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radio

annual report 2007



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from the director



Phil Corriveau

Wisconsin Public Radio continues to be a steward of "the Wisconsin Idea" by extending the boundaries of the university to the boundaries of the state — and beyond. WPR serves as Wisconsin's largest classroom, drawing on a pool of experts from both inside and outside the UW System to further the concept of informal "lifelong learning."

Our managers and staff work together to ensure that the people of Wisconsin have access to the finest informational, educational, cultural, and musical programming. More than 420,000 listeners tune in every week to connect to newsmakers and lawmakers, authors and educators, artists and activists, through:

Our Ideas Network 18 stations that present hour-long, in-depth discussions on the news of the day and the issues of our time.

Our NPR News & Classical Music Network 11 stations that provide a mix of long-form classical music programming and the award-winning newsmagazines from National Public Radio such as Morning Edition, All Things Considered, and Weekend Edition.

Our new HD2 Classical Music Service Digital, high-definition radio is revolutionizing how Wisconsinites listen to radio. With HD radio receivers, listeners hear distortionand static-free programs. And listeners can enjoy classical music 24/7 on our new third service in Madison, Milwaukee, and Green Bay.

Our web-based Services Listeners can access New Media services through our website, wpr.org, to listen live, hear archived programs, or download programs for later listening on their computers or MP3 players.

Each year, we at Wisconsin Public Radio evaluate our programming, implement new technologies, and work with our partners in Wisconsin and Washington, D.C., to improve service to listeners. In this annual report you'll read about people, programs, community outreach activities, and new projects. We thank our partners (the Wisconsin Educational Communications Board, the University of Wisconsin - Extension, and the Wisconsin Public Radio Association) along with our listeners in Wisconsin and around the country who support our efforts and keep us strong.

-Phíl Phil Corriveau Director



the people

In 2007, we filled several critical positions in engineering, administration, and programming, and we said goodbye to old friends who left Wisconsin Public Radio for new opportunities:

Early in the year, Terry Baun was named Director of Engineering and Operations for the Educational Communications Board. Terry oversees the technical support activities and delivery infrastructure for Wisconsin Public Radio and Television. The 35 engineers on his staff also maintain NOAA weather radio throughout Wisconsin, the statewide Emergency Alert System, and the Amber Alert System. Terry replaced Denny Behr, who retired after 33 years of service to public broadcasting in Wisconsin.

Executive Director Wendy Wink left the ECB in June to assume the position of Deputy Secretary of Revenue. Wendy served Wisconsin public broadcasting with distinction in a number of roles. She was ECB Executive Director, WPR Associate Director, WPR Development Director, ECB Deputy Director, and Associate Chancellor of UW-Extension. Gene Purcell serves as the Interim Director of ECB until the search for a permanent director is completed.

In the fall, Sheryl Gasser was promoted to Director of Talk Programming. She is now responsible for the editorial content and quality control of all of our call-in programs on the Ideas Network. She supervises five on-air hosts, 12 talk producers, and a number of board operators. Sheryl started working at WPR in 1996 when she was hired as a Production Assistant. She then served as Talk Producer for seven years, working on news, public affairs, arts, and cultural programs. In 2004, she was named Assistant Director of Talk Programming.

After 17 years, La Crosse News Director Sandra Harris retired in November. As she put it, it was time to turn off her recorder, unplug the microphone, and "spend more time golfing. A lot more time. 'Til it snows."

Then late in the year we hired Mike Crane as WPR's new Associate Director/Chief Operating Officer. In this critically important position, Mike leads the 45-member programming staff of our statewide networks and our national programming service. He will be responsible for the overall sound of Wisconsin Public Radio. Mike has 24 years of public broadcasting management experience, most recently as Vice President for Programming at WMFE-TV and Radio in Orlando, Florida. Earlier in his career, he was Director of Broadcasting and New Media at Vermont Public Radio. Mike replaced Anders Yocom, who retired at the end of 2007.



Sheryl Gasser



Mike Crane

In late 2006, WPR announcer and historian Randall Davidson published 9XM Talking: WHA Radio and the Wisconsin Idea. It's a fascinating history of the early days of non-commercial radio in Wisconsin, from the wireless experiments at UW-Madison in 1909 through the late-1970s. This past fall, the book was named the winner of a Wisconsin Historical Society Book of Merit Award. The society judges said 9XM Talking was the best book on Wisconsin history published in 2006.



the listeners

Wisconsin Public Radio continues to attract listeners seeking the best in conversation, education, music, and entertainment. For example, in 2007 the number of listeners to the Ideas Network and the NPR News & Classical Music Network were up by 8% over Spring 2006.

	Spring 2006	Spring 2007
Ideas Network Listeners	249,900	270,100
News/Classical Listeners	181,000	196,000
Total Audience	383,400	407,800

And those generous listeners donated at near-record levels during our three on-air pledge drives in 2007. We appreciate each and every pledge.

February Drive:	\$782,655
May Drive:	\$275,864
October Drive:	\$996,546

Looking back, our listeners have been giving more each year to support their favorite radio services:

MEMBERSHIP REVENUE				
FY03	FY04	FY05	FY06	FY07
\$4.4M	\$4.6M	\$4.6M	\$5M	\$5.25M

NUMBER OF MEMBERS				
FY03 FY04 FY05 FY06 FY07				
41,004	39,070	38,474	39,769	41,534

OVERALL AVERAGE GIFT (all sources combined)				
FY03	FY04	FY05	FY06	FY07
\$107	\$115	\$117	\$125	\$126



the facilities

WSSW-FM is the newest radio station in the Wisconsin Public Radio system, now serving residents in the Platteville area with the NPR News & Classical Music programming. The station went on the air on February 1, 2007. Residents east of the Platte Mound have always had clear reception of WPR's classical music service from 88.7 WERN-FM / Madison. But because of the terrain, the mound created a 'shadow' area, so listeners to the west of the mound could not receive a good signal. WSSW-FM solves that problem. WPR engineers report that the new signal extends 25-30 miles from the transmitter site, reaching Platteville, Cuba City, Tennyson, Lancaster, Boscobel, Dodgeville, and Darlington.

Early in April 2007, we launched the new HD2 Classical Music Service. Listeners in Madison, Milwaukee, and Green Bay who have HD radios can tune in at home or in their cars for our commercial-free, 24/7 service (and listeners everywhere can access the same service on the internet at wpr.org). Wisconsin Public Radio's classical music hosts are heard from 9:00 a.m. to 3:00 p.m. weekdays, while new classical music programming is heard during other weekday hours and throughout the weekends.

WPR established a Quality Control Team in 2007 to work on tracking and solving technical, operational,

Steve Johnston, Director of Engineering and Operations for Wisconsin Public Radio (l), and Pete Ives (r), Technical Services Manager for the Wisconsin Educational Communications Board, proudly show off the new WHAD HD-Radio transmitter installed at the Delafield tower site.

and programmatic errors. Quality control was a top priority this year, because we want to do the best job we can for listeners by eliminating dead air, misfired IDs, announcer mistakes, volume level problems, and the like.

new media

We now provide nine live audio streams in three formats so we can serve everyone. Our live streaming averaged almost 140,000 hours of listening per month and the peak listenership grew by 5% in 2007 to almost 1000 listeners.

The use of WPR streaming archives continues to grow. We're now seeing an average of 700,000 program listens every month. Finally, our Wcast member-only MP3 download feature continues to deliver an average of 3,500 downloads a month.



wpr news

With reporters in Madison, Milwaukee, Green Bay, Wausau, La Crosse, Eau Claire, and Superior, WPR News keeps listeners up to date on Wisconsin's important issues and events. Our reporters filed 2,766 stories in 2007, anchored more than 4,100 state newscasts, and submitted 146 news stories for broadcast on National Public Radio.

But that's not all. The reporters also created several series of reports, which gave listeners in-depth information on issues affecting Wisconsin residents:

Gil Halsted's five-part "Prison Reentry" series aired in August. Gil looked at services in Wisconsin that are available to inmates to help them from returning to prison after they're released. The difficult road inmates face was highlighted in the series' last piece, in which Gil profiled a man who had been in and out of prison for much of the last 40 years.

Flooding in southwest Wisconsin in August dominated the attention of La Crosse's news staff. They created dozens of local stories, provided updates on WPR newscasts and talk shows, and filed a dozen submissions to NPR. Steve Roisum filed 11 stories alone!

In December, WPR reporters collaborated on a tenpart series on Wisconsin's working poor. It introduced listeners to several people who have jobs, yet still find it difficult to feed their families, get health care,



Gil Halsted

or find an affordable place to live. The series also looked at the effect Wisconsin's "W2" welfare reform plan has had on people, more than ten years after it went into effect.

As the state budget talks dragged on from summer through fall, WPR state capitol reporter Shawn Johnson covered the debates and issues in newscasts, in feature stories, and on Monday mornings during Joy Cardin's State Capitol Report.

Glen Moberg spent many hours in October covering the shootings in Crandon which left six young people dead and one critically injured. Although this is one of the most difficult and emotionally draining type of stories to cover, Glen traveled back and forth from our Wausau studios to talk with family members, eyewitnesses, clergy, and law enforcement officials in Crandon.

And throughout the year, WPR News provided coverage of major events including the Governor's inaugural celebration, the State of the State Address, the State Budget Address, the Supreme Court race, election night updates, and passage of the state budget accord.

News Awards

Milwaukee Press Club

- First Place/Best Feature Story: "Othello in Prison" (Gil Halsted)
- First Place/Best Public Affairs Reporting: "Munitions Dumped into Lake Superior" (Mike Simonson)
- Second Place/Best Public Affairs Reporting: "Bilingual Emergency Rooms" (Chuck Quirmbach)
- Second Place/Best Coverage of a Breaking News Story:
 "Cazenovia School Shooting" (Brian Bull/Gil Halsted/Glen Moberg)

Native American Journalists' Association

Media Award/Best Radio Story: "Miracle's Second Chance" (Brian Bull)

Northwest Broadcast News Association

- Merit/Broadcast Writing: "Drive Through Birth Control"/"Prairie Chicken"/
 "Brother Bill" (Glen Moberg)
- Merit/General Reporting: "Othello in Prison" (Gil Halsted)
- Merit/Hard Feature: "Bilingual Emergency Rooms" (Chuck Quirmbach)
- Merit/Soft Feature: "Wienermobile" (Brian Bull)
- Merit/Spot News: "Cazenovia School Shooting" (Brian Bull)
- Merit/Documentary or Special: "Wisconsin Caucus Scandal" (Shawn Johnson)
- Merit/Use of Audio: "Ceremony Commemorates Lives Lost in War" (Gil Halsted)
- Merit/Series: "Governor's Race" (Shawn Johnson)

Public Radio News Directors, Incorporated

Second Place/Call-in Program/Division C: "The West Side: Rural Homelessness" (Mary Jo Wagner)

Radio Television News Directors Association

- Edward R. Murrow Award/Large Market Radio-Region 4/Feature Reporting: "Robo-Deer" (Brian Bull)
- Edward R. Murrow Award/Large Market Radio-Region 4/Use of Sound: "Hmong Funeral" (Brian Bull)
- Edward R. Murrow Award/Large Market Radio-Region 4/Writing: compilation of work (Brian Bull)

Wisconsin Associated Press

- First Place/Large Market/Series: "Governor's Race" (Shawn Johnson)
- First Place/Large Market/Documentary: "I Can Handle My Drugs" (Danielle Kaeding)
- Best Weekend Cooperation: WGTD / Kenosha

Wisconsin Broadcasters Association

- First Place/Documentary: "TsimTxom: Domestic Violence in Hmong Society" (Brian Bull)
- First Place/Use of Audio: "Ceremony Commemorates Lives Lost in War" (Gil Halsted)
- Merit/Use of Audio: "Prairie Chicken" (Glen Moberg)
- Merit/Special Interest Programming: "Primary Night Coverage" (news/talk staff)

Wisconsin Council on Developmental Disabilities

Media Award: "The West Side: Peer Power" (Mary Jo Wagner)



community outreach

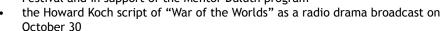
Wisconsin Public Radio provides listeners with easy access to staff through our seven bureaus. The Superior, Eau Claire, La Crosse, Wausau, Green Bay, Milwaukee, and Madison offices are home bases for reporting, corporate sponsorship, engineering, programming, and community outreach activities in the 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. 2007 was an exemplary year for outreach efforts.

Superior Bureau

In addition to Larry Meiller's annual visit (2007 was the 5th year for his "Bayfield in Bloom" appearance) the bureau staff produced a number of regional programs, including:

- several candidate forums during the Superior Mayoral election
- special broadcasts with the Tri-State Honors Concert Band and Tri-State Honors Jazz Band
- live performances of the "Renegade Radio Hour" (sketch comedy and music) in conjunction with the Home Grown Music Festival and in support of the Mentor Duluth program





Larry Meiller in Bayfield

In addition, our student journalists once again took home more than a dozen awards from various organizations, including the Northwest Broadcast News Association, Wisconsin Broadcasters Association, and the Milwaukee Press Club. Besides all of these activities, the regional staff assisted at the annual Blueberry Festival in Iron River.

Eau Claire Bureau

The annual Eau Claire Listener Appreciation Dinner on April 18 featured a keynote address by WPR announcer and historian Randall Davidson, "90 Years of Wisconsin Public Radio." An audience of 40 friends enjoyed talks by Randall, Phil Corriveau, Mary Jo Wagner, Greg Pangallo, and Kathy Stahl.

The WPR Radio Auction took place on air and on the website in November. Businesses and individuals across the state contributed more than 400 items, and generated more than \$19,000.

Lori Skelton served as master of ceremonies, lending her enthusiasm and classical music knowledge to the Eau Claire Chamber Orchestra's "An Evening of Solos" concert on March 31 at Grace Lutheran Church in Eau Claire.



Kathy Stahl, host of WHWC's arts magazine *Spectrum West*, served as host for the Chippewa Valley Symphony's annual Pops Concert on September 16 at Eau Claire's Oakwood Mall.

Wausau Bureau

Regional Manager Rick Reyer moderated a legislative forum hosted by the Wausau Region Chamber of Commerce, while reporter Glen Moberg emceed the annual Adult Spelling Bee, hosted by the Marathon County Literacy Council.

WPR was a media sponsor for many special events throughout central Wisconsin. For example, WPR was part of the Ladysmith Black Mambazo concert in Wausau, the Riders in the Sky performance in Spencer, the Wisconsin Festival of the Book, the Prairie Chicken Festival, the Riverfront Jazz Fest in Stevens Point, Riverdance at the Grand Theater in Wausau, the Dreyfus University Center dedication at UW-Stevens Point, the Wausau Region Chamber of Commerce Business Expo, Randy Sabien in Minocqua, and the Midwest Renewable Energy and Sustainable Living Fair in Custer.



Jonathan Overby with Ladysmith Black Mambazo

At the annual Listeners' Dinner in Stevens Point, Michael Feldman entertained more than 100 listeners. While he was in the area, he led a discussion with UW-Stevens Point communication students and hosted a major donor reception.

Wausau staff members rounded out the year by welcoming Larry Meiller for a remote broadcast from Manitowish Waters in September.

Green Bay Bureau

In August, Wisconsin Public Radio was a sponsor of the Door County Festival of the Arts in Ephraim. Besides hosting a booth to meet listeners, WPR occupied an additional booth and conducted a violin workshop where kids of all ages received an on-the-spot violin lesson by northeastern Regional Manager Lisa Nalbandian.

In March, Kaliweyo'se hosts Richie Pass and Chris Powless arranged to have four different drum groups perform live, creating an all-star line-up of well-known drummers and singers from the pow-wow circuit.



violin workshop

This multigenerational drum group performed live on the popular regional program, Kaliweyo'se. Kaliweyo'se is an Oneida word meaning "good messages."

After playing to a sold-out crowd last May, Ben Merens returned with his *At Issue* program to Heritage Hill State Park and broadcast from their new visitor center to a large crowd in June. Afterwards, WPR listeners enjoyed European delicacies donated by a local café.

Northeastern Wisconsin rounded out the year by bringing *Michael Feldman's Whad'Ya Know?* to the Stephanie Weill Center in Sheboygan for a national broadcast in October.

La Crosse Bureau

Wisconsin Public Radio was a media partner and sponsor for the 22nd annual Great River Jazz Fest in August. Later in August, staff and volunteers welcomed area listeners to the 2007 Great River Folk Festival. As a festival sponsor, we hosted a WPR kiosk in the heart of this annual event that was visited by several hundred friends and listeners who stopped by to say "hi."

Wisconsin Public Radio hosted a motor coach trip from La Crosse, Eau Claire, and Rice Lake to an overnight stay in the Chequamegon Bay, including tickets to



Great River Folk Fest

attend a house show at the Lake Superior Big Top Chautauqua, creators of *Tent Show Radio*. The 98 fans got front-row center seats and lots of on-stage attention from Warren Nelson and the Lost Nation String Band. La Crosse Regional Manager, John Gaddo, was joined by Eau Claire Regional Manager, Dean Kallenbach, and Eau Clairebased program hosts, Mary Jo Wagner and Kathy Stahl.

NPR commentator, author, poet, and essayist Andrei Codrescu visited La Crosse in September. His visit included several community appearances, poetry readings, and receptions, all well attended by public radio fans.

WPR sponsored several other La Crosse-area community events, including performance programs at the Pump House Regional Arts Center, the Heider Center for the Arts in West Salem, the UW-La Crosse Theater, and Viterbo University. Rounding out the year, listeners gathered for the annual "Holiday Open House" at the La Crosse offices and studios, highlighted by live music and lively conversation with local hosts and staff.

Madison Bureau

Folksingers, Lou and Peter Berryman, and a studio audience helped Tom Martin-Erickson celebrate the 30th anniversary of *Simply Folk*. The broadcast originated in our Vilas Hall studios in Madison.

WPR welcomed the national comedy-quiz show *Wait*, *Wait*, *Don't Tell Me!* in October at Beloit College. Lori Skelton and Caryl Owen from Wisconsin Public Radio passed out coffee and hot cider and visited with fans waiting in line on a cold night outside the auditorium.



Fresh Air fans met at UW-Whitewater on October 30 for a spellbinding speech by host Terry Gross. Jean Feraca joined Terry in meeting Wisconsin Public Radio listeners before the event.

Joy Cardin, morning drive host on the Ideas Network, introduced a "This I Believe" event at Borders West in Madison on November 15. The event included the reading of essays connected with the series heard regularly on National Public Radio.

Milwaukee Bureau

Kathleen Dunn was honored at the ninth annual award ceremony for "Women Putting Their Stamp on Metro Milwaukee." Seven-hundred people attended the March 16 event as 28 outstanding women were recognized for their work in abilities awareness, education, diversity, youth achievement, the media, and more.

Kathleen and producer Rhonda Fanning hosted "A Day of Discovery" at the IMAX Theater / Milwaukee Public Museum on April 1. Seventy-five listeners and their families joined Kathleen, Rhonda, and other staff members.

We continued our partnership with UW-Milwaukee's Institute of World Affairs. Ben Merens again moderated the George F. Kennan Forum on International Issues at the Pabst Theater on May 8. This year's topic: "Israelis and Palestinians: Finding a Way Forward." More than 600 people attended the two-hour forum, which was broadcast on the Ideas Network of Wisconsin Public Radio.

Ben Merens traveled to Washington, D.C., to accept the Global Media Award for Excellence in Population Reporting on behalf of his program, *At Issue with Ben Merens*.

WHAD-FM was a sponsor and participant in the Lakefront Festival of Arts in Milwaukee, the Riveredge Nature Center in Newburg, the Lake Country Art Festival in Delafield, and the Milwaukee International Film Festival.

This year's annual Listener Appreciation event featured the newest jewels on Lake Michigan: Discovery World Museum and the schooner Denis Sullivan. "Discover the World with WPR" featured a private, 2 ½-hour cruise on the Denis Sullivan, an after-hours tour of Discovery World, and a buffet dinner. Nearly 150 guests attended the August 26 event. WPR Director, Phil Corriveau, was master of ceremonies. He was joined by Kathleen Dunn, Joy Cardin, Jean Feraca, Ben Merens, Chuck Quirmbach, Shavonn Montgomery Brown, Rhonda Fanning, and Sandi Lewenauer. Listeners came from all over the state — as far away as Eau



Producers Ríta Thomas (l), Rhonda Fanning, and Regional Manager Bill Estes all celebrate with Kathleen Dunn

Claire, Gays Mills, Madison, Green Bay, and Door County - to meet and mingle.

music programming

Our host-producers on the music side of our service created more than 40 hours of music programming each week. Jim Fleming, Norman Gilliland, Vicki Nonn, Lori Skelton, Ruthanne Bessman, Ilene Isenberg, and Stephanie Elkins presented classical music that soothed the bumps out of bad days. Tom Martin-Erickson selected favorite folk tunes that got toes tapping. And Jonathan Overby brought rhythm to the weekends by presenting music with African roots on *Higher Ground*.

In addition, WPR regularly presented programs that highlighted the talents of Wisconsin's artists, young and old. Here's just a sample of the special programming WPR brought to listeners on the NPR News & Classical Music Network in 2007:

In January, Lori Skelton and Kathy Bissen hosted our live broadcast of the Madison Symphony Orchestra's Youth Concerto competition at Madison's Overture Hall, and we co-produced and carried the final round of the Madison Symphony Orchestra's annual Bolz Young Artist Competition.

In April, Sunday Afternoon Live from the Chazen featured the winners of WPR's annual Neale-Silva Young Artists Competition. This year's winners hailed from Appleton, Baraboo, Madison, Milwaukee, and Oregon. Both competitions encourage young persons' appreciation and performance of classical music.

Then, in May, Tom Martin-Erickson recorded the 40th Anniversary Concert of the Coffeehouse in Milwaukee for later broadcast on *Simply Folk*. Each act performed one song from the '60s, which created quite a nostalgic evening. Tom also traveled north to record the Wisconsin Singer-Songwriter Concert at the Lake Superior Big Top Chautauqua in June.



Lorí Skelton

WPR recorded five concerts at the Green Lake Festival of Music. That same summer, we recorded two of the Peninsula Music Festival concerts, with guest soloists Jason Vieaux, guitar, and Frank Almond, violin. The performances were then broadcast on Music from Wisconsin.

The Wisconsin School Music Association's "High School Honors Concerts" aired on Thanksgiving Day. Performances featured orchestra, mixed choir, band, and treble choir.

WPR recorded the Madison Opera production of "La Boheme" and broadcast it on December 1.



ídeas network

On the Ideas Network, Joy Cardin, Kathleen Dunn, Larry Meiller, Jean Feraca, Ben Merens, and their producers created more than 2,450 hours of conversations with guest experts in 2007. Topics ran the gamut: elections, the economy, war in the Middle East, education, consumer issues, health care, science, the environment, and more.

The Ideas Network also provided listeners with other special programs and series in 2007. Among the highlights:

In January, Crashing the Ether hit the ether. WPR producers Veronica Rueckert and Doug Gordon created this special to explore what's new and notable in the cultural bubble in which we live. The program highlighted and reviewed music, videos, technology, literature, comics, film, and comedy.

In March, WPR broadcast a We the People/Wisconsin Supreme Court debate between Washington County Circuit Court Judge Annette Ziegler and Madison attorney Linda Clifford. Immediately preceding the debate, citizens from across the state took part in a town-hall meeting. During the meeting, they identified and prioritized the issues they wanted the high court candidates to address. We the People/Wisconsin is a multi-media partnership that aims to reconnect citizens with public life through town-hall meetings, candidate forums, and citizen-based reporting. The coalition includes the Wisconsin State Journal, Wisconsin Public Television, Wisconsin Public Radio, WISC-TV / Madison, WisPolitics, and Wood Communications Group.

WPR and University Theatre in Madison collaborated to produce the October 13 live broadcast of David Mamet's play "The Water Engine" during Old Time Radio Drama. The play has a strong WPR connection because Mamet wrote it in 1977 on a commission from Karl Schmidt for the *Earplay* series, which aired statewide and nationwide back in the '70s and '80s.

The War Project, an hour-long program featuring Wisconsin high-school students interviewing World War II veterans about their recollections, aired on Veterans Day. Joe Hardtke served as executive producer of this program, which was done as a special educational project in conjunction with the Educational Communications Board, prompted in part by the Ken Burns' public television series, "The War."



Norman Gilliland in The Water Engine

wpr reaching the nation

In 2007, our four nationally syndicated programs continued to bring the expertise of Wisconsinites to public radio listeners coast to coast:

Last year *Calling All Pets* was picked up by stations in Seattle, Washington D.C., Dallas, Fort Myers, and two networks in Virginia (a total of 21 stations). The national audience is at an all-time high: 187,000 pet lovers listen every week on 112 stations.

Tom Clark and Dr. Zorba Paster are on a roll, too. The national audience is up 7% over last year. *Zorba Paster On Your Health* is carried by 74 stations and is heard by 141,000 fans coast-to-coast each week.



Among our national productions, *Michael Feldman's Whad' Ya Know?* continues to reach the largest audience (over one-million listeners each week on nearly 300 stations). Michael and the production staff continued to reach out to audiences this year with road show trips to Fairbanks, AK; Erie, PA; Huntsville, AL; Charleston, SC; Oxford, MS; Columbia, MO; State College, PA; Canton, OH; Sheboygan, WI; Louisville, KY; Little Rock, AR; Jacksonville, FL; and Clemson, SC.

To The Best of Our Knowledge airs Saturday and Sunday mornings on the NPR News & Classical Music Network and on Sunday afternoons on our Ideas Network stations. But it is also broadcast on 135 other public radio stations across the country. Major markets include Chicago, Dallas, Los Angeles, Seattle, San Francisco, St. Louis, Atlanta, and San Antonio. The big project of the year was our five-part series, "East Meets West," which examined the cultural interactions between the East (Asia and the Middle East) and the West (America and Europe). Among the questions we asked: What happens when these cultures collide? How do ideas and cultural traditions cross-pollinate as they move from one culture to another? How has Western culture been influenced by Asian and Islamic artists, philosophers and religious thinkers?

wisconsin public radio association



Ellen Rosewall

The Wisconsin Public Radio Association is your member association. The WPRA acts as a fiscal agent for funds contributed in support of Wisconsin Public Radio and encourages support of Wisconsin Public Radio through regional activities, fundraising, and advocacy. I am proud to support Wisconsin Public Radio by serving as your president.

2007 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 expanded our committee structure to allow us to do more concentrated work in two areas of importance for WPR:

development and advocacy. I am particularly proud that our advocacy activities helped Wisconsin Public Radio successfully restore sustaining funding in the 2008-2009 Wisconsin State Budget. Lawmakers across the state heard from Wisconsin Public Radio Association members and convinced them that state support for public broadcasting is important to our state. Thank you!

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 2007, we welcomed appointed members Chet Gerlach, Christopher Powless, Laura Jasper, and Paul Sturgul to the Board. We also welcomed back Bill Merrick, who was appointed to fill the unexpired term of former Treasurer Teri McCormick, and Gloria Jones-Bey, and David Utley, who were runners-up in their respective regional elections and are filling terms of elected members who were unable to complete their terms.

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.

-Ellen

Ellen Rosewall, President

2007 Board of Directors

North Central Region Sheehan Donoghue Michelle Gerard Good

Northeast Region
Earline Bock
Richard Egan
Gary Lichtenberg
William Merrick
Chris Powless
Ellen Rosewall

Northern Region Lucille Eckels Paul Sturgul

South Central Region Chet Gerlach Gloria Jones-Bey David Utley Southeast Region Barbara Gilmore Joan Rudnitzki

Southwest Region Michael Sigman

Western Region Laura Jasper David Steele

More information can be found at www.wpra.org.



statement of financial activity

revenue





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.

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

Executive Director Level

(\$10,000 or more)

Lute Berkey

Robert Brigham Sudie and Richard Burnham

Betty E. Dodd

Epic Systems Corporation

Owen R. and Elizabeth Fennema

Mame Gale

James G. Hart Demaris M. Martinez

Mary L. Mowbray and

Roland P. Schroeder

Frwin Pauly

Mary and Lowell Peterson John W. Torgerson

Anonymous (3)

Executive Producers Level (\$5,000 - \$9,999)

Ford and Penny Ballantyne

Gisela and John Brogan Christine and John Coffin

Mary and Dean Gagnon

Mrs. Paul W. Guenzel John H. and Carolyn Gusmer

Terri and Verne Holoubek

Olivia Jahn

Connie M. Lee

Emil C. and Elfrieda B. Mater

Melitta S. Pick Charitable Trust

Julie and Larry Midtbo

Nelson and Joan Moffat

Thomas B. Mowbray

Carol Mueller

Evaleen Neufeld

Peggy Prohaska

Don and Roz Rahn

Loren Schantz

Michael G. Stuart

Karen and Stuart Updike Loren and Helen Walker

Ann Weronke

Jane H. Wood

Director Level (\$2,500 - \$4,999)

Grant Abert

Tym Allison

Michael and Mary Allured

Francis A. and Georgia F. Ariens Fund

Joseph and Frances Bachman

Thomas and Rebecca Bartow

Dr. Patricia A. Bradford

John P. and Marilyn Breidster Benjamin and Susan Brooks

Elaine Burke

Susan and James R. Cargill

Elaine Carmichael and Lane Kendig

Betty K. Carpenter Nancy Lee Carter

Sherry and Douglas Caves

John L. Cerny

Barbara B. and Ted Crabb

Donna Dickinson

Stephen and Heather Dickinson

Dick and Anne Egan

Harold and Geri Ellsworth

Robert M. and Susan L. Engelke

Ray F. and Mary M. Evert Alice Faust

Diane and Bruce Fenster

James and Mary Fico

William E. Fotsch

Erika Fov

Paul and Emy Gartzke

Jean Gohlke

Tom Grotelueschen and Francine Pease

Robert S. Hagge Elmer Havens

Sheila H. Herbert

Margaret Hickman

John M. and Virginia V. Irvin

Martin and Rita Kades Stanley Kanter

Paul M. and Judy A. Kolosso

Michael Kramer

Billy D. Kress

Bernard S. Kubale

Elizabeth Malone Charlie C. Mayhew

A. Stratton and Caryl K. McAllister

Terry McEnany

George Mead

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npr news & classical music schedule

Weekdays	Saturdays	Sundays
Morning Edition 4a-9a	Weekend Edition with Scott Simon 7a-9a	Weekend Edition with Liane Hansen 7a-9a
Classical Music with Vicki Nonn, Norman Gilliland, Jim Fleming, and Lori Skelton 9a-3p	To the Best Of Our Knowledge 9a-10a	To the Best Of Our Knowledge 9a-10a
All Things Considered 3p-5:30p	Classics By Request with Ruthanne Bessman 10a-1p	Sunday Classics with Ilene Isenberg 10a-4p Sunday Afternoon Live from the Chazen September - May 12:30p-2p Milwaukee Symphony Orchestra 12:30p-2:30p July-September 2
Marketplace 5:30p-6p	Saturday Afternoon Classics with Stephanie Elkins 1p-4p	Weekend All Things Considered 4p-5p
Fresh Air 6p-7p	Weekend All Things Considered 4p-5p	Simply Folk with Tom Martin-Erickson 5p-8p
Exploring Music with Bill McGlaughlin 7p-8p	A Prairie Home Companion with Garrison Keillor 5p-7p	Michael Feldman's Whad'Ya Know? 8p-10p
Classical Music with Peter Van De Graaff 8p-4a Riverwalk Jazz Fridays 8p-9p Jazz with Bob Parlocha Fridays 9p-1a	Higher Ground with Jonathan Overby 7p-10p	Classical Music with Peter Van De Graaff 10p-4a
Thank you	Jazz with Bob Parlocha 10p-1a	Listen online at
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ídeas network schedule

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As It Happens 5a-6a	The People's Pharmacy 6a-7a	On The Media 6a-7a
Joy Cardin 6a-9a	Calling All Pets with Patricia McConnell 7a-8a	Kevin McKinley On Your Money 7a-8a
Kathleen Dunn 9a-11a	Zorba Paster On Your Health 8a-9a	Says You! 8a-9a
Larry Meiller 11a-12:30p	Car Talk 9a-10a	A Way With Words 9a-10a
Chapter A Day 12:30p-1p	Michael Feldman's Whad'Ya Know? 10a-noon	A Prairie Home Companion with Garrison Keillor 10a-noon
Talk of the Nation with Neal Conan 1p-3p	Wait Wait Don't Tell Me! noon-1pm	To the Best Of Our Knowledge noon-2p
Here On Earth with Jean Feraca 3p-4p	Zorba Paster On Your Health 1p-2p	This American Life 2p-3p
At Issue with Ben Merens 4p-6p	The People's Pharmacy 2p-3p	On the Media 3p-4p
On Point with Tom Ashbrook 6p-8p	Calling All Pets with Patricia McConnell 3p-4p	University of the Air 4p-5p
As It Happens 8p-9p	This American Life 4p-5p	Simply Folk with Tom Martin-Erickson 5p-8p
Here On Earth with Jean Feraca 9p-10p	A Prairie Home Companion with Garrison Keillor 5p-7p	Old Time Radio Drama with Norman Gilliland 8p-11p
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wpr hd2 classical music schedule

Weekdays	Saturdays	Sundays
Classical Music	Classical Music	Classical Music
with Monika Vischer	with David Rutherford	with Gene Parrish
6a-9a	6a-9a	6a-7a
Classical Music with Vicki Nonn, Norman Gilliland, Jim Fleming, and Lori Skelton 9a-3p	Classical Music with Stephanie Wendt 9a-1p	Sacred Classics with Stephanie Wendt 7a-9a
Classical Music	Classical Music	The Baroque Show
with Alan Chapman	with Charles Andrews	with Charles Andrews
3p-4p	1p-4p	9a-11a
Classical Music	Classical Music	Classical Music
with Steve Blatt	with Pat Alexander	with Steve Blatt
4p-7p	4p-7p	11a-2p
Classical Music	Classical Music	Milwaukee Symphony
with Charles Andrews	with Charles Andrews	Orchestra
7p-8p	7p-8p	2p-4p
Buried Treasures	Classical Music	Classical Music
with Charles Andrews	with Pat Alexander	with Kimberlea Daggy
8p-9p	8p-10p	4p-6p
Classical Music	Modern Masterpieces	Classical Connections
with Charles Andrews	with Alan Chapman	with Alan Chapman
9p-11p	10p-midnight	6p-midnight
Classical Music 11p-6a	Classical Music with Pat Alexander midnight-6a	Classical Music with Gene Parrish midnight-6a

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This Annual Report is dedicated to the memory of Bill Estes.

For the past 19 of his 35 years with WPR, Bill oversaw the Milwaukee regional office, served as local morning host on WHAD, and chaired the network's statewide marketing team. Bill was in the business of winning friends for Wisconsin Public Radio, and he did so naturally, with an open and welcome personality to all who knew him.

