

## WHAT DO GIFTS TO THE ERIC VON BROADCAST FELLOWSHIP SUPPORT?



Gifts support an annual paid fellowship with WUWM Milwaukee Public Radio for a recent college graduate of color, with a bachelor's degree in journalism or related field, who embodies a desire to report on important issues facing Milwaukee.

This fellowship is being formed in honor of the late Eric Von. Mr. Von was a 25-year veteran of the radio industry. Most recently, Mr. Von worked with WUWM Milwaukee Public Radio and 371 PRODUCTIONS on the PRECIOUS LIVES project, a 2-year, 100-part weekly radio series about gun violence and young people in the Milwaukee area.

This fellowship not only honors a man considered to be the “voice of the Black community in Milwaukee” but it also seeks to address an important reality — underrepresentation of people of color in broadcast journalism. According to a July 2015 article in *The Atlantic*, radio journalists of color account for only 13% of all radio journalists, a stark contrast to the 21% students of color who are graduating from journalism and communications schools. A significant obstacle to equal representation is lack of access to job training opportunities such as internships and fellowships. In addition, there is an urgent need for this position in Milwaukee; by having equal representation of voices in broadcast, Milwaukee—the most segregated city in the country—has the opportunity to bridge divisions and foster understanding through awareness building.

## WHAT IS THE FELLOWSHIP'S BUDGET?

An estimated annual budget of \$70,000 is needed to fund this fellowship, which covers salary and benefits as well as program and travel expenses. WUWM seeks to secure 3 years (\$210,000) with the long term hope of endowing the position.

## WHO ARE THE KEY WUWM CONTACTS?

Dave Edwards, Director/General Manager and Marge Pitrof, News Director will oversee the Fellowship. Combined, they have over 50 years of experience and will serve as mentors to the Fellow.

## WHAT IS THE TIMELINE?

Pending initial funding benchmark of \$70,000, hiring for this full time position will begin mid-2017.

## HOW DO I SUPPORT THE FELLOWSHIP?

1. Visit [wuwm.com/give](http://wuwm.com/give) and direct your gift to the “Eric Von Broadcast Fellowship” in the Comments.
2. Send a check made out to **Milwaukee Public Radio** with “Eric Von Broadcast Fellowship” in the Comment line to:

Milwaukee Public Radio / 111 E Wisconsin Avenue, Suite 700 / Milwaukee, WI 53202

3. Call us at 414-270-1225.

## WHO DO I CONTACT WITH QUESTIONS?

Please refer questions to Danielle Nelson, Senior Development Specialist for WUWM at 414-270-1122 or [nelsondn@uwm.edu](mailto:nelsondn@uwm.edu).