



WISCONSIN PUBLIC RADIO

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WHAD: Telling Public Radio's Story 2017-2018

- 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.*

Wisconsin Public Radio's (WPR) WHAD is committed to community service through news, conversation/information and entertainment content on air, online and in communities across the state. All of our content is produced with the highest standards of ethics and audience service. We strive to serve Wisconsin's diverse communities and perspectives with content and conversations that are trustworthy, informative, useful, civil and inspiring. During the reporting period, guests, hosts and callers came together for smart, meaningful conversations on The Morning Show, The Larry Meiller Show and Central Time.

WPR regularly gathers input on community issues, programming decisions and other concerns of our listeners and the broader public. Our reporters, producers and hosts rely on state and national survey results, including regular Marquette Law School Polls in Wisconsin, to help guide production of news content heard within newscasts and topic selection for our 6.5 hours of daily, local call-in programs.

Results of surveys were used to shape stand-alone news stories, but they also influenced coverage of stories throughout the year in broadcast and on wpr.org. During the reporting period, WPR provided unbiased coverage of Wisconsin state and federal elections. WPR also launched a year-long project to learn more about how Wisconsinites view the role of government in their lives and the issues they were most concerned about. The project, called "Beyond The Ballot," included more than 500 interviews to collect perspectives from across the state. The issues and stories were featured on a special website section as well.

Long-form documentaries were also developed and broadcast from multi-part series that aired throughout the reporting period. "New in Blue" looked at the recruiting, training and deployment of new police officers in the Madison Police Department with a focus on community policing. Issues surrounding the future of Wisconsin's land, water and food were featured in a year-long series called "State of Change" that also aired as a documentary.

The WPR news team and digital content received numerous awards during the reporting period including “best website” and honors for our partnership with the Wisconsin Center for Investigative Journalism and our WisContext.org partnership with Wisconsin Public Television. Our reporters were honored for coverage of opioids and public health, mining, farming and immigration issues, the Foxconn plant, transportation and more. Reporters at our seven statewide affiliated news bureaus also supplied carefully researched stories from diverse voices and locations across the state.

And, in addition to the reporters’ contributions to the daily news broadcasts, WPR’s regional reporters also contributed to award-winning local programs - including Route 51 in Wausau, The West Side and the cultural magazine Spectrum West in Eau Claire and Menomonie - on affiliated stations.

As part of WPR’s commitment to training the next generation of journalists with public media’s high standards of ethics and integrity, the station hired three reporters as part of our fellowship program during the reporting period. The Lee Ester News Fellowship provides opportunities for early career journalists in WPR’s award-winning newsroom. The Mike Simonson Investigative News Fellowship, a partnership with the Wisconsin Center for Investigative Journalism, focuses on in-depth reporting. The Milwaukee-based Second Century News Fellowship – which was established during the reporting period - provides new and diverse journalists practical, hands-on experience in public radio news production.

WHAD’s and its affiliates news and cultural stories are also featured in articles at wpr.org where audiences can post comments, ask questions and connect with other listeners through our online forums. During the reporting period, wpr.org received millions of pageviews and delivered thousands of articles and live-streamed and archive audio. WPR also offered its Politics Podcast, a weekly program focused on state issues and politics. The podcast is free and available in the iTunes and Google Play stores and can also be heard or downloaded at wpr.org. The podcast also held the first of several planned, low-cost live shows in venues around the state.

WPR also uses Twitter and Facebook to distribute content, engage audiences on and off air, and for promotion. During the reporting period, WHAD and its affiliates invited listeners to post questions, share information and engage with our hosts and guests on social media. Our main Facebook page “Likes” increased by 14%, to more than 46,000, as users continued to turn to WPR’s social media to stay up to date on everything from breaking news to job openings and community events.

On top of our community engagement events, our website, and our social media pages, WPR collaborates with WPT to offer a toll-free phone number and email account for public feedback. Each year this in-house audience services team answers tens of thousands of requests from Wisconsinites eager to learn more about the news and information they hear on our programs. These public comments are compiled and shared with the entire WPR staff on a regular basis.

In addition to covering news and current affairs, WHAD and its affiliates provide some of the best educational and life-long learning content in the state. Listeners always hear something they can use on The Larry Meiller Show, which focuses on gardening, consumer issues, and “how-to” topics. Each Tuesday during FY2018, The Joy Cardin Show (later renamed The Morning Show) covered personal finance, and listeners — in Wisconsin and around the nation — turned to Zorba Paster On Your Health for perspective on medical concerns.

The station and its affiliates are also dedicated to providing a cultural resource to listeners, with curated entertainment, comedy and music programs. To the Best of Our Knowledge is WPR’s Peabody Award-winning national program of big ideas. Chapter A Day is the original audiobook, aired every weekday for a half hour. University of the Air provides interviews on a variety of topics with experts, and Old Time Radio Drama shares the classics of radio’s golden age with listeners each Saturday and Sunday night.

During the reporting period, WPR launched a new content incubator called “WPR NEXT.” The project was designed to foster talent to produce new programs for the station. Listeners enjoyed pilot episodes from four WPR Next projects. Two of those pilots, Entertain Us and BETA, were offered second pilots. And finally, BETA was selected for production and weekly broadcast beginning in the spring of 2018.

On Saturdays, WHAD features world music with African roots and more on Higher Ground with Dr. Jonathan Overby. On Sundays, Simply Folk broadcasts concerts recorded in Wisconsin and traditional music of people the world over. On Sundays, Simply Folk broadcasts concerts recorded in Wisconsin and traditional music of people the world over.

WHAD’s licensee, the Wisconsin Educational Communications Board, partners with the University of Wisconsin-Extension to produce and distribute programming under the banner Wisconsin Public Radio. According to Nielsen, the partnership reached an average of 482,900 listeners each week in the spring of 2018. WPR’s websites – including WisconsinLife.org and WisconsinVote.org - had more than 10 million page views.

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.

WPR’s WHAD and affiliates provide extensive election coverage and collaborate with Wisconsin Public Television (WPT) to broadcast important events, including the governor’s State of the State address, budget address, and state celebration of Dr. Martin Luther King, Jr. We encourage listeners to experience the state from diverse perspectives. Wisconsin Life, our state culture collaboration with WPT, continues this commitment by featuring

stories of unexpected Wisconsin people and places on WPR, WPT and online at wisconsinlife.org.

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In November 2017, WPR partnered with NPR and WPT on a centennial celebration, The Power of Story, at The Overture Center in Madison. More than 1,400 Wisconsinites attended the celebration of WPR and WPT's legacy and impact in the state and – via NPR and PBS – around the nation. The event was hosted by All Things Considered Co-Host Ari Shapiro and featured talent from WPR and public media. As reported last year, the year-long celebration included special broadcasts, community events, a dedicated website and more. More than 6,000 attended 12 events in 7 cities around the state during the centennial year.

WisconsinVote.org, WPR and WPT's award-winning election site, offers immediate access to voting information, candidate statements and extensive unbiased reporting on issues that affect the people of Wisconsin. The site served more than 145,000 sessions during the fiscal year.

In the fall of 2018, WPR also produced and broadcast a special radio series, Tribal Histories, adapted from a WPT original production. In the series, tribal members shared stories of the challenges, triumphs and time-honored traditions that have shaped their vibrant communities across generations.

WPR, WPT and University of Wisconsin-Extension continued its collaboration on a long-form, digital-first news site called WisContext.org. The site presents the reporting, research and community-based expertise of these partners to provide information and insight about urgent and emergent issues that affect Wisconsin, including: agriculture/food, environment, health, money, people/policy and science/technology. WisContext.org content is open to syndication and has been republished by media organizations and educators free of charge. During the reporting period, the project received numerous awards for its work and served nearly 300,000 pageviews, a 62% growth over the previous year.

Wisconsin Remembers: A Face for Every Name is a traveling exhibit that features a photo for each of the 1,161 Wisconsinites officially listed on the Vietnam Veterans Memorial in Washington, D.C. This poignant display was created by WPR and WPT in partnership with the Wisconsin Veterans Museum. Four sets of the 17 panel exhibit – including an outdoor

“wall” – were displayed by dozens of veterans and community groups at schools, libraries and other public buildings around the state during the reporting period.

As noted above, WHAD and its affiliates also continued their commitment to educating the next generation of reporters with the Mike Simonson Fellowship for Investigative Journalism which is a partnership with the Wisconsin Center for Investigative Journalism. The fellowship helps attract some of the brightest young minds in journalism to public broadcasting and supports a shared commitment to in-depth reporting on issues important to all Wisconsinites.

WPR hosts regularly make special appearances at events around the state that encourage cultural diversity, music education, the arts and more. And, each month, WPR sponsors dozens of community events around the state to help local nonprofits in the arts, science, business and more connect with our listeners.

WHAD and its affiliates have partnerships with a number of non-profit arts and community organizations, including: Racine Theatre Guild, Wisconsin Historical Society, Milwaukee Symphony Orchestra, Workforce Development Center, Milwaukee Maker Faire, Riveredge Nature Center, Creative Alliance Milwaukee, Waukesha Public Library, Early Music Now, Florentine Opera, Festival City Symphony, Southeast Wisconsin Festival of Books, Present Music, Latino Arts, YWCA Southeast Wisconsin, Wisconsin Governor’s Business Plan Contest, Milwaukee Winter Farmers Market, Pabst Theater Group, Bach Chamber Choir, Falls Patio Players, Institute of World Affairs at UW-Milwaukee, Public Policy Forum, Frank Zeidler Center for Public Discussion, Franklin Public Library, First Stage, Clarke Square Neighborhood Association, Osher Lifelong Learning Institute at UW-Milwaukee, Festa Italiana, Schlitz Audubon Nature Center, Wisconsin LGBT Chamber of Commerce, Real Racine, PianoArts, Pridefest, The Water Council, Mother Earth News Fair, Fondy Food Center, BublR Bikes, Wisconsin Women’s Business Initiative Corporation, Indian Summer Festival, Milwaukee Film, China Lights, Frankly Music, Next Act Theatre, Creative Alliance MKE, Pewaukee Public Library and Bridges Library System, Oconomowoc Winter Farmers Market, LiSC, UW-Parkside Theater Arts Department, Civic Music Milwaukee, Boerner Botanical Garden, Sharon Lynne Wilson Center, East Troy Railroad, Midwest Women’s Herbal Conference, Jersey Street Music Festival, Milwaukee County Historical Society, League of Women Voters, Milwaukee Museum Mile, Museum of Wisconsin Art

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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.*

WHAD and its affiliates provide the largest network of news bureaus of any media in the state, providing in-depth explorations of Wisconsin’s public affairs issues and ideas. Every

day our broadcasts and online resources help people across the state connect with elected officials and public servants at all levels of local, state and national government. Our coverage of the State Supreme Court elections during FY2018 was particularly important to voters.

In election years, we invite ballot-certified candidates to participate in broadcast interviews and to record unfiltered candidate statements. WPR and WPT's non-partisan WisconsinVote.org project helps citizens find information about voter registration and candidates and hosts public issue and candidate forums throughout the state. During the reporting period the site garnered more than 150,000 sessions.

WHAD and its affiliated stations also worked to promote awareness of issues through its annual fundraising efforts. During the December 2017 fundraising drive, listeners were given the option of foregoing a tradition membership thank you gift and instead support Wisconsin-based food pantries. Through this initiative, our members contributed more than 12,000 meals to those in need.

The Wisconsin Remembers exhibit, which features a photo for each of the 1,161 Wisconsinites listed on the Vietnam Veterans Memorial Wall in Washington D.C., has been requested by community groups and displayed in dozens of locations throughout the state. The exhibit was created by WPR in partnership with WPT and the Wisconsin Veterans Museum.

In 2017, the exhibit toured the state in conjunction with special screenings of the PBS documentary The Vietnam War by Ken Burns. Three exhibits tour the state each year and served as a model for other public broadcasters around the nation. An outdoor version of the exhibit was developed and has been displayed at The World's Largest Brat Fest and alongside traveling versions of the Vietnam Veterans Memorial Wall.

As noted above, our hosts regularly make special appearances at events around the state that encourage literacy, music education, cultural diversity and more. We meet regularly with community members to ensure our programs are addressing issues that affect real people in Wisconsin. We help local nonprofits promote community events that celebrate nature, agriculture, science, performing arts, families and just plain fun. These promotional partners often report back that our broadcast announcement had a significant impact on their event attendance and success of their programs.

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.*

WPR, including WHAD and its affiliates, is committed to serving all Wisconsinites and to reflecting the diverse experiences and perspectives of our state in our programs and staffing. During the reporting period, new hires brought new voices and experiences to our broadcast programs and work behind the scenes.

WPR also continued to implement its Diversity and Inclusion Action Plan with WPT to reinforce our commitment to serving all Wisconsinites. Staff were selected to participate in a cross-departmental, cross-organizational “change team” to work with leadership and colleagues on issues tied to the plan.

During the past reporting period, WPR and WPT were two of a handful of area organizations selected for training through the YWCA’s program “Creating Equitable Organizations” and WPR continued staff training as part of that effort. The program encompasses both internal culture and external content and constituents and included internal staff assessments and training to support strategic planning and action towards change as framed by the Multicultural Organizational Development Model (MCOD) provided by the YWCA.

On air and online during this reporting period, WHAD and its affiliate reporters covered a significant number of stories that explored issues of diversity, including education, policing, business development, farming, health care, immigration and homelessness in Wisconsin among other things.

WHAD and its affiliate’s “New Voices Project” is an effort to ensure diversity and inclusion among our call-in program sources and guests. Producers collect demographic data on show guests and receive regular reports that can help them better understand how their sourcing choices reflect Wisconsin’s diversity.

As noted above, WPR also produced and broadcast a special radio series, Tribal Histories, adapted from a WPT original production. In the series, tribal members shared stories of the challenges, triumphs and time-honored traditions that have shaped their vibrant communities across generations. And, the network’s statewide program Central Time produced and broadcast "First Wisconsinites: Dispatches from Native American Life in Wisconsin Today" a weeklong series about innovations in education, health, art and more in the state's Native communities.

In addition to exploring issues of diversity through our call-in shows and news coverage, our cultural coverage regularly features people and places that reflect Wisconsin’s diverse population. Wisconsin Life, our collaboration with WPT, has featured stories by and about immigration, religion, community and important figures and events of Wisconsin’s past and present. During the reporting period, WHAD also carried several national programs featuring diverse hosts, including 1A, Latino USA, Snap Judgment, Reveal and Jazz Night in America.

Each January, we broadcast the official state ceremony honoring Dr. Martin Luther King Jr., produced and hosted by WPR’s Dr. Jonathan Overby. Our website, wpr.org, also live

streams the annual State of the Tribes Address from the State Capitol. And, through our community partnerships, we regularly feature and promote events and educational activities that embrace diversity and inclusion.

WPR's community events featured topics and guests representing diversity and inclusion in partnership with local venues and non-profit organizations.

Finally, WPR worked with a nationally recognized Iroquois raised beadwork artist and member of the Oneida Nation who designed our Spring 2018 Pledge Drive Artist Mug. The mug was available to listener/donors throughout the pledge drive and the story of the artist and her work was shared on air and online.

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?*

We share and preserve the stories of Wisconsin's people. Our programs celebrate Wisconsin's way of life. We reach out beyond broadcasts to serve Wisconsin online and in the community. WPR's news team and WHAD producers work together to provide deeper coverage of big issues like elections, the economy, immigration, health and more. Because of strong funding support, we continue to attract and keep the best available broadcast producers and journalists, including two full-time reporters at the Capitol. Without CPB funding, all of these things would be affected.

CPB funding also allows WPR to maintain a local presence in Milwaukee, Wisconsin's largest city. Without CPB funds, it is unlikely that WPR would be able to continue a Milwaukee broadcast and reporting presence. In addition to having a reporter in the station to cover issues in southeastern Wisconsin, our statewide news director is also based there along with our Second Century News Fellow.

The scope of national programs broadcast on WHAD and its affiliates would be greatly diminished without CPB's support. Programs like NPR's On Point and 1A help keep our listeners connected to the world and help us put local and statewide content in a national or even international context.

CPB funding helps ensure that our cultural programming is available for tens of thousands of listeners every week. And, of course, CPB funding contributes to our ability to reach audiences beyond broadcast with online streaming, news and cultural content, mobile apps, community events and more.