

Grantee Information

ID	1666
Grantee Name	WOJB-FM
City	Hayward
State	WI
Licensee Type	Community

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 2023. 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.

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Joint licensee Grantees that have filed a 2023 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 multipatform 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.

The first line of WOJB's Mission Statement reads: "Inform citizens of the significant issues facing society, thereby contributing to the development of communities so they are better able to deal intelligently with those issues." WOJB's Mission Statement is a driving factor of the station. Through our local programming and paid national programming, we reach listeners over the airwaves. We also implement social media, mailings, and newsletters to keep our followers aware of local happenings. WOJB also sponsors and partakes in live cultural events, concerts, CAB meetings, meetings of public concern, and presents items of local historical interest. Our overall goal is to continue to provide local services and to always look for new ways to enhance our listeners awareness of significant community matters.

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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.

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WOJB is a corporate member of many local community organizations that we partner with to provide informative programming for our listeners, including the Cable Natural History Museum, the Hunt Hill Audubon Sanctuary and Hayward Area Chamber of Commerce. We also are partners or sponsors of many local charitable organizations, including Waadookadang Ojibwe Immersion School, we collaborate often

with Lac Courte Oreilles Ojibwe University, the local Boys and Girls Club, various elder committees, local libraries, businesses and schools. We work with virtually any government agency, non-profit, or citizen organization that asks, or that we already haven't reached out to. WOJB is very proud of it's involvement with its many community partners in our very diverse local demographic. We will continue to work with all of our partners to ensure that we will always have a venue for all civic organizations to share information with community members.

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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.

That is a very difficult question to answer. Radio listenership and the impacts of initiatives, partnerships, or general programming are nearly impossible to measure. We do sometimes receive feedback from organizations or individuals that have been on the air offering an important community service message, be it an event, service, or a myriad of organizations that offer help to individuals with everything from taxes to drug addiction. Often they may relate a message to the station that says they have noticed an increase of interest or participation after being on the air, that actually happens more frequently than not and is actually bit rewarding, knowing that we're making a difference. I believe that feedback is becoming more evident when we promote or follow-up an item of community interest on social media, however often it seems that many of the same individuals reappear, sometimes inhibiting others to participate or disrupting the conversation (alas the woes of social media). There has also been an ever increasing number of "on-line" and "app" listeners, these numbers we are capable of measuring and indicates an increase in listeners across the board, be it entertainment, news, cultural, or any of WOJB's fine programming.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Being that we are a minority operated station, owned by Federally recognized Native American tribe, it is well known that we offer a large amount Native related news items, music, tribal meetings, events, live broadcasts, etc., but we do offer something for every one of our listeners in our local demographic. The vast majority of our underwriters and financial supporters are in fact non-native, which I believe testifies to our diversity, and at the same time we are contributing to unification all members of our community. We will continue to reach out and offer something of interest to ALL members of our community. We will continue to be a unifying force and do what we can to ensure a mutual respect among all community members, and we will continue to welcome new members to our community, regardless of their race, ethnicity, political persuasion, etc.

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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?

CPB funding is vital to WOJB and it's listeners in its ability to purchase and air national programming, it is vital to the livelihood of the station in general in giving the station the ability to maintain its inner workings, be it mechanical, technical, or an actual human being performing essential tasks. Without CPB funding WOJB would likely be off the air or a mere shell of what it is now. CPB allows WOJB to be an integral part of the community it serves. I did copy and paste this answer from last year's SAS, but I continue to stand by this answer. Even though WOJB is seeing a significant increase in NFFS, I don't believe it is enough to provide the quality of programming we currently offer, or to maintain the quality of staff that we now employ. It would be a travesty for this community to lose WOJB and that is likely what would happen without CPB funding.

Comments

Question

Comment

No Comments for this section