



WISCONSIN
PUBLIC RADIO
Annual Report 2019





A Story For All

One of the joys of my job is meeting you, our listeners and supporters. Your passion for our work and mission is palpable and, indeed, the reason we continue to grow and prosper. I love to hear how the work of our dedicated staff has impacted your life and world view. I continually find inspiration when I reflect on the work we have accomplished together. WPR has a great story to tell, but it's a story we couldn't tell without you.

Our story is one of commitment, where research-driven journalism thrives. It's a story of civil discourse, where guests and callers with diverse perspectives are invited to engage one another with curiosity and respect on The Ideas Network. And, it's a story of inspiration, where world renowned musicians are heard side-by-side with Wisconsin's best performers.

2019 was a great year for all that we do — journalism, essential conversations, inspiring music and engaging entertainment. New reporters in Green Bay and Wausau, in-depth coverage of Wisconsin's complex relationship with alcohol, our investigative podcast about high speed rail, community conversations in Superior, local events and young musicians — they are all part of our story that we are proud to share with you.

I look forward to continuing our work together, and I'd love to hear your story in person at one of our upcoming events or via email at mike.crane@wpr.org. Until then, keep listening and thanks for your support.

Regards,

Mike Crane, Director

Photo: Mike with NPR White House Reporter Ayesha Rascoe and WPR's Phoebe Petrovic.

2019 At A Glance

For more than 100 years, Wisconsin Public Radio has enriched life in the state with free and independent content that informs and inspires individuals and communities.



459K
Listeners a
Week

426,000 listeners on air, 33,000 online
Our two main networks, NPR News & Music and The Ideas Network, are available on air and online. We also offer an All Classical channel online and via HD radio.



7 News Bureaus
37 Stations

We serve the state with local staff and studios in Madison, Milwaukee, Green Bay, Wausau, Superior, Eau Claire and La Crosse. We also maintain a business office in Appleton.



11M
Pageviews

WPR.org served more than 11 million pageviews on topics including news, current affairs, science, pop culture and much more.



52K+
Members

Our single largest source of support is from individual listeners like you — thank you!



Outstanding Journalism

WPR's news team reports on urgent issues every day, while also taking a deeper look at the economic, political and cultural fabric of Wisconsin. In 2019, WPR explored Wisconsin's complicated relationship with alcohol in the special series "High Tolerance." In more than 20 stories featured in our newscasts, talk shows and on wpr.org, the project examined the many ways alcohol impacts our lives. Stories ranged from profiles of women in the industry to the challenges of finding alcoholism treatment in rural areas.

Our commitment to outstanding journalism extended to digital-first projects as well. Our seven-episode podcast "Derailed" dug into the real story of how high-speed rail almost came to Wisconsin. Rigorously reported by Capitol Bureau Chief Shawn Johnson and Special Projects Reporter Bridgit Bowden, the podcast reexamined a story from the recent past and shed light on today's partisan political landscape.

We added expertise to our team by hiring a new rural communities reporter and a sports reporter in 2019. WPR also continued to train the next generation of journalists through our three news fellowships. Fellows received hands-on experience in public radio news production and ethics.

Photos: Lee Ester News Fellow Phoebe Petrovic covering Gov. Evers' inauguration, WPR's Shawn Johnson and Bridgit Bowden discussing "Derailed" at a live event in Madison.



Community Connections

Our extensive network of studios and reporters is on the ground and building connections on air, online, and in communities statewide. Last year we invited students at Monona Grove Liberal Arts Charter School to create pieces for “Wisconsin Life.” The students told the stories that they most wanted to tell — about themselves, their families, music and history. Working with producer Maureen McCollum, students learned interviewing skills and audio production. The final stories were broadcast statewide in “Classroom Frequency: Student Voices From Wisconsin.”

This year our WHYsconsin series took off, producing more than 20 stories based on listener-submitted questions about Wisconsin, its people and its culture. From the state’s complicated county road naming scheme to Hodags to ways to safely traverse frozen lakes and rivers, all questions were welcome.

Every day, The Ideas Network invites Wisconsinites to share their perspectives on the issues that matter to them. This year we broadcast from Superior on the one-year anniversary of the Husky Energy refinery fire, as well as from Mineral Point Elementary School to explore Wisconsin history.

Photos: “Classroom Frequency” contributor and student Jasnen Valencia in WPR’s music library, “The Morning Show” Host Kate Archer Kent on the air.



Inspiration and Engagement

Classical music forms the core of WPR's music offerings, with more than 100 hours broadcast each week. Throughout 2019, we aired world-renowned artists side by side with some of Wisconsin's best musicians. Our commitment to celebrating young talent included the statewide broadcast of selections from the annual Wisconsin School Music Association Honors Concerts and the Madison Symphony Orchestra's "Final Forte" Bolz Young Artist Competition. WPR also offered a mix of Wisconsin-hosted jazz, world, folk, blues and Native American music each week on statewide and regional networks.

WPR listeners are engaged and curious. In 2019, we invited thousands to try something new with live events in communities across the state. We celebrated 40 years of "Simply Folk" with Grammy Award nominees Dom Flemons and Mary Gauthier, and Madison favorite Cris Plata. Milwaukee listeners signed up for The Explorers Club to learn pickling and food preservation skills. The "WPR Politics Podcast" team recorded live episodes in Washburn, Waukesha and Chippewa Falls. And we invited listeners out to parks, breweries, and concert venues for listener appreciation events across the state.

Photos: Members of the Wisconsin Youth Symphony Orchestra performing on "The Midday," Grammy Award winner Dom Flemons at the "Simply Folk" 40th Anniversary Shindig.

2019 Financial Report

2019 Revenue



- 42% Listeners** Member contributions including major gifts and bequests
- 27% State Support** Money received from the state and university in the form of General Purpose Revenue (GPR)
- 12% Business Support** Underwriting revenue
- 9% Other** Investment income, public broadcasting carriage fees, merchandise and ticket sales, production fees and other miscellaneous revenue
- 4% In-Kind Support** Primarily administrative and facilities support which are allocated costs incurred by the UW System on behalf of WPR
- 5% Corporation for Public Broadcasting (CPB)** Community Service Grants (CSG) based on the amount of Non-federal Financial Support (NFFS) generated by WPR
- 1% Capital Contributions** State Building Trust Funds

2019 Expenses



- 67% Broadcasting and Programming** Acquisition, production and transmission of programming as well as related promotional materials
- 17% Fundraising** Costs incurred in the solicitation of membership and underwriting revenue
- 16% Administration** Management and administration including costs incurred by UW System on behalf of WPR

Revenues	FY19 Total	FY19 % Total	FY18 Total
State Support	6,788,033	27%	5,872,406
In-Kind Support	986,531	4%	1,238,285
Listeners	10,408,516	42%	9,854,017
Business Support	2,915,414	12%	2,874,220
CPB	1,375,616	5%	1,283,350
Capital Contributions	227,386	1%	152,642
Other	2,348,989	9%	2,667,185
Total Revenue	25,050,485	100%	23,942,105
Expenses	FY19 Total	FY19 % Total	FY18 Total
Broadcasting and Programming	14,843,009	67%	13,103,070
Administration	3,433,249	16%	3,192,454
Fundraising	3,870,300	17%	3,472,960
Total Expense	22,146,558	100%	19,768,484
Increase In Net Assets	2,903,927		4,173,621



Front Cover Photos: (Clockwise from top left) "The Morning Show" on a reporting trip near Superior, "The Morning Show" Host Kate Archer Kent on the air, WPR fans posing for a photo with "The Road To Higher Ground" Host Dr. Jonathan Øverby, Grammy Award nominee Mary Gautier at our "Simply Folk" 40th Anniversary Shindig.

Back Cover Photos: (Clockwise from top left) 2019 Second Century News Fellow Alana Watson, WPR fans at our 2019 Milwaukee Listener Appreciation Event, Members of the Wisconsin Youth Symphony Orchestra performing on "The Middy," audience members at our sold-out "Derailed" launch in Madison.

Questions? Contact Audience Services at 800-747-7444 or listener@wpr.org

