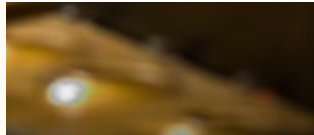


# Wisconsin Service, National Impact

Wisconsin Public Radio's 2011 Annual Report



## From the director . . .

Every day we set out to serve the people of Wisconsin. We do this in a variety of ways – from providing weather alerts to multi-part investigative news stories, from conversations about bugs in our yard to incredible musical performances. But some days, a story breaks and suddenly we're serving the nation or even the world. Fortunately, when that happens, we just keep rolling along! The hard work, high standards and commitment to our listeners doesn't change at all: WPR's producers, hosts and reporters are world class, but they don't always have a world stage for the work they do.

While our reporters have stories picked up for national broadcast on NPR fairly often, the attention Wisconsin received following the 2010 elections was unprecedented. The strain on our great state has been well-documented, and to make sure you got the information you needed to understand it all, we also asked more of our staff and reporters than we have perhaps ever asked before. And, while our reporters are used to chasing a lead at all hours of the day or night, they rarely had the challenge of chasing those leads day and night for weeks and weeks on end. Our news department was outstanding this year.

It was a remarkable year and not just for those in our news department. WPR's Ideas Network celebrated 20 years on the air. The 9.5 hours of original, local talk radio we offer every weekday is still unparalleled in the nation. Balanced, civil and engaging talk radio is needed now more than ever. Controversial topics are often complicated topics – which means that they require patience, compassion and curiosity. You'll find them all on our Ideas Network shows.

And, with life as complex as it is, we're also pleased to offer listeners inspiration and entertainment. Our music teams – classical, world and folk – measure the mood of the state and the world when they select tracks to play. Michael Feldman, Wisconsin's most famous funny man, celebrated 25 years of *Whad'Ya Know?* with a special show in Madison. *WYK* is just one of two live national-broadcast entertainment programs in the nation (the other is *A Prairie Home Companion*). More than 900,000 listeners tuned in around the country each week.

Whether we're serving Wisconsin or the world, our listeners deserve the best. That's our standard, that's our promise.



Mike Crane, Director



All Things Considered host Michele Norris (center) stopped by our studios in the fall - with Mike Crane and Cynthia Woodland.



Assistant News Director Brian Bull offers listeners a tour of WPR's news room during our Open House in Madison.

## The year at a glance . . .

**Ideas Network Celebrates 20 Years** - Broadcasting nearly ten hours of high-quality, locally produced talk radio was a radical notion 20 years ago. We've garnered lots of accolades and awards over that time, but few imitators.

**Whad'Ya Know? Celebrates 25 Years** - *The Wall Street Journal* once called Michael Feldman "the king of small talk radio." The king capped 25 years on his throne with a special broadcast and "best of" CD compilation.

**State and National Political Coverage** - Election news became policy news as a new Wisconsin Governor took on state debts and union rights. Wisconsin politics became the center of a national debate on budget deficits and public debts and WPR's reporters were there.

**New Wausau Studios and Central Bureau Offices** - WPR became an "anchor resident" at the new UW Center for Civic Engagement on the UW-Marathon County campus.

**Old Time Radio Drama Live** - We revisited the golden-age of live radio drama in a joint production of *The 39 Steps*, broadcast statewide in the fall. The performance featured Forward Theatre with our own Norman Gilliland.



WPR reporters, like Capitol reporter Shawn Johnson, helped keep Wisconsinites - and the nation - informed this year.

## Serving the community . . .

Wisconsin Public Radio connects people in every corner of the state through thoughtful and civil conversations, “just-in-time” news, helpful advice, inspiring entertainment and community events.

WPR’s airwaves are a town hall where all Wisconsinites ask questions and share their ideas about current events and community concerns. Congressional and gubernatorial debates and interviews helped candidates and voters engage the fall election issues in a civil and non-partisan dialogue.

Our reporters traveled the state to capture the continuing story of Wisconsin and its people. Our “News from 72” effort shared stories from all 72 of Wisconsin’s counties this year, covering topics of local concern and statewide interest.

WPR’s community partners and public events helped residents of communities from Superior to Milwaukee discover cultural, educational and entertainment opportunities in their own backyard. And our new Wausau studios are part of the exciting new UW Center for Civic Engagement on the UW-Marathon County campus.



Violist Daniel Kim was one of nine winners who performed at our annual Neale-Silva Winners' Recital this spring.

## Serving the spirit . . .

WPR serves the spirit of Wisconsin through beautiful, inspiring and original music. You'll find a great diversity of music on our stations, including classical, jazz, world and folk. And some of our local stations, like 89.3 FM in Green Bay, offer blues, new age and Native American music for regional audiences.

Music is essential to our lives and we're committed to supporting the next generation of musical artists from Wisconsin. Our annual Neale-Silva Competition provides encouragement for individuals and ensembles through a cash prize and a live, statewide broadcast performance each spring.

Regional partnerships with local music arts organizations highlight the value of music and culture in community life. Our music hosts provide pre-concert talks, artist interviews and more for audiences on and off air. And, creative outreach, like the Wisconsin Youth Symphony Orchestra's Instrument Petting Zoo, allows us to introduce the joy of music performance to children of all ages.



Jean Feraca



Steve Paulson, Jim Fleming (center) and Anne Strainchamps



Larry Meiller



Joy Cardin

## Serving the mind . . .

WPR's Ideas Network was innovative when it was launched in 1990. Back then, few public radio stations were focused on an "all-talk" format and even fewer could dedicate nearly 10 hours a day to local production. Now, twenty years later, the concept is still a nationally recognized marvel.

We celebrated this 20th Anniversary with you, our listeners, at special events throughout the year, including a tail-gating party at the Milwaukee Brewer's Miller Park and a Madison Studios Open House for listeners.

Joy Cardin, Kathleen Dunn, Larry Meiller, Jean Feraca and Ben Merens have become old friends for many Wisconsinites. And national broadcasts of WPR's *To the Best of Our Knowledge* ensures that the rest of the nation can enjoy the same great mix of engaging and thoughtful conversations that have made the Ideas Network a fixture for listeners across the state.



Michael Feldman's *Whad'Ya Know?* celebrated 25 years with a special live show, greatest "bits" CD and lots of laughs.

## Serving the heart . . .

Contrary to popular stereotypes, public radio isn't just home to "intellectual" conversations and news. It's also one of best sources of funny and inspiring entertainment.

WPR's original quiz show, *Michael Feldman's Whad'Ya Know?* celebrated its 25th anniversary during the summer with a special live show in Madison. With the *Whad'Ya Know* Band and sidekick Jim Packard, Michael offers Wisconsin wit and wisdom to nearly 900,000 listeners across the nation each week.

Taking it all in stride, Michael reflected on 25 years in typical Feldman fashion, "On the upside, I no longer discuss my daughter's poopies on the air, and it's a good thing because she's in college now."

And, if laughter is good for our hearts, so is the helpful advice of family doctor Zorba Paster. Health and wellness are serious stuff, but Dr. Paster and Tom Clark make it easy for callers around the nation to talk about each week on *On Your Health*.



News Fellow Teresa Shipley shares some notes - and a laugh - with Leota Ester (right) and WPR News Director, Michael Leland.

## Serving the future . . .

This year WPR introduced listeners to Lee Ester News Fellow, Teresa Shipley - the organization's third fellow since the program began in 2008. "I grew up listening to public radio and idolizing its reporters, including several from Wisconsin Public Radio's national programs," Shipley said. "I'm thrilled to be working at the oldest public station in the nation and learning from some of the best in the business. I can't think of a better place to study the art of radio journalism," she added. While at WPR, Teresa completed her Masters degree in journalism at the University of Missouri, where she studied radio and new media technologies, and reported on more than 90 broadcast stories.

The Lee Ester News Fellowship was established in 2008 by Leota Ester to honor her late husband. Lee Ester was a dedicated journalist and an avid Wisconsin Public Radio listener who served on the board of the Wisconsin Public Radio Association from 1992-1998. He passed away in 2006 from Alzheimer's disease. The fellowship gives participants the opportunity to learn hands-on reporting, editing and broadcast journalism in a seasoned, professional setting.

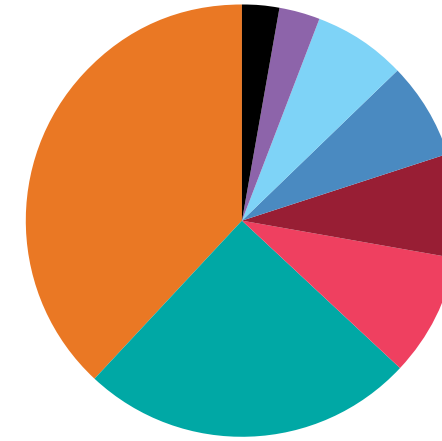


# 2011 Financial Report

## Statement of Financial Activity

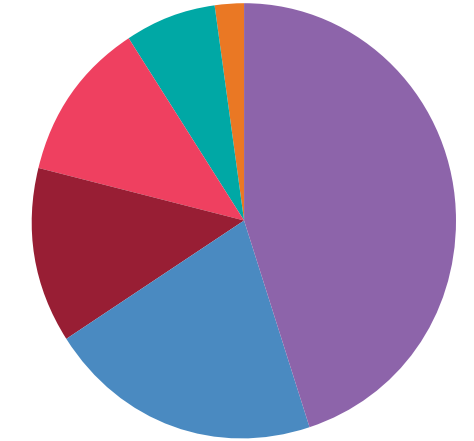
	ECB	UWEX	FY11 Total	FY11 % Total	FY10 Total
<b>REVENUES</b>					
DIRECT STATE/UNIVERSITY	2,364,480	2,040,196	4,404,676	25%	3,883,819
INDIRECT/IN-KIND SUPPORT	351,218	1,356,827	1,708,045	9%	1,667,947
PUBLIC BROADCASTING STATIONS Carriage LISTENERS	0	497,792	497,792	3%	495,236
CORPORATE	4,972,664	1,859,261	6,831,925	38%	6,627,809
FEDERAL - CPB	744,734	756,449	1,501,183	8%	1,234,295
CAPITAL CONTRIBUTIONS	669,964	542,276	1,212,240	7%	1,215,642
OTHER	527,294	0	527,294	3%	2,040,589
<b>TOTAL REVENUE</b>	<b>10,220,331</b>	<b>7,751,813</b>	<b>17,972,144</b>	<b>100%</b>	<b>18,192,896</b>
<b>EXPENSES</b>					
BROADCASTING	2,901,043	453,663	3,354,706	21%	3,919,947
PROGRAMMING	1,191,541	6,183,973	7,375,514	45%	7,192,041
PROGRAM INFORMATION	28,907	302,009	330,916	2%	355,941
MANAGEMENT - DIRECT	889,688	1,021,232	1,910,920	12%	1,939,536
MANAGEMENT - INDIRECT	0	1,141,711	1,141,711	7%	1,133,729
FUNDRAISING	739,147	1,391,336	2,130,483	13%	1,976,735
<b>TOTAL EXPENSE</b>	<b>5,750,326</b>	<b>10,493,924</b>	<b>16,244,250</b>	<b>100%</b>	<b>16,517,929</b>
<b>INTERAGENCY TRANSFERS</b>	<b>(3,472,764)</b>	<b>3,472,764</b>	<b>0</b>	<b>----</b>	<b>0</b>
<b>INCREASE IN NET ASSETS</b>	<b>997,241</b>	<b>730,653</b>	<b>1,727,894</b>	<b>----</b>	<b>1,674,967</b>
NET INCREASE IN CAPITAL ASSETS	(216,465)	203,682	(12,783)	----	973,238
NET INCREASE IN RESTRICTED ASSETS	13,672	5,978	19,650	----	154,359
NET INCREASE IN UNRESTRICTED ASSETS	1,200,034	520,993	1,721,027	----	547,370

Sources: Audited financial statements of WHA Radio and the Wisconsin Educational Communications Board.  
Issued audits are available at <http://www.legis.state.wi.us/lab/CurrentReportsByDate.htm>



### 2011 Revenue

- 38%** LISTENERS  
*Member contributions including major gifts and bequests*
- 25%** DIRECT STATE/UNIVERSITY  
*Money received from the State and University in the form of GPR support*
- 9%** INDIRECT/IN-KIND SUPPORT  
*Primarily administrative and facilities support which are allocated costs incurred by the UW System on behalf of WPR*
- 8%** CORPORATE  
*Underwriting revenue*
- 7%** FEDERAL (CPB)  
*Community Service Grants (CSG) based on the amount of Non-federal Financial Support (NFFS) generated by WPR*
- 7%** OTHER  
*Merchandise & ticket sales, sale of production facilities, interest earnings, auction, and bequests*
- 3%** CAPITAL CONTRIBUTIONS  
*State Building Trust Funds, NTIA Grants and CPB HD Grants*
- 3%** PUBLIC BROADCASTING  
*Payments from public radio stations for the right to carry WPR's nationally distributed programs*



### 2011 Expenses

- 45%** PROGRAMMING  
*Production and acquisition of broadcast programs*
- 21%** BROADCASTING  
*Program transmission and interconnection, scheduling, depreciation, engineering maintenance*
- 13%** FUNDRAISING  
*Costs incurred in the solicitation of membership and underwriting revenue*
- 12%** MANAGEMENT - DIRECT  
*Management costs directly spent by WPR*
- 7%** MANAGEMENT - INDIRECT  
*Allocated administrative costs incurred by the UW System on behalf of WPR*
- 2%** PROGRAM INFORMATION  
*Newletters, guides, promotional activities*

Wisconsin Public Radio operates three statewide networks - the Ideas Network, NPR News & Classical Music, WPR HD Classical - that broadcast from more than 30 stations around the state. Each week, more than 450,000 Wisconsinites tune in and more than 2.2 million visitors come to our website, [wpr.org](http://wpr.org).

If you have questions about WPR programs and activities in your community, you can contact our Audiences Services team at 800-747-7444 or email [listener@wpr.org](mailto:listener@wpr.org). You can also contact your local regional manager directly, see below:

Dean Kallenbach, Eau Claire Area Regional Manager:  
[Dean.Kallenbach@wpr.org](mailto:Dean.Kallenbach@wpr.org)

Ellen Clark, Green Bay Area Regional Manager:  
[Ellen.Clark@wpr.org](mailto:Ellen.Clark@wpr.org)

John Gaddo, La Crosse Area Regional Manager:  
[John.Gaddo@wpr.org](mailto:John.Gaddo@wpr.org)

Lisa Nalbandian, Milwaukee Area Regional Manager:  
[Lisa.Nalbandian@wpr.org](mailto:Lisa.Nalbandian@wpr.org)

John Munson, Superior Area Regional Manager:  
[John.Munson@wpr.org](mailto:John.Munson@wpr.org)

Rick Reyer, Wausau Area Regional Manager:  
[Rick.Reyer@wpr.org](mailto:Rick.Reyer@wpr.org)

For general questions and the Madison Area, contact  
Jeffrey Potter, WPR Marketing Director:  
[Jeffrey.Potter@wpr.org](mailto:Jeffrey.Potter@wpr.org)

Wisconsin Public Radio's mission is to inform, entertain and engage citizens and communities. Our objective is to be our state's best source of news, talk and cultural content.

