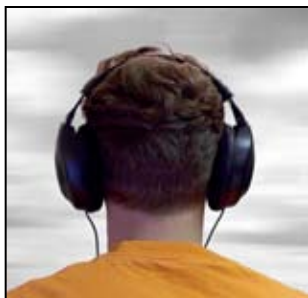


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Connecting issues and ideas



Connecting people and the arts



Connecting Wisconsin to the world



Wisconsin Public Radio

# 2006 Annual Report

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# Wisconsin Public Radio 2006 Annual Report

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*"I listen every day ... and often end up sitting in my car after getting to work because I don't want to miss anything." --Michael*

*"Wisconsin Public Radio got me through those years of being at home as a young mother. It has been my companion for at least 55 years." --Elizabeth*



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## From the Director Phil Corriveau

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Robert and Ginny coordinate the trip from their weekend cabin in Eagle River to their home in Cedarburg so they can listen to **Old-Time Radio Drama** during the three-hour drive home.

Ruth jogs three evenings a week while listening to Joy Cardin on her MP3 player.

David admits that, more-often-than-not, he falls asleep in the den while listening to early-evening classical music. His insomniac wife, Elizabeth, says she listens through the night to **BBC World Service**.

Stories like these illustrate the connection between listeners and Wisconsin Public Radio. We hear these stories over and over again at live broadcasts, at station events, on the phone in Audience Services, and through e-mails. Listeners tell us they feel a bond, a friendship with Jean Feraca, Larry Meiller, and Jonathan Overby. They describe Vicki Nonn and Norman Gilliland as companions who ease them through their day.



Phil Corriveau

As you read through this report you'll learn about several major projects we completed in 2006 to better serve our listeners.

For example, the staff completed a year-long examination of our programming schedules -- something we hadn't done since the early-1990s. During this comprehensive review, we met with advisory board members and listeners, talked with other public radio stations, and analyzed listenership and demographic data, all with the goal of serving our current listeners better and, hopefully, attracting new listeners. Based on our research, we implemented program changes in the fall. We moved the broadcast times of some programs and added several new shows to the line-ups.

This year we were able to fill important staff vacancies in the programming department, news department, and the regional bureaus.

And we added digital, high-definition service to four more stations.

So it was another year of improved service to our listeners. As a result, hundreds became new members of the Wisconsin Public Radio Association and helped

support the service through their contributions. Others volunteered during three pledge drives and numerous special events. Still others encouraged their employers to become Corporate Sponsors of our programming.

Through WPR's 28 stations, two programming streams, new HD Radio services, and state-of-the-art Web archiving and MP3 downloading capabilities, people across the state and around the world have easy access to our hosts, our music, our reporters, and our guest experts.

It's a unique relationship. Wisconsin Public Radio and its listeners.

So next time you're sitting in your driveway waiting for a discussion to end, or you're downloading programs to your MP3 player, remember, you are part of a growing community of dedicated listeners: lifelong learners who tune in by the hundreds of thousands every week for insights, entertainment, education, and companionship.

Thank you for listening. -- Phil Corriveau

*"I enjoy the learning. It's like college all over again!" -- Anthea*

*"We live in a fairly isolated area of the state, but Wisconsin Public Radio keeps us connected to the world." -- Norbert and Jude*



## Wisconsin Public Radio Programming Mission

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Wisconsin Public Radio is a civic and cultural resource which exists to enlighten and enrich the quality of life for the people within its listening area.

WPR reflects the values and resources of the University and the State of Wisconsin, and embraces the "Wisconsin Idea," helping to extend the borders of the university to the state and beyond, and providing significant programming by, for, and about the people of Wisconsin.

WPR's mission is to realize the Wisconsin Idea by producing, acquiring, and delivering high quality audio programming that serves the public's need to discuss ideas and opinions, and that provides cultural enrichment, intellectual stimulation, and intelligent enlightening entertainment.

WPR is a partnership of the Educational Communications Board and the University of Wisconsin. We will build on the strength of this partnership to maintain and expand where possible a high-quality dual service broadcast

signal throughout the state ... while at the same time exploring and developing new platforms to deliver our content to listeners.

We will ... serve as an accessible repository for content that we create or make available through collaborations and partnerships with other cultural and community institutions around the state.

We will maintain a strong presence in the state by strengthening our system of regional bureaus to provide outreach, community involvement, and local/statewide program content.

We will focus on programming in the areas where we are uniquely strong, utilizing the intellectual and cultural resources of the University and the State of Wisconsin, with a special emphasis on Wisconsin-related content.

We will serve as a forum for discussion and exchange of ideas and opinions on the topics of the day.



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## Wisconsin Public Radio Ideas Network

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Many of the Ideas Network hosts spent time out and about in 2006.

- During his statewide "Your News, Your Views" tour in May, Ben Merens traveled to Wausau, Superior, La Crosse, Madison, Green Bay, and Milwaukee to meet listeners and originate his afternoon show from our regional bureaus.
- Ben also moderated a special broadcast from the George F. Kennan Forum in Milwaukee.
- Larry Meiller once again broadcast "Garden Talk" from Bayfield in May.
- In October Kathleen Dunn broadcast from an education conference in Eau Claire.



After a year-long evaluation of all programs and schedules, we added several programs to the Ideas Network, and shifted others to new time slots.

- For example, we brought back NPR's popular **Wait Wait... Don't Tell Me!** quiz show on Saturday at noon.
- We added a Sunday morning repeat of **A Prairie Home Companion**.
- **Old-Time Radio Drama** now airs on both Saturday and Sunday nights on most stations.
- And we moved Jean Feraca's global cultural affairs program, **Here On Earth**, from the weekends to 3:00 p.m. weekdays.

We hired more producers in 2006 to bolster our efforts to serve listeners with the best guests, best topics, and interesting production elements such as theme music and audio clips of newsmakers.

- Rhonda Fanning now produces Kathleen Dunn's program, replacing Kate Brown who accepted a radio production and hosting position in Washington, D.C.
- Rita Thomas, a part-time producer in our Milwaukee studios, was hired full-time to work on special projects and produce for Kathleen Dunn, Ben Merens, and other hosts.
- And Karen Prager joined the morning team to assist Joy Cardin.



Rhonda Fanning

Election-related programming dominated the last half of the year on most of the Ideas Network talk shows.

- All ballot-status candidates for statewide and federal office were invited to participate in our call-in programs to answer questions from listeners.
- Joy Cardin, Kathleen Dunn, and Ben Merens presented dozens of hours of interviews examining state and national election issues.
- Wisconsin Public Radio participated in the "We the People: Wisconsin" civic journalism project. We organized and broadcast two debates featuring candidates for Governor: Democrat Jim Doyle and his Republican challenger Mark Green.



Rita Thomas

*"If everyone listened to WPR, the world would be a better place." -- Patrick*

*"I've been listening to WPR for years, mostly on my way to work and way back. I can't wait until I retire so I can listen to it all day long!" -- Connie*



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## The NPR News and Classical Music Network

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After our comprehensive review of programs and schedules, we added several programs and shifted others to new time slots.

- Weekday changes included extending **Morning Edition** by an hour, starting **All Things Considered** an hour earlier, bringing **Marketplace** back to weekday evenings, and moving **Fresh Air** to 6:00 p.m.
- On the weekends we added and expanded **Higher Ground** Saturday nights 7:00 - 10:00, and added a repeat of **Michael Feldman's Whad'Ya Know?** on Sundays 8:00 - 10:00 p.m.

The Kat Trio returned to the United States to again serve as Artists-in-Residence for Wisconsin Public Radio and the Chazen Museum of Art in Madison. From March 29 to July 26, the trio from Ekaterinburg, Russia, performed on our behalf at many venues in Wisconsin.



Vicki Nonn

Music hosts Norman Gilliland and Vicki Nonn continued to share "The Midday" with listeners -- playing music, conducting "The Midday Quiz," and interviewing artists. In 2006, they chatted with cellist Alisa Weilerstein, tenor Ben Heppner, oboist Linda Strommen, Canadian violinist/conductor Angele Dubeau, composer/pianist Karlos Moser, bassist Edgar Meyer, mezzo-soprano Denyce Graves, and many others. All the conversations are now archived at [wpr.org](http://wpr.org) for easy access by listeners.

Forty-five Wisconsin musicians -- ages 17 - 26 -- entered the 2006 Neale-Silva Young Artists Competition. The winners' concert (April 2 on **Sunday Afternoon Live from the Chazen**) featured five dazzling performances by a UW-Madison piano quintet, a solo pianist and a solo violinist from UW-Madison, and a solo saxophonist and a solo percussionist from Lawrence University in Appleton.

**Classics by Request** set aside four opportunities for "Kids Only" in March, June, August, and November.

We recorded the Madison Opera production of "The Magic Flute" by Mozart in April and broadcast it at the conclusion of the **Metropolitan Opera** season. We also recorded Verdi's "Rigoletto" in November for broadcast in May 2007.



Norman Gilliland

*"We have been listeners since the late-1940s. If it weren't for WPR, we wouldn't own a radio." -- William and Jan*

*"We listen and we pledge because of the classical music. We do a lot of driving, and the music soothes us." -- Mark and Eileen*

*"**Higher Ground** is the best addition Wisconsin Public Radio has had in a long time. Finally, some wonderful world music ... American jazz, blues, popular/gospel/alternative music that should be considered 'classics.' Bravo!" -- Anonymous*



# Wisconsin Public Radio News

Michael Leland was named WPR News Director in June. Michael came to us from Michigan Radio in Ann Arbor. He is a 20-year radio news veteran who has worked in public and commercial radio in several markets. He is also a former weekend newscaster at National Public Radio.



Michael Leland

Political campaign coverage continued in 2006 as WPR news produced numerous reports profiling candidates in major races throughout the state, as well as several series on ballot issues, and how things such as the environment, education, and the economy fit into the campaigns.

We also produced a year-long series of reports on Wisconsin musicians. WPR listeners got an earful of what the state's musicians are performing: classical to klezmer to jazz to polka.

## **Awards to WPR News Reporters in 2006**

### *Wisconsin Broadcasters Association*

- Merit/Hard News Story: "Soldier Remains Come Home" (Gil Halsted)
- Merit/Mini-Documentary or Series: "End of a Red-Hunter's Crusade: The Censure of Joseph McCarthy" (Brian Bull)
- Merit/Best Sports Reporting: "Baseball in Beertown" (Terry Bell)

### *Northwest Broadcast News Association*

- First Place/Documentary: "Tsim Txom: Domestic Violence in Hmong Society" (Brian Bull)
- First Place/General Reporting: "Free Press in Indian Country" (Brian Bull)
- Merit/Feature: "Edmund Fitzgerald: 30 Years Later" (Mike Simonson)
- Merit/Spot News: "Stoughton and Viola Tornadoes" (Shamane Mills/Sandra Harris)

### *Milwaukee Press Club*

- First Place/Best Coverage-Breaking News: "Gaylord Nelson Remembered" (Shawn Johnson/Gil Halsted/Chuck Quirnbach)
- Second Place/Best Coverage-Breaking News: "William Proxmire Remembered" (Chuck Quirnbach/Donnie Forti/Terry Bell)
- Second Place/Best Documentary-Feature Series: "Tsim Txom-Domestic Violence in Hmong Society" (Brian Bull)
- First Place-Best Sports Story: "Baseball in Beertown" (Terry Bell)
- Second Place/Best Use of Audio: "Christmas Carol Controversy" (Glen Moberg)



*Radio Television News Directors Association*

- Regional Edward R. Murrow Award: "Tsim Txom-Domestic Violence in Hmong Society" (Brian Bull)
- National UNITY Award (Large Market) For Outstanding Coverage of Diverse Communities: "The Hmong-American Experience" (Brian Bull)

*USC/Annenberg Institute for Justice and Journalism*

- Criminal Justice Fellowship recipient (Gil Halsted)

*"Your program topics during the campaign season helped me decide how to vote. It was good to hear the candidates' perspectives." -- Becky*

*"Thank you for providing truly fair and balanced reporting and programming." -- Scott and Sue*

*"I pledged because of the depth of information, the quality of the guests, and the civility of the conversations." -- Suzanne*



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## Wisconsin Public Radio Bureaus

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### Northern Bureau

The staff hosted a ribbon-cutting ceremony in March to inaugurate KUWS-FM's move into the "HD Radio" world. Local dignitaries, Wisconsin Public Radio managers, and listeners gathered in the Rothwell Student Center on the UW-Superior campus for a VIP reception following the ceremony. KBJR-TV General Manager David Jensch was on hand, representing Granite Broadcasting, owner of the Duluth facility where the KUWS-FM transmitter is located.



KUWS-FM was one of four Wisconsin Public Radio stations to add digital, HD service in 2006. Attending the ceremony were (left to right) WPR Northern Regional Manager John Munson, KUWS-FM Chief Engineer Paul Guello, WECB Executive Director Wendy Wink, Superior-Douglas County Chamber of Commerce CEO David Minor, and Wisconsin 73rd District Assembly Representative Frank Boyle.

May was a busy month, as we hosted three statewide shows. Jonathan Overby brought **Higher Ground** to the Manion Theater on

May 6, Larry Meiller once again helped kick off the annual "Bayfield in Bloom" celebration with a broadcast from the Bayfield Pavilion on May 12, and Ben Merens' "Your News, Your Views" tour made a stop in Superior on May 19.

Superior Mayor David Ross awarded northern regional manager John Munson one of two "Citizen of the Year" citations for 2006. Munson was honored for his past work on a number of civic projects and for his involvement with many non-profit groups in the city.

Regional reporter and UW-S student Danielle Kaeding prepared a major radio documentary on the methamphetamine problem in northern Wisconsin. Six months in the making, "I Can Handle My Drugs" was broadcast in December 2006. We followed the documentary with a one-hour panel discussion involving members of law enforcement, drug counselors, and former meth users.

In December, KUWS-FM engineers began testing a second audio channel, as part of their ongoing "HD Radio" development.

### Western Bureau

Richard Lederer of **A Way With Words** visited in May. First, he spoke to a full house at a UW-Eau Claire forum, then he regaled fans at the western region's annual Listener Appreciation Dinner.

We recognized the retirement of regional volunteer coordinator Peggy Berg, who served in that capacity for twelve years. Kris MacCallum became the new volunteer coordinator in November.



Greg Pangallo and Kevin McKinley

In July **Kevin McKinley On Your Money** became the first statewide program to broadcast regularly from the Eau Claire studios. The Ideas Network now runs the show at 7:00 a.m. Sundays. **On Your Money** features certified financial planner Kevin McKinley and co-host Greg Pangallo. It began as a regional program in October 2003.

Also in July, more than 100 listeners enjoyed an overnight trip from Eau Claire and La Crosse to Bayfield, where they enjoyed a picnic meal and show at the Lake Superior Big Top Chautauqua. The event included an overnight stay at the Hotel Chequamegon in Ashland, and an Apostle Islands Cruise.

During the late summer and fall, more than 40 candidates for legislative seats in western Wisconsin got the opportunity to debate their opponents, and our audience got a chance to call in with their questions during WHWC-FM's regional call-in program **The West Side** with Mary Jo Wagner.



Neal Conan in Wausau

### North Central Bureau

NPR's **Talk of the Nation** originated in Wausau on February 2. While host Neal Conan was in town, he delivered a home run as keynote speaker at our

regional Listener Appreciation Dinner. Neal talked about radio, NPR, his years as a reporter in the Middle East, and his life as a minor league baseball play-by-play announcer.

As a lead-in to the 2006 elections, the Wausau staff teamed up with the *Wausau Daily Herald* to produce a seven-part series, "Voice of the Voters." The project included broadcasts of public forums, regional call-in programming, and a debate between the candidates running for Wisconsin's 7th Congressional Seat.

Reporter Glen Moberg received a merit award from the Wisconsin Broadcasters Association for his news piece "Caroling Controversy."

### Northeast Bureau

In April, Wisconsin Public Radio sponsored the Fox Valley Symphony's performance of "Ellis Island: The Dream of America." Hosts and producers of the regional programs **La Voz Hispana** and **Hmong Public Radio** met fans and conducted interviews with those involved in the performance.

Ben Merens played to a sold-out crowd at Heritage Hill State Park during a special broadcast in May. The Kat Trio performed after the broadcast and listeners stayed for a catered reception and a talkback session with Ben.



Ben Merens at Heritage Hill

In late-August, Wisconsin Public Radio sponsored "Artstreet," the largest art festival in northeastern Wisconsin. During the festival, staff, volunteers, and regional hosts Richie Plass and Craig Turner handed out program schedules and other promotional materials. On Saturday night, folks had a great opportunity to see radio-in-the-making at a **Higher Ground** broadcast. Radio guests included Oneida Nation singers and members of **Hmong Public Radio**.

In September, the regional studios moved into a new facility on the UW-Green Bay campus. Engineers Steve Johnston and John Wittenmeier worked for weeks -- practically nonstop -- to build and equip our new studio space.

WPR's Anders Yocom emceed the Green Bay Civic Symphony Holiday Concert in December, entertaining one of the symphony's largest crowds.



Old Studios



In Progress



New Studios

## Southwest Region

Nearly 200 local fans attended the March broadcast of Jonathan Overby's **Higher Ground** at UW-La Crosse. In May, Ben Merens' statewide tour stopped in La Crosse for a broadcast from WHLA's regional studios in La Crosse's Whitney Center. Listeners had a chance to meet the hosts during receptions held on both occasions.

Through the fall, WLSU's award-winning news team kept listeners informed on major pre- and post-election campaign events with a series of candidate forums and profiles.



John Gaddo

WLSU-FM staff and volunteers produced more than 2,000 hours of local arts, community affairs, and jazz programming in 2006.

Public radio veteran John Gaddo was appointed regional manager for WPR's southwest stations WLSU-FM and WHLA-FM based at his alma mater, UW-La Crosse. Former manager Gene Purcell relocated to Madison where he is now deputy director of the Wisconsin Educational Communications Board.

Our engineers completed a major upgrade of the stations' automation system. Then they began installing WLSU-FM's HD transmitter equipment.

## Southeast Bureau

Rhonda Fanning and Rita Thomas joined the production team in the Milwaukee bureau in September. Rhonda now works with Kathleen Dunn, Rita works on special projects and helps produce programs for Ben Merens and Joy Cardin.

Jonathan Overby brought his popular variety show to Milwaukee on January 28 and July 29. These statewide **Higher Ground** broadcasts featured Milwaukee musicians, actors, poets, and singers.



*Higher Ground* in Milwaukee

Ben Merens moderated the George F. Kennan Forum on International Issues at the Pabst Theater on April 20. The topic was "Balancing Freedom and Security in a Post 9/11 World." Author and radio host Amy Goodman, and Ruth Wedgwood, professor of International Law and Diplomacy at John Hopkins University, debated the issue before 750 theater attendees and a statewide radio audience.

Ben took his radio show on the road May 17-25 for a seven-city tour. His Milwaukee broadcast included Milwaukee mayor Tom Barrett, *Milwaukee Journal Sentinel* columnist Eugene Kane, and UW-Milwaukee professor Mordecai Lee.



John Treder

At this summer's "Listener Appreciation Day," more than 110 listeners gathered at Old World Wisconsin for Sunday brunch and casual conversations with Tom Martin-Erickson, Kathleen Dunn, Ben Merens, Chuck Quirmbach, and other staff members. We surprised John Treder of West Allis with our "WHAD Volunteer of the Year" award for his years of service to the station.

We had another good group of student interns this year. Vanessa Neuwirth from UW-Whitewater worked with Chuck Quirmbach in the news department; Michael Tiede from UW-Milwaukee worked in production; and Eric Mandel from the University of Iowa focused on community and outreach on-air production.

*"Just wanted to let you know that in those absolutely chaotic and maddening days, when my children were young and at their most challenging, it was definitely Kathleen Dunn and Jean Feraca who saved my sanity. My two girlfriends, always there to encourage and stimulate with real conversation." -- Anonymous*

*"I pledged because of the depth of information, the quality of the guests, and the civility of the conversations." -- Suzanne*



## Engineering And Operations

In 2006, WPR engineers upgraded several more Wisconsin Public Radio stations for "HD Radio" high-definition digital service. WHA-AM / Madison, WERN-FM / Madison, KUWS-FM / Superior, WHRM-FM / Wausau, WHAD-FM / Delafield-Milwaukee, WPNE-FM / Green Bay, and WLSU-FM / La Crosse are now broadcasting in "HD Radio."



Tim Allen was promoted to WPR Operations Manager. Tim's many years of experience in the Radio Operations Center is now paying off as he leads that department. Tom Martin-Erickson, long-time operations manager, is now devoting his full attention to hosting the popular **Simply Folk** program on Sunday evenings.

Engineers constructed new studio facilities for the Northwest Regional Bureau on the UW-Green Bay campus.

WPR added a new repeater station -- 107.9 FM -- to provide better reception of WHAD-FM and the Ideas Network in central Madison.

And engineers installed equipment for a third radio network, a 24-hour classical service that is now broadcasting on the second digital channels of some of our new HD Radio stations.

*"I find Wisconsin Public Radio to be more faithful than my dog and less greedy than my cat." -- Susan*

*"I listen all the time. It's my source of news, information, comfort." -- Patricia*

*"I'm a political junkie and I get my fix from public radio." -- Debra*



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## New Media

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This year our website grew as a programming and information source. The number of pages viewed at [www.wpr.org](http://www.wpr.org) increased 15% over last year to a new high in December 2006 of 1.6 million pages viewed by more than 111,000 unique visitors.

Use of our new Windows Media live streams increased overall listening by 42% to a new high in December: 67,000 hours by more than 9,000 unique users.

On November 11, we launched Wcast, a new feature which allows WPR members to download many of our programs to their personal computers and MP3 players. In the first eight weeks of this feature, members downloaded more than 4,500 program-hours. For more information on this new service to members, visit [wpr.org/wcast](http://wpr.org/wcast).

The logo for WCast, with 'W' in blue and 'Cast' in orange.

*"I listen all the time: every room has a radio. [I have] listened for at least 33 years. It does a lot for my spirit." -- Kathleen*

*"I just really love the news. I feel that I get more informational news, and I trust it." -- Chris*

*"I appreciate the fair and balanced assessments of our government." -- Wendy*



# National Shows

## **Calling All Pets with Patricia McConnell**

Charles Monroe-Kane was named executive producer in January. He immediately began a makeover of the show beginning with a guest interview segment every week and other features.

The show's redesigned website has numerous new extended features.

Nine stations added **Calling All Pets** to their schedules this year, including stations in Seattle and Washington, DC. WPR now distributes the show to more than 100 stations around the country.



Patricia McConnell

## **To The Best Of Our Knowledge**

In June executive producer Steve Paulson was chosen to be part of a select group of journalists to participate in the Templeton-Cambridge Journalism Fellowship in Science and Religion. Steve spent three weeks at Cambridge University in England listening to talks by eminent scientists, philosophers, and theologians. This fellowship led the entire **To The Best Of Our Knowledge** staff to produce a major five-hour series on science and religion, "Electrons to Enlightenment."



Steve Paulson (right)  
in England

We offered "Electrons to Enlightenment" as a special series to stations not already broadcasting **To The Best Of Our Knowledge**. As a result, 35 stations, including eight in the top 50 markets, carried the series. One of these stations, KUOW / Seattle, then added **To The Best Of Our Knowledge** to its schedule.

According to Public Radio International, the organization which syndicates the series, **To The Best Of Our Knowledge** is now their fastest growing program – a remarkable achievement for a radio show that's 16 years old!

Jim Fleming organized an afternoon of interviews at the annual Wisconsin Book Festival in Madison in June. Jim, along with Steve, interviewed six major writers, including former U.S. Poet Laureate Ted Kooser, political analyst Andrew Sullivan, and graphic novelist Chris Ware. These on-stage interviews were seen by hundreds of people at the Wisconsin Union Theater and were later broadcast on Wisconsin Public Radio.

### **Michael Feldman's Whad'Ya Know?**

In January Michael Feldman officially celebrated his 20th year hosting **Whad'Ya Know?** He played audio from the earliest shows and shared interviews with NPR's Susan Stamberg and songwriter extraordinaire, Steve Allen.

**Whad'Ya Know?** continued to welcome entertaining and informative guests to the program. This year Michael talked with comedic actor Ricky Gervais; country singer Jessi Colter; songwriter Ned Sublette; authors John Grogan of "Marley and Me" fame, Michael Pollan of "The Omnivore's Dilemma," and Eric Hansen of "The Bird Man and the Lap Dancer;" columnists Calvin Trillin, Frank Rich, and Thomas Friedman; and our old friend Michael Perry, author of "Truck: A Love Story."



Michael Feldman in Duluth

In 2006, **Whad'Ya Know?** produced seven remote broadcasts from Phoenix, Berkeley, Iowa City, Fairbanks, Erie, Duluth, and Huntsville.

Following the release of his latest book, "Glad You Asked," Michael participated in the Wisconsin Book Festival in October, and was included in the "Isthmus" newspaper feature story "150 Things We Love About Madison."

You probably didn't know it, but Alaska law allows anyone to perform a marriage. So, after completing a little paperwork, Michael was officially commissioned to perform a wedding. During our remote broadcast in Fairbanks, Michael officiated during the blessed nuptials of **Whad'Ya Know?** fans Jeff Apple Benowitz and Anna Katarina Liljedahl. A first, and likely a last, for Michael.

### **Zorba Paster On Your Health**

Charles Monroe-Kane became executive producer in January and oversaw a complete makeover of the show. He added three new weekly features and extending the heart-healthy recipe segment.



Zorba Paster

We began offering MP3 downloads of the recipe segments in October. And the service was an immediate hit with listeners. Almost 7,000 of them have been downloading the audio each month.

The show's website has new features which are becoming more and more popular with listeners. We now post a recommended reading list, a health mailbag, and numerous articles and columns by Zorba.

The program is now broadcast on 80 stations, through the distribution services of Public Radio International.





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# Wisconsin Public Radio Association

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Again this year, more than 42,000 individuals and families supported Wisconsin Public Radio through their voluntary donations. They automatically became members of our “friends group,” the Wisconsin Public Radio Association.

The WPRA board of directors is made up of elected or appointed listeners who advise the staff on strategic planning, finance, fundraising, and community outreach issues.

## 2006 Board of Directors

Earline “Lee” Bock  
*Pulaski*

Barbara Lorman  
*Fort Atkinson*

Sheehan Donoghue  
*Sayner*

Teri McCormick  
*Madison*

Lu Eckels  
*Bayfield*

Ellen Rosewall  
*DePere*

Richard Egan  
*Sister Bay*

Joan Rudnitzki  
*West Bend*

Barbara Gilmore  
*Grafton*

Pat Sebranek  
*Burlington*

Michele Gerard Good  
*Woodruff*

Michael Sigman  
*La Crosse*

Dave Hildebrand  
*Rice Lake*

David Steele  
*Augusta*

Bernie Kubale  
*Hartland*

Jack Taft  
*Madison*

Gary Lichtenberg  
*Appleton*

*More information can be found at [www.wpra.org](http://www.wpra.org).*



# Statement of Financial Activity

## REVENUE

LISTENERS (WPR) member contributions

31%

DIRECT STATE/UNIVERSITY monies received from the state and university

21%

INDIRECT/IN-KIND SUPPORT administrative & facilities support incurred by the uw system on behalf of WPR

10%

CAPITAL CONTRIBUTIONS (STATE/FED) state building commission, cpb & department of commerce

9%

OTHER merchandise & ticket sales, sale of production facilities, interest earnings, auction, bequests and major gifts

9%

FEDERAL (CPB) community service grants based on the amount of non-federal financial support

8%

CORPORATE monies received through corporate support

8%

PUBLIC BROADCASTING payments from public radio stations for the right to carry WPR's programming

4%

## EXPENSE

PROGRAMMING production and acquisition of broadcast programs

43%

BROADCASTING program transmission and interconnection, scheduling, depreciation, engineering maintenance

25%

MANAGEMENT - DIRECT management costs directly spent by WPR

10%

FUNDRAISING costs incurred in the solicitation of membership and underwriting revenue

10%

MANAGEMENT - INDIRECT allocated administrative costs incurred by the UW System on behalf of WPR

9%

PROGRAM INFORMATION newsletters, guides, promotional activities

3%



# 9XM\* Leadership Circle

Listeners who donate \$500 or more each year become members of our 9XM Leadership Circle. These generous, dedicated major donors provide a foundation of financial stability for our service and its programs. We thank them for their continued support. Donors from \$1,000+ are listed here. A complete list of 9XM Leadership Circle members can be found at [wpr.org](http://wpr.org).

(\*9XM was the original call-sign of our flagship station in Madison, now AM 970 WHA.)

## Executive Director Level (\$10,000 or more)

James Crow  
Judith and Gordon Faulkner

## Director Level (\$5,000 - \$9,999)

Mame Gale  
John H. and Carolyn Gusmer  
James G. Hart  
Terri and Verne Holoubek  
Julie and Larry Midtbo  
Mary L. Mowbray and  
Roland P. Schroeder  
Melitta S. Pick Charitable Trust  
Karen and Stuart Updike

## Producer Level (\$1,000 - \$4,999)

Anonymous - 16  
Dave and Audrey L. Aardappel  
Grant Abert  
Kay M. Adams and Jack Fleig  
Mark and Kathleen Adams  
Tym Allison  
Michael and Mary Allured  
John and Joanne Anderson  
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 Green Bay Symphony  
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 Madison Area Open Art  
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 Madison Country Day  
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 Madison Early Music Festival  
 Madison Gas and Electric  
 Madison Jazz Society  
 Madison Museum of  
 Contemporary Art  
 Madison Music Company  
 Madison Repertory Theatre  
 Madison Savoyards  
 Madison Symphony  
 Orchestra  
 Madison Vein and Laser  
 Institute  
 Madison Youth Choirs  
 Mamadou Lo  
 Manitowoc Civic Center  
 Manitowoc Symphony  
 Orchestra  
 Mann's Mercantile Shop  
 Marshfield Clinic  
 Master Singers  
 McNair Scholars Program  
 Mead Witter Foundation  
 Medicine Shoppe  
 Meeting Grounds  
 Menn Law Firm  
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 Menomonee Street Dental  
 Meriter Hospital Heart  
 Center  
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 Teacher  
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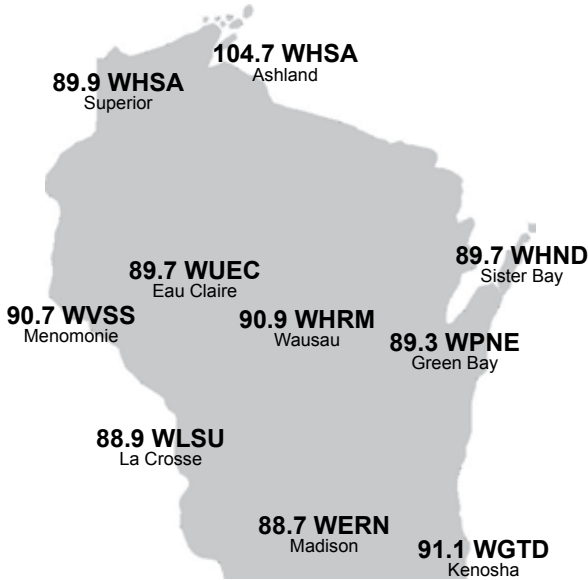
Museum  
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Senior Review  
Senior Scene  
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Six Degrees Records  
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SprintPrint  
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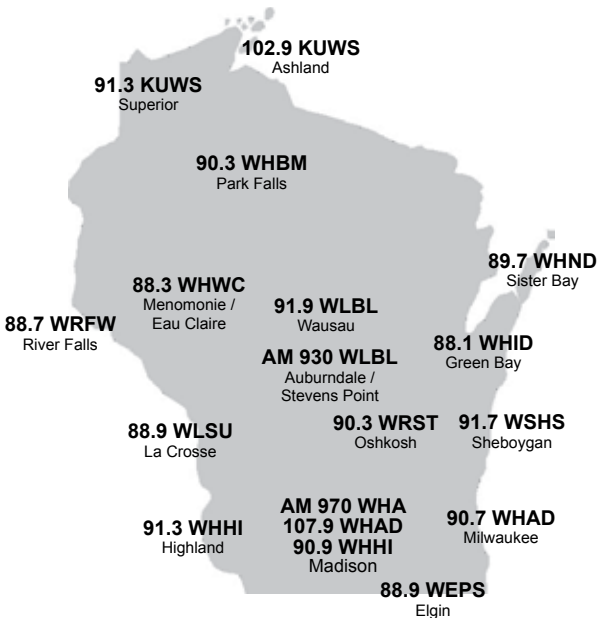
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WI Association of Scholars  
WI Center for Academically  
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WI Education Association  
Council (WEAC)  
WI Farmers Union  
WI Frame of Mind  
WI Historical Society  
WI Humanities Council  
WI Intercollegiate Athletic  
WI Library Association  
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WI West Magazine  
WI Youth Symphony  
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# Coverage Maps



**NPR News  
& Classical  
Music  
Network**



**Ideas  
Network**



# NPR News & Classical Music Schedule

<b>NPR NEWS &amp; CLASSICAL MUSIC NETWORK*</b>			
<b>Time of Day</b>	<b>Weekdays</b>	<b>Saturdays</b>	<b>Sundays</b>
12:00 - 12:30 am		<b>Jazz with Bob Parlocha</b>	
12:30 - 1:00 am			
1:00 - 1:30 am		<b>Classics with Peter Van De Graaff</b>	
1:30 - 2:00 am			
2:00 - 2:30 am			
2:30 - 3:00 am			
3:00 - 3:30 am			
3:30 - 4:00 am			
4:00 - 4:30 am			
4:30 - 5:00 am			
5:00 - 5:30 am			
5:30 - 6:00 am			
6:00 - 6:30 am			
6:30 - 7:00 am			
7:00 - 7:30 am		<b>Morning Edition with Scott Simon</b>	
7:30 - 8:00 am			
8:00 - 8:30 am	<b>Morning Edition with Liane Hansen</b>		
8:30 - 9:00 am			
9:00 - 9:30 am	<b>To The Best Of Our Knowledge</b>		
9:30 - 10:00 am			
10:00 - 10:30 am	<b>Classics by Request with Ruthanne Bessman</b>		
10:30 - 11:00 am			
11:00 - 11:30 am			
11:30 - 12:00 pm			
12:00 - 12:30 pm	<b>Classical Music</b>  Sunday Afternoon Live From The Chazen September - May 12:30pm - 2pm		
12:30 - 1:00 pm			
1:00 - 1:30 pm			
1:30 - 2:00 pm			
2:00 - 2:30 pm			
2:30 - 3:00 pm			
3:00 - 3:30 pm			
3:30 - 4:00 pm			
4:00 - 4:30 pm			
4:30 - 5:00 pm			
5:00 - 5:30 pm	<b>All Things Considered</b>		
5:30 - 6:00 pm			
6:00 - 6:30 pm	<b>Marketplace</b>		
6:30 - 7:00 pm			
7:00 - 7:30 pm	<b>Fresh Air</b>		
7:30 - 8:00 pm			
8:00 - 8:30 pm	<b>Exploring Music</b>		
8:30 - 9:00 pm			
9:00 - 9:30 pm	<b>Classical Music with Peter Van De Graaff</b>		
9:30 - 10:00 pm			
10:00 - 10:30 pm	<b>Riverwalk Jazz Fridays 8pm - 9pm</b>		
10:30 - 11:00 pm			
11:00 - 11:30 pm	<b>Jazz with Bob Parlocha Fridays 9pm - 1am</b>		
11:30 - 12:00 pm			

\*Sample schedule from Fall 2006. Program line-ups on your regional station may be slightly different. NPR News & Classical Music programming is also available via our Web site (wpr.org).



# Ideas Network Schedule

IDEAS NETWORK*					
Time of Day	Weekdays	Saturdays	Sundays		
12:00 - 12:30 am	BBC World Service				
12:30 - 1:00 am					
1:00 - 1:30 am					
1:30 - 2:00 am					
2:00 - 2:30 am					
2:30 - 3:00 am					
3:00 - 3:30 am					
3:30 - 4:00 am					
4:00 - 4:30 am					
4:30 - 5:00 am					
5:00 - 5:30 am	As It Happens	BBC World Service			
5:30 - 6:00 am					
6:00 - 6:30 am	Joy Cardin			The People's Pharmacy	On The Media
6:30 - 7:00 am				Calling All Pets with Patricia McConnell	Kevin McKinley On Your Money
7:00 - 7:30 am				Zorba Paster On Your Health	Says You !
7:30 - 8:00 am				Kathleen Dunn	Car Talk
8:00 - 8:30 am	Larry Meiller				Michael Feldman's Whad'Ya Know?
8:30 - 9:00 am				Chapter A Day	Wait Wait ... Don't Tell Me !
9:00 - 9:30 am	Talk of the Nation with Neal Conan				Zorba Paster On Your Health
9:30 - 10:00 am				Here On Earth with Jean Feraca	The People's Pharmacy
10:00 - 10:30 am		Calling All Pets with Patricia McConnell	On The Media		
10:30 - 11:00 am		At Issue with Ben Merens	This American Life	University of the Air	
11:00 - 11:30 am	On Point with Tom Ashbrook		A Prairie Home Companion with Garrison Keillor	Simply Folk with Tom Martin-Erickson	
11:30 - 12:00 pm		Tent Show Radio			
12:00 - 12:30 pm		As It Happens	Old-Time Radio Drama with Norman Gilliland		
12:30 - 1:00 pm	Here On Earth with Jean Feraca				
1:00 - 1:30 pm		Kathleen Dunn			
1:30 - 2:00 pm	Chapter A Day				
2:00 - 2:30 pm		BBC World Service			
2:30 - 3:00 pm					
3:00 - 3:30 pm					
3:30 - 4:00 pm					
4:00 - 4:30 pm					
4:30 - 5:00 pm					
5:00 - 5:30 pm					
5:30 - 6:00 pm					
6:00 - 6:30 pm					
6:30 - 7:00 pm					
7:00 - 7:30 pm					
7:30 - 8:00 pm					
8:00 - 8:30 pm					
8:30 - 9:00 pm					
9:00 - 9:30 pm					
9:30 - 10:00 pm					
10:00 - 10:30 pm					
10:30 - 11:00 pm					
11:00 - 11:30 pm					
11:30 - 12:00 pm					

\*Sample schedule from Fall 2006. Program line-ups on your regional station may be slightly different. Ideas Network programming is also available via our Web site (wpr.org).



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## 2006 Annual Report

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