

## Grantee Information

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|---------------|------------|
| 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 2016. 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 2016 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 on at least an annual basis. They meet with the leadership of our local programming units to share ideas and look for trends. It is then up to WUWM's journalists to develop programming around these and other issues. Rather than focus on spot-news which has little impact, 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 a two-year weekly public radio series (100 episodes, 3-5 minutes each) and community engagement campaign about gun violence and youth in Milwaukee. Also this year, AIR (Association of Independents in Radio) picked WUWM to be one of 15 public media organizations to participate in a national project to engage new listeners. WUWM's Michelle Maternowski, Brad Lichtenstein of 371 Productions and Eric Von created "Precious Lives: Before the Gunshots" which included an on-stage presentation before a capacity crowd at the Pabst Theater. Additionally, WUWM's daily news magazine, LAKE EFFECT, maintains journalistic partnerships with The Milwaukee Journal Sentinel, 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 85,000 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. That equates to satisfaction and impact. WUWM's market share is 2.6%. That means that 2.6% of all radio listening was to WUWM. WUWM's website continues to provide increased service as well. WUWM.com had 821,359 unique visitors and 1,884,072 page views in the last year. The website's unique visitors increased by 28.9% over the last year. There were 7 web stories which received over 10,000 page views each. 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.

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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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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. 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. This year, the subject of innovation was selected for the series, because many leaders have been promoting "thinking outside of the box." They say it's an important tool for economic growth, helping to create new products, processes and services. Yet while Milwaukee's history is steeped in innovation, the city ranks low today in terms of new ideas and products generated. "Project Milwaukee: Innovation -- How Do We Compete?" examined the status of innovation here, its value, and the factors laying the groundwork for the city's success. Reporters and producers talked with entrepreneurs, investors, educators and others about Milwaukee's assets and challenges in 18 reports which aired during MORNING EDITION and LAKE EFFECT. The series also featured a panel discussion held on March 15 at the University Club. Seven insiders addressed how Milwaukee can encourage, develop and retain innovators. And, because innovation is so important to the city's future, WUWM asked kids what they would invent to help the city. Reporters had the kids draw and talk about their inventions. Reporters used the drawings and recordings to create a special online feature, called "Picture This." As noted previously WUWM also 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://preciouslivesproject.org/> Also this year, WUWM journalists did a multi-part series exploring the evolution of the Milwaukee School Choice program, truancy in the Milwaukee Public Schools, and the 5-year anniversary of Wisconsin's Act 10 which resulted in the reduction in power for labor unions for public employees.

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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. WUWM's news staff, LAKE EFFECT program and website received 21 awards, including eight first place honors, for stories and interviews broadcast in 2016. The contests were held by four organizations for journalists, and featured statewide or regional (multi-state) competitions. 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. 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