public Schools, an exploration of senior housing options, restoration of Milwaukee's inner harbor, a review of 25 years of Milwaukee's school voucher program, Voter ID issues, ISIS contributing to misunderstandings, history of Chapter 220, technology innovation of making hands with 3-D printers, local Latino poets, skilled trades markets, as well as revisiting the Black Men in Prison series one year later. Additionally, WUWM's daily news magazine, LAKE EFFECT, maintains journalistic partnerships with The Business Journal of Southeastern Wisconsin, Milwaukee Magazine, UrbanMilwaukee.com, Milwaukee Neighborhood News and others.

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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.

WUWM primarily measure its impact on the community through audience data and anecdotal reports. According to the Nielson Audio, a national ratings company, there were more than 110,000 weekly listeners to WUWM. This was a nearly 20% increase over the previous year. 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. That equates to satisfaction and impact. WUWM's market share is 2.7%. That means that 2.7% of all radio listening was to WUWM. During 2015, WUWM served 103,800 listeners each week. This represents a 7% increase over the previous year and follows a 4% increase between 2012 and 2013 and a 10% increase between 2011 and 2012. WUWM's website continues to provide increased service as well. The station continues to work with NPR's Digital Services to upgrade the technology and user experience. In March, the station relaunched the website to take advantage of responsive design technology. During this year, there were more than 60,000 unique monthly users of wuwm.com. This compares with 52,000 in the previous year. More than 17,000 Facebook users follow WUWM as well. WUWM continues to provide content to NPR's curated web app, "NPR One" and regional users of NPR's Facebook site. The station also receives regular requests to partner with organizations that see the value in associating their group with our station.

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

All of WUWM's programming is aimed at the general Milwaukee community and listeners who care about the issues that impact their lives. In addition, WUWM's reporters and LAKE EFFECT producers collaborate on stories and share background information on a regular basis. Twice a year the collaboration results in PROJECT MILWAUKEE, a series produced by both departments. PROJECT MILWAUKEE tackles large issues of major importance to the community. Numerous coordinated reports and interviews from the news staff and LAKE EFFECT probe the complex subjects. We ask for input from the community to help us shape the discussion. As noted previously WUWM partnered with 371 Productions, The Milwaukee Journal Sentinel, the Wisconsin Center for Investigative Journalism and Milwaukee's black oriented radio station WNOV-AM for the PRECIOUS LIVES series to present a weekly public radio series about gun violence and youth in Milwaukee. The stories treat the matter of gun violence with kids, both homicide and suicide, as a public health problem. The series looks at the problem from multiple perspectives, hearing the voices of the victim and the shooter, learning about the weapon and its path, and discovering the environmental factors contributing to each child's death. The segments are aired several times each week and are archived for community access at <http://wuwm.com/term/precious-lives-0>

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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?

WUWM has the largest radio-only team of journalists in Southeastern Wisconsin. They report on the issues and ideas, which are important to our listeners in the region. Without federal funding from the Corporation for Public Broadcasting, WUWM's ability to sustain the staff and existing local programming would be impossible.

Comments

Question

Comment

No Comments for this section