

Grantee Information

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

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. 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 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Wisconsin Public Radio's (WPR) WHAD is committed to community service through news, information, music and entertainment content on air, online and in communities across the state. All of the station's content is produced with the highest standards of ethics and audience service. WPR strives to serve Wisconsin's diverse communities and perspectives with content that is 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. Station 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. In FY2021, results of surveys were the focus of stand-alone news stories, but the surveys also influenced coverage throughout the year. WPR continues to provide timely, relevant and trustworthy news and public affairs programming. The FY2021 reporting period covers the second half of 2020 and the first half of 2021—the period when the COVID-19 pandemic was in its first big surge, and the period when vaccines first became available. Our audience relied on us for stories on personal and public health. WPR's broadcast and digital services were a source for information on where to get vaccinated, the stresses on our regional healthcare institutions, and the economic effects of the pandemic. WPR reporters across the state reached out to those who had lost loved ones to COVID-19. WPR's audio obituary series honored, among others, the passing of a World War II veteran, a coach, and six nuns who all died within weeks of each other. WHAD's "The Morning Show" rolled out a ten-episode educational podcast called "Explorer's Club" for school-age listeners during the pandemic. WPR's coverage of the fall 2020 local, regional and national elections was also crucial to our audience. Our multi-part "Swing State" series explored Wisconsin's role in national politics and visited communities across the state to understand who

Wisconsin voters are, what drives them to the polls, and what has changed over recent elections. The series explored differences among urban, rural and suburban voters, and how candidates' messages were resonating across Wisconsin. With reporters and studios in seven cities around the state, WPR is uniquely positioned to offer voters access to candidates and elected officials at the local, regional and state levels. In advance of the August 2020 congressional primary elections, all of the ballot-certified primary candidates on both sides of the ballot in districts with contested races were invited to be interviewed on our airwaves. Ten candidates were broadcast live with questions from the public. WHAD's The Ideas Network also broadcast interviews from each of the five political parties with presidential candidates on the ballot in Wisconsin. Following the national election, WPR offered its audience up-to-date information on the multiple recounts and ongoing contention over Wisconsin's vote. WPR also offered virtual debates for ballot-certified 3rd Congressional District candidates, moderated by WPR's regional manager in La Crosse. WPR offered its debate coverage to other broadcasters free of charge. WPR's regional hosts also produced local State Assembly and Senate debates on affiliated regional programs including "Route 51" in Wausau, "The West Side" in Eau Claire, "Newsmakers" in La Crosse, and "Simply Superior" in Superior. The WPR news team and digital content received numerous awards during the reporting period including an award for investigative reporting on hospitals suing patients during the pandemic and a regional Edward R. Murrow Award to WPR staff for the multi-part series of obituaries for those who lost their lives to COVID-19. Overall WPR's news, digital and regional teams received more than 40 awards during the reporting period. 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 has three fellowship programs for early-career journalists. Two of these fellowships had to be paused during the reporting period, due to staff working remotely. We extended our Mike Simonson Investigative News Fellow who continued to report on healthcare issues during the pandemic. WHAD's 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, the site received millions of pageviews and delivered thousands of articles and live-streamed and archive audio. During the reporting period, WHAD invited listeners to post questions, share information and engage with our hosts and guests on social media. Our main Facebook page had over 57,800 followers, as users turned to WPR's social media to stay up to date. The Ideas Network Facebook page had more than 28,000 followers over the reporting period, and WPR's Twitter feed had close to 31,000 followers. During the reporting period, WPR also launched an Instagram page. Ongoing restrictions on social gatherings meant WPR could not meet its audience at in-person events during FY2021, so WPR held 11 virtual events instead. More than 7,000 people participated in a mix of events, including talks on music, a virtual run, and two Reporter Roundtables. The first Roundtable focused on issues related to the Fall 2020 elections, and the second focused on public health issues around the pandemic. In addition to community engagement events, web discussions, and social media, WPR collaborates with PBS Wisconsin 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 air or see online. These public comments are compiled and shared with the entire WPR staff on a regular basis. WHAD provides some of the best educational and life-long learning content in the state. "The Larry Meiller Show," focuses on gardening, consumer issues, and "how-to" topics. "The Morning Show" and "Central Time" feature guest experts from different perspectives on state and national news, as well as lifestyle topics like healthy living and recreation. Listeners in Wisconsin and around the nation turn 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 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. On Saturdays, WHAD features world music with African roots and more on "The Road to Higher Ground with Dr. Jonathan Overby." On Sundays, "Simply Folk" broadcasts traditional music of people the world over. When restrictions due to the coronavirus pandemic in FY2021 made many live performances impossible, WPR promoted virtual performances by community arts partners. WHAD's licensee, the Wisconsin Educational Communications Board, partners with the University of Wisconsin to produce and distribute programming under the banner Wisconsin Public Radio. According to Nielsen, the partnership reached an average of 397,600 listeners in spring 2021. WPR's websites – including WisconsinLife.org and WisContext—had more than 15.3 million page views.

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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 WHAD and affiliates provide extensive election coverage and collaborate with PBS Wisconsin to broadcast important events, including the annual 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 PBS Wisconsin, continues this commitment by featuring stories of unexpected Wisconsin people and places on WPR, PBS Wisconsin and online at wisconsinlife.org. In FY2021, as in all election years, we invited ballot-certified candidates to participate in broadcast debates, forums and interviews and to record unfiltered candidate statements. In addition to providing forums for candidates for election, WPR offered listeners information on how to register to vote, where to vote and how to vote in person or absentee. We accomplished this through on-air promotion of the voting information site of the State of Wisconsin Elections Commission, MyVote.WI.gov. The information from this state government agency was particularly important for the people of Wisconsin in the run-up to state and local primary elections in August 2020 and national elections in November 2020. WPR, PBS Wisconsin and University of Wisconsin 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. WHAD's The Ideas Network had a regular collaboration with WisContext during the reporting period. During this time, COVID news was front and center, and getting timely, accessible and scientifically accurate information to the public was key. In the summer and fall of 2020, WHAD's talk shows featured biweekly interviews with Wisconsin scientists, doctors and science journalists to discuss the latest COVID news. These aired every other Friday, in collaboration with WisContext. 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 in 2016 by WPR in partnership with the Wisconsin Veterans Museum and PBS Wisconsin. WPR publicized the creation of an online version of the Face for Every Name exhibit once pandemic restrictions in spring 2020 made in-person visits to the memorial difficult. While some venues had to cancel live exhibits due to the pandemic, Wisconsin Remembers appeared in Neillsville, Waukesha, Oxford, Dunn County, LaCrosse, and McFarland during FY2021. 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. When restrictions due to the coronavirus pandemic made most live concerts and events impossible starting in March 2020, our hosts made appearances at virtual events, and WPR sponsored virtual events by our partners. We called attention to virtual museum exhibits, online concerts and plays, virtual lectures and workshops and much more. WPR amplified the messages of many community, government and nonprofit organizations that provided vital services to listeners around the state during the reporting period. We provided information about where and how to vote through announcements directing listeners to the website run by the State of Wisconsin Elections Commission. Other messages directed listeners to providers of free over-the-phone crisis mental health counseling, and gave information on accessing emergency rental assistance. In the last quarter of FY2021, WPR partnered with PBS Wisconsin, the Public Service Commission and the Wisconsin Broadcasters Association to promote the Emergency Broadband Benefit Initiative and support access to this essential service throughout the state. More than 144,000 Wisconsinites took advantage of the federal program when it ended on December 31, 2021. WHAD and its affiliates have partnerships with a number of non-profit arts and community organizations, including: the Cooperative Performance, LISC Milwaukee, Make Music Milwaukee, Menomonee Falls Public Library, Milwaukee Film, YWCA Southeast Wisconsin, Jewish Museum Milwaukee, Institute of World Affairs at UW-Milwaukee, Wisconsin LGBT Chamber of Commerce, Big Brothers Big Sisters of Metro Milwaukee, Project Recovery, Street Angels, Time of the Month Club, Tosa Chamber of Commerce, and PublR Bikes.

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WHAD and its affiliates provide the largest network of news bureaus of any media in the state, providing in-depth explorations of Wisconsin's public affairs issues and ideas. Every day WPR 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. The station's coverage of statewide and local elections in 2020 was particularly important to voters. As noted elsewhere in this report, when COVID struck, Wisconsinites had questions and trustworthy answers were hard to come by. WPR's audience engagement project, WHYsconsin, invited anyone to submit questions or experiences. The project fielded more than 1,400 of them and reported 36 stories on topics like where to get tested, eviction rules, and changes to schools. Every single person who reached out to us received a response that included answers to their questions. WHAD's live call-in talk shows offered sustained coverage to help people understand the shooting of Jacob Blake in Kenosha and its aftermath, from a variety of angles. We spoke with Kenosha residents and community leaders, a local parent who lost his child to a police shooting, the Kenosha mayor, state legislators, local journalists, law enforcement, our state attorney general, lawyers and faith leaders. WHAD and its affiliated stations also worked to promote awareness of issues through its annual fundraising efforts. During the September 2020 fundraising drive, listeners were given the option of foregoing a traditional membership thank you gift and instead support Wisconsin-based food pantries. WPR partnered with Alliant Energy, who matched a total of 15,000 meals. Altogether, WPR members and Alliant Energy contributed 30,232 meals to Second Harvest in 2020. Since 2010, WPR has provided more than 400,000 meals via food bank thank-you gifts. As noted above, 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. In FY2021, the exhibit toured the state and was seen in Neillsville, Waukesha, Oxford, Dunn County, LaCrosse, and McFarland during FY2021. WPR also promoted the virtual Wisconsin Remembers experience. During the previous reporting period, WPR was selected as one of three public radio stations around the nation to partner with StoryCorps' Military Voices Initiative. The initiative seeks to honor the veteran and military community by recording and preserving their stories. Veteran and community outreach began during the previous reporting period, and actual recordings of the stories and experiences of veterans and their families were made during FY2021. WPR connected with military and veterans' organizations across the state and was especially interested in recording the experiences of veterans and service members from underrepresented and marginalized populations in our state. WPR and StoryCorps MVI recorded 38 conversations between August and September 2020. Eight of these conversations aired as part of WPR's "Wisconsin Life" during FY2021. They were also made available to our audience in an online archive on wpr.org. As noted above, WPR hosts regularly make special appearances at events around the state that encourage literacy, music

education, cultural diversity and more. Staff regularly engage with community members to ensure programs are addressing issues that affect real people in Wisconsin. WPR helps local nonprofits promote community events that celebrate nature, agriculture, science, performing arts, families and just plain fun. These promotional partners often report back that WPR's broadcast announcements had a significant impact on their event attendance and success of their programs. When restrictions on gatherings and live performances brought changes to community events beginning in spring 2020, WPR continued to meet with community members virtually through online events - more than 7,000 people attended one of WPR's 11 virtual events during the reporting period. Likewise WPR helped local nonprofits promote virtual and socially distanced community events and programs including outdoor concerts and art tours, virtual book festivals, Make Music Day, and many others.

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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 the station's broadcast programs and work behind the scenes. We continue our work to improve diversity, equity and inclusion (DEI) throughout our organization and specifically with the help of our "change team." As shifts toward anti-racist and anti-ableist workplace practices became more commonplace in the DEI landscape, we continued to promote a culture where employees take responsibility for their own growth and learning in support of DEI, managers are responsible for supporting and encouraging work in DEI, and leadership is responsible for championing DEI initiatives. Our DEI vision and goals continued to focus on four main areas: culture and retention, accessibility, content, and recruitment. As the pandemic persisted, the change team worked with an external consultant to form race-based affinity spaces, collaborated with WPM leadership to gather feedback and recommend changes to our ethics and editorial guidelines so that they are more equitably applied, consulted with units around WPM as they reframe work toward more anti-racist approaches, and ultimately, helped build staff capacity for organizational change. One example of this approach is WPR's work to reflect Wisconsin's diversity on air. WPR's journalists and producers rely heavily on sources like guest experts, authors, scientists, elected officials and business owners to provide context, perspective and experience. In a typical year, more than 3,500 individuals may appear on WPR airwaves. In September 2020, the station's news and talk teams publicly released the results of a year-long study of the demographic diversity of sources. While the report included some positive news — such as near equal representation of males and females and generally strong geographic representation of sources statewide — it also showed that WPR turned to white sources in nearly nine out of 10 instances. In response, WPR established a new source librarian position within the content team. They are responsible for working to diversify the collection of contacts and support continuing research to measure progress and help improve inclusion on air. The station anticipated annual reporting on the demographics of on-air sources. WPR also revised the survey sent to sources to ask about their age range in addition to the previous questions about race and/or ethnicity, gender and geographic location. Data from the second year of the project, which included FY2021, shows that WPR improved representation in the race and/or ethnicity category. In 2020, 85.49 percent of sources were white. In 2021, that share dropped to 80.92 percent. As the share of white sources on WPR shrunk, every other category of race and/or ethnicity reported in the survey grew. While WPR believes there is more to be done, the organization is pleased to report progress in the effort to have more diverse voices on its airways. Our three statewide daily call-in talk shows regularly address topics that focus on historically marginalized communities. We make efforts to both highlight achievements and celebrations in communities as well as shed light on issues affecting the communities. A few examples are: COVID-19's effects on the Black community, Native Americans and national identity, and connecting people of color to nature. One of our interviews with a Milwaukee community leader inspired a listener to reexamine his attitudes toward race and strike up a friendship with someone he had never met, beautifully illustrating the power of radio for human connection. This story was captured by Milwaukee TV station WTMJ. 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 PBS Wisconsin, has featured stories by and about immigration, religion, community and important figures and events of Wisconsin's past and present. Each January, the station broadcasts the official state ceremony honoring Dr. Martin Luther King Jr., produced and hosted by WPR's Dr. Jonathan Overby. WPR's music programming also reflects the diversity of musical traditions around the world, including "The Road to Higher Higher Ground," which focuses on music from around the world and its power to create a greater understanding of those near and far. WPR's website, wpr.org, also live streams the annual State of the Tribes Address from the State Capitol. And, through community partnerships, the station regularly features and promotes events and educational activities that embrace diversity and inclusion. In addition to our compliance with all state and federal Equal Employment Opportunity Commission requirements, WPR works closely with its human resource offices at the University of Wisconsin to manage recruitment and hiring practices in an equitable and inclusive manner. On the recruitment side, the station promotes job openings through mainstream employment listings and paid, targeted promotion through social media and professional networks such as the National Black Journalists Association. In hiring, WPR requires all members of the hiring committee to abide by EEOC standards, UW-Madison and State of Wisconsin standards and to understand the role that unconscious and implicit bias can play in the review of applicants and interviewees. The station has also made adjustments to many position descriptions over the years to ensure that essential job functions reflect the reality of the work and do not unnecessarily include requirements that might privilege one group of people over another. As noted previously in this report, WPR offers three different journalism fellowships primarily focused on early-career journalists. While one of those fellowships, the Second Century Fellowship, is exclusively available to people of color and others underrepresented in the field, each of the fellowships has attracted a more racially diverse applicant pool.

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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. 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. Without CPB funding, all of these things would be affected. Federal support, in addition to state, business and individual support, is critical to our balanced, sustainable and responsible approach to funding our essential services. During the pandemic, WPR has seen a significant decline in support from business sponsors. The reliable support of CPB funding allows us to maintain services during critical news events, such as the COVID-19 public health emergency. 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