



WNRB—Hmong Radio in Wausau

by *Cindy Fesemyer*



Where do you find the largest population of Hmong residents per capita outside of Laos? Right here in Wisconsin. Wausau, Wisconsin, to be exact. And these Wausau residents are lucky enough to have their own low-power radio station, WNRB.

WNRB, a program of the Wausau Area Hmong Mutual Association (WAHMA), gained its license for operation in August 2007. According to Peter Yang, the Director of WAHMA, “WNRB-LP is a community radio station that serves the underserved, provides a voice for the voiceless, and invites all to participate. It delivers locally based, commercial-free programming that offers cultural diversity, artistic variety, information, education, and alternative viewpoints to listeners in the broadcast area. The station serves basically the whole community, including Caucasians, Hmong, Hispanics, and others who are interested in being a part of the station.”

WNRB provides Hmong-language programming seven days a week. There is also English-language or mixed-language programming throughout the week. Programming includes international and local news, music, interviews and call-in shows.

According to Yang, “This community radio station is a robust, interactive and responsive channel for a wide range of content not otherwise provided in the Central Wisconsin region. The area’s large Hmong population depends on WNRB’s daily Hmong language programming for local/national/world news, community information, and community education. There is no other daily print, radio, TV, or web-based source for the majority of the content provided by WNRB.”

There is certainly a wealth of programming available through WNRB—programs targeted for audiences not otherwise served through the radio medium.

Though WNRB is currently run exclusively by volunteers, it has plans to make some exciting changes in the near future. With a Media Justice grant from the Wisconsin Community Fund, WNRB will hire a part-time station manager. The manager will be responsible for improving the station’s facility and equipment, enhance production and broadcast capabilities, participate in outreach efforts, and increase public participation by adding more local programs and building listenership.

The station also plans to develop a website that will feature a live stream of the broadcast. This will allow WNRB’s programming to be heard by anyone with internet access and will be a great asset to the Hmong community in the US and abroad, even in Laos!

Even with a newly-hired station manager, WNRB will still be primarily dependent on volunteers for its programming and daily operations. All members of the Wausau-area community are invited to participate in this rare opportunity to keep locally-based, community radio on the air. No other local enterprise offers such an opportunity to engage citizens directly with hands-on radio broadcast experience, as guests or as on-air announcers.

WNRB-LP received \$5,000 in February 2009 through the Wisconsin Community Fund Media Justice Fund. ■

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What Makes You Different

By Bruce Moffat
Executive Director

As we approach the end of our fiscal year (June 30), I find myself alternating between urgency and reflection.

The urgency comes with the annual sprint to the finish line and the perennial challenge of balancing our annual budget.

The reflection comes in as I recall all of the interactions I've had over the past year with supporters like you. It never ceases to amaze me how *different* the supporters of Wisconsin Community Fund are from the average nonprofit donor and volunteer.

Above all, you—as a social change philanthropist—recognize the difference between the **symptoms** of social injustice and the **root causes**. You are not content with band-aid solutions to problems that run deep in our social, political, and historical background. You probably also support some of the many worthy social *services* that enrich the lives of Wisconsinites, but you go beyond to support social *change*, as well.

Nor do you envision yourself as an island or try to go it alone. You recognize that, to borrow a phrase, “it takes a movement.” You're willing to join with others to help fund and nourish emerging, innovative groups that have the courage to challenge the status quo. “It has always been this way” does not cut it with you.

In sum, you—and hundreds of others like you—are the life blood of Wisconsin Community Fund. So thank you for being *different*. And thank you for investing your time, money and talent in the difference-making organizations we in turn support. ■



Ways to Donate

• **Gifts of Cash** The Fund accepts cash, checks, MasterCard, VISA and American Express. Electronic fund transfer is available for monthly or quarterly pledges. Secure online donations can also be made at www.wcfund.org.

• **Workplace Giving** Many employers make Community Shares of Wisconsin part of their charitable payroll deduction programs. Contributions made through Community Shares benefit the Fund as well as other non-profit organizations.

• **Stock & Securities** You can avoid capital gains taxes while receiving a tax deduction by giving a gift of stock or securities.

• **Donor Advised Giving** As a donor, you can make gifts to particular groups or areas of interest.

• **Planned Giving** Bequests and other Planned Giving mechanisms are a powerful way to leave a lasting legacy of devotion to change.

Contributions are fully tax-deductible in accordance with the law. For more information on making a donation, contact Cindy Fesemyer, at 608.251.6834 or cindy@wcfund.org

Funding Cycle Grantmaking Process

• **Letter of Intent** To be considered for submission of a full grant proposal, groups are asked to answer a series of questions in a letter of intent. These questions are included in the request for proposals and timelines of the funding cycle at www.wcfund.org and can be mailed and e-mailed to groups.

• **Grant Proposal Packet** Based on the Letter of Intent, groups may be sent a WCF Grant Proposal Packet and invited to submit a proposal.

• **On-Site Visit** The Grants Allocation Committee reads all proposals and based on their discussions, 15-20 groups are given an on-site visit by members of the Committee, WCF staff and the Board of Directors.

• **Decision** The Grants Allocation Committee and the Board of Directors meet to respectively determine and confirm the new grantees for the current funding cycle. Congratulatory letters are sent out along with contracts to the new grantees. *For further information about the grantmaking process, check us out on the web at wcfund.org* ■

... Many Thanks



by Karen Campbell
Board President

Thanks to everyone who helped us celebrate the 26th anniversary of the Wisconsin Community Fund and its ongoing mission of

supporting small innovative grassroots organizations. Once again, I'd like to recognize and congratulate Kit Murphy McNally, the "Jack Rosenberg Award" honoree this year and the Milwaukee Muslim Women's Coalition who received the "Wisconsin Community Fund Outstanding Grantee of the Year Award". Janan Nejeeb, Director, accepted the award on behalf of this outstanding organization.

As you are no doubt aware, these are challenging times both for individuals and organizations but with your continued support, the Wisconsin Community Fund will do all it can to carry out its mission; raising money and giving it away to groups that are too new, too small or too controversial for mainstream funders. That's why we were started 26 years ago and that's what we continue to do today. For me, it is most gratifying watching many of these groups grow and prosper and continue with their work through the years, even after we have stopped funding their work.

We couldn't do this work without you, our supporters, and without the hard work and commitment of staff and many others who have served as volunteers over the years. Thank you for believing in us, the work we do and the organizations we fund. We look forward to celebrating our 27th with you next year. ■

Celebrating 26 Years of Change, not Charity

Left to right: **Robert Ashmore**, emeritus professor of Philosophy at Marquette University, past director of the university's Ethics Center and currently serving on the Arab American Anti-Discrimination Committee of Wisconsin; **Lucy Rosenberg**, to whom we owe many thanks for her continuation of Jack's social justice legacy with the Jack Rosenberg Award; **Christy Harteau** and **Barb Murray** of the Wisconsin Rural Women's Initiative, a past grantee of the Fund; and **Ray Vahey**, community activist par excellence in the fight against the ban on same sex marriage and President of the Board of Center Advocates.



Left to right: **Denise A. Crumble**, past member of the Fund's Board of Directors and Grants Allocation Committee; **Della Wells**, Artist, President & Founder of African American Artists Beginning to Educate Americans About African American Art and a Board member of the Museum of Wisconsin Art; **Mary Aye**, Marquette Grad 2009; and **Tammi Gray**, of New Concept Self Development Center, Inc.

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Our 26th Anniversary Celebration at Milwaukee's Public Market



Left to right: **Bruce Moffat**, Executive Director of WI Community Fund; **Sandra Edhlund**, emcee extraordinaire and longtime friend of the Fund; **Janan Najeeb**, Director of the Milwaukee Muslim Women's Coalition and recipient of the Wisconsin Community Fund Outstanding Grantee of the Year Award; and **Betsy Lawrence**, the Fund's Grants Director for nearly 20 years.



Left to right: **Karen Campbell**, WI Community Fund Board of Directors President and former Director of Community Shares of Greater Milwaukee; **Cathy Miller**, Board Secretary for the Fund; **Kit Murphy McNally**, this year's recipient of the Fund's Jack Rosenberg Award for a lifetime commitment to social justice; **Kathy Ronco**, a member of the Fund's Board of Directors and Grants Allocation Committee and director of Highland School; and **Leonard Sobczak**, former Jack Rosenberg Award recipient and owner of Eastmore Real Estate.

More photos inside!