

Grantee Information

ID	1675
Grantee Name	WXPR-FM
City	Rhineland
State	WI
Licensee Type	Community

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 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.

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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.

WXPR continued to produce local issues programming covering topics of interest to the communities in within the range of the station's broadcast. Programming took the form of news reports, features, community forums and extended interviews of people involved in those issues of interest. Topics we covered included the opioid crisis and its impacts on the Northwoods, Chronic Wasting Disease, and others. We share stories through newscasts, special features, issue-based forums which are live and/or broadcast, podcasting of some features, digital streaming of our broadcast. Digital presentation of our news and features allows us to reach more and new audiences. We continue to form and maintain partnerships and in-kind partnerships with community and arts organizations throughout our broadcast area including the Campanile Center for the Arts, ArtStart of Rhineland, Northern Arts Council, Three Lakes Center for the Arts, Treehaven Environmental Center, Rhineland Partners in Education, Kemp Natural Resources Station, University of Wisconsin Trout Lake Environmental Center, The Warehouse Arts and Performance venue, Forward Rhineland, as well as many area chambers of commerce and other organizations. We offer these organizations marketing assistance, selected on-site broadcasts, volunteer support and promotional support. Finally, WXPR had an internship program at the station to provide training to students interested in journalism.

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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.

Collaboration and partnerships are very important to WXPR. We collaborate with media, including WJFW-TV, Wisconsin Public Radio, The Lakeland Times, The Northwoods River News, The Star Journal, as well as other news sources and local reporters, to share stories and information when appropriate. Local media is very cooperative and understand that we can all provide a better service if we work together. Our rural area depends on us for news and information. We work hard to reach as many communities and listeners, both tribal and non-tribal, as we are able. We contribute stories we have produced that are of interest to Native Americans to National Native News. We collaborate with numerous community non-profit and educational organizations. We give studio tours and career talks to a number of community groups including Headwaters, Inc. and Jump Start, both of whom work with individuals with cognitive, mental and physical disabilities. We have opened our studios for live performance by community and student music groups. WXPR staff members serve on committees or boards of groups such as the Rhineland Kiwanis, Partners in Education, Forward Rhineland and more. WXPR routinely assists chambers of commerce and area non-profits with events promotion and sponsorships. We sponsor "Blues Café" and "Big Bull Falls Blues Festival" with area non-profit music advancement groups. Our outreach and in-station activities remain at a significant level for a small market station with a staff of 6.

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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.

Whenever we do news stories or features, we hope to have an impact on our audiences. We hosted and broadcast a forum on Chronic Wasting Disease (CWD), a disease that impacts the deer population and thus deer hunting activity. After the forum, we broadcast follow-up conversations with a physician about the impacts of CWD and with a tribal leader from a local Native American tribe on the impact of CWD on their customs. Through email communications and word of mouth we heard from many who felt that the story covered important topics. We did a forum on the opioid crisis and its local implications and impacts. Several panel members indicated that they were contacted by listeners after the forum for more information or to learn more about services. We hosted and broadcast forum debates between local candidates prior to the November 2016 elections, including debates between Tom Tiffany and Bryan Van Stippen, Rob Swearingen and Matthew Michelsen and Sean Duffy and Mary Hoeft. Listeners commented and thanked for the exposure to the issues and the candidates' positions on them. We also produce and/or broadcast state of the tribe addresses from local Native American tribes, environmental topics and more. Our Community Advisory Board regularly reports that they get positive feedback when we do these types of programs. We also get positive feedback about our news programs when we engage with the public.

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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 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.

WXPR's location is key to serving five tribal communities in northern Wisconsin and the western Upper Peninsula of Michigan. Lake Superior Chippewa/Ojibwe people live and work in our service area. WXPR continues to believe in service to these neighbors and friends. We have very few members of other minority populations in our service area. WXPR always seeks to be the voice of our Native American neighbors, and we extend extra effort to that end. We broadcast National Native News every weekday. These newscasts help us to reach Native populations and to present issues and ideas important to Native peoples to our entire listenership. We broadcast Earthsongs weekly which shares musical offerings by Native artists. Both present a regional and national perspective that would be otherwise unavailable to our listeners. We continue to encourage Native American participation on our governing board and Community Advisory Board. WXPR regularly rebroadcasts the state of the tribe addresses made by local tribal leaders. We remain sensitive to being a resource for all tribal people and continue to actively reach out to be an authentic voice.

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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?

The grant we receive from the CPB allows us to be a more relevant and complete service to the public. These monies allow us to provide regional, national and international news and information that is important to ALL of the communities we serve. We serve 10,000 square miles of the rural, northern Midwest. We serve indigenous people and transient vacationers; students, laborers and professionals; youth, elderly, disabled and active people. We are one of the very few community radio stations that receive NO state funding. We are not affiliated with a network, school, university or other governmental entity. We are an independent and local resource for our listeners. Community support, fundraisers and other support provides about 3/4ths of our funding, CPB funds provide the balance. CPB funds allow us to provide our listeners here in northern Wisconsin to National Public Radio news programs, our most expensive programming by far. CPB funding allows us to air National Native News and Earthsongs, sharing Native American culture and issues with our listeners. Through CPB funding, we are able to provide national programming via American Public Media, PRX, WNYC and others. This programming, paired with our local programming, gives our listeners with a valuable and more complete listening experience, uniquely available on WXPR because of CPB funding. This funding also allows us to produce local features and utilize local reporters that bring stories to our audience from the smaller communities we serve. Our reporting and features help to connect our communities with others, and provide "a window to the world" for our neighbors thanks to CPB funding. WXPR broadcasts and streams live to everyone for free. Our service has been cited as "valuable," "important," and "essential" by thousands of our neighbors and listeners. The CPB grants we receive helps make it happen. Thank you!

Comments

Question	Comment
No Comments for this section	