



PLANNED GIVING AREAS OF NEED

SUSTAINABLE OPERATIONS FUND

WUWM relies on general operating funds to support and strengthen its day-to-day on-air programming and community outreach activities. Your gift to the Sustainable Operations Fund ensures that our listeners can depend on WUWM to provide fair, accurate and comprehensive information listeners can trust - whether they tune in to WUWM on their radio, smart speaker, mobile device or access our digital resources.

Funds in the Sustainable Operations Fund are unrestricted and are used to address areas of greatest need and strategic importance.

SPECIALTY REPORTING INITIATIVES

WUWM supports several focused reporting initiatives that allow the station to provide in-depth and ongoing coverage of issues under-represented by other local media outlets. The areas of focus include:

- Education
- Environment
- Innovation (covering the areas of health, science, technology, and business)
- Race & Ethnicity
- Eric Von Broadcast Fellowship

The specialized reporting initiatives enable the reporter to develop focused expertise in their beat area. The reporters build deep and trusted relationships with the communities they serve which provides them access to stories no one else is covering. The *Eric Von Broadcast Fellowship* fosters diversity within the media landscape by providing a year-long paid fellowship to a recently graduated journalism student from an under-represented group.

Funds designated for each specialty reporting initiative are restricted and are used to cover the salary, benefits and professional development costs of the specialty reporter or Von Fellow.

ENDOWMENT FUND

The Endowment Fund is an investment vehicle for donor-designated funds. It is intended to provide a stable and sustainable income stream to support WUWM's mission in perpetuity and allow for the sustainable growth of WUWM's investment in local programming and community engagement.

Endowed funds are held with the UWM Foundation, Inc. and are invested by their Board of Directors.