

# WISCONSIN PUBLIC RADIO

# 2002

## ANNUAL REPORT

*new and interesting opportunities...*



# OUR VISION

To provide the highest quality cultural and informational programming, which will reach the greatest number of listeners, in ways that make an important difference in their lives.

# OUR MISSION

To realize the Wisconsin Idea by producing, acquiring and delivering high-quality audio programming that serves the public's need to discuss ideas and opinions, and provides cultural enrichment, intellectual stimulation and intelligent, enlightening entertainment.



Wisconsin Public Radio is a service of the Wisconsin Educational Communications Board and University of Wisconsin-Extension. ECB and UWEX are EEO/Affirmative Action employers providing equal opportunities in employment and programming, including Title IX and ADA requirements.

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## FROM THE **DIRECTOR**

As we move into 2003 and beyond, Wisconsin Public Radio is facing new and interesting opportunities...and some new and intriguing challenges.

Your support of our talk, music, news, and national programming has helped make Wisconsin Public Radio one of the strongest public radio systems in the country. Our 27 stations reach into communities throughout Wisconsin, and into neighboring states.

Because of the popularity of programs produced by Wisconsin Public Radio — and those of National Public Radio and Public Radio International — listenership is up again. More than 381,000 people listen to Wisconsin Public Radio each week. In Fiscal Year '02, which ended on June 30, 2002, Wisconsin Public Radio raised over \$4.2 million dollars from individual members and nearly \$1.25 million from corporate sponsors.

While those are impressive totals, we will have to raise even more private funds in the future because of the state budget situation. Before the end of our fiscal year in June, we have to cut approximately \$70,000 from our budget. Next fiscal year (July '03 – June '04), Wisconsin Public Radio faces additional cuts of approximately \$250,000. And we will have to contend with another \$120,000 in cost increases.

It's a large budget gap to fill, and it comes at a time when the economy is shaky at best. We are going to try to take the Fiscal Year '03 and Fiscal Year '04 state budget cuts in areas that won't hurt programming. However, if the state budget cuts end up being deeper, our options will become severely limited.

In the near future we will begin converting to digital radio broadcasting, which you will come to know as High Definition-Radio, or HD-Radio. The cost to convert our 27 transmitters to HD-Radio will be in the neighborhood of \$5 million. The audio quality of HD-Radio is superb, and because we can also send you data and text, it will greatly enhance your listening experience. Wisconsin Public Radio has been preparing for the HD-Radio transition for years by converting our production and distribution chain to digital equipment. Now we are gearing up for the HD-Radio transmitter conversion, which will take several years to complete.

While Wisconsin Public Radio will face many challenges in the future, I am optimistic that the network will be able to continue the high quality programming that you have come to know and expect.

The Wisconsin Public Radio staff, the Educational Communications Board, the University of Wisconsin-Extension, the Wisconsin Public Radio Association, and our listeners had much to celebrate in 2002. I hope you will take time to read through this important publication to learn about the activities, successes, and innovations of your Wisconsin Public Radio service.

I hope you enjoy your 2002 Annual Report.

— Greg Schnirring, Director of Radio



We thank you, the supporters of Wisconsin Public Radio, who play an increasingly vital role in the financial stability of this enterprise. The commitment from members of the Wisconsin Public Radio Association exceeded \$4.2 million in 2002. That income is the underpinning of our programming and services.

Clearly, the programs on Wisconsin Public Radio have enriched your life in numerous ways. The news reports connected you to our communities and to the nation. The call-in programs offered you a statewide forum for exchanging ideas. The music provided comfort during times of contemplation.

Individually, you have contributed in amounts ranging from \$5 to thousands of dollars. We strive to ensure that the sound of our on-air membership drives, sprinkled throughout the year, is as compelling as the programming you love. We encourage you to increase your level of giving when you are able to do so and when you recognize the value that Wisconsin Public Radio brings to your life.

We are also proud to have benefited from \$1.25 million in support we received from corporate sponsors. Corporate sponsors get involved because they have an affinity with Wisconsin Public Radio programming and they respect listeners' perspectives on the world.

Initiatives by the development staff included: concentration on relationships with all donors; attentiveness to major donors; and continued coordination of membership, major donors, planned giving, corporate sponsorship, events, and community relations. The development staff members and volunteers are pleased to serve listeners, supporters, and corporate sponsors.

We thank you for your commitment to Wisconsin Public Radio.

— Wendy Wink, Associate Director

*The Wisconsin Public Radio membership development staff includes full-timers, part-timers, and volunteers: (front row, left to right) Scott Jennings, Kathy Beringer, Mary Kay Sherer, Julie Steel, Alice Miller, and Chris Wilbur; (back row) Ellen Clark, Laura Dettinger, Wendy Wink, Cynthia Adams, and Jeanne Engle.*



## IDEAS NETWORK PROGRAMS

# INFORM, INVOLVE LISTENERS

Helping you make informed decisions at the polls is an important part of Wisconsin Public Radio's mission.

So the Ideas Network continued a long-standing tradition in 2002 by inviting every ballot-status candidate running for statewide office to participate in at least one call-in program. Most of the candidates running for Governor, Lt. Governor, Attorney General, Secretary of State, State Treasurer, and Congress agreed to answer questions posed by hosts Tom Clark and Kathleen Dunn, and take calls from listeners. In addition to the candidate forums, the Ideas Network provided hours of campaign and issue analysis. We broadcast six debates among the candidates running for Governor, and helped organize two of the Gubernatorial debates with our "We the People" media partners.

Besides hearing all the political coverage on our state call-in programs, Ideas Network listeners also enjoyed two new national talk shows that started in July 2002. Current-issue programs *The Connection* and *On Point* were added to the schedule, in part to cover the partial leave of absence of Jean Feraca. Jean reduced her hours so she would have time to write a book about her experience as a radio host.

In 2002 we celebrated the 75th anniversary of the beloved program *Chapter A Day*. To mark the occasion *Chapter A Day* readers Jim Fleming, Karl Schmidt, and Norman Gilliland toured the state performing "The Feuding Founders," a dramatization of the letters exchanged between John Adams and Thomas Jefferson. The three delighted crowds across Wisconsin, including a gig under Bayfield's Big Top Chautauqua.

*Joy Cardin*

— Joy Cardin, Ideas Network Director

*The Wisconsin Public Radio talk-show staff in Madison: (left to right) Carmen Jackson, Rob Ferret, Joy Cardin, Larry Meiller, Jean Feraca, Tom Clark, Robin Reid, Jonathan Overby, and Sheryl Gasser.*



# MUSIC HITS A NETWORK HIGH NOTE

Anders Yocom joined the music staff as a part-time announcer this year. He made a positive impact on our on-air sound and on our programming with his knowledge and enthusiasm for classical music. He created a new focus for our Saturday afternoons with ***Saturday Afternoon Music Events*** during which he presents longer, perhaps neglected, works and thematic programs with a single composer, genre, or performer. It makes for a pleasant Saturday afternoon of classical music. Listeners responded enthusiastically during the October membership drive.

The “CD of the Week” features continued to capture the interest of listeners as our staff took turns making recommendations from their own favorites. A list of the year’s choices was made available during the membership drive. It provided listeners with a breadth of musical ideas to supplement their personal CD collections.

The Peninsula Music Festival celebrated its 50th anniversary last summer. Wisconsin Public Radio joined the celebration by presenting a live broadcast of one of the final concerts at the Door Community Auditorium in Fish Creek. Victor Yampolsky conducted the Peninsula Festival Orchestra (with musicians from around the world). The concert included music by Respighi and Shostakovich, and

James Ehnes soloing in the Tchaikovsky Violin Concerto. Lori Skelton was the host, Caryl Wheeler was the technical director, and Minnesota Public Radio helped us distribute the concert around the state. During the intermission, listeners heard from some of the people important in the festival’s half-century history. We had the privilege of re-broadcasting the entire event during the October membership drive.

***Sunday Afternoon Live from the Elvehjem*** continued attracting performers — and audiences — from around Wisconsin to our chamber concerts at the Elvehjem Museum of Art in Madison. And the classical concerts we recorded around the state continued to provide a connection to Wisconsin communities and concert halls while offering fine music to a broader audience.

In 2002 we continued our association with the Wisconsin School Music Association. We presented four high school honors concerts on Thanksgiving Day, and 10-minute “Drop Everything and Listen” segments every Wednesday morning. It’s a collaboration we hope will nurture future generations of Wisconsin Public Radio listeners.

*Vicki Nonn*

— Vicki Nonn, Music Director

*The Wisconsin Public Radio music staff: (seated, left to right) Judy Rose, Anders Yocom, and Lori Skelton; (standing) Ruthanne Bessman, Caryl Wheeler, Catherine Brand, Jim Fleming, Vicki Nonn, Norman Gilliland, Dennis Ryan, and Sile Shigley.*



**MORE GOOD NEWS  
FROM WISCONSIN  
PUBLIC RADIO NEWS**

Wisconsin Public Radio was honored with more awards from journalism organizations in 2002. They included three merit awards from the Wisconsin Broadcasters Association and two awards from the Associated Press of Wisconsin.

A series of reports on the impact of the September terrorist attacks was named the best entry in the continuing coverage category. The Milwaukee Press Club awarded Wisconsin Public Radio a first-place in spot news for coverage of the tornado devastation in the small Wisconsin community of Siren. A three-part series on the dangers of mercury was awarded first place for a story contributing to the community's welfare. The organization also gave Wisconsin Public Radio three honorable mentions.

The multi-state Northwest Broadcast News Association also honored Wisconsin Public Radio reporting with a first place in the writing for radio category. Wisconsin Public Radio also received a merit award in the newscast category. Wisconsin Public Radio news received two Golden Gavel Awards from the State Bar of Wisconsin, and other special awards from the Wisconsin Chapter of Trout Unlimited and the Midwest Renewable Energy Association.

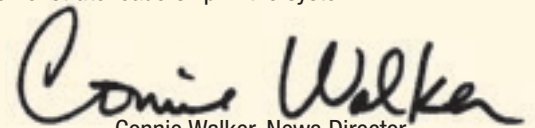
Preserving Wisconsin's history was the focus of a series that aired once a week from May through early July. The series focused on endangered historic sites in Wisconsin. We also produced a series on suicide prevention and awareness. That series aired in late August.

Wisconsin Public Radio fall election coverage kicked off with feature stories about the gubernatorial candidates in May and June. Our coverage also included a series leading up to the September primary and the November general election on statewide, congressional and key legislative races.

Check out the news pages on our Web site ([www.wpr.org](http://www.wpr.org)). Assistant news director Melba Lara has done a great job of enhancing the content. Each of our special series now has pages, with audio and links. She is also posting headlines and audio of some of our daily reports. They get several thousand hits every month.

We celebrated the retirement of state government reporter John Powell in grand style with several parties in July, including a reception at the state capitol. In mid-August, we welcomed Frederica Freyberg as our new state government reporter. Frederica is a Madison native so she is well-versed in state politics.

I was elected president of Public Radio News Directors Incorporated at the group's annual August conference in Washington, D.C. This is a great opportunity for Wisconsin Public Radio to demonstrate leadership in the system.

  
— Connie Walker, News Director



## ENGINEERING STAFF KEEPS BUILDING

Wisconsin Public Radio engineers completed several transmitter and production upgrades in 2002. WVSS/Menomonie and WRFW/River Falls were refurbished with new transmitters and antennas.

WVSS even moved to a new tower and doubled its previous coverage area. We installed a new NPR satellite dish on top of Vilas Hall in Madison. We installed digital recording equipment in the Green Bay bureau and, at the end of November, moved the entire Milwaukee Bureau from the 16th floor to the 23rd floor of the Milwaukee Center!

We began the complex process to replace the antenna and transmitter for WLSU/La Crosse, and we started installing new studio equipment in three on-air studios in Madison.

Even while tackling these large projects, my technical staff — John Wittenmeier and Bob Stout — continued to perform daily maintenance and improvements to all the production studios in Madison and at several of the regional bureaus.

We continued to add new features and new content to the Wisconsin Public Radio Web site. Early in 2002 we began adding audio archived content: we now archive 40% of all WPR-produced programs on our site. We created a Web-based folk music calendar so listeners can easily find information on folk festivals and featured performers on **Simply Folk**. Finally, listeners in Wisconsin (and all over the world) continued to listen to Wisconsin Public Radio in increasing numbers through our Webcasting system. During our call-in shows, it's no longer unusual to receive calls from San Francisco or Washington, DC. We receive pledges of support from France and New Zealand and e-mail comments and requests from listeners in Japan and Russia. Our community has grown even beyond the borders of the University or the state to include the entire planet.

— Allen Rieland, Director of Engineering, Webmaster

*Wisconsin Public Radio's engineers are always up to something. Here they install a new satellite dish on the roof of Vilas Hall in Madison.*





How did listeners support us in 2002? Let me count the ways!

When we went on the air and asked for contributions during the three pledge-drives, listeners came through with flying colors! Since I became the on-air fundraising manager nearly three years ago, listener support has steadily increased.

During the course of an on-air membership drive, it's always gratifying to hear from listeners — what they like about Wisconsin Public Radio and what we can do to improve. We had fun, too. Who can forget the lighted ice scraper? It was definitely one of our brighter moments during the Fall 2002 drive.

We also heard from members who donned their Wisconsin Public Radio denim shirts and carried their tote bags to all corners of the Earth. We're pleased that they are proud to give not only their financial support, but their sartorial support as well.

When we ask for volunteers, listeners never let us down! From the many hours spent planning and executing the radio auction at the Eau Claire bureau, to the hours on the phone taking pledges in Milwaukee and Madison, to the time spent being ambassadors of Wisconsin Public Radio at community events, listeners' time commitments are invaluable.

Listener support, whether in the form of time or money, is essential to Wisconsin Public Radio and we thank you all for your continuing generosity.

— Jeanne Engle, On-Air Fundraising Manager

*During our on-air pledge drives, volunteers gathered in Vilas Hall to help make the fundraisers successful.*



## AUDIENCE SERVICES HAS THE ANSWERS

2002 was a year of change for Listener Services. We merged with Wisconsin Public Television's Viewer Services in Madison to become Audience Services, with the goal to combine resources to better serve our listeners.

Our department answers programming and other station-related questions from across the state — and across the country for the national radio programs. Listeners contact us by phone, e-mail and letter. Audience Services is also the customer service center for the Radio Store (which sells cassette copies of the radio programs that we produce here in Wisconsin) and the Audio Store (which sells learning materials related to our programs).

We work hard to stay up-to-date on all the latest information about our programming and other key factors that affect our stations.

It isn't a quiet office. We answer an average of 48 phone calls per hour — that's 381 calls per day, or 7,620 calls per month. And we answer about 70 e-mails every day, or 1400 a month. All in all, we are a busy group, but we are always happy to hear from our listeners.

Questions, comments, concerns? Call Audience Services: 800-747-7444.

— Sarah Witter, Manager of Audience Services

*The Wisconsin Public Radio Audience Services staff: (left to right) Katie Harbath, Bonniejean Hutchison, Deborah Girard, Ann Collins, Sarah Witter, and Erin Pandya. Not present in the photo but very much a part of the group are Bob Lenz and Jennie Blodau.*



## BUREAU

## SCORES AGAIN

It was an exciting year in the Superior bureau of Wisconsin Public Radio.

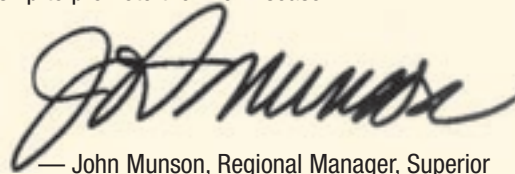
KUWS-FM, our Ideas Network station, continued to cover UW-Superior Men's Hockey. In March, the team captured its first-ever NCAA Division III National Championship, defeating Norwich University in overtime 3-2. Interest among fans and parents across the United States and Canada caused the KUWS Web server to completely fill-up two hours before the game. The broadcast was a great opportunity to promote Ideas Network programming to a new audience.

Much of the rest of the year was focused on community projects. Our bureau staff was very much involved in the first Lake Superior Dragon Boat Festival in August and the annual Bayfield Applefest in October.

I helped with publicity for the Dragon Boat event. More than 5,000 spectators were on hand. Festival programs carried the Wisconsin Public Radio logo on the covers. I also wrote and narrated a video presentation about the festival.

During the holiday season, bureau staff helped raise awareness for the Salvation Army, volunteering to ring bells, and providing coverage of the Army's efforts to keep its food shelf up and running. UW-Superior students who work in the bureau office spent two entire days as bell-ringers.

2002 also saw the emergence of two new underwriting partnerships. Wisconsin Public Radio was happy to welcome the Bayfield Chamber of Commerce into the group of businesses and organizations that find our radio network a good fit for their marketing efforts. A second group, also from the Bayfield area, made up of a consortium of bed and breakfasts, put together a group sponsorship to promote their "off" season.



— John Munson, Regional Manager, Superior

*The UW-Superior Yellowjackets captured the Division III National Hockey Championship in March. KUWS-FM covered the games and the celebrations.*



GET NEW  
PROGRAMS

In 2002 listeners in western Wisconsin began hearing more programming created specifically for our region.

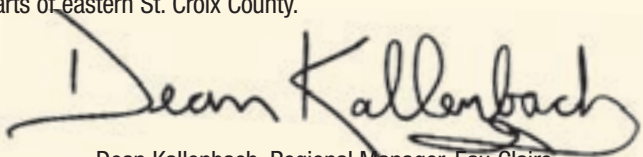
Award-winning reporter Mary Jo Wagner created a new call-in program that airs Monday and Tuesday from 5:00-6:00 p.m. on IDEAS 88.3 WHWC. **The West Side** is an issues-based call-in program that delves into topics that impact western Wisconsin. Listeners now hear from the area's lawmakers, local government officials, and people from all walks of life. Political scientist Mort Sirpress and journalist Henry Lippold (a 2002 inductee into the Wisconsin Broadcasters Hall of Fame), both retired UW-Eau Claire professors, bring a wealth of experience and resources as volunteer producers.

Throughout 2002 **The West Side** featured timely topics on legislative activities, racial diversity, school truancy, landfill problems, the decline of farming, and the development of ethanol plants.

Meanwhile, two established regional programs moved to the 5:00 p.m. slot, completing the regional programming schedule. **Mental Health Today** with Dr. Minette Ponick moved to 5:00 p.m. on Wednesdays. **Spectrum West**, hosted by Jack Beaver and Kathy Stahl, moved to 5:00 p.m. on Thursdays.

Spreading the benefits of quality programming relies on the strength of our transmitter signals. For years 90.7 WVSS-FM, our NPR News & Classical Music station in Menomonie, broadcast from the UW-Stout Communications Center. After the university decided to raze the Communications Center, our engineers determined that the aging transmitter and antenna would not survive a move. As a result, we made plans to move the station to the best possible location.

The station now operates from a tower about seven miles west of Menomonie. A crew from St. Paul Tower installed the station's antenna in mid-August. Then chief engineer Steve Bauder and fellow Wisconsin Public Radio engineers Ken Dicks and Mike Mueller installed the transmitter. On August 23, the engineers powered up the transmitter and signal testing began. The station went to full power on September 27. The expanded signal now reaches all of Dunn County and parts of eastern St. Croix County.

  
— Dean Kallenbach, Regional Manager, Eau Claire

Mary Jo Wagner moderated a gubernatorial debate in Eau Claire on October 16. Candidates were (left to right) Jim Doyle, Scott McCallum, Ed Thompson, and Jim Young.



# THE HIGHS AND LOWS

# OF 2002 IN LA CROSSE

How do I capture the essence of 2002?

Do I write about the tower improvement project for WLSU? Or the 20+ volunteers who worked in the Coulee Region bureau? Or the torrent of phone calls when WHLA spent part of the summer at low power? Or the thrill of seeing a radio transmitter after it's been struck by lightning? Or the 15+ UW-La Crosse students on our announcing staff? Or the glamorous job of sweeping snow out of the satellite dish?

Or the election season that saw gubernatorial candidates wandering our halls? Or the rash of fire alarms that forced the bureau staff to spend a good share of the summer waiting outside for the fire department to "clear" the building? Or the jazz library database we started building — currently at 20,000 entries and counting? Or learning to update the regional Web page?

Or our local news department? Or the excitement of submitting the annual report to the Corporation for Public Broadcasting? Or our participation in the regional Amber Alert program? Or the **Chapter A Day** tour? Or the visit from Dr. Zorba Paster? Or the steamboat cruise aboard the Julia Belle Swain? Or collaborating with the La Crosse Symphony Orchestra, Great River Folk Fest, and La Crosse Area Jazz Society? Or our support from UW-La Crosse? Or our partnerships with UW-Extension and the Educational Communications Board? Or our Community Advisory Board?

Or...I think you get the idea.

It takes a lot of work to keep this place going. Thanks to everyone who keeps us on the air and thanks to you for listening and supporting the Coulee Region Bureau of Wisconsin Public Radio.

— Gene Purcell, Regional Manager, LaCrosse

*Wisconsin Public Radio listeners and staff members enjoyed a Mississippi cruise aboard LaCrosse's "Julia Belle Swain."*



PARADE OF LISTENERS MEET PERSONALITIES

2002 was an eventful year in central Wisconsin. The first quarter started with a major event featuring Zorba Paster, Tom Clark, and a production of **Zorba Paster on Your Health**. The event coincided with our annual regional listeners' dinner where we inducted Richard Abig into the Central Wisconsin Volunteer Hall of Fame.

From Stevens Point to Marshfield to Wisconsin Rapids to Wausau, our volunteers were actively involved in our region's spring and summer arts festivals and performing arts events.

Karl Schmidt, Jim Fleming, and Norman Gilliland brought "The Feuding Founders" to Wisconsin Rapids in September to celebrate 75 years of **Chapter A Day**. Our regional volunteers hosted a post-performance reception complete with a delicious anniversary cake.

Our regional staff got to show off central Wisconsin hospitality as we hosted the October Wisconsin Public Radio Association board of directors meeting in Wausau, which included tours of the Rib Mountain transmitter site and Wausau studio.

The last major event of the year brought national fame to the region as we hosted a national broadcast of **Michael Feldman's Whad'Ya Know?** on November 9 at Wausau's Grand Theater.

It is important to recognize that each of these events has one common denominator: volunteers. Our regional corps of volunteers made these events a success. Each quarter, the central Wisconsin chapter of the Wisconsin Public Radio Association meets for fellowship, event planning, and discussion of ideas on regional promotion. We are truly fortunate and grateful for their cheerful support.

I could not close without thanking our regional staff — Jane Ritger and Al Stevens — for their professionalism and commitment to Wisconsin Public Radio's mission. It would be extremely difficult to maintain our level of service without them.



— Rick Reyer, Regional Manager, Wausau

*Dr. Zorba Paster (left) and Tom Clark visited Wausau to meet listeners and create a special edition of **Zorba Paster On Your Health**.*

**REACHING  
OUT**



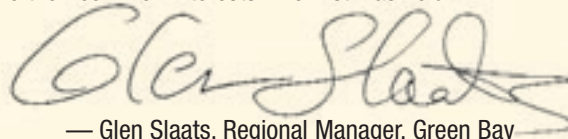
**TO THE  
COMMUNITY**

We know that public radio listeners have a great appreciation for books and are likely to list reading as one of their favorite leisure activities. With that in mind, support for the literary arts became more of a focus for the northeastern Wisconsin regional office in 2002. While the presentation of “The Feuding Founders” was the highlight of the year, the regional office had other opportunities to join in the celebration of the written word.

In 2002 the annual Artstreet event in downtown Green Bay featured a literary garden. Wisconsin Public Radio, a major sponsor of Artstreet, took the lead in bringing the garden to full bloom. The highlight of the two-day event was a reading by Wisconsin Poet Laureate Ellen Kort. Regional authors also read books ranging from bilingual children’s literature, to regional writings, to the classics. Joining the Wisconsin Public Radio effort was The Reader’s Loft, Raven Tree Press, and the Northeastern Wisconsin Arts Council.

Door County residents welcomed Jim Fleming, Norman Gilliland, and Karl Schmidt to the Third Avenue Playhouse in Sturgeon Bay when “The Feuding Founders” statewide tour made its way to northeast Wisconsin on September 20. Jim and Norman joined guests at the Door County Maritime Museum for a post-performance reception, and had the opportunity to engage in a number of conversations with guests about “The Feuding Founders” production and *Chapter A Day*.

The northeastern regional staff was also instrumental in helping the Wisconsin Assembly for Local Artists and the Wisconsin Arts Endowment begin a series of regional arts summits. The focus of the summits is to bring community leaders and representatives of the arts community together to share their common interests. The first was held in Green Bay in late-November.



— Glen Slaats, Regional Manager, Green Bay

*Door County listeners enjoyed “The Feuding Founders” presentation in September to help celebrate the 75th anniversary of **Chapter A Day**.*



MOVES UP  
IN THE

## MILWAUKEE BUREAU WORLD

The Milwaukee regional office and studios are now located on the 23rd floor of the Milwaukee Center building. A major tenant in the Milwaukee Center needed more space, forcing smaller businesses on the 16th floor to move elsewhere. In October and November engineer Marv Nonn designed the new facilities for WHAD-FM's Studio A, Studio B, and the on-air production booth, and worked closely with the project architects, the general contractor, and the subcontractors. With studio construction completed, we made our move during the weekend of November 22. Engineers John Wittenmeier, Allen Rieland, and Dave Schank worked long hours over the weekend to move all the broadcast equipment from the 16th floor to the 23rd floor and do all the wiring. They got us on the air from the new studios on Tuesday, November 26.

Construction of the new WHAD-FM transmission facility on Lapham Peak in Delafield was completed in December 2002. Engineers from the Educational Communications Board conducted tests for several weeks and the new facility went to full power in January 2003.

WHAD-FM continued its relationship with area arts organizations. We welcomed events at Alverno College, the Pabst Theater, UW-Milwaukee, UW-Whitewater, the Waukesha Civic Theater, the Marcus Center for the Performing Arts, the Broadway Theater Center, the Schauer Art Center in Hartford, the Cedarburg Cultural Center, and other venues. Milwaukee's International Arts Festival returned in February and March: WHAD again participated as a welcoming media sponsor.

— Bill Estes, Regional Manager, Milwaukee

*The on-air staff in the new studios at IDEAS 90.7 WHAD: (left to right) Ben Merens, Damien Jaques, Kathleen Dunn, Chuck Quirnbach, and Dave Berkman.*





# Whad'Ya Know? TRAVELS FAR AND WIDE

From the plains of Colorado to the northwoods of Wisconsin, **Michael Feldman's Whad'Ya Know?** continued to entertain nearly 1.5 million listeners each week (more than 300 stations now broadcast the program).

When in Madison, the cast and crew enjoyed another year broadcasting from the Monona Terrace Community and Convention Center. The show continued to fill the 300-seat hall, where audience members were treated to wonderful guests including musicians Robbie Fulks and Bela Fleck; authors Michael Perry, Thisbe Nissen, Erin Ergenbright, Calvin Trillin, Mike Magnuson, and Anne Lamott; and a variety of amusing Feldman "Hotline Call-In" segments about school field trips and six degrees of separation.

Michael and the gang took to the road again in 2002, visiting points east (Youngstown, Ohio), west (Greeley, Colorado, and Sioux Falls, South Dakota), south (Columbia, Missouri; Lawrence, Kansas; Springfield, Illinois; and Chicago), and north (Wausau).

The first "Whad'Ya Know? House Party" took place in Shawnee, Kansas, at the home of Clif Hall and Carla Hanson. The Hall/Hanson mansion held Michael, the cast and crew, and about 200 friends and relatives of the host and hostess. Hall and Hanson won the honor of hosting the House Party after beating out 60+ contestants from Maine to California.

In 2002 Todd Witter came aboard as the **Whad'Ya Know?** producer. Between shows Michael had the opportunity to speak at Voices for Illinois Children's 12th Annual Dinner and at UW-Baraboo/Sauk County, and he wrote an Op-Ed piece on Wisconsin politics for the "New York Times." **Michael Feldman's Whad'Ya Know?** was included in a Drum and Bugle Corps video and on the syndicated television program "Discover Wisconsin."

*Judith Heise Kovalic*  
— Judith Heise Kovalic, Marketing Director

Above: Michael Feldman (left) and Jim Packard on the road in Sioux Falls, South Dakota.

## Calling All Pets

# SETS RECORDS



Photo by Jeff Miller, University Communications

Even dog's best friend has a fault or two, so it's no wonder animal lovers flocked to the radio this year to get great information and down-to-earth advice from ***Calling All Pets***.

Each week on ***Calling All Pets***, zoologist Patricia McConnell and host Larry Meiller kick back with callers from around the country for a lively hour of talk about animals and their antics. Listeners get practical advice about behavior problems big and small, and learn how to use positive reinforcement to bring out the best in their pets.

And it's clearly information public radio listeners yearn to hear. In the Spring '02 Arbitron survey, both the Saturday morning broadcast and the afternoon repeat set records, posting their highest audience levels of the past three spring surveys.

It was a banner year in other ways, too. In June Trisha's new book, *The Other End of The Leash*, was published by Ballantine Books. The book received rave reviews, and Trisha embarked on a whirlwind book tour that included book-signings and media appearances around the country. During the fall pledge-drive, Trisha's book was featured as a listener thank-you gift.

This year listeners had the opportunity to get together with Trisha and her critters for a down-home picnic at her farm near Black Earth. Trisha's border collies paraded banners welcoming guests, who later watched the dogs strut their stuff in a sheep herding demonstration. After enjoying good company and a hearty meal, guests gathered for a bonfire on a hill overlooking the farm. The event was such a success, Trisha plans to make it an annual spring donor appreciation event.

A handwritten signature in black ink, which appears to read "Monika Petkus".

— Monika Petkus, National Director and Executive Producer

*Above: Trisha McConnell and friend.*



# ZORBA HAS ANOTHER HEALTHY YEAR

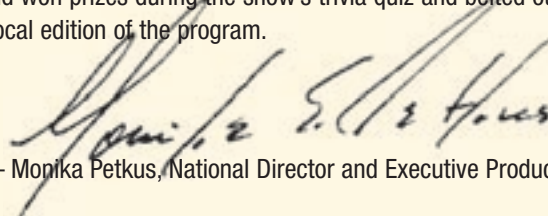
Laughter's the best medicine, and in 2002 ***Zorba Paster On Your Health*** delivered a healthy dose to devoted listeners nationwide.

From the blustery wilds of Alaska to the palm-studded beaches of the Florida coast, listeners joined family doc Zorba Paster and host Tom Clark as they talked with callers about healthy living.

In Wisconsin, ***Zorba Paster On Your Health*** served more listeners than ever. Spring '02 surveys indicate the audience for both morning and afternoon broadcasts were soaring, with audience for the Saturday afternoon repeat nearly doubling.

The show also continued to enjoy strong listener response nationally. The latest data shows its national audience increased 18%. Zorba was a featured speaker in Milwaukee, Madison, Sauk City, Green Bay, Fox Point, La Crosse, and Three Lakes. Zorba also was a keynote speaker at national wellness conferences, including the annual Mountain Wellness Festival in Sun Valley, Idaho, and National Wellness Conference in Stevens Point.

This year marked the first time that ***Zorba Paster On Your Health*** went on the road here in Wisconsin. In March, a studio audience at the Westwood Center in Wausau matched wits and won prizes during the show's trivia quiz and belted out questions for a special, local edition of the program.



— Monika Petkus, National Director and Executive Producer

Above: (left to right) Dr. Zorba Paster and Tom Clark



# TO THE BEST OF OUR KNOWLEDGE

The year 2002 started with a bang for *To the Best of Our Knowledge*. Our Salt Lake City affiliate, KCPW, invited us to do a live show during the Winter Olympics. So Jim Fleming, Doug Gordon, and I made a whirlwind trip to Utah.

After an excursion into the mountains to see the Biathlon, we donned our Olympic vests and went on stage before an audience of several hundred people. With a jazz band playing between breaks, we interviewed an assortment of people on everything from the luge to Olympic drug scandals.

Back in Wisconsin, *To the Best of Our Knowledge* hired a new staff member. In addition to his work as a producer, Charles Monroe-Kane is spearheading our national marketing campaign. Our goal is to boost station carriage around the country. We updated our marketing materials and redesigned our Web site (incorporating our new visual icon, "Lightbulb-Head Guy").

Longtime listeners are familiar with our thoughtful and provocative interviews. In the last year we added quirky stories, music, comedy sketches, audio from film clips, performance elements, and personal essays. A good example of this richly textured sound was our four-part music series that covered topics ranging from roots music to fan culture.

Our eclectic guests included Cape Breton master fiddler Natalie MacMaster; Woody Guthrie's daughter Nora; Chinese opera singer Hao Jiang Tian; country music historian Bill Malone; 83-year-old rock critic Jane Scott; and Bishop King, founder of the Church of St. John Coltrane.

*Steve Paulson*

— Steve Paulson, Executive Producer

*The staff of To The Best Of Our Knowledge: (seated, left to right) Marv Nonn and Veronica Rueckert; (standing) Steve Paulson, Anne Strainchamps, Jim Fleming, Charles Monroe-Kane, and Doug Gordon. Not in the photo but very much a part of the production team is Mary Lou Finnegan.*

## WISCONSIN PUBLIC RADIO ASSOCIATION



BOARD  
PRESIDENT

# LOOKS BACK

My tenure as president of the Wisconsin Public Radio Association's board of directors ended in October 2002. My five-years were marked by the retirement of Jack Mitchell as the director of radio, the hiring of two new directors, an attempt at reorganizing public radio and television, and the growing awareness that our members can exert significant influence in the state legislature on behalf of Wisconsin Public Radio.

Several years ago, then-Governor Tommy Thompson's proposed the creation of a new Board of Public Broadcasting which would control both Wisconsin Public Radio and Wisconsin Public Television. Since a majority of the proposed board would be appointed by the Governor, listeners and viewers raised major concerns about a possible loss of editorial independence of the two services.

Our board of directors found the politicizing of Wisconsin public broadcasting unacceptable. Thus, we were moved to action. We developed a plan to inform our legislators about this threat.

We were pleasantly surprised at how well our legislators responded to our information campaign. It became apparent that Wisconsin Public Radio is perceived as a real jewel in our state. Our legislators understand the worth and value of Wisconsin Public Radio and are willing to preserve and nurture its continued growth.

In 2002, I was again pleased to see the continued growth in the listenership of Wisconsin Public Radio and of the increased giving by each Wisconsin Public Radio member. On-air fund drives broke all past giving goals and support for Wisconsin Public Radio from the business sector continued to grow. Corporations and foundations continued to believe it's good business to support Wisconsin Public Radio.

As I leave the board, I see one elusive goal that remains to be accomplished. There are still portions of this state that cannot receive the Ideas Network and/or the NPR News & Classical Music Network. It remains the goal of this association that every Wisconsin resident have the opportunity to tune into Wisconsin Public Radio, wherever they reside. Every citizen of this great state should have access to Wisconsin Public Radio's education, entertainment, and information.

A handwritten signature in black ink, appearing to read "David Hildebrand". The signature is stylized and somewhat cursive, with a large loop at the end.

— David Hildebrand, Wisconsin Public Radio Association  
President 1997– 2002



# WISCONSIN PUBLIC RADIO ASSOCIATION LOOKS AHEAD

Looking into the future is difficult for all organizations, including Wisconsin Public Radio and the Wisconsin Public Radio Association. However, there is no need to consult a “futurist” to identify several challenges we face.

Our major challenge is, and will be, obtaining the monetary support necessary to ensure that the Wisconsin Public Radio Association will continue to serve Wisconsin.

The State of Wisconsin budget crisis will impact state funding of Wisconsin Public Radio. As it has in the past, the Wisconsin Public Radio Association board of directors will meet with legislators who decide how our tax dollars will be spent. We will inform them how important Wisconsin Public Radio is to more than 45,000 members. We are hopeful that the legislators will continue to support Wisconsin Public Radio.

Another way we will work to obtain money for Wisconsin Public Radio is to broaden its support groups. This will include encouraging individuals to become new members of Wisconsin Public Radio, and organizations and businesses to become corporate sponsors. We will also be looking to our membership for giving in non-traditional ways, and giving larger gifts. Planned giving, such as gifts of life insurance, bequests in wills, and charitable annuities will be emphasized.

Another challenge is, and will be, dealing with the ever-increasing competition for our listening audience. The board will be working with staff to ensure that Wisconsin Public Radio’s programming is such that it will continue to retain and attract listeners. Digital radio conversion and transmitter upgrades are now in progress, which will broaden the signal coverage and improve its quality and reliability. Efforts will be made to obtain funding from members for these and other improvements. On-line broadcasting continues to grow, which should increase listening audience and membership.

The board will also be working to achieve the goal mentioned in Dave Hildebrand’s article of making both the Ideas Network and the NPR News & Classical Music Network available throughout the state.

Wisconsin Public Radio will likely face other challenges, and I want to assure WPRA members that the board will use all of its efforts to meet them.

A handwritten signature in black ink that reads "Bernie Kubale".

— Bernie Kubale

Current President, Wisconsin Public Radio Association

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Wisconsin Public Radio recognizes loyal and generous contributors through our 9XM Leadership Circle, which is comprised of organizations and individuals who make major gifts of \$500 or more during the year. These gifts provide the foundation of financial stability for Wisconsin Public Radio.

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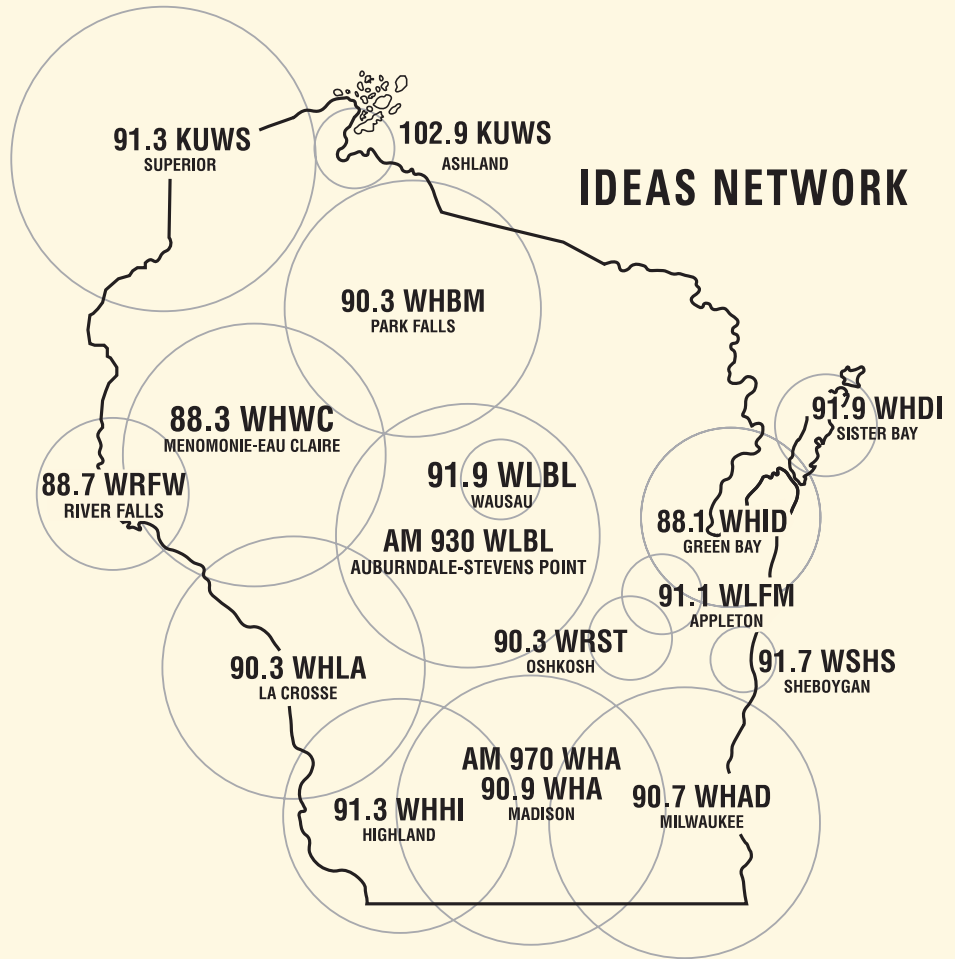
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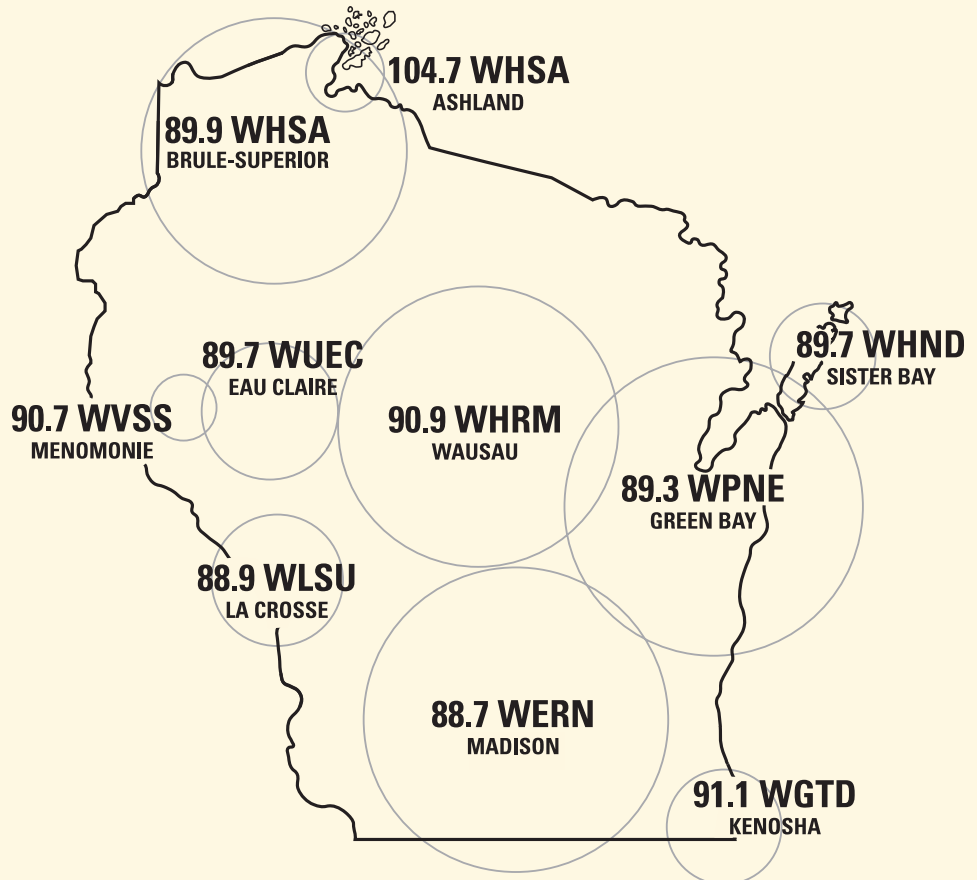
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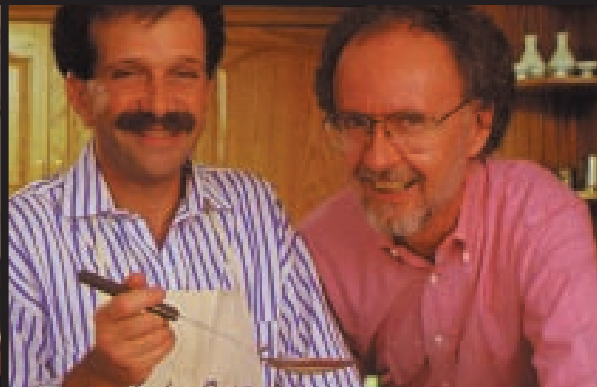
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11:00-11:30 am			
11:30-12:00 pm			
12:00-12:30 pm			
12:30- 1:00 pm			
1:00- 1:30 pm			
1:30- 2:00 pm			
2:00- 2:30 pm			
2:30- 3:00 pm			
3:00- 3:30 pm			
3:30- 4:00 pm			
4:00- 4:30 pm			
4:30- 5:00 pm			
5:00- 5:30 pm			
5:30- 6:00 pm			
6:00- 6:30 pm			
6:30- 7:00 pm			
7:00- 7:30 pm			
7:30- 8:00 pm			
8:00- 8:30 pm			
8:30- 9:00 pm			
9:00- 9:30 pm			
9:30-10:00 pm			
10:00-10:30 pm			
10:30-11:00 pm			
11:00-11:30 pm			
11:30-12:00 am			

Ideas Network programming is also available via our Web site ([www.wpr.org](http://www.wpr.org)).

NPR NEWS & CLASSICAL MUSIC NETWORK*			
Time of Day	Weekdays	Saturdays	Sundays
12:00-12:30 am			
12:30- 1:00 am			
1:00- 1:30 am			
1:30- 2:00 am			
2:00- 2:30 am			
2:30- 3:00 am			
3:00- 3:30 am			
3:30- 4:00 am			
4:00- 4:30 am			
4:30- 5:00 am			
5:00- 5:30 am			
5:30- 6:00 am			
6:00- 6:30 am			
6:30- 7:00 am			
7:00- 7:30 am			
7:30- 8:00 am			
8:00- 8:30 am			
8:30- 9:00 am			
9:00- 9:30 am			
9:30-10:00 am			
10:00-10:30 am			
10:30-11:00 am			
11:00-11:30 am			
11:30-12:00 pm			
12:00-12:30 pm			
12:30- 1:00 pm			
1:00- 1:30 pm			
1:30- 2:00 pm			
2:00- 2:30 pm			
2:30- 3:00 pm			
3:00- 3:30 pm			
3:30- 4:00 pm			
4:00- 4:30 pm			
4:30- 5:00 pm			
5:00- 5:30 pm			
5:30- 6:00 pm			
6:00- 6:30 pm			
6:30- 7:00 pm			
7:00- 7:30 pm			
7:30- 8:00 pm			
8:00- 8:30 pm			
8:30- 9:00 pm			
9:00- 9:30 pm			
9:30-10:00 pm			
10:00-10:30 pm			
10:30-11:00 pm			
11:00-11:30 pm			
11:30-12:00 am			

NPR News & Classical Music Network programming is also available via our Web site ([www.wpr.org](http://www.wpr.org)).

\* A 2002 sample schedule. The program lineup on your regional station may be slightly different.



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