



WISCONSIN  
PUBLIC RADIO

2016 Annual Report



## Looking Forward, Looking Back

As I reflect on all that Wisconsin Public Radio accomplished in 2016, we are in the midst of celebrating our centennial. And yet, as you'll see from this report, there is much to celebrate from our 99th year.

Last year we continued our commitment to the next generation of public radio reporters with three journalism fellowships. We launched a new events initiative to connect with communities across the state. And we went beyond broadcast with compelling digital-first projects in journalism and music.

We also paused to say "thank you" and "goodbye" to some friends. After 31 years, WPR ended its production of *Michael Feldman's Whad'ya Know?* with a sold-out show in Madison. We also paid our respects to Karl Schmidt, one of Wisconsin's most awarded broadcasters, who passed away at the age of 93 after more than 70 years on our airwaves.

We are incredibly proud of our past, but our teams are always looking for the next scoop, the next caller and the next great musician. WPR's past is a foundation, providing the values and lessons that guide us in our never-ending commitment to serving the people of Wisconsin today and tomorrow.

As always, thanks for listening and for inspiring all that we do.

Mike Crane  
WPR Director

## The Year at a Glance

1) Award-winning pianist Vijay Iyer stopped by to talk with WPR's Steve Paulson.

2) Aline Hazard (right), who hosted WPR's *Homemakers Program* from 1933 to 1965, was inducted into the Wisconsin Broadcasters Association Hall of Fame in June.

3) WPR held listener appreciation events in Green Bay, Milwaukee and Superior.

4) Pianist and NPR's *From the Top* Host Christopher O'Reilly (center) co-hosted the Final Forte classical music competition with WPR's Lori Skelton.

5) WPR and partners developed "Wisconsin Remembers," a traveling exhibit featuring a photo for each of the 1,161 Wisconsinites listed on the Vietnam Veterans Memorial in Washington, D.C.

*Find more details on page 6.*





Second Century  
News Fellow  
Ross Terrell  
and Assistant  
News Director  
Kyla Calvert-  
Mason in WPR's  
Milwaukee  
Studios.

## New Voices, New Programs

“For me WPR is the perfect balance of dialogue on issues and the ups and downs that comprise the human experience. WPR truly is in a league of its own.”

James,  
Mount Horeb

Meet Ross Terrell, just one of our three news fellows ensuring a future for the research-based journalism that is our lifeblood. Ross joined us in August after graduating from the University of Missouri and has spent the year covering southeast Wisconsin and working side-by-side with two accomplished journalists in our growing Milwaukee office — Reporter Chuck Quirnbach and Assistant News Director Kyla Calvert Mason, who joined us in February from *PBS NewsHour*.

WPR listeners weren't only served by hard news this year but by insight into the cultures of Wisconsin and the world. We brought new voices to our airwaves through the addition of programs like *Latino USA*, *Reveal* and *The Dinner Party Download*. Wisconsin Life's series on literacy shined a light on the challenges faced by the many Wisconsin adults who are learning to read and write. Our airwaves were filled with the sounds of music from around Wisconsin and around the world, with more than 90 hours of music each week.



WisContext.org  
Managing Editor  
Kristian Knutsen  
(center) with  
Associate Editors  
Scott Gordon  
and Samantha  
Nash

## On-Air, Online, Everywhere

We built on our commitment to journalism this year by launching a new, digital-first collaborative website, WisContext.org. The news and information site draws on skilled reporters at Wisconsin Public Radio and Wisconsin Public Television, along with the experts at the University of Wisconsin's Cooperative Extension, to explore issues that affect everyone in Wisconsin — like agriculture, health, technology and the environment. The site has already earned an award from the Wisconsin Broadcasters Association for its ongoing reporting on the impact of El Niño in Wisconsin.

During the fall election, we also launched the *WPR Politics Podcast* to help listeners gain perspective on state politics with our two Capitol reporters, Shawn Johnson and Laurel White. Our on-air and online summer music series, Set List, enjoyed another successful season featuring original music from Wisconsin and Midwestern artists — everything from country blues to rap. *To the Best of Our Knowledge* climbed back into iTunes' podcast charts with a timely show about mosquitoes and Zika. And with our new daily email newsletters, listeners can now get the top morning and afternoon headlines delivered straight to their inboxes.

“I love your apps and discovering new podcasts and music. I grow through WPR culturally, academically, politically and emotionally.”

Angie, Oshkosh



Joy Cardin  
interviews  
Wausau's Darryl  
Mayfield (left)  
and Kevin  
Hermening  
during our  
Wisconsin Vote  
on the Road tour

## Community Connections Across the State

“Thank you for providing balanced coverage and keeping us involved and, more importantly, knowledgeable.”

Sarah, Cato

In an important election year, WPR was there to provide listeners the resources to make informed decisions on their own. In our first-ever Wisconsin Vote on the Road tour, reporters from WPR and Wisconsin Public Television traveled the state on a three-week, three-city tour. Voters in Wausau, La Crosse and Green Bay got to “meet the media,” participate in Q&A sessions, and see live broadcasts of *The Joy Cardin Show* and WPT’s *Here and Now*.

At listener appreciation events in Milwaukee, Madison and Green Bay, listeners enjoyed food and music and met their favorite hosts. We said goodbye to 31 years of *Michael Feldman’s Whad’Ya Know?* with a final live broadcast to a sold-out crowd in Madison. We expanded our service to rural Wisconsin with new transmitters in Marshfield and Stevens Point. And after years of working with the Wisconsin Veterans Museum, Wisconsin Public Television, the Wisconsin Newspapers Association and volunteers around the state, we tracked down a photo for every Wisconsin veteran on the Vietnam Veterans Memorial Wall in Washington, D.C. and unveiled a traveling public display of all 1,161 photos.

# 2016 Financial Report

## 2016 Revenue



**41% Listeners** *Member contributions, including major gifts and bequests*

**26% State Support** *Money received from the state and university in the form of General Purpose Revenue (GPR)*

**13% Business Support** *Underwriting revenue*

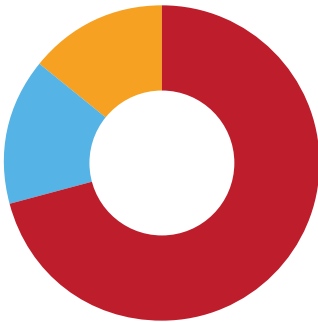
**6% In-Kind Support** *Primarily administrative and facilities support, which are allocated costs incurred by the UW System on behalf of WPR*

**6% Corporation for Public Broadcasting (CPB)** *Community Service Grants (CSG) based on the amount of Non-federal Financial Support (NFFS) generated by WPR*

**5% Other** *Investment income, public broadcasting carriage fees, merchandise & ticket sales, production fees and other miscellaneous revenue*

**2% Capital Contributions** *State Building Trust Funds, NTIA Grants and CPB HD Grants*

## 2016 Expenses



**69% Broadcasting and Programming** *Acquisition, production and transmission of programming, as well as related promotional materials*

**16% Administration** *Management and administration, including costs incurred by UW System on behalf of WPR*

**15% Fundraising** *Costs incurred in the solicitation of membership and underwriting revenue*

| Revenues              | FY16 Total        | FY16% Total | FY15 Total        |
|-----------------------|-------------------|-------------|-------------------|
| State Support         | 5,711,016         | 26%         | 6,541,375         |
| In-Kind Support       | 1,304,092         | 6%          | 1,323,844         |
| Listeners             | 8,828,818         | 41%         | 8,253,294         |
| Corporate Support     | 2,933,291         | 13%         | 2,547,114         |
| CPB                   | 1,410,161         | 6%          | 1,391,046         |
| Capital Contributions | 408,833           | 2%          | 195,062           |
| Other                 | 1,242,153         | 5%          | 2,050,278         |
| <b>Total Revenue</b>  | <b>21,838,364</b> | <b>99%</b>  | <b>22,302,013</b> |

| Expenses                     | FY16 Total        | FY16% Total | FY15 Total        |
|------------------------------|-------------------|-------------|-------------------|
| Broadcasting and Programming | 12,607,178        | 69%         | 14,350,176        |
| Administration               | 3,100,210         | 16%         | 3,036,098         |
| Fundraising                  | 2,830,556         | 15%         | 2,754,832         |
| <b>Total Expense</b>         | <b>18,537,944</b> | <b>100%</b> | <b>20,141,106</b> |

|                               |                  |                  |
|-------------------------------|------------------|------------------|
| <b>Increase In Net Assets</b> | <b>3,300,420</b> | <b>2,160,907</b> |
|-------------------------------|------------------|------------------|



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

Please reach out if you have questions about WPR programs and activities in your community.

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