

Connie Beam
Planned Giving Manager



Sheryl Gasser
Ideas Network Director



Lori Skelton
Host/Producer



Norman Gilliland
Host/Producer



2015 Annual Report

Aubrey Ralph
Radio Operations Manager



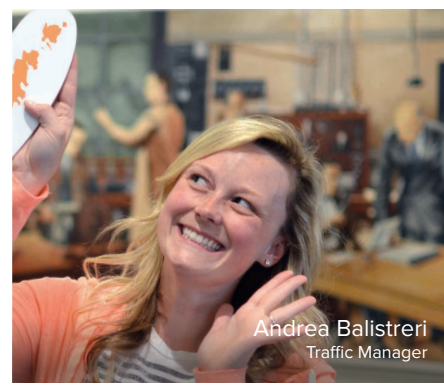
Peter Bryant
News & Classical Director



Dennie Ryan
Music Librarian



Andrea Balistreri
Traffic Manager



Cynthia Woodland
Major Gifts Officer



Mike Crane
Director



Britny True
Recording Engineer



Sarah Jacobs
Membership Director



WISCONSIN PUBLIC RADIO

From the director . . .

It's amazing how much we can accomplish in a year. In 2015 our news and talk teams generated more than 3,000 stories on air and online, our membership grew past 51,000 households, and we produced more than 3,800 hours of original news, talk and music for listeners across the state.

It's a lot to keep track of, but all of Wisconsin Public Radio's work is guided by a strategic plan that we review on an annual basis. This past year, we embraced three priority areas that serve as both an expression of our values and a practical guide to our work for all Wisconsinites in the coming few years.

While other media outlets are cutting or consolidating their newsrooms, WPR doubled down on its commitment to unbiased, engaging news with local voices and perspectives. From our award-winning coverage of topics like well-water pollution to a new investigative journalism fellowship, we are working towards our priority to **connect and inform** everyone in Wisconsin.

As Wisconsin and the nation grow increasingly diverse, reflecting that diversity in all that we do will enhance our content and grow our audience. Last year WPR was invited to participate in the YWCA's Creating Equitable Organizations program. We have work to do in this area, but this priority — a focus on **diversity and inclusion** — isn't just an opportunity to enhance our service; it's essential to our relevance.

Finally, it's not enough to just produce great radio content anymore. To remain relevant, we need to produce great content for radio and digital platforms. We've expanded our web team, whose work was recognized by the Wisconsin Broadcasters Association with an award for Best Website in 2015. We are **focused on meeting our audiences on air, online and in the community**, and this ubiquity is our third priority area.

These three priorities are ultimately about serving you, our listeners. We want to help you be informed and connected. We want to ensure that you are welcomed and included in all that we do. We want you to access WPR content when, where and how you need it.

Thank you for listening. Thank you for your support. And thank you for making 2015 a remarkable year!



Mike Crane
Director





Photo by Steve Rhodes

The year at a glance . . .

Your Voices Were Heard – The state biennial budget proposal announced early in the year included an approximately 34% cut to the state portion of the Educational Communications Board (ECB) which, in partnership with the University of Wisconsin-Extension, operates WPR and Wisconsin Public Television. Thanks to everyone who contacted legislators on behalf of this essential service, the budget cut was reduced by nearly half. Your voice was heard, and it made a difference.

Final Photos Found for Wisconsin Remembers Project – Dozens of volunteers helped WPR and our public media partners find the last few photos to match the 1,161 Wisconsin names on the Vietnam Veterans Memorial Wall in Washington, D.C. The images will help tell the story of the men and women who are listed on the Wall as part of a new education center planned for the National Mall.

Martin Luther King Jr. Event Celebrated 35 Years – Students from Milwaukee’s Latino Arts Strings Program performed at the annual State Tribute and Ceremony for Dr. Martin Luther King Jr. at the State Capitol. Produced, directed and hosted by *Higher Ground’s* Dr. Jonathan Overby, this special event honoring King’s life and legacy celebrated its 35th year in 2015.

David Foster Wallace Podcast Hit Top 40 – WPR’s *To the Best of Our Knowledge* jumped into the Top 40 podcasts in iTunes with a special episode dedicated to the late author David Foster Wallace. Wallace was a MacArthur Genius Fellow and author of “Infinite Jest” among other books.

Meet Our Newest Fellow – Bridgit Bowden was named the first recipient of the Mike Simonson Memorial Investigative Reporting Fellowship. Named for award-winning WPR Reporter Mike Simonson, who passed away unexpectedly in 2014, the fellowship is a partnership with the Wisconsin Center for Investigative Journalism and funded by private donors who valued Simonson’s legacy of reporting.

Over 1,000 Photos Submitted to Wisconsin Life Summer Life Photo Contest – WPR invited listeners to submit photos of Wisconsin’s people, places, cities and countryside that show off the best of the state during the summer months to the *Wisconsin Life* photo contest. Five winning photos – including the image at right of the Cana Island Lighthouse in Baileys Harbor by Ken Merrell – were selected from 15 finalists by an online vote.

“Set List” Debuts on Central Time – The Ideas Network’s popular afternoon show *Central Time* launched “Set List,” a summer music series that welcomed Wisconsin musicians into WPR’s studios to perform their songs, as well as participate in an interview with *Central Time* hosts. From rock to Americana to hip hop, the series featured a diverse range of exciting and original music.

30 Years of Whad’Ya Know? – 2015 marked the 30th anniversary of *Michael Feldman’s Whad’Ya Know?* on WPR. The show dates from June 1, 1985, when Feldman introduced the world to the now-famous *Whad’Ya Know?* Quiz and his sardonic commentaries on the news of the day.





Noah Ovshinsky, news director, helps create and maintain WPR's editorial vision for its 12-person news team.

News

The University of Wisconsin grappled with a \$250 million state budget cut and high education costs in 2015. In a three-part series, Wisconsin Public Radio's Maureen McCollum explored changes that University of Wisconsin System President Ray Cross indicated could be on the horizon in terms of spending and campus business practices. Listeners also heard series on the state of dental care in Wisconsin and planning for the end of life.

WPR provided unbiased coverage on the Wisconsin Supreme Court shake-up, changes to the state's open records law, economic development, Wisconsinite Paul Ryan's ascendancy to speaker of the house, campaign finance reform, right-to-work legislation and more. Reporters at our seven statewide news bureaus supplied carefully researched stories from diverse voices and locations across the state.

Many series by the WPR news team received awards. Our reporters dug into the state's long-term unemployed, looked at a Mauston treatment center for sex offenders, evaluated progress made on Governor Scott Walker's campaign promises, and tracked every gun homicide in Wisconsin for a year.

Our commitment to invest in the future of journalism continued with the induction of our seventh Lee Ester News Fellow, Parth Shah. We also welcomed our first Mike Simonson Memorial Investigative Reporting Fellow, Bridgit Bowden, in November. The fellowship is a partnership with the Wisconsin Center for Investigative Journalism.

I love listening to WPR on my drive to and from work each day. It keeps me well informed with both headline news and in-depth stories. What I especially like is that no one is shouting at me or pushing their opinions down my throat; I am just given information and allowed to draw my own conclusions.

— Laura, Stoughton



Actor Jared Joseph stopped by *The Kathleen Dunn Show* to talk about his role in the Milwaukee Rep's staging of the award-winning Broadway musical "Dreamgirls."

Conversation

2015 was a full and interesting year at Wisconsin Public Radio's Ideas Network. We produced hours of programming in which guests, hosts and callers came together for informative, meaningful conversations.

The Joy Cardin Show explored topics from big questions like state retirement reforms and the chief justice selection process to more personal issues such as aging fearlessly and de-cluttering your life. On *The Larry Meiller Show* listeners gleaned and shared knowledge about alternative fuel sources, how to make money as a small-scale organic farmer, Wisconsin's Native American tribes and more.


Highlights of *The Kathleen Dunn Show* included interviews with climate change activist Bill McKibben, *Progressive* reporter Ruth Coniff and legendary TV producer Norman Lear.

The *Central Time* team delved into the case for appreciating the beauty of math and having fun with it. Juan de Marcos, well-known for his work with the Buena Vista Social Club and the Afro-Cuban All Stars, visited the studio to talk about his residency at UW-Madison.

The producers and hosts of *To the Best of Our Knowledge* crafted eclectic stories on the ivory-billed woodpecker, Hollywood's problem with black male voices, and the idea that there's a formula for love. On *Zorba Paster On Your Health*, Dr. Paster and cohost Tom Clark continued their tradition of informing and entertaining listeners with health advice, fitness tips and recipes.

I listen to the Ideas Network most often — you could say I am working on an advanced degree in awareness at U of WPR. Thank you for being there.

— Faith, Green Bay



Madison Symphony
Orchestra's concertmaster,
Naha Greenholtz,
performed live on
Norman Gilliland's
The Middy.

Music

Our studios were busy with live, on-air performances and interviews on many of Wisconsin Public Radio's music programs this year.

Stephanie Elkins hosted violinist Chris Wagoner, and Jeff Durkee welcomed singer-songwriter John Gorka, for some music and conversation on *Simply Folk*. Israeli cellist Amit Peled and pianists from the Russian and American Performing Artists concert association performed on Norman Gilliland's *The Middy*.

Informed by his independent travels around the globe, Dr. Jonathan Overby's *Higher Ground* explored music from the world over. His 2015 trip to Tanzania brought yet more cultural diversity to the popular Saturday evening program.

Central Time debuted the summer music series "Set List" to rave reviews. Its popularity was made even more evident when NPR Music featured our session with Milwaukee-based band Field Report.

WPR continued to support music education with the Madison Symphony Orchestra's Final Forte and festivals around the state, including the Mile of Music Festival in Appleton, the Green Lake Festival of Music, and the River Falls Roots and Bluegrass Music Festival.

WPR news and classical music is the background for my entire day. Without looking at the clock, I know it's time to eat lunch somewhere between *Grace Notes* and the Quiz Question! Thanks for keeping my day on a schedule.

— Brian, Waupaca



WPR and WPT web teams launched a new website for *Wisconsin Life*, our program focused on the people and culture of Wisconsin.

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Digital

Each year, journalism organizations around Wisconsin and around the country recognize excellent work by Wisconsin Public Radio. In 2015, the Wisconsin Broadcasters Association deemed wpr.org the best website focused on journalism among many other contenders in both radio and TV.

Visitors to wpr.org exceeded 2.5 million – a nearly 17% rise from 2014. Our social media reach increased as well. WPR's Facebook page ended the year with over 31,000 likes, and our Twitter feed grew to 20,000 followers.

2015 saw a posting of over 3,000 articles to wpr.org. Online listening continued to grow for WPR as more people turned to our live streams and mobile app to hear our three networks. Of course, many of you chose to catch up with Wisconsin and the world by reading our always expanding online archive of news, information and culture coverage from WPR and NPR programs.

Wisconsin Life got a fresh new look online. It's easier than ever to search for your favorite stories and discover new ones from both the WPR radio series and the Wisconsin Public Television show on the new website. It's also easier to share your stories with the *Wisconsin Life* team.

My friends and I often discuss the invaluable information we've heard on NPR. My car radio seldom moves off of WPR on 90.7. I recently installed the WPR app on my smart phone so that I can listen anywhere!

— Diane, Nashotah

WPR's seven regional offices reinforce our connection to communities across the state. We sponsor local and national events, like The Moth StorySlam series in Milwaukee.



Community

Thanks to incredible volunteers throughout the state and to our friends at the Wisconsin Newspaper Association, the remaining photos for the Wisconsin Remembers project were found in 2015. The project — an effort to find a photo for each of the 1,161 Wisconsinites on the Vietnam Veterans Memorial Wall — moved ever closer to completion with plans to create a traveling exhibit in 2016.

With a goal that all will feel welcomed, included and represented in all that we do, Wisconsin Public Radio formed a diversity change team. Funded by a generous grant from the YWCA and the Rotary Club of Madison, the team is using the lauded Multicultural Organizational Development Model created by the Social Justice Training Institute.

WPR sponsored many summer festivals, educational opportunities and family-friendly community events throughout the state. WPR hosts made special appearances at many of them. Zorba Paster entertained guests at the Eau Claire listener appreciation dinner, listeners saw Larry Meiller at Bayfield in Bloom, and Lori Skelton gave pre-concert talks for several orchestra performances. WPR also celebrated 25 years in the Eau Claire office with an open house featuring tours, activities, food and prizes.

WPR continued its mission to better serve all people of Wisconsin by holding community engagement meetings in River Falls, Waukesha, Ashland, Janesville and Green Bay.

I can't praise WPR enough. I and the community I'm connected with have been enriched by your programs. The high-road example that's been set by your hosts and choice of guests has taught me a lot about how to best interact with other people. One of the best gifts I've ever received.

— a listener, Muskego

Awards Received in 2015

Midwest Broadcast Journalists Association

WEBSITES

Award of Merit: wpr.org (Allen Rieland, John Wilson and Eric Lorenzsonn of the WPR web team are pictured at right.)

SERIES

1st Place: “Long-Term Unemployment in Wisconsin” (WPR News Staff)

INVESTIGATIVE

1st Place: “Walker’s Promises: By the Numbers” (Shawn Johnson)

INVESTIGATIVE SERIES

Award of Merit: “Sand Ridge Secure Treatment Center Series” (Gilman Halsted)

AUDIO

1st Place: “Music on Ice” (Erika Janik, *Wisconsin Life*)

BROADCAST WRITING

Award of Merit: Glen Moberg

TALK/PUBLIC AFFAIRS

Award of Merit: “Tribal Perspectives on Mining in Western Wisconsin” (Rich Kremer, *The West Side*)

Milwaukee Press Club

BEST DOCUMENTARY, INVESTIGATIVE or PUBLIC AFFAIRS STORY or SERIES

Gold: “Sand Ridge Secure Treatment Center Series” (Gilman Halsted)

Silver: “Walker’s Promises: By the Numbers” (Shawn Johnson)

BEST FEATURE STORY or SERIES

Gold: “Death Doesn’t Bother Me, Anyway” (To the Best of Our Knowledge)

BEST COVERAGE of an ONGOING BREAKING NEWS STORY

Silver: Reporting on the end of Wisconsin’s gay marriage ban (Gilman Halsted and Shawn Johnson)

BEST USE of AUDIO within a REPORT

Bronze: “Music on Ice” (Erika Janik, *Wisconsin Life*)

BEST FEATURE STORY or SERIES

Bronze: “A Visit to My Temple” (Shauna Singh Baldwin, *Wisconsin Life*)

Radio Television Digital News Association

HARD NEWS

1st Place: “Homelessness in 25-below Temperatures” (Glen Moberg)

Wisconsin Broadcasters Association

BEST WEBSITE FOCUSED ON JOURNALISM

1st Place: wpr.org

BEST NEWS WRITING

1st Place: Glen Moberg

BEST PROMOTIONAL ANNOUNCEMENT

1st Place: “Two Dollars a Day”

BEST EDITORIAL/COMMENTARY

2nd Place: “Exotic in Wisconsin” (Crystal Chan, *Wisconsin Life*)

BEST MORNING RADIO SHOW

3rd Place: *The Joy Cardin Show*

BEST NEWS WRITING

3rd Place: Shawn Johnson

ELECTION NIGHT COVERAGE

3rd Place: Election night coverage

BEST CONTINUING COVERAGE

3rd Place: “Gun Violence in Wisconsin” (Gilman Halsted and Chuck Quirnbach)

BEST SPOT NEWS

3rd Place: Reporting on the end of Wisconsin’s gay marriage ban (Gilman Halsted and Shawn Johnson)

BEST HARD NEWS/INVESTIGATIVE

3rd Place: “Sand Ridge Secure Treatment Center Series” (Gilman Halsted)

BEST EDITORIAL/COMMENTARY

3rd Place: “Isolation Bubble” (Kathie Schneider, *Wisconsin Life*)

BEST FEATURE

3rd Place: Wisconsin shrimp farm story (Maureen McCollum)

BEST RADIO SHOW

1st Place: La Crosse County Women’s Criminal Justice System (*Newsmakers*)

BEST INTERVIEW

1st Place: Interview with Privilege Institute Executive Director Eddie Moore Jr. (*Newsmakers*)

Additional Honors

In addition to awards won for specific pieces of journalism, a few members of WPR’s staff won career awards and honors for excellence in their overall work.

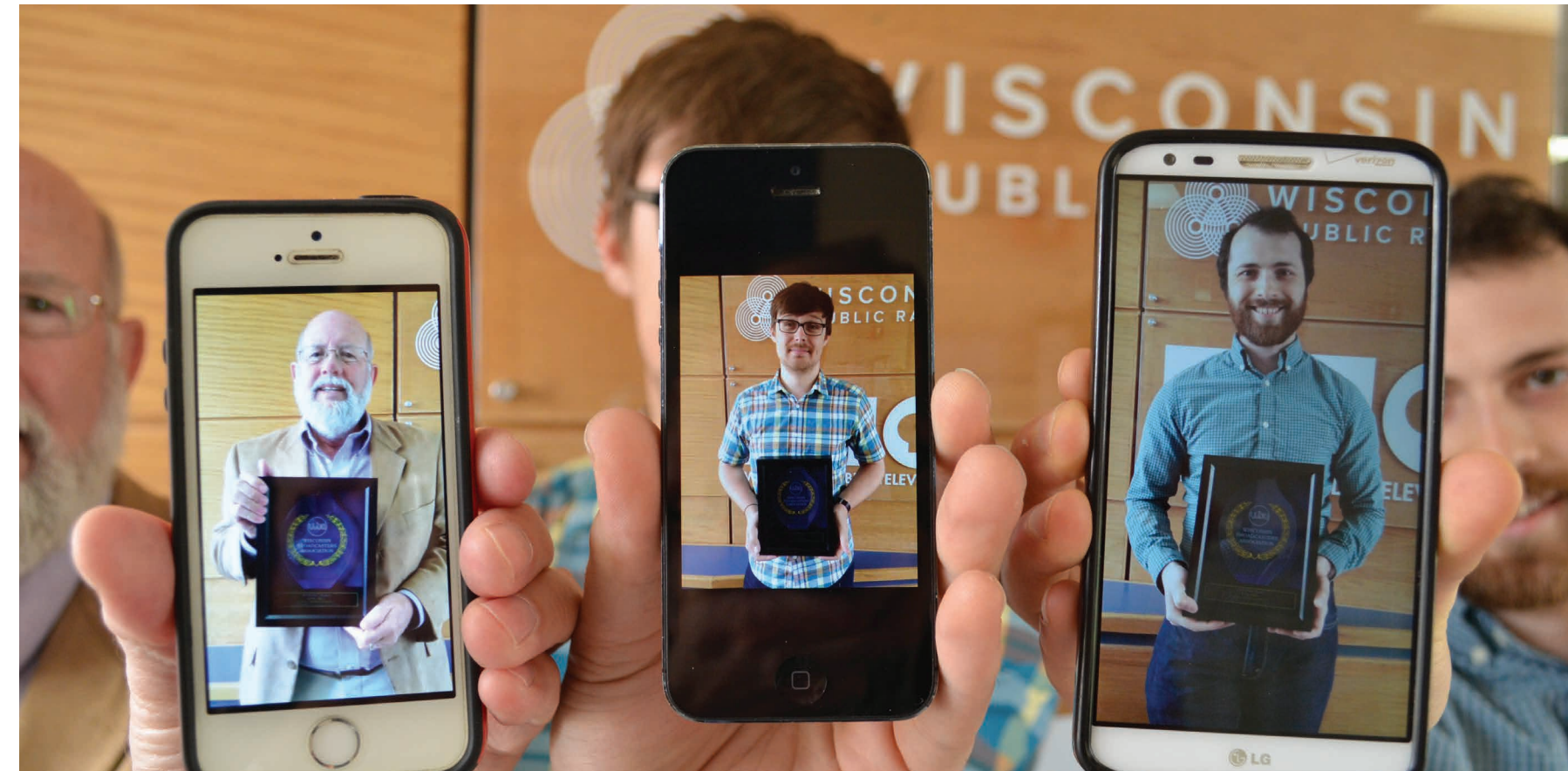
Host Kathleen Dunn was inducted into Milwaukee Media Hall of Fame. (Milwaukee Press Club)

Reporter Maureen McCollum was awarded the Milton D. Hakel Award for Excellence in Agricultural Communications. (National Farmers Union)

Director of Online Technologies Allen Rieland earned a Chancellors Career Award. (UW-Colleges & Extension)

Student Journalists

We are also very proud of our student journalists who were honored for their work this year: Melissa Barsamian, Brad Phenow and Miranda Vander Leest.



2015 Financial Report

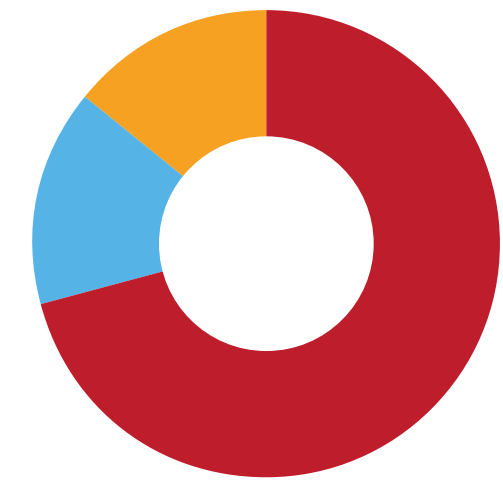
Statement of Financial Activity

| | FY15 Total | FY15 % Total | FY14 Total |
|-------------------------------------------|-------------------|-----------------|-------------------|
| Revenues | | | |
| State Support | 6,541,375 | 29% | 6,461,168 |
| In-Kind Support | 1,323,844 | 6% | 1,427,526 |
| Listeners | 8,253,294 | 37% | 8,638,659 |
| Corporate Support | 2,547,114 | 12% | 2,288,817 |
| Corporation for Public Broadcasting (Cpb) | 1,391,046 | 6% | 1,251,423 |
| Capital Contributions | 195,062 | 1% | 585,130 |
| Other | 2,050,278 | 9% | 2,387,455 |
| Total Revenue | 22,302,013 | 100% | 23,040,178 |
| Expenses | | | |
| Broadcasting and Programming | 14,350,176 | 71% | 17,522,429 |
| Administration | 3,036,098 | 15% | 3,386,561 |
| Fundraising | 2,754,832 | 14% | 2,453,562 |
| Total Expense | 20,141,106 | 100% | 23,362,552 |
| Increase In Net Assets | 2,160,907 | | 2,995,342 |



2015 Revenue

- 37% Listeners**
Member contributions including major gifts and bequests
- 29% State Support**
Money received from the State and University in the form of General Purpose Revenue (GPR)
- 12% Corporate Support**
Underwriting revenue
- 9% Other**
Investment income, public broadcasting carriage fees, merchandise and ticket sales, production fees and other miscellaneous revenue
- 6% In-Kind Support**
Primarily administrative and facilities support which are allocated costs incurred by the UW System on behalf of WPR
- 6% Corporation for Public Broadcasting (CPB)**
Community Service Grants (CSG) based on the amount of Non-federal Financial Support (NFFS) generated by WPR
- 1% Capital Contributions**
State Building Trust Funds, NTIA Grants and CPB HD Grants



2015 Expenses

- 71% Broadcasting and Programming**
Acquisition, production and transmission of programming as well as related promotional materials
- 15% Administration**
Management and administration including costs incurred by UW System on behalf of WPR
- 14% Fundraising**
Costs incurred in the solicitation of membership and underwriting revenue

Wisconsin Public Radio operates three statewide networks — the Ideas Network, NPR News & Classical Music and WPR HD Classical — that broadcast from 35 stations around the state. Each week more than 430,000 Wisconsinites tune in. Our website, wpr.org, hosted more than 2.5 million visits in 2015.

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.

You can also contact your local regional manager directly (see below):

Dean Kallenbach, Eau Claire Area Regional Manager
Dean.Kallenbach@wpr.org

Ellen Clark, Green Bay Area Regional Manager
Ellen.Clark@wpr.org

John Gaddo, La Crosse Area Regional Manager
John.Gaddo@wpr.org

Lisa Nalbandian, Milwaukee Area Regional Manager
Lisa.Nalbandian@wpr.org

John Munson, Superior Area Regional Manager
John.Munson@wpr.org

Rick Reyer, Wausau Area Regional Manager
Rick.Reyer@wpr.org

For the Madison Area and general questions, contact
Jeffrey Potter, WPR Marketing Director
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.



WISCONSIN
PUBLIC RADIO

All report photos by WPR unless noted otherwise.