

## Grantee Information

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

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2017. 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 2017 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.**

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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. Not only do WUWM journalists focus on the issues of the day, they explore many other topics in-depth. This reporting is aired during NPR's Morning Edition and during the station's daily news magazine, Lake Effect. It is also available on the station's website and on other digital platforms. In addition, periodically WUWM journalists select a topic of importance to the community that is not getting the attention it deserves. That topic results in a weeklong Project Milwaukee series of reports on Morning Edition and Lake Effect. This year, the series was entitled, "Segregation Matters." Milwaukee has a reputation of being one of the most segregated cities in the United States. The series explored how this happened, how it contributes to persistent poverty and looked at ways to break through the boundaries. 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.'

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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." WUWM has also benefited from an alliance with AIR (Association of Independents in Radio). WUWM was one of 15 public media organizations to participate in a national project to engage new listeners. Following up on the previous year's special series, Precious Lives, WUWM's Michelle Maternowski, Brad Lichtenstein of 371 Productions and Eric Von created Precious Lives: Before The Gunshots which explored the factors leading up to shootings. A series of on-stage presentations were staged in the community as part of this effort. The station also began a collaborative series of community discussions cosponsored with the Milwaukee Journal Sentinel newspaper. This year's forums included discussions about our polarized political climate – and how we might cross the divide. Immigration issues, school choice and the planned Foxconn factory in Racine County will be the largest development deal in Wisconsin history. The forums take place in various locations in Southeastern Wisconsin. They are live streamed with later reports in the Milwaukee Journal Sentinel and on WUWM.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 97,100 weekly listeners to WUWM. That compares to 85,000 in 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 2.3%. That means that 2.3% 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 that 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.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. 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, PROJECT MILWAUKEE focused on issues of segregation. For years, the Milwaukee metro area has had a reputation as one of the most segregated in the United States. Journalists looked for answers to questions like, How did this complex problem come about, and why does it endure? How does it contribute to persistent poverty? Are there ways to break through the boundaries? The series included more than two dozen reports and interviews, and culminated in a forum that focused on solution which was cohosted by Milwaukee Magazine. The series also included the use of a special module on WUWM.COM, which allowed listeners to submit their questions, and an online video summarizing the decades of school desegregation and "re-segregation." WUWM also launched a journalistic initiative on race and ethnicity. For some time, the station has focused much coverage on segregation, gun violence and other related issues. In order to continue this focus, the station hired a full-time reporter to cover this topic area.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 that are important to our listeners in the region. WUWM's news staff, LAKE EFFECT program and website received 34 awards, including eight first place honors, for stories and interviews broadcast in 2016. The contests were held by five 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