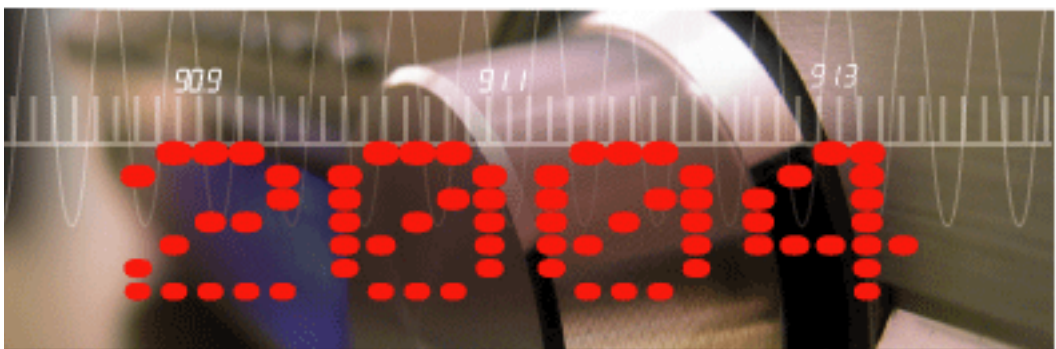


# WISCONSIN PUBLIC RADIO



## Annual Report

*“Having been raised in Rockford (Illinois), I had opportunities from time to time to hear Wisconsin Public Radio stations. That was before the nation's public radio system existed, and I was startled to find the sort of quality program that could be broadcast. Wisconsin Public Radio programming continues, in my view, to show us all what can be done.”*

*“To All You Great People at Wisconsin Public Radio, I say thanks for all the years. You are a dedicated group. I feel like I know all of you. I've gotten my Master's degree from all I've learned from all of you and your guests. Keep up the talk so we can all gain knowledge about our dear world from your talk radio.”*

*“I very much appreciate Wisconsin Public Radio and ALL your efforts to make it as good as it is. I wish I had the income I used to have so I could afford to contribute much more. So much of what I get from you is pure education. That's why Wisconsin Public Radio is so great. Thank you!”*



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## The Wisconsin Public Radio 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 that provides cultural enrichment, intellectual stimulation, and intelligent, enlightening entertainment.

## From The Director

It was a year of excitement and change at Wisconsin Public Radio. In 2004 more records were broken in audience size and listener support. New programming and engineering initiatives were started. Some long-time staff members retired or moved on to new challenges.



Phil Corriveau

After 14 years at Wisconsin Public Radio, director of radio Greg Schnirring moved to Washington in July to join the Corporation for Public Broadcasting. As he headed east he said he was pleased and proud to be associated with Wisconsin Public Radio and the Wisconsin Public Radio Association for so long.

Wendy Wink, who served as Greg's associate director, was named executive director of the Wisconsin Educational Communications Board, which (along with the University of Wisconsin-Extension) is one of the parent organizations of Wisconsin Public Radio.

Our regional manager in northeast Wisconsin, Glen Slaats, retired after being part of the network for more than 30 years.

I wish them all the best in their new endeavors, and I thank them for their vision and leadership.

When I was named director of radio in October it was somewhat of a homecoming for me.

I worked in engineering and production when

I was a student at UW-Madison in the early '70s. I left Wisconsin Public Radio to manage stations and networks in California and Texas, and at the Wisconsin Educational Communications Board. So after 24 years, I feel right at home again at Wisconsin Public Radio.



Glen Slaats

As the second-largest public radio service in the country, we have a strong tradition of producing high-quality cultural and informational programs that cannot be found anywhere else. Throughout 2004 our 10-station NPR News & Classical Music network treated listeners to recitals by emerging young musicians, performances from festivals and concert halls, visits by The Kat Trio from Russia, and special reports on caring for aging parents. Listeners tuning in to our 17-station Ideas Network heard hour-long interviews with regional, state, and national candidates from all political parties, and they heard from scores of newsmakers, lawmakers, authors, experts, and others actively engaged in shaping public policy.

All these activities helped us better serve listeners here in Wisconsin, and now with our Internet service, listeners around the world.

This annual report gives you an overview of Wisconsin Public Radio activities throughout 2004. For more detailed information, visit our Web site ([www.wpr.org](http://www.wpr.org)) for newsletters, reports, schedules, feature stories, and photos.

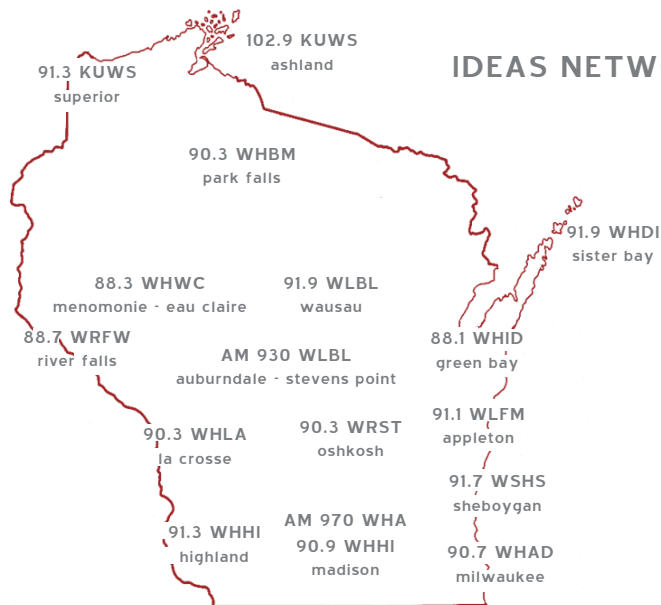
We thank the leaders at the Wisconsin Educational Communications Board, the University of Wisconsin-Extension, the Corporation for Public Broadcasting, and the Wisconsin Public Radio Association for their continued support and encouragement. And we thank *you*, the hundreds of thousands of listeners who tune in each week for news; call-ins; classical, jazz, and folk music; entertainment; and life-long learning.

Phil Corriveau  
Director of Radio

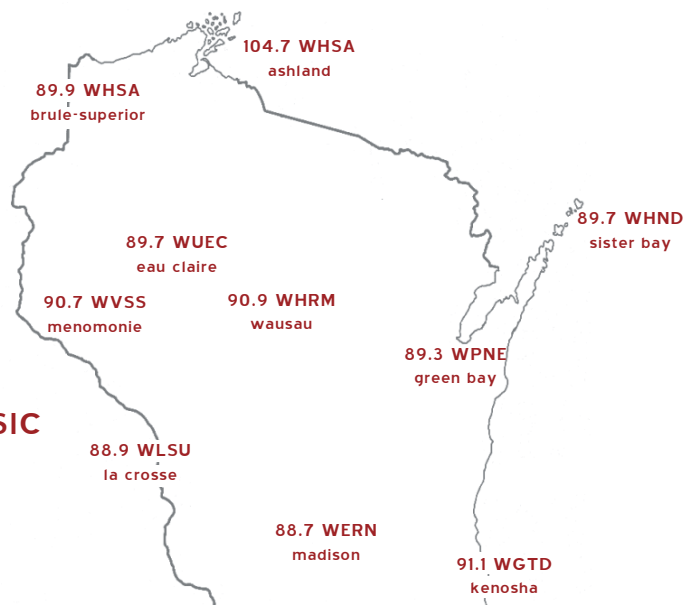
*“You are opening the eyes of the world and molding our future. In our family we make it a point to listen and discuss the world around us. Thank you for excellent programming!”*

# Coverage Maps

## IDEAS NETWORK



## NPR NEWS & CLASSICAL MUSIC NETWORK



# Donors Assure Success

Thanks to the generosity of listeners, 2004 was a record-breaking year for on-air fundraising. During the February drive listeners donated \$753,000. In May, they donated \$183,000, and the November drive shattered all records as listeners pledged over \$1 million.

In 2004, 530 new major donors joined the 9XM Leadership Circle by contributing \$500 or more to the service. More exciting news: we topped the \$1 million mark from major gifts this year.

The corporate development team worked hard all year to seek new corporate sponsors and renew our old friends. The result was a record-breaking total of \$1.25 million from corporations and foundations.

Their legacy lives on through planned giving: this year five people left a legacy of learning for future generations by including Wisconsin Public Radio in their wills and/or estate plans. The combined generosity of these thoughtful, committed listeners has helped secure our future through gifts totaling \$109,696.

The Wisconsin Public Radio on-air auction, originating from our Eau Claire bureau in October, broke all previous records for income with a final total of \$25,200. Eau Claire-area listeners volunteered more than 1,000 hours to assure that this 13th annual event was a success.

Hundreds of volunteers joined staff members in our bureaus to assist with pledge drives, the auction, special events, and community outreach activities.

Wisconsin Public Radio continued to strengthen its audience services department to provide the best possible service to listeners. On average, audience services received 150 telephone calls and 100 e-mails each day in 2004!



Fall 2004 Pledge Central

# Engineers Plan For The Future

Wisconsin Public Radio maintains more than 25 studios and control rooms. Keeping these facilities updated and reliable requires an ongoing commitment. That's where our engineering staff comes in. In 2004, engineers remodeled the network control rooms and the news studio in Madison. They moved the Wausau studios to new space in South Hall on the UW-Marathon County campus, and they started upgrading the studios in our Eau Claire bureau. Listeners are receiving more-reliable, better-sounding radio as a result of these projects.

Our technical team increased service to listeners and supporters through our Web sites. We served more than one million pages to 100,000 visitors every month. There are now over 6,000 archived programs and news segments available online, and we live-stream more than 75,000 hours a month to listeners who can't receive us off-air. Listeners also had access to our annual reports, our electronic *Resonance* newsletters, our daily Ideas Network program notes, and they used the site as a convenient way to both give us feedback and support us through online contributions.

In 2004, the Corporation for Public Broadcasting approved grant money so Wisconsin Public Radio could begin converting its stations to digital, high-definition radio, referred to as "HD Radio." The first phase will convert four stations: 970 WHA-AM / Madison, 91.3 KUWS-FM / Superior, 88.7 WERN-FM / Madison, and 90.9 WHRM-FM / Wausau. Our engineers anticipate that these stations will be broadcasting in HD Radio in the summer of 2005.

The next conversion phase will include 88.9 WLSU-FM / La Crosse, 88.1 WHID-FM / Green Bay, 89.7 WUEC-FM / Eau Claire, 90.7 WVSS-FM / Menomonie, 89.3 WPNE-FM / Green Bay, and 90.7 WHAD-FM / Milwaukee. The UW Board of Regents and the State Building Commission provided matching grants for most of these stations, which will be converted by the end of 2006.





## What will listeners gain from HD Radio?

HD Radio is a new technology that will enable our stations to broadcast their programs digitally, a tremendous technological leap from today's familiar analog broadcasts. These digital signals will provide listeners with much-improved audio quality and reception. Signal fading, static, hisses, and pops will be nuisances of the past. It will revolutionize the way listeners experience radio:

- FM broadcasts will have CD-quality sound.
- AM broadcasts will sound as good as today's FM stereo stations.
- Programs will be static-free.
- New data services, such as scrolling text, will be displayed on a radio screen (information such as current host names and topics, music titles, artist names, Amber alerts, weather forecasts, and more). There's even the capability to send additional audio programming to listeners using HD Radio's secondary channels.

Listeners wanting to take advantage of HD Radio and its new text services can purchase HD converters or buy new, state-of-the-art HD receivers. Car radios capable of receiving HD Radio are now available, and home receivers should be on store shelves late in 2005. Wisconsin Public Radio will broadcast both analog and digital signals for the foreseeable future, so listeners will have a choice of formats.

*“I love the Internet service. I check the online listings all the time, and frequently listen to shows online, especially Chapter A Day, which I can't hear otherwise. The online service is one of the major reasons I am contributing. Keep up the great work!”*

# The Ideas Network

Listeners continuously praise our Ideas Network hosts and producers for the quality ... and the quantity ... of the interviews presented each day. Most public radio stations in the U.S. purchase their talk programming from NPR and other sources. Wisconsin Public Radio is unique in that it *creates* most of its own call-in programs. With Joy Cardin, Kathleen Dunn, Larry Meiller, and Ben Merens, listeners have daily access to the ideas and opinions of newsmakers, lawmakers, authors, and academics.

Add in programs such as *Media Talk* with Dave Berkman, Jean Feraca's *Here On Earth*, *Higher Ground* with Jonathan Overby, *Zorba Pastor On Your Health*, *To The Best Of Our Knowledge*, Michael Feldman's *Whad'Ya Know?*, and *University of the Air*, and listeners are treated to more than 60 hours of Wisconsin-produced conversation and entertainment programming each week! And this number doesn't include local talk-shows like *Milwaukee Presents* with Damien Jaques in Milwaukee, *Coulee Region Connections* in La Crosse, *Kevin McKinley On Your Money* from the Eau Claire studios, *Route 51* in Wausau, and *Final Edition* in Superior.

In 2004 our hosts traveled the state to meet listeners and broadcast their programs from different regions. For example, in May Larry Meiller's *Garden Talk* made a return visit to Bayfield. Michael Feldman traveled to Appleton in April and to Milwaukee in August for national broadcasts of *Whad'Ya Know?*, and Ben Merens emceed the annual George F. Kennan Forum at the Pabst Theater in Milwaukee in April.



Ben Merens moderating  
the George F. Kennan Forum

Because it was an election year, our hosts and producers were busy. Joy Cardin, Kathleen Dunn, and Ben Merens provided countless hours of programs with candidates, advocates, experts, and analysts. All ballot-status candidates running for president, Congress, and key state legislative seats were invited to participate in call-in programs prior to the Wisconsin primary and general elections.

In July Jean Feraca and her producers marked the first anniversary of *Here On Earth*. Jean conceived the weekend series to focus on international movements; cross-cultural conversions; democracy-building initiatives; and the best world literature, movies, arts, food, and culture. As Jean puts it, *Here On Earth* and its partner organizations (Radio Netherlands and the UW-Madison International Institute) try to bridge the great divides -- religious, political, national, cultural -- and match the world's recent progress in travel and communication with equal understanding and mutual respect.

It was also a year of special programs and special events. In August, listeners chuckled their way through the three-part special, *The New Audio Showroom*. Producer Doug Gordon created an entertaining and enlightening look at the world of arts, entertainment, and popular culture. Each episode took full advantage of radio's "theater-of-the-mind" potential by combining music, sound effects, and the spoken word.



Deb Scalissi and Jonathan Overby

Jonathan Overby hosted the annual Ceremony and Tribute to Dr. Martin Luther King, Jr. in the Capitol rotunda in January, and brought his Saturday night *Higher Ground* show to the Milwaukee Public Museum for a live broadcast. In September Jonathan joined a goodwill delegation as it visited Wisconsin's sister state Chiba, Japan. He and accompanist Deb Scalissi presented a series of

performances of African-American spirituals and American art songs as part of the tour headed by Governor Jim Doyle.

Public radio listeners are passionate about their classical music.

When tuning in to our 10-station NPR News & Classical Music Network, they hear classical music, of course, but they also catch jazz and folk music and award-winning NPR news programs such as *Morning Edition*, *All Things Considered*, and *Weekend Edition*.



In 2004 listeners continued to find time for daily reflection and relaxation with classical music hosts Jim Fleming, Norman Gilliland, and Vicki Nonn. At night they settled in as Lori Skelton played more classics. On weekends Ruthanne Bessman, Anders

Yocom, and Catherine Brand guided classical music aficionados through masterworks, new works, and works requested by listeners.

In March, listeners celebrated young Wisconsin musicians with a Sunday afternoon concert featuring 17- to 26-year-olds: winners of our Neale-Silva Young Artists Competition. This year we honored two pianists from Lawrence University, a violinist from Viroqua, and a saxophone quartet from Appleton.

Norman Gilliland and Vicki Nonn hosted a live broadcast from the UW-Madison Summer Music Clinic, and Lori Skelton hosted a live broadcast of the 25th anniversary concert at the Green Lake Festival of Music.

Jim Fleming read Billy Collins' poetry at the Green Lake Festival of Music in August. Norman Gilliland emceed an afternoon with the arts in downtown Green Bay.

Back in Madison, Wisconsin Public Radio helped celebrate the opening of the Overture Center in September with a live broadcast of the Madison

Symphony Chorus and Orchestra. Anders Yocom and Vicki Nonn hosted that event. Later in September Lori Skelton hosted a marathon afternoon of chamber music at the Overture Center's Wisconsin Studio.

But the highlight of the year was the visit by The Ekaterinburg Classical Trio from Russia who served as "Artists in Residence" for Wisconsin Public Radio and the Elvehjem Museum between October 1, 2004 and mid-January 2005.

Vasil Galiulin, piano; Victoria Gorbich, violin; and Vladislav Gorbich, clarinet are affectionately known as The Kat Trio. While in Wisconsin, they held recitals and master classes, giving students opportunities to perform for and with the trio members. There were also public concerts in Madison, Green Bay, Eau Claire, La Crosse, Chippewa Falls, Stevens Point, Land O' Lakes, Superior, and other cities where public radio listeners had the chance to hear the music and meet the musicians.



The Kat Trio

*“ I heard about The Kat Trio on my local public radio station. Their concert was one of the best I have ever attended! The music was delightful, a wonderful range of classical and contemporary... I wish to thank you for bringing such wonderful entertainment to my area! ”*

# Wisconsin Public Radio News

Through the year, Wisconsin Public Radio reporters tracked down newsmakers to produce nearly 2,500 stories. To extend their use beyond our own airwaves, 154 news reports and features were fed to NPR and were broadcast nationwide. The Associated Press used 123 of our stories, the Wheeler News service accepted 950, and 1300 text versions of our stories were distributed to Wisconsin regional newspapers.

The news department is again at full-staff: we hired Brian Bull in April as assistant news director, and Shawn Johnson in July as our Capitol reporter.



Brian Bull

Of course, 2004 was a year filled with election news. There were primaries for president, U.S. Senate, members of Congress, and members of the Wisconsin legislature. In the fall the general election season brought round after round of presidential candidate visits, town hall meetings, and campaign stump speeches. Our reporters criss-crossed the state to provide news and analysis of the candidates and the issues. The coverage culminated with our extended election night specials on September 14 and November 2.



Shawn Johnson

In the fall of 2004 the news department created a special series on aging, "What To Do About Mom and Dad?" The reports sorted through the financial, emotional, social, and physical challenges of growing older. Segments included retirement, assisted living, senior social and sex lives, driving, depression and alcoholism, and the roles of adult children.

## 2004 News Awards

### Northwest Broadcast News Association/Eric Sevareid Awards

*First Place/Large Market/Series:*

**Preserving Cultures** (Mike Simonson, Terry Bell, Gil Halsted, Chuck Quirmbach, Christine Kinsler, and Mary Jo Wagner. Mike Simonson, producer)

*First Place/Large Market/Use of Audio:*

**Port Wing Fish Boil** ( Mike Simonson)

*Merit Award/Large Market/General Reporting:*

**Priest Abuse Survivors** (Chuck Quirmbach)

### Milwaukee Press Club

*Second Place/Best Spot News Story:*

**Madison Anti-War Rally** (Gil Halsted)

*Second Place/Best Documentary or Series:*

**Preserving Cultures** (Mike Simonson, Patty Murray, Mary Jo Wagner, Chuck Quirmbach, Gil Halsted, Terry Bell, and Christine Kinsler. Mike Simonson, producer)

*Second Place/Best Sports Story:*

**Bob the Announcer** (Chuck Quirmbach)

*Second Place/Best Single Report or Series Contributing to the Community's Welfare:*

**Priest Abuse Survivors** (Chuck Quirmbach)

*Second Place/Best Writing for Radio News:*

**Music Swappers** (Shamane Mills)

### Wisconsin Broadcasters Association

*First Place/Mini-Documentary or Series:*

**Aging Issues: Mom and Dad Growing Old** (Chuck Quirmbach, Catherine Brand, Patty Murray, Mary Jo Wagner, Brian Bull, Gil Halsted, and Mike Simonson, producer)

*First Place/Feature:*

**Laser Monks** (Brian Bull)

*Merit Award/Feature:*

**White Cane Awareness** (Shamane Mills)

*Merit Award/Sports Reporting:*

**Northwoods League** (Terry Bell)

## In The Bureaus...A Local Touch

Listeners have convenient access to Wisconsin Public Radio's managers, reporters, board members, call-in hosts, and community outreach coordinators through seven regional offices.



In 2004, the Wausau bureau staff created a new regional public affairs program, *Route 51*. It debuted in October with a debate between candidates for U. S. Senate Russ Feingold and Tim Michels. On subsequent programs host Glen Moberg focused his discussions on regional elections, smoking bans, The Kat Trio, and the criminal justice system. Listeners in central Wisconsin can catch *Route 51* on Thursdays at 5:00 p.m. on IDEAS 930 WLBL-AM / Auburndale-Stevens Point, 91.9 WLBL-FM / Wausau, and 90.3 WHBM-FM / Park Falls.

When seven deer hunters were slain in Sawyer County, it caused a flood of emotions in northern Wisconsin. Superior bureau reporters Mike Simonson and Nick Pelletier provided extended coverage of the tragedy, including a broadcast of Governor Doyle's news conference at the Sawyer County Courthouse. KUWS-FM host Duke Skorich spent several hours taking calls from listeners who wanted to talk through their reactions. The programs sparked healthy discussion about property rights, guns, hunting, and cultural differences.

On a lighter note, KUWS-FM and the University Theater in Superior co-produced Charles Dickens' holiday classic *A Christmas Carol* as a radio drama. Student actors, producers, editors, and sound effects specialists created a unique audio experience for listeners in northwestern Wisconsin.

Richard Lederer, co-host of the Sunday morning language program *A Way With Words*, entertained more than 400 listeners in Madison in July with a night of puns and fun.



The Eau Claire regional issues program *The West Side*, hosted by Mary Jo Wagner, won an Eric Severeid Award as the best medium-market talk/public affairs show. The honor came from the Northwest Broadcast News Association, an eight-state consortium of radio and television stations.



Mary Jo Wagner

Using material from oral history archives, our La Crosse bureau staff worked with staff from the UW-La Crosse Oral History Program to create a 13-part series examining life along the Mississippi River, past, present, and future. Listeners heard from old-timers who remembered the Mississippi before it was tamed by the lock and dam system.

Our La Crosse reporters worked with the League of Women Voters of La Crosse County to produce a series of election forums. These were also broadcast on the public access cable channel in La Crosse and Onalaska.

Throughout the year, listeners joined regional staff, board members, and

volunteers at listener appreciation events across the state. More than 125 avid fans enjoyed an evening of wine and cheese at the Cedarburg Cultural Center. Kathleen Dunn, Ben Merens, Dave Berkman, and Chuck Quirnbach hosted the evening. Jim Fleming and Phil Corriveau traveled to La Crosse in October to chat with 70 listeners. *Here on Earth* host Jean Feraca held 60 listeners spellbound with her keynote session at a listener dinner in April in Eau Claire, and Lori Skelton hosted a post-performance reception at the Green Lake Music Festival.



WHAD-FM staff in Cedarburg

“Thanks for your wonderful programming. My days would not be complete without it.”

# Wisconsin Programs...National Audiences

Wisconsin Public Radio is one of a handful of public stations that syndicates programs. We distribute four series to stations across the nation via the satellite services of National Public Radio and Public Radio International.

## To The Best Of Our Knowledge

With stations in Tucson, Arizona; Athens, Ohio; Ocean City, Maryland; Homer, Alaska; and Los Angeles, California adding the program to their schedules in 2004, *To The Best Of Our Knowledge* now runs on 128 stations. Sirius Satellite Radio also includes the series in its morning and afternoon schedules.

*To The Best Of Our Knowledge* hosts and producers enthralled the audience during the Wisconsin Book Festival in October as they took to the stage at Madison's Orpheum Theater. The broadcast included interviews with a bevy of entertaining and thoughtful guests including noted authors, a singer-songwriter, and three humor writers from "The Onion" newspaper.



In November and December *To The Best Of Our Knowledge* aired "Soup to Nuts," a six-part series on food which featured interviews with leading chefs and food writers. Listeners enjoyed mouth-watering conversations and recipes for bread, slow food, meat and potatoes, spices, coffee, and desserts.

*“To The Best Of Our Knowledge is one of our very favorite programs. It is consistently well programmed, and we appreciate it so much. During your recent show on yoga, my entire yoga class and I were sitting outside in our cars, unable to bring ourselves to go inside as we were all listening to the show!”*

## Michael Feldman's Whad'Ya Know?

*Whad'Ya Know?* continued to draw capacity crowds to the Monona Terrace Community and Convention Center on Saturdays for the national broadcasts.



The *Whad'Ya Know?* cast

As usual, Michael and the staff hit the road in 2004 to broadcast from other cities. In January the show originated from Clemson, South Carolina. In February, *Whad'Ya Know?* made its way to Purdue University in West Lafayette, Indiana. Later in the year audiences in San Diego, Ann Arbor, Appleton, and Milwaukee were treated to the antics of Michael, Jim Packard, John Thulin, and their guests.

The comedy-quiz show is now carried on 303 stations with an average weekly audience of 1.46 million. New affiliate stations include Seattle, Washington, and Ocean City, Maryland.

## Calling All Pets

*Calling All Pets*, a perennial favorite with Wisconsin listeners, received international recognition when the BBC again honored it as a "Best in World Radio" program. *Calling All Pets* served an estimated weekly audience of 83,500 listeners from 126 radio outlets, and welcomed new stations in several markets including Texarkana, Texas; Farmington, New Mexico; Hershey, Pennsylvania; and Virginia Beach, Virginia. In addition, *Calling All Pets* is carried on the online KUOW-2, based in Seattle, Washington.



In the spring, Wisconsin fans met co-hosts Patricia McConnell and Larry Meiller and executive producer Monika Petkus at the show's annual



"Down on the Farm Sheep Herding Extravaganza." Listeners spent a fun-filled afternoon with Trisha, Larry, Monika, and Trisha's menagerie of critters at her farm near Black Earth.

Trisha continued to meet fans at her training workshops around the country, and at personal appearances in-state including a well-attended talk at the Madison Public Library in February.

*Calling All Pets'* theme-music composer (and co-composer of the *Zorba Paster On Your Health* theme song), Leo Sidran, received added international exposure, producing what would become the 2004 Academy Award-winning "Al Otro Lado Del Rio." The song was featured in the movie "The Motorcycle Diaries."

## Zorba Paster On Your Health

In 2004 *Zorba Paster On Your Health* continued to be one of the most-listened-to and most-fan-supported programs on Wisconsin Public Radio. For example, the show's Saturday morning broadcast in Wisconsin's largest market earned WHAD/Milwaukee the highest hourly audience and the highest average quarter-hour listening (Fall '04 Arbitron Survey).

Nationally, the show continued to be a strong ambassador for Wisconsin. *Zorba Paster On Your Health* served some 165,000 listeners weekly from 176 radio outlets, including three of the top ten U.S. Markets. It also was added to the Sirius Satellite Radio service and the new online KUOW-2 service, based in Seattle.

In the spring the Milwaukee Press Club presented co-hosts Dr. Zorba Paster and Tom Clark with its prestigious "Headliner Award," recognizing their significant impact on state media and journalism. Tom also received a second "Tofu Award" for his irreverent approach to healthy living, and he brought down the house with an unconventional acceptance speech punctuated with riffs on his blues harmonica.



"Tofu" Tom Clark

*Zorba Paster*  
ON YOUR HEALTH

Zorba continued an extensive list of appearances including keynote speeches at the Governor's Conference on Aging (Madison) and the American Academy of Physician Assistants Annual meeting in San Antonio, Texas. In late-November he

began a speaking tour in Asia, sharing the American perspective on longevity in Suzhou, China.

*“ I just love Zorba's show!! His recipes, especially. I'm telling you. I sit there and my mouth is literally drooling as he reads them.”*

# Thanks to the WPRA

The Wisconsin Public Radio Association is the "friends group" that supports the service with financial and volunteer support. All listeners who make donations become members of the WPRA. In 2004 more than 41,000 people were members.

Among the WPRA's areas of responsibility:

- To serve as a statewide membership organization for those listeners who have contributed at a minimum membership level.
- To serve the two licensees of Wisconsin Public Radio (UW-Extension and the Educational Communications Board) as a fiscal agent for funds raised on behalf of Wisconsin Public Radio.
- To be the primary source of volunteers to assist with station fund drives and community events.
- To serve as the liaisons between the licensees and listeners; to sponsor projects that involve public participation; and through public awareness activities, promote the service and attract additional member support.

The association's board of directors is comprised of 18 elected or appointed members. Board members meet throughout the year to advise the staff on strategic planning, budgets and finance, community outreach, and fundraising issues. For more information, visit [www.wpra.org](http://www.wpra.org).

In May district elections were held, and five listeners were elected to four-year terms: Lucille Eckels, Bayfield; Michael Sigman, La Crosse; Ellen Rosewall, DePere; Barbara Gilmore, Grafton; and Jack Taft, Madison.

Listeners are encouraged to contact their regional board members whenever they have questions about the service, want information about volunteering, or want to help with fundraising or donor events.

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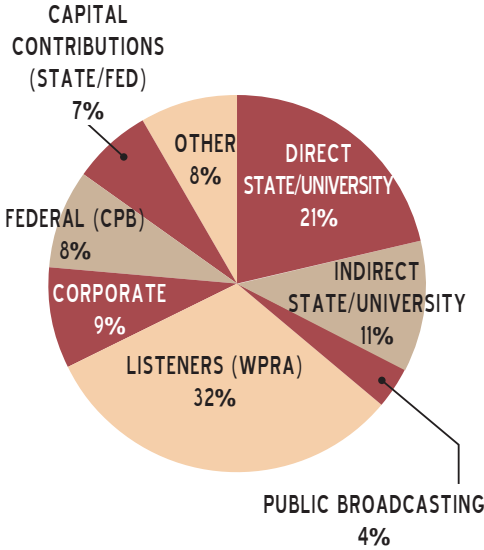
**Jack Taft, Madison**

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# Statement of Financial Activity

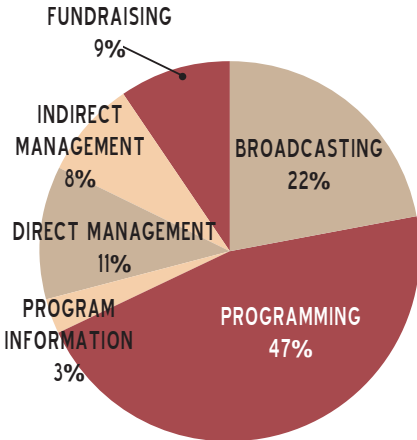
## REVENUE



WISCONSIN PUBLIC RADIO  
STATEMENT OF FINANCIAL ACTIVITY (in thousands)  
FISCAL YEAR 2004

REVENUE	ECB	UWEX	TOTAL
DIRECT STATE/UNIVERSITY	\$1,338	\$1,772	\$3,110
INDIRECT STATE/UNIVERSITY	278	1,346	1,624
PUBLIC BROADCASTING LISTENERS (WPRA)		527	527
CORPORATE	3,500	1,105	4,605
FEDERAL (CPB)	632	631	1,263
CAPITAL CONTRIBUTIONS (STATE/FED)	684	550	1,234
OTHER	943	48	991
<b>TOTAL REVENUE</b>	<b>\$8,183</b>	<b>\$6,387</b>	<b>\$14,570</b>

## EXPENDITURES



EXPENSE	ECB	UWEX	TOTAL
BROADCASTING	\$2,526	\$408	2,934
PROGRAMMING	1,092	5,015	6,107
PROGRAM INFORMATION	151	247	398
MANAGEMENT - DIRECT	652	853	1,505
MANAGEMENT - INDIRECT	23	1,080	1,103
<b>FUNDRAISING</b>	<b>375</b>	<b>887</b>	<b>1,262</b>
<b>TOTAL EXPENSE</b>	<b>\$4,819</b>	<b>\$8,490</b>	<b>\$13,309</b>

INCREASE IN NET ASSETS \$3,364 (\$2,103) \$1,261

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Sources: Audited financial statements of WHA Radio, the WECB Radio Network, and the WPRA.



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 Athletic Association  
 Wisconsin Medical Society  
 Wisconsin Online

Wisconsin Potato and  
 Vegetable Growers  
 Wisconsin Public Service  
 Wisconsin Retired  
 Teachers Association  
 Wisconsin School News  
 Wisconsin State Inspectors  
 Local 333  
 Wisconsin Trails Magazine  
 Wisconsin Union Theater  
 Wisconsin West Magazine  
 Wisconsin Youth  
 Symphony Orchestras  
 Wollersheim Winery  
 Xcel Energy  
 Xcel Energy Center  
 Yirgalem Ethiopian Cuisine  
 Youth Initiative  
 High School  
 Zimbrick of Madison

*“I am very appreciative of the news, interviews, and programs that keep me intellectually informed on current issues in Wisconsin.”*

# Program Schedule

IDEAS NETWORK*			
Time of Day	Weekdays	Saturdays	Sundays
12:00-12:30am			
12:30-1:00am			
1:00-1:30am			
1:30-2:00am			
2:00-2:30am			
2:30-3:00am			
3:00-3:30am			
3:30-4:00am			
4:00-4:30am			
4:30-5:00am			
5:00-5:30am			
5:30-6:00am			
6:00-6:30am			
6:30-7:00am			
7:00-7:30am			
7:30-8:00am			
8:00-8:30am			
8:30-9:00am			
9:00-9:30am			
9:30-10:00am			
10:00-10:30am			
10:30-11:00am			
11:00-11:30am			
11:30-12:00pm			
12:00-12:30pm			
12:30-1:00pm			
1:00-1:30pm			
1:30-2:00pm			
2:00-2:30pm			
2:30-3:00pm			
3:00-3:30pm			
3:30-4:00pm			
4:00-4:30pm			
4:30-5:00pm			
5:00-5:30pm			
5:30-6:00pm			
6:00-6:30pm			
6:30-7:00pm			
7:00-7:30pm			
7:30-8:00pm			
8:00-8:30pm			
8:30-9:00pm			
9:00-9:30pm			
9:30-10:00pm			
10:00-10:30pm			
10:30-11:00pm			
11:00-11:30pm			
11:30-12:00am			
	<b>As It Happens</b>		
	<b>Joy Cardin</b>	<b>The People's Pharmacy</b>	<b>On The Media</b>
		<b>Calling All Pets with Patricia McConnell</b>	<b>Garden Talk with Larry Meiller</b>
		<b>Zorba Paster On Your Health</b>	<b>The Best Of Larry Meiller Says You!</b>
	<b>Kathleen Dunn</b>	<b>Car Talk</b>	<b>A Way With Words</b>
			<b>The Splendid Table</b>
	<b>Larry Meiller</b>	<b>Michael Feldman's Whad'Ya Know?</b>	<b>The People's Pharmacy</b>
	<b>Chapter A Day</b>	<b>Calling All Pets with Patricia McConnell</b>	
	<b>Talk Of The Nation</b>	<b>Zorba Paster On Your Health</b>	<b>To The Best Of Our Knowledge</b>
		<b>Here On Earth with Jean Feraca</b>	
	<b>Ben Merens</b>		
	<b>(Fri., 5-6 Media Talk with Dave Berkman)</b>	<b>This American Life</b>	<b>University Of The Air</b>
	<b>On Point</b>	<b>A Prairie Home Companion with Garrison Keillor</b>	<b>Simply Folk with Judy Rose</b>
	<b>Here On Earth (Mon.-Thurs.) This American Life (Fri.)</b>	<b>Higher Ground with Johnathan Overby</b>	
	<b>The Connection</b>	<b>Tent Show Radio</b>	<b>Old-Time Radio Drama</b>
	<b>Chapter A Day</b>	<b>Conversations From The Word Café</b>	
	<b>BBC World Service</b>		<b>Le Show</b>

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

\* Sample schedule from Fall 2004. Program line-ups on your regional station may be slightly different.

NPR News and Classical Music Network*				
Time of Day	Weekdays	Saturdays	Sundays	
12:00-12:30am	<b>Morning Edition</b>	<b>Classical Music with Peter Van De Graaff</b>		
12:30-1:00am				
1:00-1:30am				
1:30-2:00am				
2:00-2:30am				
2:30-3:00am				
3:00-3:30am				
3:30-4:00am				
4:00-4:30am				
4:30-5:00am				
5:00-5:30am				
5:30-6:00am				
6:00-6:30am				
6:30-7:00am				
7:00-7:30am				
7:30-8:00am				
8:00-8:30am	<b>Classical Music with Jim Flemming, Normal Gilliland, and Vicki Nonn</b>	<b>Weekend Edition with Scott Simon</b>	<b>Weekend Edition Liane Hansen</b>	
8:30-9:00am		<b>Classics By Request with Ruthanne Bessman</b>	<b>To The Best Of Our Knowledge</b>	
9:00-9:30am				
9:30-10:00am		<b>Saturday Music Event with Anders Yocom</b>	<b>This American Life</b>	
10:00-10:30am			<b>Classics</b>	
10:30-11:00am			<b>Sunday Afternoon Live From The Elvehjem with Lori Skelton</b>	
11:00-11:30am				
11:30-12:00pm		<b>Classics with Anders Yocom</b>		
12:00-12:30pm		<b>Fresh Air with Terry Gross</b>	<b>All Things Considered</b>	
12:30-1:00pm				
1:00-1:30pm				
1:30-2:00pm				
2:00-2:30pm				
2:30-3:00pm				
3:00-3:30pm				
3:30-4:00pm				
4:00-4:30pm				
4:30-5:00pm				
5:00-5:30pm	<b>Evening Classics with Lori Skelton</b>	<b>A Prairie Home Companion with Garrison Keillor</b>	<b>Simply Folk with Judy Rose</b>	
5:30-6:00pm				
6:00-6:30pm	<b>(Fri., 8:30-10 pm, Pipedreams)</b>	<b>Michael Feldman's Whad'Ya Know?</b>	<b>The Thistle &amp; Shamrock</b>	
6:30-7:00pm				
7:00-7:30pm				
7:30-8:00pm				
8:00-8:30pm	<b>Classical Music with Peter Van De Graaff</b>	<b>Riverwalk</b>		
8:30-9:00pm				
9:00-9:30pm				
9:30-10:00pm		<b>Jazz with Bob Parlocha</b>		
10:00-10:30pm				
10:30-11:00pm				
11:00-11:30pm				
11:30-12:00am				

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

\* Sample schedule from Fall 2004. Program line-ups on your regional station may be slightly different.



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## Southwestern Office

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(608) 785-8380

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## Contact Information

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## 2004 Annual Report

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**Extension**



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RADIO  
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