2009 Annual Report



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From the Director

The reason I enjoy working at Wisconsin Public Radio so much is that we are unique in the nation's public radio system. Through our affiliation with the University of Wisconsin Extension and the Educational Communications Board, lifelong learning is central to our mission. Since our inception, and beginning with the Wisconsin School of the Air, we have endeavored to embrace the principles of the Wisconsin Idea, which include extending the boundaries of the university to the boundaries of the state and beyond.

Although there are a couple of other state networks in this country, what sets us apart from the rest is our system of seven regional bureaus throughout the state. These bureaus serve to maintain a local presence not just in Madison, but also in Milwaukee, Green Bay, Wausau, Eau Claire,



Phil Corriveau

La Crosse, and Superior. Each bureau is managed by a regional manager and a staff of reporters, promotions and outreach personnel, and dedicated volunteers. We also have a statewide Wisconsin Public Radio Association support group, which works to help raise funds and awareness of the stations in their communities.

What sets us apart in the United States from other countries is primarily the diversity of funding sources which support us. In the U.S., unlike some other countries, the public broadcasting system was put in place *after* commercial radio was already established. That meant that there was already a non-government funded business model in place, and government funding came later.

Public radio receives funding from a wide variety of sources, including universities and colleges, states, federal funding through the Corporation for Public Broadcasting, business and corporate support, grants, and, most importantly, listener support. The weakness of having such a complex budget made up of many funding sources is also a strength, because if any one source of funding diminishes, the whole enterprise won't fall apart.

Individual listener support makes up the largest percentage of our budget, which is as it should be, in my opinion. Listeners who are willing to pay for the quality of our programming are our most stable and reliable funding source, and after all, the reason for our existence is that listeners feel passionately enough about our programming that they are willing to voluntarily fund it.

Phil Corriveau

Director

The People

In 2009, we filled several critical positions at Wisconsin Public Radio and we said goodbye to old friends who went on to retirement:

In February, Kristen Durst became the new local host for *All Things Considered*, which airs on the NPR News & Classical Music Network. Kristen became the voice that we hear delivering the local weather and news between NPR segments. News director Michael Leland hosted the program for several months.

Danielle Kaeding, who got her start as a student in the news department at the WPR Superior bureau, was hired upon her graduation as a part-time reporter in that bureau. In February, Danielle moved down to the La Crosse bureau to work full-time.

In Eau Claire, long-time regional host and producer of *Spectrum West*, Kathy Stahl, stepped down to pursue other ventures. Morning announcer, Al Ross, moved in to fill her position, continuing the coverage of local arts, music and culture in the Chippewa Valley.

In May, Wisconsin Public Radio hired Cheryl Dring as Music Director of Wisconsin Public Radio. Cheryl filled the position of Vicki Nonn, who retired in 2008. Cheryl came to us from Capital Public Radio in Sacramento, California and brings a music background to WPR along with her extensive knowledge of radio.

In June, we welcomed back our Director, Phil Corriveau. Phil was out on an extended medical leave and we are happy to have him back. Many thanks to Mike Crane, Chief Operating Officer of Wisconsin Public Radio, for filling in while Phil was gone.



Cheryl Dring

In June, Stephanie Elkins, current host of *The Midday*, added Marketing Director to her title. Stephanie is currently working on a marketing plan for Wisconsin Public Radio. Also in June, Lisa Nalbandian, who was the Regional Manager in Green Bay for four years, became the Regional Manager in Milwaukee.

Two key retirements happened in December, the first being long-time host and producer, Jim Fleming. Jim was host of *Morning Classics*, host and producer of *To the Best of Our Knowledge*, and a reader on *Chapter A Day*. Jim was replaced on *Morning Classics* by Music Director Cheryl Dring. Another key retirement was that of Carmen Jackson, a 30-year veteran of Wisconsin Public Radio who worked as a producer on many WPR talk shows.

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Jim Fleming

The Listeners

Wisconsin Public Radio continues to attract listeners seeking the best in conversation, education, music and entertainment. For example 5,300 more people tuned in to the Ideas Network in Spring 2009.

	Spring 2008	Spring 2009
Ideas Network Listeners	305,800	311,100
News & Classical Listeners	212,800	190,300
Total Audience	456,900	443,800

February Pledge Drive	\$ 890,040
One-Day Wednesday (May)	\$ 425,840
Take Days Off Campaign (October)	\$ 1,042,628

Membership Revenue

FY 05	FY 06	FY 07	FY 08	FY 09
\$4.5M	\$5M	\$5.2M	\$5.5M	\$5.8M

Contributors

FY 05	FY 06	FY 07	FY 08	FY 09
38,474	39,769	41,534	42,012	45,510

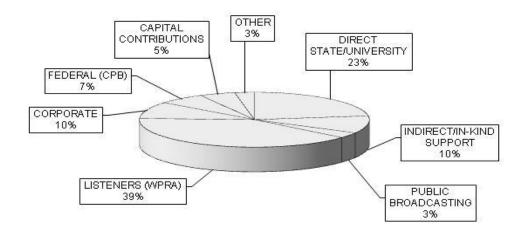
Overall Average Gift (all sources combined)

		-		
FY 05	FY 06	FY 07	FY 08	FY 09
\$117	\$125	\$125	\$130	\$128

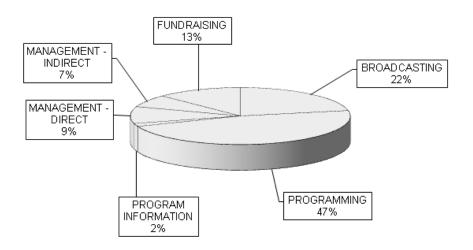
Financial Activity FY09

			FY09	FY08	
	<u>ECB</u>	UWEX	TOTAL	TOTAL	
REVENUE					
DIRECT STATE/UNIVERSITY	1,611,683	2,013,057	3,624,740	3,396,990	22.8%
INDIRECT/IN-KIND SUPPORT	336,916	1,287,538	1,624,454	1,607,661	10.2%
PUBLIC BROADCASTING STATIONS		521,464	521,464	526,783	3.3%
LISTENERS	4,521,715	1,727,910	6,249,625	5,901,512	39.4%
CORPORATE	781,847	795,994	1,577,841	1,523,841	9.9%
FEDERAL (CPB)	581,618	472,662	1,054,280	1,162,250	6.6%
CAPITAL CONTRIBUTIONS	790,514	0	790,514	972,663	5.0%
OTHER	462,009	(24,060)	437,949	768,721	2.8%
TOTAL REVENUE	9,086,302	6,794,565	15,880,867	15,860,421	100.0%
EXPENSE					
BROADCASTING	2,966,614	417,242	3,383,856	2,917,434	21.9%
PROGRAMMING	1,117,637	6,143,661	7,261,298	6,954,684	47.1%
PROGRAM INFORMATION	75,389	188,615	264,004	317,152	1.7%
MANAGEMENT - DIRECT	601,508	872,412	1,473,920	1,711,024	9.6%
MANAGEMENT - INDIRECT	29,736	1,068,004	1,097,740	1,065,608	7.1%
FUNDRAISING	672,283	1,266,457	1,938,740	1,809,144	12.6%
TOTAL EXPENSE	5,463,167	9,956,391	15,419,558	14,775,046	100.0%
INCREASE IN NET ASSETS	3,623,135	(3,161,826)	461,309	1,085,375	
	(3,426,488)	3,296,525			
NET INCREASE IN CAPITAL ASSETS	(250,200)	(3,546)	(253,746)	571,867	
NET INCREASE IN RESTRICTED ASSETS	70,866	(649,563)	(578,697)	284,353	
NET INCREASE IN UNRESTRICTED ASSETS	375,981	787,808	1,163,789	229,155	

WPR CONSOLIDATED REVENUE FOR FY09



WPR CONSOLIDATED EXPENSES FOR FY09



New Media

WPR is socially networked! Join WPR and over 2,500 WPR fans on Facebook: http://www.facebook.com/wisconsinpublicradio. You'll find news, announcements, *Midday* quiz questions and answers, and videos. A must-see is the video tour of the Madison bureau! Other highlights are photos of on-air hosts and behind-the-scenes staff, and the chance to interact with other WPR fans and post your own WPR-related photos. Also, look for individual WPR shows that have Facebook pages on the "Favorite Pages" section. You can also find WPR news on our Twitter feed here: http://twitter.com/WPR and you can find our video content assembled on the WPR channel on YouTube: http://www.youtube.com/user/WisconsinPublicRadio.

The Facilities

WHAA 89.1 FM is the newest addition to Wisconsin Public Radio stations. This central Wisconsin station is located in Adams, Wisconsin and should reach most areas in Wisconsin Rapids, Stevens Point, Adams-Friendship, Montello, Wisconsin Dells, and Portage that have had trouble getting Wisconsin Public Radio Ideas Network programming.

The station was made possible by the Public Telecommunications Facilities Program, a federal grant source. Support from corporations and listeners provided the rest of the funding needed for this major project. We reached our fundraising goal on December 30, 2009, and the station is set to begin broadcasting in early Spring 2010! The station will be staffed and managed from Wisconsin Public Radio's Central Regional Bureau in Wausau.

We're pleased to report that all WPR regions now have at least one WPR station broadcasting in HD. In Fall 2008 we completed the latest round of HD upgrades, adding WHBM-Park Falls, WHHI-Highland, WHLA-La Crosse, WHWC-Menomonie/Eau Claire, WHDI-Sister Bay, and WPNE-Green Bay to the list. In most cases each station is broadcasting WPR Classical, our 24/7 music service, on HD-2. In several cases we're experimenting with other offerings, including WHRM, which also offers an HD-3 simulcast of the Ideas Network (to address nighttime signal weakness on WLBL-AM); and WLSU, which broadcasts the full NPR News & Classical Music schedule on HD-2, since the main channel features an extensive offering of jazz to complement other public radio programs in that community.

Many of WPR's regional bureaus produce local programming. In 2009, WPR moved several programs, and launched or re-launched several other programs, so all regional informational programs are heard on Thursdays and Fridays at 5 PM on the Ideas Network. This coordination makes it easier for listeners to know when the programs can be heard, and *At Issue* with Ben Merens can now focus more tightly on Southeast Wisconsin issues.

WPR News

Wisconsin Public Radio News has been hard at work staying up with current local and national news in order to keep listeners informed on issues affecting their community.

Last February, WPR's Gil Halsted visited the U.S. military prison at Guantanamo Bay, Cuba, and produced a three-part series on the assignment of a Wisconsin National Guard unit there.

In June, the news department produced a three-part series in which Shamane Mills and Danielle Kaeding looked at the first anniversary of the big floods in Wisconsin.

A four-part series on the mortgage crisis in Wisconsin was produced in August. The series led up to a town hall-style meeting in Milwaukee on the crisis. It was produced by Milwaukee Public TV and aired statewide on WPR and WPT.

In late September, WPR news produced a five-part series on the H1N1 virus, including a look back at the 1918 flu pandemic and how it affected Wisconsin. This project also involved the Talk department, which produced several shows on H1N1 that week. WPR and WPT also collaborated on a statewide, live interview/call-in program on H1N1, which aired at the end of September.



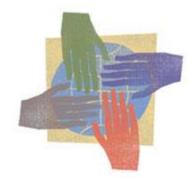
In December, WPR News looked at the reasons why people give (their time and/or money) during the holidays, with a four-part series.

WPR News also collaborated with Wisconsin Public Television in broadcasting Governor Doyle's annual State of the State address, and the semi-annual Budget Address. State government reporter Shawn Johnson co-hosted with WPT's Frederica Freyberg.

News Awards

(Produced in 2008 ~ Awards received in 2009)

"Bridging the Shores: The Hmong-American Experience" won a host of awards in 2009, including UW Chancellor's Award for Excellence in Collaboration; RTNDA-UNITY Award for Excellence in Coverage of Diverse Communities and Issues; Asian American Journalists Association Award for Outstanding Coverage of Asian American/Pacific Islander Issues; Communicator Award of Distinction; Wisconsin Broadcasters Association Second Place Award for Special Interest Programming; Wisconsin Associated Press Award for Best Documentary; and Milwaukee Press Club Second Place



Award for Best Documentary or Series. Wisconsin Public Radio partnered with the Wisconsin Institute for Public Policy and Service for this story, and reporters who worked diligently on the piece include Brian Bull, Glen Moberg, Gil Halsted, Patty Murray, Steve Roisum, and Sheryl Gasser.

Wisconsin Broadcasters Association

- First Place/Best Writing: "Campaign Ad Stopped" (Shawn Johnson)
- Third Place/Best Writing: "Eating Invasives" (Patty Murray)
- First Place/Hard News/Investigative: "Infant Mortality Series" (Shamane Mills)
- Second Place/If It Doesn't Fit, This Must Be It: "Texting Hazards" (Shamane Mills)
- Second Place/Best Use of Audio: "Ho Chunk Bison Round-up" (Brian Bull)
- Third Place/Best Use of Audio: "The Sky is Crying Over Crandon" (Glen Moberg)
- Second Place/Best Live On-Scene Reporting: "GM Announces Shutdown" (Gil Halsted)
- Second Place/Election Coverage: "Presidential Issues" (Gil Halsted, Shamane Mills, Brian Bull)
- Third Place/Feature: "Glass" (Patty Murray)

Wisconsin Associated Press

- Best Series: "SIDS" (Danielle Kaeding)
- Best Use of Audio: "Crandon Memorial" (Glen Moberg)

Milwaukee Press Club

- Second Place/Best Continuing Reporting: "June Floods" (WPR Staff)
- Second Place/Best Audio: "Ho Chunk Bison Round-up" (Brian Bull)
- Second Place/Best Sports Story: "Brett Favre Returns?" (Patty Murray)

NBNA Eric Sevareid Awards

- First Place/Spot News: "June Flood Coverage" (WPR Staff)
- Merit Award/Spot News: "Former Governor Dreyfus Obit" (Shawn Johnson)
- Merit Award/Talk/Public Affairs: "Joy Cardin Show" (Joy Cardin and Ideas Network Producers)
- Merit Award/Audio: "Wildlife Project Helps National Guard Training" (Chuck Quirmbach)

Community Outreach

Wisconsin Public Radio provides listeners with easy access to staff through our state bureaus. The Superior, Eau Claire, La Crosse, Wausau, Green Bay, Milwaukee, and Madison offices are home bases for reporting, corporate sponsorship, engineering, programming, and community outreach activities in the communities we serve.

Community outreach encompasses all activities where WPR staff members interact with listeners and the general public, from sponsored events to listener appreciation dinners to remote broadcasts. 2009 was an exemplary year for outreach efforts.

A few events were held in almost every region in Wisconsin. The bus trips to **Big Top**Chautauqua in Washburn were a huge success all around the state. Participants enjoyed the performances under the tent and many spent additional time in Bayfield.

The **Garrison Keillor** movie screenings of *The Man on the Radio in the Red Shoes* were held around the state and guests turned out in droves. Participants enjoyed the special sneak peak of the documentary on Keillor's life before it was aired on Wisconsin Public Television.



Superior Regional Office

In October, the Superior Bureau took a trip to the Bayfield Apple Festival. In addition to enjoying fun, apples, music and food, guests watched "The Rubber Chicken Theatre," a live radio comedy show!

In May, host **Larry Meiller** made a trip to Bayfield for the kick-off of the "Bayfield in Bloom" celebration. Larry broadcast his show *Garden Talk* from Bayfield with guests Don Kissinger, DNR West Central Regional Urban Forestry Coordinator, and Art Ode, a horticultural consultant in Bayfield.

Eau Claire Regional Office

The annual Eau Claire Listeners Dinner on April 29 featured a keynote address by WPR host, **Norman Gilliland**, who talked about his early career in radio and his passion for short-wave radios. An audience of 50 friends enjoyed talks by Gilliland, Mike Crane, Dean Kallenbach, Mary Jo Wagner, Kathy Stahl and Al Ross.

WPR sponsored the 3rd Annual Open Air Festival of the Arts on June 13. Volunteers, interns and staff were on hand to greet guests, hand out flyers, and answer questions at the all-day outdoor waste-free event.



Mary Jo Wagner, Norman Gilliland and Mike Crane at Listeners Dinner in Eau Claire

The WPR Word Wizards participated in the Literacy Volunteers' Scrabble Bee in April. The team comprised of staff and volunteers placed 11th overall against approximately 30 teams. As has happened in other years, the team scored better as more tiles were taken away...

Wausau Regional Office

The Central Wisconsin Bureau was very busy during 2009. We had a sold-out live broadcast of *Michael Feldman's Whad'Ya Know?* from the Melvin Laird Room at the Dreyfus University Center on the UW-Stevens Point Campus on February 7. Along with his normal skits, "All the News that Isn't" and the *Whad'Ya Know?* Quiz, Michael enjoyed a chat and a beer with Point Brewery Brewmaster John Zappa; attempted a curling lesson with members of the Stevens Point Curling Club; welcomed local singer LJ Booth to perform; talked about bats with Dr. Christopher Yahnke, a mammalogist from UWSP; and was fed by Rob and Brenda Tuszka of the Silver Coach, one of Stevens Point's fine restaurants.



Michael Feldman's Whad'Ya Know? in Stevens Point

In October, Wisconsin Public Radio was a media sponsor of the Sentry Insurance Invitation to the Arts Series featuring the Great Ocean Adventure of Jean-Michel Cousteau, who is Jacques Cousteau's son. This high-definition experience took the audience under the sea exploring its breathtaking beauty, highlighting the spirit of adventure and environmental awareness. **Glen Moberg** was fortunate enough to also interview Jean-Michel for his *Route 51* program, which he broadcast from the new studios on the UW-Stevens Point campus.

Also in October, WPR held a live remote broadcast of *Route 51* at the Woodson Art Museum in Wausau as they opened their newest exhibit, "In Search of Norman Rockwell's America." Host **Glen Moberg** talked with award-winning photojournalist Kevin Rivoli about this body of work. We held a Major Donor reception after the show in conjunction with museum donors, so it was a good chance to mingle with a variety of art enthusiasts.

Green Bay Regional Office

WPR sponsored the 70th Annual Blue Note Records Concert at the Fox Cities Performing Arts Center in Appleton on March 21. The Blue Note 7, a septet comprised of pianist and current Blue Note recording artist Bill Charlap, trumpeter Nicholas Payton, tenor saxophonist Ravi Coltrane, alto saxophonist and flutist Steve Wilson, guitarist Peter Bernstein, bassist Peter Washington, and drummer Lewis Nash, performed for a great crowd.

Garrison Keillor's *A Prairie Home Companion* live broadcast was held at the Fox Cities Performing Arts Center in Appleton on March 28. With a sold-out audience, **Garrison Keillor** hosted this broadcast of his hit show, now in its 35th year of production. Due to the popularity of the show, the Fox Cities Performing Arts Center had to add another showing of the broadcast.

WPR sponsored the Fox Cities Book Fest featuring book lectures from **Zorba Paster** at UW-Fox Valley and **Norman Gilliland** at the Paper Discovery Museum in Appleton on April 15-16. Zorba Paster discussed his book *The Longevity Code* to a packed house. We had a great turnout and response. Norman Gilliland discussed his book *Grace Notes* at the Paper Discovery Center. There was also a pleasant turnout with much audience participation.



Dr. Zorba Paster in Appleton with Jeff Kuepper of UW-Fox Valley

La Crosse Regional Office

WPR friends and fans had several occasions to meet and greet WPR staff in 2009. In May, *Simply Folk* host **Tom Martin-Erickson** hopped the Mississippi River to record performances at southeastern Minnesota's 2009 Bluff Country Gathering, a weekend of music, dance and workshops featuring regional and national string musicians.

WPR was again present for the annual Great River Folk Festival held each August in La Crosse. The 2009 festival included performances by regional favorites Peter Mayer, String Ties, and Tom Pease, with headliner Greg Brown bringing the house down on opening night. WPR's booth was again a favored stopping spot for listeners looking to put a face with a voice.

Summer's passing was marked by a month-long series of special broadcasts in August of *The Big River Radio Wave*, a unique music and variety show from Alma, Wisconsin. WPR stations WHLA-La



WPR's booth at the Great River Folk Festival

Crosse and WHWC-Eau Claire produced this series for regional broadcast. By popular demand, a holiday special also ran in December. Listeners enjoyed music by the Riverbenders; sketches by comedian Mary Mack; stories by Kenny Salwey, Wisconsin's famed "Last River Rat"; and visits from regional author Michael Perry.

Madison Regional Office

WPR had a booth at the Wisconsin Public Television Quilt Expo in September where visitors could talk to other WPR fans, see photos of our on-air personalities and enter a drawing for a quilting DVD.

In July, WPR host **Jim Fleming** participated in Concerts on the Square in Madison where he did the narration of "A Lincoln Portrait" by Aaron Copland, as part of the "Lincoln Anniversary/Celebrate America" concert. In addition, WPR host **Norman Gilliland** emceed the concert and all other Concerts on the Square throughout the summer.

The 2009 Wisconsin Book Festival took place in Madison on October 7-11. Fifteen venues hosted over 60 discussion panels, book readings, and book sales. Wisconsin Public Radio hosted several of these authors on its airwaves prior to and during the festival. **Lori Skelton** introduced local author Katie Krueger at her reading of *Give With Gratitude: Lessons Learned Listening to West Africa*. **Joy Cardin** postponed her bedtime to be at Promenade Hall in Overture Center when she provided the introduction for Matt Rothschild, a frequent guest on Wisconsin Public Radio. **Norman Gilliland** provided opening statements for two events: the first featured renowned comic book writer Harvey Pekar, whose latest book is *Studs Terkel's Working, A Graphic Adaptation*; and Robert Whitaker and Adam Schrager, authors of *On the Laps of Gods: The Red Summer of 1919* and *The Principled Politician*, respectively. **Anne Strainchamps** also stopped by the festival to kick off a panel discussion about children's books.



Joy Cardin and Matt Rothschild

Milwaukee Regional Office

In early October, a group of 100 WPR listeners and staff departed on a trip to Springfield, Illinois. The trip was the brainchild of host **Kathleen Dunn**, who has had an interest in Abraham Lincoln since she was a small child. The group took two buses and traveled all around Springfield learning about Lincoln. Steven Rogstad, a Lincoln scholar, joined the trip to bring his insight to the group. In addition, Douglas Wilson, an acclaimed Lincoln scholar, was the keynote speaker during the dinner on Friday. The weekend was a magnificent mix of WPR and Lincoln and was a memorable experience for all involved.



The participants of the Kathleen Dunn-Springfield trip

In recognition of the debate surrounding America's current healthcare system, Wisconsin Public Radio partnered with Froedtert and the Medical College of Wisconsin for a major forum on the current state of healthcare reform at Froedtert's new Clinical Cancer Center. The forum took place on September 16 from 9 AM to 11 AM. **Kathleen Dunn** hosted the radio remote, and it was broadcast live on WPR.

Guest panelists included Secretary Karen Timberlake, Wisconsin Department of Health Services; Jon Erpenbach, Wisconsin State Senator (D); Mary Lazich, Wisconsin State Senator (R); George Kerwin, President and CEO of Bellin Health in Green Bay; John Bartkowski, President and CEO of Sixteenth Street Community Health Center in Milwaukee; Larry Schreiber, President of Anthem Blue Cross and Blue Shield in Wisconsin; and Jon Pryor, CEO of the Medical College Physicians. This free event was attended by over 100 public radio listeners.



Froedtert Healthcare Forum

The 20th Anniversary of *Old Time Radio Drama* was celebrated in Brookfield at the Sharon Lynne Wilson Center for the Arts on October 29. During the two-hour program, the audience participated in five "After the Fact Mysteries" and enjoyed a scene from the play *All About Eve*. The 100 guests traveled from as far away as Little Chute, Wisconsin to celebrate the occasion.



 $\label{limit} Lisa \ Nalbandian \ and \ Norman \ Gilliland$ at the 20^{th} Anniversary of Old Time Radio Drama

Music Programming

With the hiring of Cheryl Dring as Music Director in 2009, the music department has been doing many new and interesting things. The NPR News & Classical Music Network wrapped up 30 years of live broadcasts from the Chazen (formerly the Elvehjem). We are now ready to embark on the next decade!

In February, a live broadcast of the State of Wisconsin annual "Tribute and Ceremony" honoring Dr. Martin Luther King, Jr. was produced by our very own Jonathan Overby, host of *Higher Ground*.

In July, *Simply Folk* celebrated its 30th Anniversary with host Tom Martin-Erickson at Big Top Chautauqua in Ashland. The star-studded night of entertainment featuring The Blue Canvas Orchestra and special guest John McCutcheon was a great success. *Simply Folk* has been broadcast on Sunday nights over Wisconsin Public Radio's airwaves for three decades.

A sublime Beethoven sonata, a moving spiritual sung by a bass-baritone, and a unique arrangement of Barber's Adagio for Strings for three people playing one five-octave marimba were just some of the performances which set the stage for Wisconsin Public Radio's 2009 Neale-Silva Young Artists' Competition. They performed at the winners' recital on April 26 at the Wisconsin Union Theater in Madison. WPR congratulates the winners of the competition:

- Voice: Derrell Acon (St. Louis, MO) Lawrence University-Appleton
- Alto Saxophone: Phillip Dobernig (Mukwonago, WI)
- Viola: Elias Goldstein (Bolingbrook, IL) UW-Madison
- Piano: Leonard Hayes (Dallas, TX) Lawrence University-Appleton
- Clarinet: Ching-Chieh Hsu (Taiwan) UW-Madison
- Percussion Ensemble Lawrence University-Appleton:
 - o Felicia Behm (Monument, CO)
 - o David Ranscht (La Crosse, WI)
 - o Stacey Stoltz (Aurora, IL)

As part of Thanksgiving weekend, Wisconsin Public Radio broadcast concerts from the Wisconsin High School State Honors Project. Concerts by the Honors Orchestra, Band, Treble Choir and Mixed Choir were recorded in Madison at the Overture Center on October 29. The Wisconsin State Honors Music Project is sponsored by the Wisconsin School Music Association. More than 1,800 students in grades 9, 10 and 11 applied to audition for the privilege of being one of 430 students selected for ensemble membership.

On *The Midday*, Norman Gilliland and Stephanie Elkins welcomed a variety of guests into the studio. Some of the highlights of 2009 were Andre Watts who performed with the Madison Symphony Orchestra in April, the Amiela Piano Trio who came in July and were part of the Green Lake Festival, and Grammy Award-winning vocalist Sylvia McNair who was on the program in December.

Ideas Network

The Ideas Network broke new ground in 2009. New programs, events and awards were the highlights of the past year.

In May, *The Saturday Special* launched on the Ideas Network. This special hour allowed WPR to bring listeners interesting, unusual and often provocative programs selected from stations and producers from around the world. Some programs were just a single hour, while others presented a short series of related programs. Visit their website for programming details: http://wpr.org/saturdayspecial/

In June, WPR broadcast from the Midwest Renewable Energy Fair in Custer, Wisconsin. Luckily, Mother Nature was kind, as the shows were broadcast from an outdoor tent! Hosts on site under the WPR tent included Veronica Rueckert, Larry Meiller, Jean Feraca and Ben Merens. With vendors, exhibitors and visitors from throughout the U.S. and Canada, this was a fantastic venue for WPR to showcase itself and its "homegrown" shows. WisconsinEye Public Affairs Network was there to film the broadcasts which can be found here: http://wpr.org/r/?114

In 2009, *The Joy Cardin Show* won a Northwest Broadcast News Association merit award in the "Talk/Public Affairs" category.

Here on Earth with Jean Feraca won a Brass Crescent Award for the groundbreaking series "Inside Islam." The Brass Crescent Awards began in 2004 with the purpose of promoting the best writing of the Muslim web and exposing them to a greater number of readers. "Inside Islam" is a collaboration between UW-Madison's National Resource Centers and Wisconsin Public Radio. It brings listeners dialogue and debates in order to challenge misconceptions and illuminate diversity.



WPR Reaching the Nation



Mike Crane

Extending Wisconsin to the world through knowledge, good health advice, and offbeat humor

WPR connects the best of Wisconsin to the world through the World Wide Web, and through three wonderful programs that are distributed nationwide and heard each week by more than a million people.

Michael Feldman's Whad'Ya Know?, heard on 255 public radio stations around the country, features the sharp wit and sense of humor that fellow Wisconsinites know so well. With the live band, fun and topical guests, the quiz and more, *Whad'Ya Know?* is a favorite everywhere. Michael sees the

show as a local program that happens to be broadcast nationally, so it retains the same quirky charm it's always had. On the set, Michael and his guests sit on a vintage diner bench, remembering what it's like to have old friends and new stop by for a couple of minutes of light-hearted fun. In 2010, *Whad'Ya Know?* will celebrate 25 years of broadcasting.

If *Whad'Ya Know?* is about Wisconsin FUN, then *To the Best of Our Knowledge* (*TTBOOK*) is about Wisconsin SMART. Inspired (as WPR has always been) by the Wisconsin Idea of extending the resources of the University to the borders of the state and the world, *To the Best of Our Knowledge* regularly wins awards for its top-notch explorations of the world of ideas. *TTBOOK* is heard on 149 stations nationwide.

The groundbreaking *TTBOOK* series "Boots on the Ground: Stories from the War in Iraq" sought answers to important questions – but not from "talking heads." Instead, producers sought the perspective of the troops. What was our mission in Iraq? Did we win or did we lose? What will become of Iraq? Civil War or Democracy? What about the some 150,000 troops coming home? What are they coming back to?

The range of topics was as broad as ever this year: from "Einstein, God and the Universe" to "Alone Time," the science of loneliness, "Teen Angst," "Mother Stories" and "Revenge of the Nerds."

Also this year, it was another enjoyable and informative year with **Zorba Paster on Your Health**. Founded on the idea that laughter truly is the best medicine, family doctor Zorba Paster and sidekick Tom Clark team up with callers for an hour of upbeat, entertaining talk about medical advice and healthy living. *Zorba Paster on Your Health* is carried on 78 stations around the country.

Mike Crane

Chief Operating Officer

Wisconsin Public Radio Association



Ellen Rosewall

The Wisconsin Public Radio Association (WPRA) is your organization. As such, the WPRA acts as a fiscal agent for funds you contribute to Wisconsin Public Radio. WPRA also encourages support of Wisconsin Public Radio through regional events, fundraising, and advocacy. I am proud to support Wisconsin Public Radio by serving as your WPRA president.

The WPRA Board is composed of both elected and appointed members. Board members represent the state geographically, but also represent a diversity of skills, life experiences, professions, and backgrounds. In 2009,

we welcomed to the board Ginger Alden of Wausau, Dean Dietrich of Wausau, Anne Katz of Madison, and Margie Shurgot of Oneida.

2009 was a significant year for the Wisconsin Public Radio Association. In addition to continuing to manage and invest the funds entrusted to us in support of Wisconsin Public Radio, we were also privileged to participate in the Leadership for Philanthropy program funded by the Corporation for Public Broadcasting. At our September retreat, we worked with consultant Claudia Chouinard Brink on maximizing the WPRA Board's role in the philanthropic efforts of Wisconsin Public Radio. The generosity of our listeners continues to amaze us, and as a board we are committed to doing whatever we can to support the efforts of Wisconsin Public Radio to improve its financial position so that we can continue providing the best in public broadcasting to Wisconsin.

I encourage you to become involved in your membership organization by volunteering for regional activities and by contacting us through your regional manager or at board@wpra.org to learn more. Thank you for supporting Wisconsin Public Radio through WPRA!

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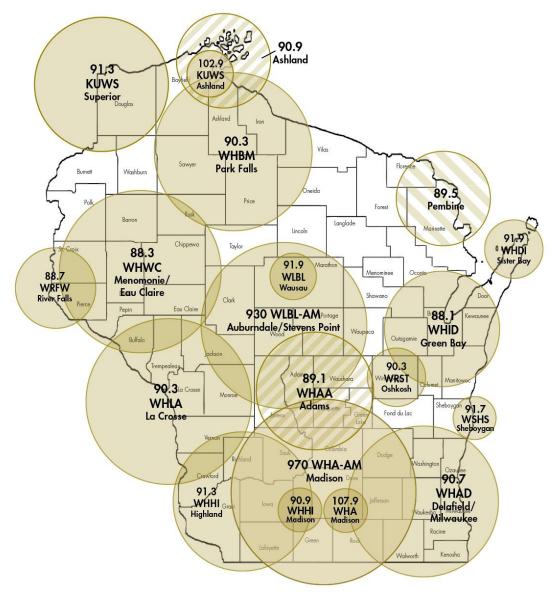
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Ideas Network

Talk about issues that matter to you.





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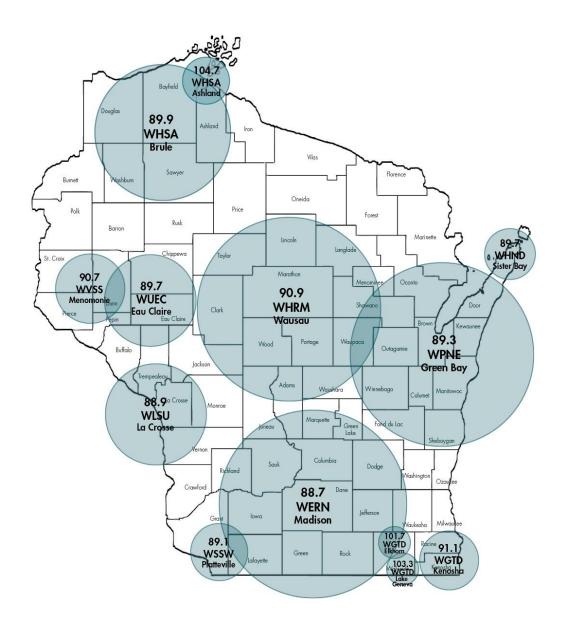
89.5 Pembine has been applied for; pending FCC approval.

In Central Wisconsin, the Ideas Network can also be heard on HD Radio 90.9 WHRM-3, Wausau.

Jan. 2010

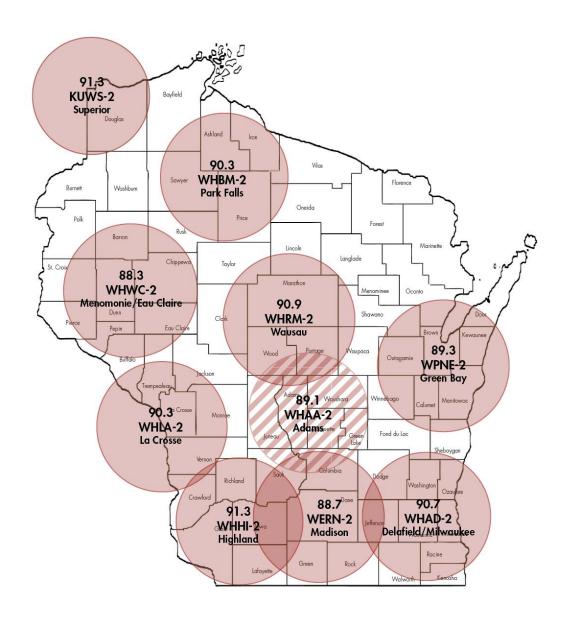


NPR News & Classical Music Network



Jan. 2010





89.1 WHAA-2 Adams is expected to start transmitting in Spring 2010.

Jan. 2010

NPR News & Classical Music Schedule

Weekdays	Saturdays	Sundays
	Weekend Edition	Weekend Edition
Morning Edition 4a-9a	with Scott Simon	with Liane Hansen
4d-9d	7a-9a	7a-9a
Classical Music with Cheryl		
Dring, Norman Gilliland,	To the Best Of Our Knowledge	To the Best Of Our Knowledge
Stephanie Elkins and Lori Skelton	9a-10a	9a-10a
9a-3p		
		Classical Music
		with Ilene Isenberg
		10a-4p
	Classics by Request with	
All Things Considered	Ruthanne Bessman	Sunday Afternoon Live form the Chazen
3p-5:30p	10a-1p	September-May 12:30p-2p
	'	12.300 20
		Milwaukee Symphony Orchestra
		2p-4p
	Saturday Classics	June-Sept
	with Anders Yocom	
Marketplace	1p-4p	Weekend All Things Considered
5:30p-6p	τρ τρ	4p-5p
3.30p op	The Metropolitan Opera	46 2b
	December-May	
- 1.4:		Simply Folk with Tom Martin-
Fresh Air	All Things Considered	Erickson
6р-7р	4p-5p	5p-8p
Exploring Music	A Prairie Home Companion	Michael Feldman's
with Bill McGlaughlin	with Garrison Keillor	Whad'Ya Know?
7p-8p	5p-7p	8p-10p
Classical Music		
with Peter Van De Graaff		Classical Music
8p-4a	Higher Ground	with Peter Van De Graaff
	with Jonathan Overby	10p -4a
Riverwalk Jazz	, 7р-10р	logg with Dob Dowlocks
Fridays 8p-9p Jazz with Bob Parlocha		Jazz with Bob Parlocha
Fridays 9p-1a		Midnight-1a
,	Jazz with Bob Parlocha	
	10p-1a	
	·	
Thenlesses for several states	Classical Music	Liston coline et errer erre
Thank you for your support!	with Peter Van De Graff	Listen online at wpr.org
	1a-7a	

Ideas Network Schedule

Weekdays	Saturdays	Sundays
Joy Cardin	,	,
, 6а-9а	The People's Pharmacy	On the Media
Kevin McKinley On your Money	6a-7a	6a-7a
Tuesdays 8a-9a		
Kathleen Dunn		
(Monday-Thursday)	Garden Talk with Larry Meiller	Wait, Wait, Don't Tell Me!
Veronica Rueckert	7a-8a	7a-8a
(Friday) 9a-11a		
	Zorba Paster On Your Health	Save Vaul
Larry Meiller		Says You!
11a-12:30p	8a-9a	8a-9a
Chapter A Day	Car Talk	A Way With Words
12:30p-1p	9a-10a	9a-10a
Talk of the Nation	Michael Feldman's	A Prairie Home Companion
with Neal Conan	Whad'Ya Know?	10a-Noon
1p-3p	10a-Noon	
Here on Earth with Jean Feraca	Wait, Wait, Don't Tell Me!	To the Best Of Our Knowledge
3p-4p	Noon-1p	Noon- 2p
At Issue with Ben Merens	Zorba Paster On Your Health	This American Life
4р-6р	1p-2p	2p-3p
On Point with Tom Ashbrook	The People's Pharmacy	On the Media
6p-8p	2p-3p	3p-4p
• •		I
· · ·	3p-4p	4p-5p
		Simply Folk
9p-10p	4p-5p	
		- 12 - 12
		Old Time Radio Drama
	A Prairie Home Companion	
	5p-7p	
		ορ-11ρ
Charles A.D.	Tent Show Radio	DDCM, IIC.
11p-11:30p		11p-6a
	Old Time Radio Drama	
	with Norman Gilliland	
11:30p-6a		
Thank you for your support!	11p-6a	Listen online at wpr.org
As It Happens 8p-9p Here on Earth (Repeat from 3p) 9p-10p Kathleen Dunn (Monday-Thursday) Veronica Rueckert (Friday) (Repeat from 9a) 10p-11p Chapter A Day 11p-11:30p BBC World Service 11:30p-6a Thank you for your support!	The Saturday Special 3p-4p This American Life 4p-5p A Prairie Home Companion 5p-7p Tent Show Radio Big Top Chautauqua 7p-8p Old Time Radio Drama with Norman Gilliland 8p-11p BBC World Service	University of the Air

Classical Wisconsin Schedule

Weekdays	Saturdays	Sundays
Classical Music with John Zech 5a-9a	Classical Music with Gillian Martin 5a-10a	Classical Music with Gillian Martin 5a-11a
Classical Music with Cheryl Dring, Norman Gilliland, Stephanie Elkins and Lori Skelton 9a-3p	Classics By Request with Ruthanne Bessman 10a-12:30p	Classical Music with Steve Blatt 11a-2p
Classical Music with Valerie Kahler 4p-6p	Saturday Classics with Anders Yocom 12:30p-4p The Metropolitan Opera December-May	Milwaukee Symphony Orchestra 2p-4p
Classical Music with	Saturday Afternoon Classical	Classical Music
Bob Christiansen & Alison Young	Music with Mindy Ratner	with Mindy Ratner
6p-Midnight	4p-5p	4p-5p
Classical Music with Scott Blankenship & Ward Jacobson Midnight-5a	Classical Music with Bob Christiansen 5p-11p	Classical Music with Bob Christiansen 5p-11p
	Classical Music with Scott Blankenship 11p-Midnight	Classical Music with Scott Blankenship 11p-5a
Thank you for your support!	Classical Music with Ward Jacobson Midnight- 5a	Listen online at wpr.org

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2009 WPR Annual Report

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