Technicians - 4000

Grantee Information

ID	1669
Grantee Name	WERN-FM
City	Madison
State	WI
Licensee Type	State

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

White,

Females

0

Non-Hispanic

Females

Jump to question: 1.1 ▼

Total

0

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Fu	III-Time Radio Em	ployees		
Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females
Officials - 1000				
Managers - 2000				
Professionals - 3000				

Officials - 1000					1	1
Managers - 2000					0	0
Professionals - 3000					2	2
Technicians - 4000					0	0
Sales Workers - 4500						0
Office and Clerical - 5100					2	2
Craftspersons (Skilled) - 5200						0
Operatives (Semi- Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	5	5
1.1 Employment of Fu	II-Time Radio Emp	oloyees			Jump to	question: 1.1 🔻
Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					1	1

Print Survey

Sales Workers - 4500									e
Office and Clerical - 5100									e
Craftspersons (Skilled) - 5200									e
Operatives (Semi- Skilled) - 5300									e
Laborers (Unskilled) - 5400									e
Service Workers - 5500									e
Total	0	0		0	0		1		1
1.1 Employment of Fu	III-Time Radio Emp	oloyees				Jump to questior	n: 1.1	V	
Major Job Category / Job Code / Joint Employee Officials - 1000					Ρ	ersons with Disa	bilities		
Managers - 2000]	
Professionals - 3000]	
Technicians - 4000]	
Sales Workers - 4500]	
Office and Clerical - 5100)]	
Craftspersons (Skilled) -	5200]	
Operatives (Semi-Skilled) - 5300]	
Laborers (Unskilled) - 54	00]	
Service Workers - 5500]	
Total							0		
1.1 Employment of Fu	III-Time Radio Emp	oloyees				Jump to questior	n: 1.1	V	
Please enter the gender a person with disabilities lis		can American ferr	ale).						
1.2 Major Programmir	ng Decision Makers	5				Jump to questior	n: 1.2	•	
Please report by gender major programming decis decisions about program result in a double-countin programming decisions s by job category above, in	sions. Include the stati acquisition and produ ig of some full-time en hould be included in t	on general managet ction, program de nployees; employe he counts for this	ger if appropriate velopment, on-a ses having the re	 Major prograr ir program scho 	mming decision eduling, etc. Th	s include			
1.2 Major Programmi	ng Decision Makers	6				Jump to questior	n: 1.2	•	
Of the full-time employee have responsibility for ma			ncluding the stat	ion general ma	anager,				
1.2 Major Programmir	ng Decision Makers	5				Jump to quest	ion: 1.	2 🔻	
	African nerican H	ispanic	Native American	Asian/Paci	fic Non-	White, Hispanic		Total	

Print Survey	
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Female Major Programming Decision Makers					1	1	
Male Major Programming Decision Makers					1	1	
Total	0	0	0	0	2	2	
		Radio Employees	 		Jump to qu	estion: 1.3 ▼	

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Pa	rt-Time Radio E	mployees			Jump t	o question: 1.3 ▼
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0
1.3 Employment of Pa	rt-Time Radio E	mployees			Jump t	o question: 1.3 🔻
	African		Native		White,	
Major Job Category / Job Code	American Males	Hispanic Males	American Males	Asian/Pacific Males	Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000					1	1
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi- skilled) - 5300						0

Print Survey

Laborers (Unskilled)	0
Service Workers - 5500	
Total 0 0	0 3 3
1.3 Employment of Part-Time Radio Employees	Jump to question: 1.3
Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0
1.4 Part-Time Employment	Jump to question: 1.4 🔻
Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours pe worked 15 or more hours per week, but not full time?	
worked 15 or more hours per week, but not full time?	r week and how many
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment	Jump to question: 1.4 ▼
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week	ur week and how many Jump to question: 1.4 ▼ @
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week	Fr week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment	ar week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼
 worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 	r week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼ full-time status during the fiscal year.)
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year.	ar week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼
 worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring 	r week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼ full-time status during the fiscal year.)
 worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring No full-time employees were hired (check here if applicable) 	r week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼ full-time status during the fiscal year.) Jump to question: 1.5 ▼
 worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring No full-time employees were hired (check here if applicable) 1.5 Full-Time Hiring Major Job Category / 	rr week and how many Jump to question: 1.4 ▼ 0 Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼ full-time status during the fiscal year.) Jump to question: 1.5 ▼ Jump to question: 1.5 ▼
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring No full-time employees were hired (check here if applicable) 1.5 Full-Time Hiring Major Job Category / Minority Female Non-Minority Female Minority Male	r week and how many Jump to question: 1.4 ▼ @ Jump to question: 1.4 ▼ 3 Jump to question: 1.5 ▼ full-time status during the fiscal year.) Jump to question: 1.5 ▼ Jump to question: 1.5 ▼
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring No full-time employees were hired (check here if applicable) 1.5 Full-Time Hiring Major Job Category / Job Code Minority Female Non-Minority Female Officials - 1000	rr week and how many Jump to question: 1.4 ▼ @ Jump to question: 1.4 ▼ Jump to question: 1.4 ▼ Jump to question: 1.5 ▼ full-time status during the fiscal year.) Jump to question: 1.5 ▼ Jump to question: 1.5 ▼ ■ Jump to question: 1.5 ▼ ■ Jump to question: 1.5 ▼ ■
worked 15 or more hours per week, but not full time? 1.4 Part-Time Employment Number working less than 15 hours per week 1.4 Part-Time Employment Number working 15 or more hours per week 1.5 Full-Time Hiring Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to 1.5 Full-Time Hiring No full-time employees were hired (check here if applicable) 1.5 Full-Time Hiring Major Job Category / Job Code Minority Female Minority Female Non-Minority Female Officials - 1000	rr week and how many Jump to question: 1.4 ▼

Office / Service					Print
ffice / Service /orkers - 5100-5500		1			1
otal	0	1	0	0	1
6 Full-Time and Part-Tim	e Job Openings			Jump to qu	estion: 1.6 🔻
nter the total number of full-tir reviously filled positions and r gardless of whether they wer hether it was filled by an inter le promotion of an employee i ewly created position to be fill	newly created positions. Inclu- re filled during the year. If a jo mal or an external candidate. who stays in essentially the s	de all positions that b b opening was filled Do not include as jol ame job but has a dif	ecame available durin during the year, includ o openings any positio ferent title (i.e. where	ng the fiscal year, e it regardless of ns created through there was no vacand	y or
6 Full-Time and Part-Tim	e Job Openings			Jump to qu	estion: 1.6 ▼
umber of full-time and part-tin	ne job openings				1
.7 Hiring Contractors				Jump to qu	estion: 1.7 🔻
uring the fiscal year, did you h	hire independent contractors	to provide any of the	following services?		
.7 Hiring Contractors				Jump to qu	estion: 1.7 ▼
				Check	all that apply
Inderwritting solicitation relate	d activities				
Direct Mail					
elemarketing					
Other development activities					
egal services					
luman Resource services					
ccounting/Payroll					
computer operations					
/ebsite design					
Vebsite content					
Proadcasting engineering					
ngineering					
Program director activities					
None of the above					
omments					
Question	Comm	ient			
2.1 Average Salaries FULL	TIME EMPLOYEES ONLY	ſ		Jump to gu	estion: 2.1 V
		# of Employ	/ees Avg. Anr		verage Tenure
Chief Executive Officer			1.00 \$	63,184	8
Chief Executive Officer - Joint			\$		
Chief Operations Officer			\$		

\$

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Chief Operations Officer - Joint

Print Survey

Chief Financial Officer	\$	
Chief Financial Officer - Joint	\$	
Publicity, Program Promotion Chief	\$	
Publicity, Program Promotion Chief - Joint	\$	
Communication and Public Relations, Chief	\$	
Communication and Public Relations, Chief - Joint	\$	
Programming Director	\$	
Programming Director - Joint	\$	
Production, Chief	\$	
Production, Chief - Joint	\$	
Executive Producer	\$	
Executive Producer - Joint	\$	
Producer	\$	
Producer - Joint	\$	
Development, Chief	\$	
Development, Chief - Joint	\$	
Member Services, Chief		
	\$	
Member Services, Chief - Joint	\$	
Membership Fundraising, Chief	\$	
Membership Fundraising, Chief - Joint	\$	
On-Air Fundraising, Chief	\$	
On-Air Fundraising, Chief - Joint	\$	
Auction Fundraising, Chief	\$	
Auction Fundraising, Chief - Joint	\$	
Underwriting, Chief	\$	
Underwriting, Chief - Joint	\$	
Corporate Underwriting, Chief	\$	
Corporate Underwriting, Chief - Joint	\$	
Foundation Underwriting, Chief	\$	
Foundation Underwriting, Chief - Joint	\$	
Government Grants Solicitation, Chief	\$	
Government Grants Solicitation, Chief - Joint	\$	
Operations and Engineering, Chief	\$	
Operations and Engineering, Chief - Joint	\$	
Engineering Chief	\$	

Print Survey

Engineering Chief - Joint		\$	
Broadcast Engineer 1		\$	
Broadcast Engineer 1 - Joint		\$	
Production Engineer		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief		\$	
Education, Chief - Joint		\$	
Information Technology, Director		\$	
Information Technology, Director - Joint		\$	
Volunteer Coordinator		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director		\$	
News / Current Affairs Director - Joint		\$	
Music Director		\$	0
Music Librarian/Programmer	1.00	\$ 54,101	42
Announcer / On-Air Talent			
	2.00	\$ 53,578	17
Announcer / On-Air Talent - Joint	2.00	\$	
	2.00		
Announcer / On-Air Talent - Joint	2.00	\$	
Announcer / On-Air Talent - Joint Reporter	2.00	\$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint		\$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant		\$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint		\$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint Director of Continuity / Traffic		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint Director of Continuity / Traffic Director of Continuity / Traffic - Joint		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint Director of Continuity / Traffic Director of Continuity / Traffic - Joint Events Coordinator		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
Announcer / On-Air Talent - Joint Reporter Reporter - Joint Public Information Assistant Public Information Assistant - Joint Broadcast Supervisor Broadcast Supervisor - Joint Director of Continuity / Traffic Director of Continuity / Traffic - Joint Events Coordinator - Joint		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

Comments

Comment

0/27/2019		Print
Question	Comment	
No Comments for this section		
3.1 Governing Board Method of Selection		Jump to question: 3.1 ▼
Enter the number of governing board members (in ex-officio members) who are selected by the follow	cluding the chairperson and both voting and non-voting ving methods:	

3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Ex-Officio (Automatic membership because of another office hel	d) 5
3.1 Governing Board Method of Selection	Jump to question: 3.1
Appointed by government legislative body (including school boar or other government official (e.g. governor)	rd) 11
3.1 Governing Board Method of Selection	Jump to question: 3.1
Elected by community/membership	
3.1 Governing Board Method of Selection	Jump to question: 3.1
Other (please specify below)	
3.1 Governing Board Method of Selection	Jump to question: 3.1 V
3.1 Governing Board Method of Selection	Jump to question: 3.1 ▼
Elected by board of directors itself (self-perpetuating body)	
3.1 Governing Board Method of Selection	Jump to question: 3.1 V
Total number of board members (Automatic total of the above)	16
3.2 Governing Board Members	Jump to question: 3.2 V

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: 3.2 ▼

3.2 Governing Board Members Jump to question: 3.2 ▼							
	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total	
Female Board Members	1				3	4	
Male Board Members	1	1			10	12	
Total	2	1	0	0	13	16	
3.2 Governing Board Members Jump to question: 3.2 ▼							
Number of Vacant Positions							
3.2 Governing Board Members Jump to question: 3.2 V							
Total Number of Board Members (Total should equal the total reported in Question 3.1.) 16							
3.2 Governing Board Members Jump to question: 3.2						on: 3.2 🔻	

Number of Board Members with disabilities

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9/27/2019	Print Survey
	1
Comments	
Question Comment	
No Comments for this section	
4.1 Community Outreach Activities Jump to c	question: 4.1 ▼
Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity har formal component designed to be of special service to either the educational community or minority and/or other diverse a	
4.1 Community Outreach Activities Jump to c	question: 4.1 ▼
	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educati community?	ional Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	y Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to educational community?	o the No
Did the community activities information broadcast have a specific, formal component designed to be of special service to minority community and/or diverse audiences?	o the Yes
Produce/distribute informational materials based on local or national programming?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the n community and/or diverse audiences?	ninority No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational commu	unity? No
Did the community events have a specific, formal component designed to be of special service to the minority community diverse audiences?	/ and/or No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	al No
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, so district)?	chool Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or audiences?	r diverse Yes
Comments	
Question Comment	
No Comments for this section	
5.1 Radio Programming and Production Jump to c	question: 5.1 ▼
Instructions and Definitions:	
5.1 Radio Programming and Production Jump to c	question: 5.1 ▼
About how many original hours of station program production in each of the following categories did the grant recipient co (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or o distribution to at least one station outside the grant recipients local market.)	

5.1 Radio Programming and Production

Jump to question: 5.1 ▼

Total

For National Distribution For Local Distribution/All Other

Music (announcer in studio playing principally a sequence of musical recording)		2,841	2,841
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		2	2
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		305	305
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		9	9
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	3,157	3,157
5.1 Radio Programming and Production		Jump to questio	n: 51 ▼

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production	Jump to question: 5.1 ▼
Approx Number of Original Program Hours	288
Comments	

Comment

Question

uestion

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

Print Survey

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 occured in Fiscal Year 2018. 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.

6.1 Telling Public Radio's Story

Joint licensee Grantees that have filed a 2018 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.

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.

Wisconsin Public Radio's (WPR) WERN is committed to community service through news, information, music 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 that is trustworthy, informative, useful, civil and inspiring. 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 special segments during WPR's broadcasts of NPR's Morning Edition and All Things Considered. 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. WPŔ 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 awardwinning 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 continuing 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 provides new and diverse journalists practical, hands-on experience in public radio news production. WERN'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, wor 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, WERN 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. The station and its affiliates are also dedicated to providing a cultural resource to its listeners, with curated classical, folk and jazz music and other related programming. Concert recordings from venues around the state, interviews, and performances ranging from small student ensembles to professional symphony orchestras are part of WPR's Wisconsin Classical program. Live music continues to be an important part of our mission and programs like The Midday regularly feature performances from some of the best state, national and international talents available. We are proud to sponsor many community performances, knowing that exposure on WPR's airwayes and website help keep local musicians and yenues strong. Simply Folk broadcasts live studio performances and concerts recorded in Wisconsin, songs for the season and traditional music of people the world over. Higher Ground with Dr. Jonathan Overby features "world music with African roots and more" each Saturday night. WERN's The Odyssey Series explores many types of music and its power to create greater understanding of those near and far. WERN'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.

6.1 Telling Public Radio's Story

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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.

WPR's WERN 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. In FY2018, as in all election years, we invited ballot-certified candidates to participate in broadcast debates, forums and interviews and to record unfiltered candidate statements. During the reporting period, WPR and WPT collaborated to host and broadcast a candidate debate for the State Supreme Court. 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 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. 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 vear. 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. Each year, WPR and WPT also collaborate on culture and entertainment programs, including Final Forte, an annual classical music competition for young performers managed by the Madison Symphony Orchestra. The final competition features four young soloists performing live on stage with the orchestra. It is a free public event and is broadcast statewide live on WERN and its affiliates and by WPT. WPR also continued partnerships with the Wisconsin School Music Association. Madison Opera and the Milwaukee Symphony Orchestra, to broadcast live and recorded concerts statewide. As noted above. WERN 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. WERN and its affiliates have partnerships with a number of non-profit arts and community organizations, including: International Wisconsin Ginseng Festival, Magic Space, McComb Bruchs Performing Arts Center, Midwest Renewable Energy Association, Shank Hall Productions, Three Lakes Center for the Arts, Wisconsin Farm Tech Days. Wisconsin Institute for Public Policy & Service, Chestnut Center for the Arts, African Heritage Inc., Appleton Boychoir, Appleton Downtown Inc., Appleton Public Libraries, ArtiGras, Barlow Planetarium, Bergstrom Mahler Museum, Birch Creek Music Performance Center, Blues on the Bay, Brown County Civic Music, Calument County Fiber Frolic, Door Community Auditorium, Door County Historical Museum, Door County Land Trust, Door County Maritime Museum, Door County Wearable Arts Show, Door Shakespeare, Downtown Green Bay, Inc., Dudley Birder Chorale, FitOshkosh, Forst Inn, Fox Cities Book Festival, Fox Cities Multi-Cultural Center, Fox Cities Performing Arts Center, Fox Valley Symphony, Fox Valley Unitarian Universalist Fellowship, Girl Scouts of Northwestern Great Lakes, Grand Opera House, Green Bay Antiquarian Society, Green Bay Botanical Gardens, Hardy Gallery, Hertiage Alliance Door County, History Museum at the Castle, Homeless Connections, Lawrence University, Manitowoc Symphony Orchestra, Midsummer's Music Fest, Mile of Music, Miles of Art Shawano, Miles of Art Tour, Mosaic Arts, NE Wisconsin Land Trust, Neville Public Museum, New Voices Choir, Northeast Wisconsin Dance Organization, Northern Sky Theater, Oshkosh Public Museum, Oshkosh Symphony Orchestra, Peninsula Music Festival, Peninsula Players Theatre, PMI Entertainment, Rahr West Art Museum, Refuge Foundation for the Arts, Shawano Folk Festival, Sheboygan Symphony Orchestra, Sturgeon Bay Art Crawl, The Clearing, Third Avenue Playhouse, Thrasher Opera House, Trout Museum, Untitled Town Book and Author Festival, UW

Oshkosh Theatre Dept., Washington Island Literary Festival, Weidner Center, WI Maritime Museum, Write On Door County, University of Wisconsin, YWCA of Dane County, Wisconsin Youth Symphony Orchestra, Madison Museum of Contemporary Art, Overture Center for the Arts, Madison Opera, Madison Symphony Orchestra, Madison Children's Theater, Wisconsin Chamber Orchestra, Bach Around the Clock, Wisconsin Book Festival, Wisconsin Science Festival, Madison Children's Theater, Wisconsin Chamber Orchestra, Bach Around the Clock, Wisconsin Book Festival, Wisconsin Science Festival, Madison Children's Theater, Wisconsin Neterans Museum, Mineral Point Opera House, Mineral Point Chamber of Commerce, Monona Terrace and Convention Center, Chippewa Valley Book Festival, Chippewa Valley Cultural Assocation, Chippewa Valley Home Builders Association, Chippewa Valley Jazz Orchestra, Chippewa Valley Museum, Chippewa Valley Post, Chippewa Valley Symphony Orchestra, Chippewa Valley United Way, Chippewa Valley Writers Guild, Chippewa Valley Youth Symphony, Chippewa Valley Theatre Guild, Clear Vision Eau Claire Poverty Summit, Volume One, Eau Claire Chamber of Commerce, Eau Claire Chamber Orchestra, Eau Claire Male Chorus, Eau Claire Regional Arts Center, Eau Cliare Chamber of Commerce, Eau Claire Chamber Orchestra, Eau Claire Male Chorus, Eau Claire Sumsi , Society, The Honeybee Festival, Bentleyville, Sacred Heart Music Center, Madeline Island Chamber Music, Couderay Film Festival, Driftless Area Art Festival, Duluth Playhouse, Duluth-Superior Film Festival, Duluth-Superior Symphony Orchestra, Bayfield Chamber of Commerce, Ashland Chamber of Commerce, Literacy Chippewa Valley, Mabel Tainter Center for the Arts, Madeline Island Chamber of Commerce, Madeline Island Music Camp, Superior-Douglas County Chamber of Commerce, The Moth, Barron County Historical Society, Blue Ox Blue

6.1 Telling Public Radio's Story

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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.

WERN 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. WERN 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. WERN and its statewide affiliates supported music education through partnerships with the Wisconsin School Music Association, the Wisconsin Youth Symphony Orchestra, the Wisconsin Symphony Orchestra, the University of Wisconsin School of Music, Viterbo University, Lawrence University and other programs around the state. In FY2018, student performances and interviews were broadcast to statewide audiences and WPR sponsored community performances, competitions and educational conferences. 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.

6.1 Telling Public Radio's Story

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

WPR, including WERN 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, WERN 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. In addition to exploring issues of diversity through our 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. Each January, we broadcast the official state ceremony honoring Dr. Martin Luther King Jr., produced and hosted by WPR's Dr. Jonathan Overby, Our music programming also reflects the diversity of musical traditions around the world, including Higher Ground and the Odyssev Series, which focuses on music from around the world and its power to create a greater understanding of those near and far. 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.

6.1 Telling Public Radio's Story

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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?

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. Without CPB funding, all of these things would be affected. WERN is the flagship for the largest and only statewide radio news organization in Wisconsin. Because of strong funding support, we continue to attract and keep the best available broadcast journalists, including two full-time reporters at the Capitol. The scope of national programs broadcast on WERN and its affiliates would be greatly diminished without CPB's support. Programs like NPR's Morning Edition and All Things Considered 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 - including the presentation of local, national and internationally respected classical musicians - 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.

Comments

Question

No Comments for this section

7.1 Journalists

7.1 Journalists

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This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

Comment

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Job Title	Full Time	Part Time	Contract	Male	Female	African- American	Hispanic	Native- American	Asian/ Pacific	White, Non- Hispanic	Other
News Director		1		1						1	
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter	0	1		1							1
Anchor/Reporter											
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	0	2	0	2	0	0	0	0	0	1	1
Comments											
Question		Comme	ent								

https://isis.cpb.org/Survey/Printing.aspx?sabssas=2&secnum=1000

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Question

Comment

No Comments for this section