Grantee Information

ID	1673
Grantee Name	WHAD-FM
City	Madison
State	WI
Licensee Type	State

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

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 Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000					1	1
Managers - 2000					1	1
Professionals - 3000		1	0		5	6
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	1	0	0	7	8

1.1 Employment of Full-Time Radio Employees   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					4	4
Technicians - 4000					0	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	4	4

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	**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

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total

Female Major Programming Decision Makers					2	2
Male Major Programming Decision Makers					0	0
Total	0	0	0	0	2	2

1.3 Employment of Part-Time Radio Employees

Jump to question: 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 Part-Time Radio Employees

Jump to 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 Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					1	1
Professionals - 3000					1	1
Technicians - 4000					0	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	2	2

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	0
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 per 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 ▼

Number working less than 15 hours per week   0

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working 15 or more hours per week   2

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

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 full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)   ☐

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		1		2	3
Technicians - 4000		0			0
Sales Workers - 4500					0

Office / Service Workers - 5100-5500					0
Total	0	1	0	2	3

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Number of full-time and part-time job openings   3

1.7 Hiring Contractors

Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7 ▼

Check all that apply

Underwritting solicitation related activities	☐
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☑
Accounting/Payroll	☑
Computer operations	☐
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☐
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: 2.1 ▼

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 71,400	15
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	

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	3.00	$ 48,032	5
Producer - Joint		$	
Development, Chief		$	0
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		$	

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	1.00	$ 65,545	3
News / Current Affairs Director - Joint		$	
Music Director		$	0
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$ 0	
Announcer / On-Air Talent - Joint		$	
Reporter	2.00	$ 44,617	2
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		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	
Total	7.00	$ 229,594	25

Comments

Question	Comment

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 (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)   5

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)   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 ▼

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 ▼

Total number of board members (Automatic total of the above)   16

3.2 Governing Board Members   Jump to question: 3.2 ▼

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 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

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   0

3.2 Governing Board Members   Jump to question: 3.2 ▼

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 ▼

Number of Board Members with disabilities

<div style="text-align:center">1</div>

Comments

Question	Comment

No Comments for this section

4.1 Community Outreach Activities   Jump to question: 4.1 ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities   Jump to 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 educational community?	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?	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 the educational community?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	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 minority community and/or diverse audiences?	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 community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	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?	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?	No
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	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 diverse audiences?	Yes

Comments

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

For National Distribution	For Local Distribution/All Other	Total

Music (announcer in studio playing principally a sequence of musical recording)			0
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)		48	48
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)		144	144
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)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	192	192

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

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

Comments

Question	Comment
No Comments for this section	

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 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.

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.

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.

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.

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.

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. 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 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. 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 Mafrket, 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

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.

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.

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 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 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.

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?

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.

Comments

Question	Comment

No Comments for this section

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.

7.1 Journalists

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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	1				1					1	
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer	3			1	2					3	
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter	2				2		1			1	
Beat Reporter		1		1						1	
Anchor/Reporter											
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	6	2	0	3	5	0	1	0	0	7	0

Comments

Question	Comment

No Comments for this section