



News, Conversation, Music, Entertainment, Innovation, Community.

Wisconsin Public Radio's 2012 Annual Report



From the director . . .

While I'm not from Wisconsin, it didn't take me long to fully embrace my new home. I grew up in New York State and have spent much of my life living up and down the east coast, from Vermont all the way down to Florida. When I moved to Wisconsin in 2008 I found myself quickly becoming a Packer fan. The idea of a team owned by the fans makes a lot of sense to me. And the fans' passionate "Go Pack Go!" spirit reminds me of the way listeners talk about WPR: it's the property of the people of Wisconsin and you love it deeply!

While the Packers didn't win another Super Bowl, 2012 was still an eventful year in Wisconsin.

Our news team spent much of the year covering elections, from the recalls in state government to the congressional and presidential races on the federal level. Wisconsinites from every side of the aisle turned to us for accurate, honest and unbiased coverage of these important events. Our online collaborations with Wisconsin Public Television included a revamped voter information website, WisconsinVote.org, and WisconsinDrought.org, a valuable resource for those affected by the devastating heat wave last summer.

Changes to our line-up included the retirement of *Here on Earth* host Jean Feraca, the passing of our friend and colleague Jim Packard and the addition of Mike Arnold, who serves as WPR's Director of Content. Mike brought new perspectives to our program strategy and several new shows to our schedule. We also recommitted to serving listeners online with updated websites for *To the Best of Our Knowledge* and *Whad'Ya Know?* and new mobile apps for phones and tablets.

Our commitment to communities around Wisconsin was expressed in so many ways last year. We launched a new initiative to honor Wisconsin veterans listed on the Vietnam Veterans Memorial Wall in Washington D.C.; continued our investment in music education through the Neale-Silva Young Artists Competition, the Bolz Young Artists Competition and outreach with the Wisconsin Youth Symphony Orchestra; and supported local non-profits and performing arts groups through promotional partnerships.

Wisconsin Public Radio members are a lot like Packer shareholders: members have a special relationship with our radio team – their sense of pride, commitment and relationship with our "players" is remarkable. Thank you for everything you do!

A handwritten signature in black ink, appearing to read "Mike". The signature is fluid and cursive, with a large initial "M" and a trailing flourish.

Mike Crane, Director



Mike Crane (left) with Matt Olson – executive assistant and Bears fan – celebrate the start of another football season.



Jim Packard, longtime colleague and friend, on the set of *Michael Feldman's Whad'Ya Know?*

The year at a glance . . .

New Leadership, New Programs - Wisconsin Public Radio welcomed Mike Arnold as Director of Content. New programs – including *Q*, *The Moth*, *Radiolab* and *From the Top* – offered enhanced service to listeners of our Ideas Network and News & Classical Music stations.

WPR Mobile Apps - The apps for Android and iOS mobile devices feature live streams of all three WPR networks, integrated program schedules, news headlines, searchable program archives and more.

Spotlight on Election News - Controversial recall elections, congressional races and a drawn-out presidential contest kept our reporters busy and listeners engaged. Candidate forums, debates and a revamped WisconsinVote.org served people throughout the state.

New Stations in Ashland and Superior - WPR's commitment to serving everyone in Wisconsin received a boost with expanded Ideas Network coverage in Ashland (WUWS 90.9 FM) and expanded News & Classical Music coverage in Superior (WSSU 88.5 FM).

Goodbye Old Friend - We said goodbye to longtime friend and colleague, Jim Packard, who passed away in June. Jim served as a producer for Larry Meiller and his warm, friendly voice was heard throughout the day on station announcements and nationwide each weekend on *Michael Feldman's Whad'Ya Know?*.



Clockwise from top left: WPR News Anchors Terry Bell and Kristen Durst; Anne Strainchamps and Erika Janik at a *Wisconsin Life* event; Nayantara Mukherji with Ibrahim Balkhy who both received internships at NPR; Lee Ester News Fellow Lindsey Moon.

JOURNALISM FOR ALL

Wisconsin Public Radio is committed to honest, unbiased and accurate journalism. Our bureaus in Madison, Milwaukee, Green Bay, Wausau, Superior, Eau Claire and La Crosse are home to 16 reporters who follow dozens of stories each week. Combined with national and international coverage from NPR, no other media outlet in Wisconsin offers better reporting and analysis.

From the statewide recall to congressional and presidential elections, our reporters were busy in 2012. Candidate forums, debates and broadcast interviews built the foundation for our election-night coverage, which drove record numbers of visitors to our collaborative website, WisconsinVote.org. The site, which was revamped in the spring, features a fresh design, easy-to-navigate menus and up-to-date news from WPR's and Wisconsin Public Television's news teams.

Wisconsin Life, our special series about the people and stories that make Wisconsin home, continued to grow this year. Humorous, touching or insightful, the bi-weekly segments gave voice to the history, culture and personality of the state - from breweries and bacon to sturgeon spearing and growing up Muslim in Milwaukee.

Through our Lee Ester News Fellowship and news department internships, WPR played an important role in providing opportunities for young reporters to more fully develop their broadcast journalism skills. Past fellows and interns have gone on to careers at NPR and public stations around the nation.

Wisconsin Public Radio is authentic, genuine, and honest. It raises the level of thought to a higher plane and avoids the divisive tone of most media. It is educational and informative and instills a sense of peace from knowing that there is no agenda behind the content other than to offer ideas for consideration. WPR leaves judgement about the value of an idea to the listener.

- Listener,
La Crosse



Clockwise from top left: Larry Meiller's 2012 guests included Zelda the chicken; Veronica Rueckert broadcasting live from the Wisconsin Book Festival; actor George Takei enthusiastically endorsing WPR before an interview; Jean Feraca with her *Here on Earth* team.

A STATEWIDE CONVERSATION

Every day, Wisconsin Public Radio invites listeners throughout the state to join a conversation about current events, culture, conservation and more. Elected officials, hip-hop heroes, award-winning scientists and authors - you never know who you'll connect with on our Ideas Network stations.

In 2012, our hosts and producers created more than 2,000 hours of engaging and informative call-in broadcasts. Thousands of callers shared their own perspectives on sometimes controversial topics. In addition to phone calls, Wisconsinites shared their views through thousands of emails and posts on Facebook and Twitter, where more than 10,000 listeners follow us.

Throughout the year our hosts took their shows on the road, with live broadcasts from book festivals, gardening events and more. And, our local programs, like Wausau's *Route 51*, provided access to community voices on issues of regional, national and global concern.

Finally, 2012 also saw the retirement of our longtime friend and colleague Jean Feraca, host of *Here on Earth*. After nearly 30 years on WPR, Jean received tributes from hundreds of listeners around the world.

I consider you to be one of the most valuable teachers I've had (I'm 18 years old). I thank you for all the ideas and people you've introduced me to. I'm a freshman in college now, and I listen to WPR on my portable radio constantly. Your programs keep my mind engaged even when I am just walking back to my dorm.

- Nathan Brooks,
Wisconsin Student



Clockwise from top left: Neale-Silva winner Cameron Pieper performs during a live broadcast in April; *Simply Folk* host Stephanie Elkins interviews the Jayhawks' Gary Louris; the Carolina Chocolate Drops live on air; Norman Gilliland with *Exploring Music* host Bill McLaughlin.

MUSIC THAT INSPIRES

2012 was another incredible year for music on Wisconsin Public Radio. Our hosts and music staff dug deep to offer listeners an incredible diversity of selections. Classical music, jazz, folk and world music can be heard on our statewide network. But our love of music doesn't stop there - many regional stations offer their own mix of music, including blues, indie rock and Native American music programs.

WPR was a pioneer of live music broadcasts in the 1920s and we continue to offer live performances to listeners throughout the state. This year our many guests included pianist Philippe Bianconi, the Portland Cello Project, the Carolina Chocolate Drops and Laura Gibson. And, our weekly broadcast, *Sunday Afternoon Live from the Chazen*, featured more than 30 guest artists with several live broadcast premieres.

We shared our passion for the music arts through our Artists-in-Residence, the Ekaterinburg Classical Trio, a.k.a. the Kat Trio. The trio served as musical ambassadors for WPR and performed at events around the state.

WPR's investment in the future of classical music continued through our statewide Neale-Silva Young Artists Competition and the Bolz Young Artist Competition. Both programs were broadcast live statewide. In the summer we added *From the Top*, a national showcase of young classical performers hosted by pianist Christopher O'Riley, to our schedule.

Having recently completed my Master's, and now being in that sometimes 'awkward' phase between school and a full-time performing career, music is my release from the every day grind. Knowing that part of the Neale-Silva prize was the chance to sing on WPR made me ecstatic.

- Rachel Holmes, vocalist
and Neale-Silva Winner



Clockwise from top left: Michael Feldman shares a laugh with actor Ed Begley Jr.; a Wisconsin story teller competing at a Moth Story Slam in Milwaukee; *Old Time Radio* live at the Science Festival; *Radiolab* hosts Robert Krulwich and Jad Abumrad with UW WISE students.

ENGAGING ENTERTAINMENT

We like to think of all of our programs as engaging entertainment, but there are some shows, like *Michael Feldman's Whad'Ya Know?* and *Old Time Radio Drama* that truly deserve a category of their own. Whether they make you laugh, cry or turn up the volume, the mix of conversation, comedy and drama is special.

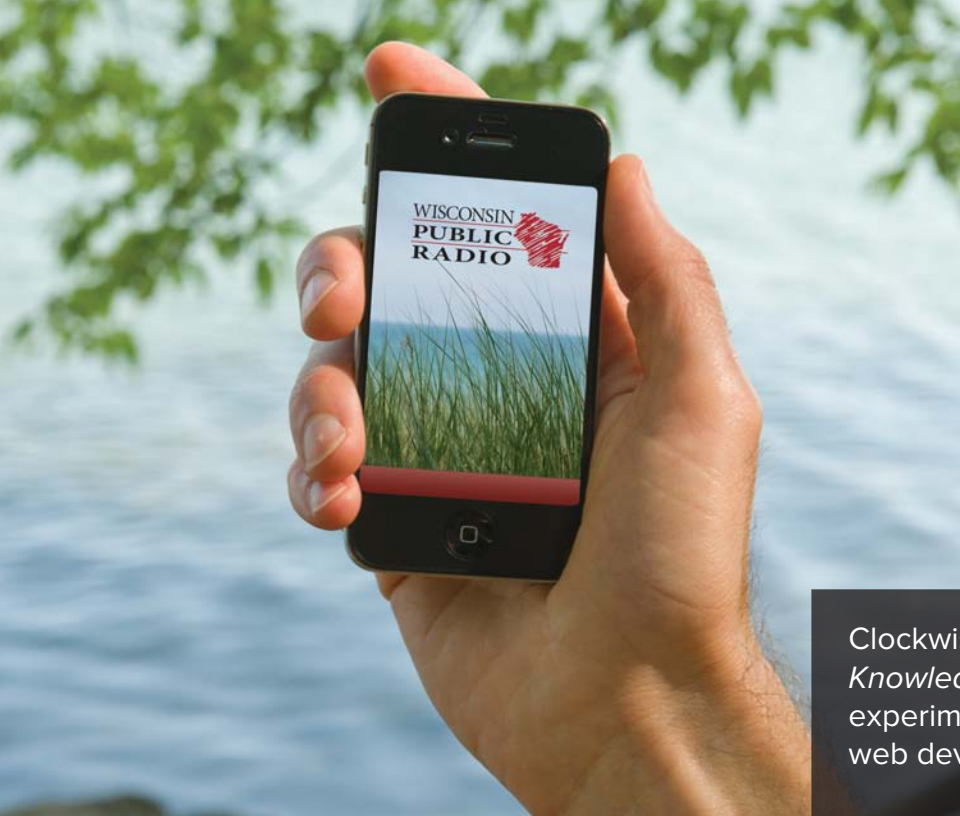
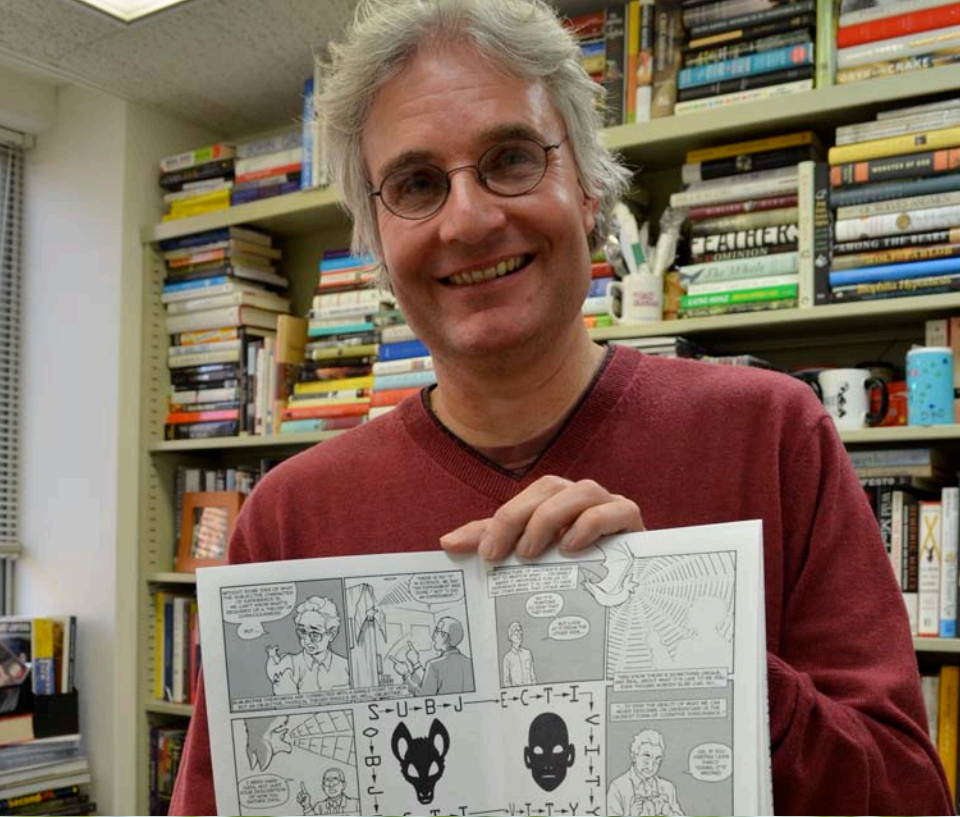
In 2012, WPR made two popular national shows a regular part of our schedule - *Radiolab* and *The Moth Radio Hour*. While the shows focus on different topics, their approach to radio has won fans across the state and the nation. Through our partnership with Milwaukee's Miramar Theater amateur storytellers were invited to compete on stage in monthly "Story Slams" for a chance to have their work recorded and broadcasted nationally on *The Moth*.

Visits from Ira Glass, David Sedaris, *Radiolab* and *Says You* provided WPR listeners a chance to meet some of the biggest names in public radio entertainment.

Finally, after searching the airwaves for just the right voice, WPR introduced Sara Nics as announcer on *Michael Feldman's Whad'Ya Know?*. Sara took over the position after our dear friend and colleague, Jim Packard, passed away in June.

I recently did two deployments to Yemen and the highlight of my day was a daily walk around the compound listening to *Whad'Ya Know?*. People kept asking me why I was laughing (inappropriate laughter is evidently an indicator of too much stress), but I said I was listening to Michael Feldman and that it was OK. Thanks. You are a blessing to many of us out here.

- Michael,
Fairfax, VA



Clockwise from top left: Steve Paulson shows off *To the Best of Our Knowledge*'s crowd-funded comic book tie-in; WPR's Open Goldberg experiment featured a live simultaneous score broadcast with music; web developer Laura Zimmerman; the WPR mobile app.

BEYOND BROADCAST

We connect with the majority of our audiences through radio, but this year we expanded our online efforts to enhance service to all of our listeners. WPR launched apps for iOS and Android mobile devices. Among other things, the apps feature live streams of all three WPR networks, integrated program schedules, news headlines and searchable program archives.

In 2012 we also updated three websites and began a complete overhaul of our flagship site, wpr.org. TTBOOK.org, the site for *To the Best of Our Knowledge*, added ten years of searchable interview archives, fan ratings, recommendations and more.

NotMuch.com, the site for *Michael Feldman's Whad'Ya Know?*, received a makeover, making it easier for fans to listen to the show, play the quiz and get tickets to attend a broadcast. And our award-winning partner site with Wisconsin Public Television, WisconsinVote.org, was updated to provide comprehensive news and analysis during the election season.

While our Facebook and Twitter accounts passed the 10,000 followers mark, we experimented on the crowd-funding site Kickstarter.com. Our campaign successfully raised more than \$15,000 to create a comic book in association with the *To The Best of Our Knowledge* radio series, "Meet Your Mind: A User's Guide to the Science of Consciousness."

Well WPR, you've done it again . . . what a nice app. It's clean, simple and it always works. I like that you can listen to live streaming and old shows right away. It works just fine on the go or with wifi. Very well done.

- Five Star User Review,
the iTunes Store



Clockwise from top left: Veteran Frank Raspberry shares a Wisconsin photo from the Vietnam War Memorial project; WPR Kids Day at the Vilas Zoo in Madison; performers at the state MLK ceremony; WPR News Anchor Terry Bell getting ready to throw out the first pitch.

CONNECTING WITH NEIGHBORS

Everyday, Wisconsin Public Radio reaches out to communities around the state to connect with our neighbors on and off air. Our network of seven regional offices partner with regional non-profits to promote community events and values.

Our hosts made special appearances around the state, including events to encourage literacy, music education, cultural diversity and more. We celebrated books, nature, agriculture, science, families and just plain fun. And, we continued our tradition of broadcasting the official state ceremony honoring Dr. Martin Luther King Jr., hosted by our very own Dr. Jonathan Overby.

When record-setting summer heat brought drought to Wisconsin, we partnered with Wisconsin Public Television to launch WisconsinDrought.org, a news and public service website that provided news and resources for those affected by the disaster.

In 2012, we launched a multi-year initiative with Wisconsin Public Television, Milwaukee Public Television, Milwaukee Public Radio and the Vietnam Veterans Memorial Fund to find a photo of all 1,244 Wisconsinites listed on the Vietnam Veterans Memorial Wall in Washington D.C. The images will become part of the “Wall of Faces” – a lasting tribute planned for the Vietnam Memorial Education Center near the mall in our nation’s capital.

Thank you for partnering with us. Our staff felt very good about WPR Kids Day at the Zoo. We appreciate you working with us to make it a great event!

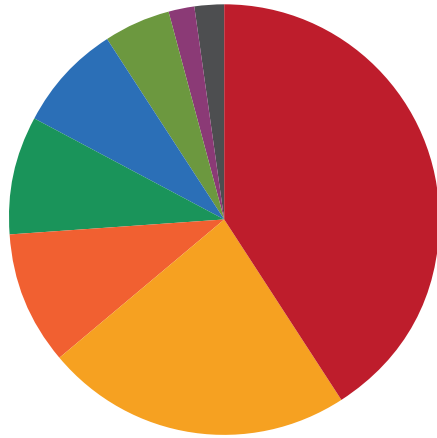
- Suzy Reynolds,
Henry Vilas Zoo

2012 FINANCIAL REPORT

Statement of Financial Activity

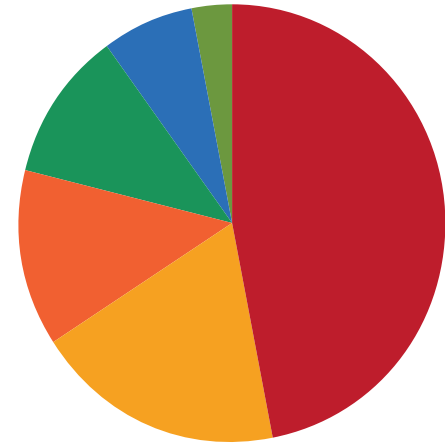
	ECB	UWEX	FY12 Total	FY12 % Total	FY11 Total
REVENUES					
DIRECT STATE/UNIVERSITY	2,207,273	1,861,846	4,069,119	23%	4,404,676
INDIRECT/IN-KIND SUPPORT	417,508	1,419,107	1,836,615	10%	1,708,045
PUBLIC BROADCASTING STATIONS Carriage	0	365,464	365,464	2%	497,792
LISTENERS	5,193,553	2,042,962	7,236,515	41%	6,831,925
CORPORATE	760,667	773,218	1,533,885	9%	1,501,183
FEDERAL - CPB	750,306	574,298	1,324,604	8%	1,212,240
CAPITAL CONTRIBUTIONS	891,314	0	891,314	5%	527,294
OTHER	104,964	228,073	333,037	2%	1,288,989
TOTAL REVENUE	10,325,585	7,264,968	17,590,553	100%	17,972,144
EXPENSES					
BROADCASTING	2,656,866	405,156	3,062,022	19%	3,354,706
PROGRAMMING	1,387,622	6,392,103	7,779,725	47%	7,375,514
PROGRAM INFORMATION	54,353	364,387	418,740	3%	330,916
MANAGEMENT - DIRECT	886,165	1,010,018	1,896,183	11%	1,910,920
MANAGEMENT - INDIRECT	0	1,158,860	1,158,860	7%	1,141,711
FUNDRAISING	674,059	1,496,415	2,170,474	13%	2,130,483
TOTAL EXPENSE	5,659,065	10,826,939	16,486,004	100%	16,244,250
INTERAGENCY TRANSFERS	(3,803,014)	3,803,014	0	----	0
INCREASE IN NET ASSETS	863,506	241,043	1,104,549	----	1,727,894
NET INCREASE IN CAPITAL ASSETS	95,044	(26,433)	68,611	----	(12,783)
NET INCREASE IN RESTRICTED ASSETS	72,632	1,433	74,065	----	19,650
NET INCREASE IN UNRESTRICTED ASSETS	695,830	266,043	961,873	----	1,721,027

Sources: Audited financial statements of WHA Radio and the Wisconsin Educational Communications Board.
 Issued audits are available at <http://www.legis.state.wi.us/lab/CurrentReportsByDate.htm>



2012 Revenue

- 41%** LISTENERS
Member contributions including major gifts and bequests
- 23%** DIRECT STATE/UNIVERSITY
Money received from the State and University in the form of GPR support
- 10%** UNIVERSITY IN-KIND SUPPORT
Primarily administrative and facilities support which are allocated costs incurred by the UW System on behalf of WPR
- 9%** CORPORATE
Underwriting revenue
- 8%** FEDERAL (CPB)
Community Service Grants (CSG) based on the amount of Non-Federal Financial Support (NFFS) generated by WPR
- 5%** CAPITAL CONTRIBUTIONS
State Building Trust Funds, NTIA Grants and CPB HD Grants
- 2%** OTHER
Merchandise & ticket sales, sale of production facilities, interest earnings net of interest expense and other miscellaneous revenue
- 2%** PUBLIC BROADCASTING
Payments from public radio stations for the right to carry WPR's nationally distributed programs



2012 Expenses

- 47%** PROGRAMMING
Production and acquisition of broadcast programs
- 19%** BROADCASTING
Program transmission and interconnection, scheduling, depreciation, engineering maintenance
- 13%** FUNDRAISING
Costs incurred in the solicitation of membership and underwriting revenue
- 11%** MANAGEMENT - DIRECT
Management costs directly spent by WPR
- 7%** MANAGEMENT - INDIRECT
Allocated administrative costs incurred by the UW System on behalf of WPR
- 3%** PROGRAM INFORMATION
Newsletters, guides, promotional activities

Wisconsin Public Radio operates three statewide networks - the Ideas Network, NPR News & Classical Music, WPR HD Classical - that broadcast from 35 stations around the state. Each week, more than 440,000 Wisconsinites tune in and more than 2.2 million visitors come to our website, wpr.org.

If you have questions about WPR programs and activities in your community, you can contact our Audiences Services team at 800-747-7444 or email listener@wpr.org. You can also contact your local regional manager directly, see below:

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

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

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

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

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

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

For general questions and the Madison Area, contact
Jeffrey Potter, WPR Marketing Director:
Jeffrey.Potter@wpr.org

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



wpr.org