



2022 ANNUAL REPORT

A Wisconsin Perspective



WISCONSIN
PUBLIC RADIO



We are listening to YOU ...

Wisconsin Public Radio has always been a trusted source for news and information and our music programs continue to entertain listeners across the state, but the media landscape in America is changing rapidly. Today, with countless streaming services and millions of podcasts available at the touch of a button, you have more programs to choose from than ever before. That's why, when I joined WPR as interim director in the fall of 2021, I was asked to help the WPR team develop a plan for optimizing our services to you — our audience.

Our goal is to build on the foundation of outstanding journalism and quality programming you enjoy every day. We want to make sure we are positioned to meet your needs now and for years into the future. And we know the answers will come from listening to you.

That's why in the past few months we have conducted some of the most comprehensive audience research in the history of WPR. We invited many of you to participate in conversations with fellow WPR listeners. We asked others to tell us how they use technology to access WPR programs and digital content. And, for the first time, everyone who listens to WPR on air or visits our website and social media pages was asked to complete an in-depth survey to help us understand what they like about WPR ... and how we can continue to improve our programs.

Our thanks to the thousands of you who participated in the surveys! We are humbled by the tremendous response. It is clear that WPR is an important part of your lives and we are committed to using your feedback to make WPR service to you and the state even better.



A handwritten signature in black ink that reads "Tom Luljak". The signature is fluid and cursive, with the first name "Tom" written in a smaller, simpler script than the last name "Luljak".

Tom Luljak
Interim WPR Director



A WISCONSIN PERSPECTIVE ON THE WORLD

WPR and NPR reporters, hosts and producers take the time to find real voices and firsthand accounts to help Wisconsinites understand what's happening at home, around the nation and across the world.

From changing attitudes toward COVID-19 to Russia's invasion of Ukraine, rising inflation, and the 2022 elections, WPR was there. Reporters at our seven Wisconsin bureaus explained complex issues with research-based coverage and thoughtful interviews. When the national landscape on abortion rights changed overnight with the U.S. Supreme Court ruling in June, WPR reporters answered questions about what the ruling meant for Wisconsin with a respect for diverse points of view.

Our reporters told gripping stories of people like Betsy Block, who gave birth while in a coma while fighting COVID-19, and Andrey Ivanov, whose parents had one hour to pack and evacuate from Kyiv when the war broke out. WPR also offered inspir-

Above Andrey Ivanov, left, stands with his parents Tanya, center, and Slava, right, in Platteville, Wis.
©Angela Major/WPR

Opposite Tom Luljak
©Tom Krueger
Photography/WPR



“I start every day with WPR. I hear stories that make me laugh, stories that make me cry, and stories that spark curiosity. WPR keeps me up to date on regional, national, and international news, but it also offers so much more.”

- Natalee, Janesville

ing profiles of Wisconsinites like Chris Kimbrough, founder of Starz Barber & Beauty in Green Bay, that helped build a sense of community. And we told stories you can't hear anywhere else, like the poignant meeting of two high school football players — who both happen to be girls — from opposing teams in Pewaukee.

WPR also took the time for in-depth investigations of important stories. In partnership with Wisconsin Watch, we launched “Open and Shut,” a podcast on the unchecked power of local prosecutors. It was followed by “WPR Reports: Uprooted,” a podcast that shared the seldom-heard stories of refugees who fled Cuba in 1980 and now call Wisconsin home.

INSPIRATION AND ENGAGEMENT

WPR's talk shows invited listeners across the state to ask questions of their elected officials, experts and interesting people from around the world. Our

hosts and guests offered useful tips for everything from home renovation, to tomato plants, to reducing food waste on popular segments like “Ask a Contractor,” “Garden Talk” and “Food Friday.” And series like “Wisconsin Life” and “WHYconsin” showcased the unique stories and people from Wisconsin.

WPR’s classical music lifted listeners’ hearts throughout the year. WPR supported and spread the joy of student musicians in its annual broadcasts of the Bolz Young Artists Competition Final Forte in the spring and the Wisconsin School Music Association High School State Honors concerts in the fall.

WPR’s love of music includes jazz, global music, folk and more. “Simply Folk” fans gathered for our live Shindig featuring Milwaukee’s Chicken Wire Empire and Ojibwe singer-songwriter Paco Fralick in Wausau in June. And “The Road to Higher Ground” host and executive producer Dr. Jonathan Øverby was inducted into Folk Alliance International’s Folk DJ Hall of Fame in May, joining a short list of distinguished broadcasters from around the world who have received this honor.

BEYOND BROADCAST

During the hotly contested midterm election cycle, WPR partnered with the UW-Madison La Follette School of Public Affairs, the Milwaukee Journal



Opposite Joe Wachtveitl receives a ballot to vote in the 2022 midterm elections at the Stoughton Fire Department. ©Angela Major/WPR

Above top Football players Hannah Peters, a sophomore at Pius XI Catholic High School, and Ava Matz, a senior at Pewaukee High School. ©Angela Major/WPR

Above Some of the Wisconsinites featured in the podcast “WPR Reports: Uprooted.” Top, from left to right: Jesus Hernandez, Roger Brandstetter, Annette Brandstetter and Ernesto Rodriguez. Bottom, from left to right: Jorge Perez and Carlos Cruz. ©Brian Brandstetter



“It is very wonderful what you guys do to keep our community together, to keep everyone thinking about the important issues, to keep people smiling during the difficult times.”

- Anonymous, Wis.

Sentinel Ideas Lab, Green Bay Press Gazette, and Appleton Post Crescent to create the Wisconsin Main Street Agenda project. Through a survey and four town hall events, the project honed in on what issues were most important to Wisconsin voters leading up to the fall elections.

WPR was delighted to get back out into communities across the state in 2022 after two years of virtual events. WPR fans were invited to Meet Up events with WPR hosts in Waukesha, Green Bay, Athens and Prairie du Sac through the spring, summer and fall. We even had an event for listeners across the river from La Crosse in Winona, Minn.

Hundreds of promotional partnerships shone a light on local events and resources to support democracy, education, personal finance, health, well-being and the arts. Our partnership with PBS Wisconsin, the Wisconsin Broadcasters Association and the Public Service Commission helped tens of thousands of Wisconsinites sign up for free or low-cost high-speed internet and our recently updated



“Wisconsin Remembers” exhibit — a partnership with the Wisconsin Veterans Museum — was on display in the State Capitol Building, the High-ground Veterans Memorial and locations around the state.

With national and international news from NPR and the BBC, and state and local programs reported and produced in communities across the state, WPR was working for Wisconsin in 2022.

Opposite Americana band Dale Reichert and the Resonators performing at our WPR Meet Up in Athens, Wis. ©Jeffrey Potter/WPR

Above Listeners like David H. had a chance to meet WPR hosts and staff, including Cynthia Woodland, at our Meet Up event in Prairie du Sac, Wis. in October. ©Jeffrey Potter/WPR

2022 FINANCIALS

Find our latest financial report, including our audited fiscal year 2022 numbers, on our website at wpr.org/2022financials after June 1, 2023.



AN INTERNATIONAL HONOR

Dr. Jonathan Øverby was inducted into Folk Alliance International's Folk DJ Hall of Fame in May 2022. He joined a short list of distinguished broadcasters from around the world who have received this honor, including the BBC's Bob Harris, NPR's Fiona Ritchie and Radio Nacional de España's Manolo Fernández.

"The Road to Higher Ground" host and executive producer has spent his life performing, teaching and researching diverse genres of music and promoting music's ability to bring people together. Adding to the well-deserved accolades, Dr. Øverby will also be inducted into the Wisconsin Broadcasters Hall of Fame in 2023.

WORKING FOR WISCONSIN

WPR is a service of the Educational Communications Board and the University of Wisconsin—Madison with support from the Wisconsin Public Radio Association and the Corporation for Public Broadcasting. It has reporters, staff and studios throughout the state.

Listen, learn more and donate online at [wpr.org](https://www.wpr.org).

Questions? Call our Audience Services team at 1-800-747-7444 or email listener@wpr.org

