

## 6.1 Telling Public Radio's Story

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 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

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.

WORT's mission is to promote communication, education, entertainment, and understanding by providing a forum for both the discussion of public issues and the expansion of musical and cultural experience; the facilitation of community expression and provision of community access to the airwaves for the purpose of sharing music, culture, news, and information; and to challenge of the cultural and intellectual assumptions of our listeners through unique and diverse programming; with an orientation towards the audience with concern for those under-represented by other media. We seek to identify community issues and concerns through our call-in programs, listener comments logged throughout the year, and outreach efforts at local events by station staff, volunteers and our Community Advisory Board. Now with a newly redesigned website and enhanced Social Media presence, we are seeking additional interaction with our listening community both near and far. Programming at the station is created by an active volunteer base, over 300 people from all walks of life. Our volunteers are energetic and knowledgeable, often experts in their fields. In FY2018, the station also had over 3,200 listener-sponsors who donated money, goods, and services to keep the station running. These listener-sponsors are an active part of the WORT programming. WORT encourages — and receives — a plethora of comments from the listenership and posts these comments in a log for volunteers to consider as they prepare their programs. By working with local school organizations and colleges such as UW Madison, Madison College, Dane County Boys and Girls Club AVID/TOPS program, The Simpson Street Free Press, and Edgewood College to provide internships; and by providing station tours for groups like Wisconsin 4-H Youth Conference, the station is expanding its listening audience to new generations of listeners. Our multilingual programming

(Spanish and Hmong), combined with our presence at various Summer festivals, help us to reach out and serve new immigrant populations as well. Our Labor Radio program, produced by and about working people in our community, is the only show of its kind (headlines, features and an events calendar) addressing issues of importance to workers from a workers' perspective. Our daily Radio Kiosk provides listeners with a calendar of free and low-cost events, plus a commentary segment airing four-times daily.

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.

WORT 89.9FM offers radio access to South Central Wisconsin. Community members have the opportunity to be heard on the WORT airwaves and the station offers programming that is not available from other stations in the listening area. This unique programming appeals to WORT's over 30,000 listeners by offering the area's widest range of folk, jazz, rock, blues, experimental, gospel, international, hip-hop, soul/R&B, reggae and dub, women's, and classical music. The music heard on WORT is complemented by our volunteer-produced news and public affairs programs that provide a multitude of perspectives unusual in the mainstream media. In addition to radio programming—including numerous collectively-produced local programs—in FY2018 WORT produced concerts and sponsored musical stages at several neighborhood festivals. WORT prides itself on the diversity of music offerings, and these are an example of WORT's mission to expand the musical and cultural experiences available to our community. At the Willy Street Fair, WORT again presented a New Music stage to introduce the audience to local up-and-coming musicians. Live remotes from various community events bring the listeners a sample of Madison's diverse event scene as well. It also adds visibility for the station at these well-attended events, such as The Wisconsin Film Festival, The Central Park Sessions, Fete de Marquette and the Natural Family Expo. In addition, we were promotional partners for over 40 different organizations in 2018, offering promotion for countless events. The station is a member of several local organizations, including Community Shares of Wisconsin, Center for Change, Dane County Administrators of Volunteer Services, and Dane County Time Bank. We are a member of Dane Buy Local as well, and have strong support from local businesses through underwriting, and donation of goods and services for raffle prizes and pledge drive premiums. WORT is the only radio station in the area to provide grassroots coverage of local elections, including all of the candidates and their issues. WORT also airs speeches by local activists at community events, and—more than any other media outlet—offers a forum where non-profit groups can promote their causes and activities to a listening audience known for its concern and participation. All of this provides access to information unavailable in other media. The station began full-time webstreaming in February of 2006 and on-line archives and podcasts in 2008. The station began HD digital broadcasting in July of 2005. The station's website has undergone an update in style and content in October 2015 and we offer visitors more interactive and searchable content as a result, including a popular calendar of events that allows for the public to submit events. An active Facebook presence was begun in 2009, and a Twitter account in 2015. WORT also has a sister-relationship with a community radio station in El Salvador connecting our local listeners with the world community radio movement. WORT is located near a major University in a well-educated community with four local High schools. Much of our programming appeals directly to members of these institutions. Due to our many and varied volunteer opportunities, many

students come through WORT's doors seeking training in various aspects of radio from news writing and reporting to technical production and on-air engineering. WORT has several ongoing programs with local high school teachers, routinely involves University journalism students, and has even become a training ground for graduate students in astronomy. Our Public Affairs and talk programming regularly features visiting scholars and authors, as well as local academic experts in a variety of fields. Our daily community calendar announcements keep listeners aware of upcoming events of interest both on campus and in the community as a whole. Many of our music programmers are experts in their fields of interest, and always provide educational programming on particular and sometimes obscure artists and styles. A few music programmers even produce their own newsletters for listeners and other interested students of a particular genre or style. WORT has also helped students produce programs of live poetry and even a mock 1940's radio show for broadcast. WORT provided training for dozens of community members in FY2018: new volunteers were offered mentoring in engineering, news writing and interviewing, program production, and on-air vocal techniques. Volunteers and trainees of all ages are afforded hands-on experience and numerous opportunities for challenge, responsibility, and growth. WORT volunteers are able to carry this experience to other aspects of their lives and to careers in media. WORT staff have also been resource people for classes and workshops at local High Schools and for College and University classes. When the new student radio station at the University of Wisconsin went on-air in February 2002, WORT assisted with technical needs and the training of students and staff. WORT has also offered assistance to newly founded LPFM's in our area, offering tours for two local LPFM's recently.

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.

WORT's cultural programming is often cited as a reason for the City's diverse and vibrant musical culture. The Station has received awards several years in a row from the Madison Area Music Association for its contributions to the cultural scene. WORT has been named Madison's favorite radio station in the readers' poll of the Isthmus weekly newspaper for 27 of the past 29 years. In 2018, the station won 5 prestigious Milwaukee Press Club awards, facing off against stations all over the state, several with budgets 5 to 10 times our size. We took home a gold award for Best Use of Audio Within a Report for Julie Garrett's portrayal of a family farm in southern Wisconsin. We won a silver award for Best Coverage of a Single or Ongoing Breaking News Story for our story, Foxconn: Risks and Rewards of Public Funding for Largest Economic Development Plan in State History. We got a bronze for Best Series Reporting for Governments Sue Drug Companies Over Opioid Epidemic, our year-long look at opioid addiction and the class-action lawsuit that seeks to pay back local governments for the escalating costs of the public health crisis. WORT also took bronze awards for two local features: Madison Police Have Begun Using A New Weapon, and Remembering Musical Legend Clyde Stubblefield. Additionally, the Wisconsin Broadcasters Association awarded us 2nd place in Best Hard News/Investigative category for our reporting on the state's opioid crisis. WORT was recognized

for our 20th, 25th and 30th anniversaries with proclamations from the City of Madison and the State of Wisconsin, as well as a commendation read into the US Congressional Record. WORT's contributions to Madison's cultural and political life have been noted by national figures such as Professors Noam Chomsky and Robert W. McChesney, and media personalities Amy Goodman and John Nichols, as well as elected officials including US Representative Mark Pocan and Senator Tammy Baldwin.

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.

WORT airs numerous programs produced by and for minority audiences. All of these attempt to be responsive to the needs and requests of community members both on and off-air. Several of our daily talk programs reach out into various minority communities to get guests on topics of relevance to those particular communities as well as the general listenership. Many of the hosts are themselves members of various minority communities. Some programs are a mix of music and information in English geared to specific communities, particularly south-Asian, African-American, and Latinx. We offer two programs in foreign languages - Spanish and Hmong - that are of particular importance to those communities, offering news and public service announcements in their native language, together with a refreshing mix of music from home. Several music programs play material not available anywhere else on the dial, and all of the programmers regularly receive telephone requests for specific musical pieces or styles. Our Hmong program is two hours each week with news & music for the Hmong community. We air two weekly music programs entirely in Spanish. Beginning in January 2002, WORT began airing a weekly half-hour locally-produced Spanish language news program (in January 2003, that program expanded to a full hour). Spanish speakers are the fastest growing population segment in Dane County, Wisconsin (our listening area) and WORT continues to expand the services it is able to provide to this sector of our community. In 2016, organizations such as Unidos and Sankofa Behavioral and Community Health turned to WORT to underwrite specifically in our Spanish programming to offer assistance for Domestic Abuse, Mental Illness, and other issues in the community, as these organizations specifically serve minority communities. WORT 89.9FM airs the longest-running locally produced LGBT program in the area—Queery. In addition, WORT also airs a weekly news program for and by women—Her Turn. WORT is a promotional partner for Madison Pride, and staffs an outreach table. In addition, WORT is listed in the OutReach LGBT Directory, and enjoys a promotional partnership with OutReach, Madison's LGBT Center.

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?

In the event of a total elimination of federal funds, an additional three to four weeks of on-air

fundraising would be required to even begin to approximate the loss, already overloaded staff positions would need to be combined, and valuable international and national news services discontinued. In addition, our equipment and production capabilities would suffer, as would our ability to serve as a training ground for future hosts, engineers, and producers. These cuts would seriously decrease our ability to serve unrepresented and underrepresented members of our community with an important source of news, information, and culture.