



WISCONSIN
PUBLIC RADIO

Annual Report 2017





Our Journey Together

I love meeting with, learning from and connecting with you — our listeners. When we meet in person, it's a chance to hear your concerns, to answer your questions and to share our plans and the values that drive everything we do at Wisconsin Public Radio. So, it may be no surprise that I'm especially excited to share our annual report on 2017, our centennial year.

It was a remarkable year for many reasons, but most of all it was remarkable because *you* celebrated it with us. Nearly 6,000 Wisconsinites joined us at twelve events in eight cities across Wisconsin. At events featuring NPR news to Old Time Radio, the Packers, live music and the power of storytelling — you helped us honor our past and the values that will continue to sustain us for the next 100 years.

Whatever may come, WPR will be here for Wisconsin, continuing a tradition of innovation in public service. While others have been cutting newsroom staff, we've been doubling down on the research-based and unbiased reporting you rely on. We're going beyond broadcast to serve you whenever, wherever and however it's most convenient — on air, online and with events in communities throughout the state. And, we're embracing our role as state storytellers, reflecting diverse perspectives and experiences in all that we do.

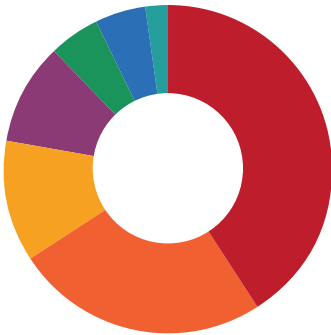
Since our earliest days, our drive to serve the people of Wisconsin has defined our purpose. Every reporter, producer, host — and everyone at WPR — is united in our commitment to offering you the best Wisconsin-produced news, conversation, music, education and entertainment possible. It has been and remains an incredibly rewarding journey.

Thank you, Wisconsin, for making it all possible.

Mike Crane
Wisconsin Public Radio Director

2017 Financial Report

2017 Revenue



41% Listeners *Member contributions including major gifts and bequests*

25% State Support *Money received from the state and university in the form of General Purpose Revenue (GPR)*

12% Business Support *Underwriting revenue*

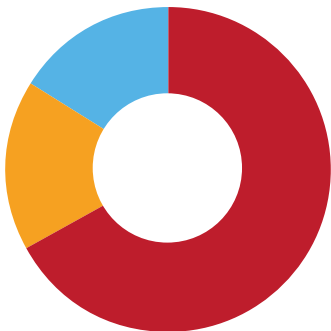
10% Other *Investment income, public broadcasting carriage fees, merchandise and ticket sales, production fees and other miscellaneous revenue*

5% In-Kind Support *Primarily administrative and facilities support which are allocated costs incurred by the UW System on behalf of WPR*

5% Corporation for Public Broadcasting (CPB) *Community Service Grants (CSG) based on the amount of Non-federal Financial Support (NFFS) generated by WPR*

2% Capital Contributions *State Building Trust Funds, NTIA Grants and CPB HD Grants*

2016 Expenses



67% Broadcasting and Programming *Acquisition, production and transmission of programming as well as related promotional materials*

17% Fundraising *Costs incurred in the solicitation of membership and underwriting revenue*

16% Administration *Management and administration including costs incurred by UW System on behalf of WPR*

Revenues	FY17 Total	FY17% Total	FY16 Total
State Support	6,291,978	25%	5,711,016
In-Kind Support	1,283,948	5%	1,304,092
Listeners	9,907,173	41%	8,828,818
Business Support	2,979,596	12%	2,933,291
CPB	1,357,678	5%	1,410,161
Capital Contributions	462,550	2%	408,833
Other	2,583,545	10%	1,242,153
Total Revenue	24,866,468	100%	21,838,364

Expenses	FY17 Total	FY17% Total	FY16 Total
Broadcasting and Programming	13,813,626	67%	12,607,178
Administration	3,235,628	16%	3,100,210
Fundraising	3,456,788	17%	2,830,556
Total Expense	20,506,042	100%	18,537,944

Increase In Net Assets	4,360,426	3,300,420
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100 Years of Innovation and Service

While there is some debate about the exact date, WPR started as early as 1914 when UW-Madison Physics Professor Earle M. Terry borrowed Professor Edward Bennett's (left) license for radio experimentation, 9XM. The license was officially transferred to the university in 2015. Professor Terry and his students were soon broadcasting Morse code wirelessly and experimenting with wireless, telephonic voice broadcasts. In 1917, the first documented, public demonstration of these broadcasts took place, launching public media in Wisconsin.

1917



1917 The Dinner Party Demonstration

A small group of Wisconsinites gathers at the Madison home of Professor Earle Terry to hear a wireless broadcast of "Narcissus" a popular piece of piano music at the time.

1917 Wisconsin State Capitol Building is completed.

1919 The Green Bay Packers football team is founded. WPR broadcasts the games for several years in the 1930s.

1922 9XM becomes WHA. The station still operates today as 970 AM, home of The Ideas Network in Madison.

1922 British Broadcasting Company (BBC) is established. **BBC**



1932 Our Longest Running Show

Chapter A Day, which has been on the air since the 1930s, begins when a guest cancels and the host decides to read from a book to fill the hour.



1931

School of the Air
WPR offers educational programs — including *Let's Sing, Afield with Ranger Mac* and *Rhythm and Games* — to serve the more than 6,000 one-room schoolhouses in the state.

1923 Game On

WPR broadcasts its first "play by play" college basketball games. The broadcasts could be heard in more than 34 states, Canada and Puerto Rico.



1933

Our Most Popular Program

WPR's history includes many women whose programs were among the most popular at the station, including Aline Hazard, who hosted *Homemaker's Program* until 1965.



1933 Free Tuition

College of the Air launches to serve adults unable to afford tuition during the Depression. Economics, science and literature are taught alongside practical instruction in family health and typing.

1942 Joining the War Effort

Radio students and staff leave to serve during World War II. Although women had been on the air since the 1920s, the station trains female students to work as operators and announcers for the first time.



1944 Seven Million Trees

Afield with Ranger Mac aired from 1933 to 1954. The show focused on the natural sciences, and, in 1942, it becomes the first WPR program to win a Peabody Award.



1978 WPR's First Pledge Drive

1972 Earplay

WPR receives funding to launch a national series committed to drama. The series features work by Edward Albee, Archibald MacLeish, John Irving, and David Mamet, among others.



1971 All Things Considered

Bill Siemering (above, left), who worked at WPR in school, and Jack Mitchell play a lead role in launching NPR's first program. And that famous theme song? It was written by WPR's Don Voegelii.

1970 NPR and PBS are both incorporated.



1967 Fifty years after the launch of public broadcasting in Wisconsin, Congress establishes the Corporation for Public Broadcasting, which creates PBS and NPR a few years later. Both organizations turn to Wisconsin for direction.

1953 The state approves WPR's request to "pursue teaching, research and experimentation in television." This is the beginning of today's Wisconsin Public Television.

1985 Who Knew?

Michael Feldman's Whad'Ya Know? launches and — over 31 years — becomes one of the most successful programs in WPR history, with more than 1.5 million national listeners each week on more than 300 stations.



1986 WPR opens its first four regional bureaus. Today there are six.

1990 Connecting the State

A belief that Wisconsinites should have access not just to listen, but also to talk to each other, leads to the creation of WPR's The Ideas Network.



1996 WPR.org is one of the first public radio websites in the nation.

2001 WPR begins live streaming programs online.

2004 *To the Best of Our Knowledge* earns radio's highest honor, the Peabody Award.



2016 A Future for Journalism

WPR's Second Century News Fellowship is created to provide opportunities for new journalists from populations underrepresented in public media. The fellowship joins the Lee Ester News Fellowship, established in 2008, and draws young talent to Wisconsin.

2017 WPR announces a new initiative to pilot programs, podcasts and talent for the future. Four pilots are launched the first year.



2017

1. What's Old is New Again

WPR's *Old Time Radio Drama* hit the road with live performances at Big Top Chautauqua in Bayfield and the Door Community Auditorium in Fish Creek. Director/actor Michele Good and Host Norman Gilliland pictured.

2. Says Who?

Says You! — the national quiz show of words and wit — helped us celebrate with live shows in Eau Claire and La Crosse. WPR's Zorba Paster, pictured with a fan, was a guest panelist.

3. Shindig!

Fan favorites Dead Horses and Horseshoes & Handgrenades (pictured) played a sold out *Simply Folk Shindig* near Wausau.

4. Wisconsin Legends

The Ideas Network Host Larry Meiller (pictured) helped fans celebrate WPR's centennial with a special show at Lambeau Field dedicated to the history of the Green Bay Packers. Meiller also marked 50 years on WPR and was inducted into the Wisconsin Broadcasters Hall of Fame.

5. It Started with Music

Classical music was the center of attention at a live concert broadcast of *The Midday* from the concert hall at Viterbo University in La Crosse. Violinist Nancy Oliveros pictured.

6. The Power of Story

NPR's *All Things Considered* Co-Host Ari Shapiro (pictured) emceed *The Power of Story*, WPR and WPT's grand finale centennial event in Madison. The event included live music, special animated videos, storytellers, poets and conversations with past and present pioneers in public radio.

7. Looking Forward

Ross Terrell, WPR's inaugural Second Century News Fellow, began his year-long assignment with our news team in Milwaukee. The fellowship is one of three established in journalism to help ensure WPR's unbiased, research-based journalism is here for the next 100 years.



Photo credits: WPR, UW Archives, Tom Krueger, Michael Cooney, Jamey Ritter, Paul Manke, Stephen Voss for NPR



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Thank you, Wisconsin!



From 8 offices around the state, WPR operates 3 networks on 37 stations. Nearly 500,000 listeners tune in each week and more than 12 million pages were viewed on WPR websites in 2017.

Listen, learn more and donate at wpr.org.

Questions?

Call Audience Services at 1-800-747-7444.