

Wisconsin Public Radio

2005



Annual Report



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FROM THE DIRECTOR

This was my first full year as Director of Wisconsin Public Radio, and I look back on it with a sense of satisfaction.

During a year that saw public radio audiences in decline nationwide, Wisconsin Public Radio enjoyed its highest audience ever in 2005 (nearly 440,000 people listen every week). But I suspect that in the future, broadcast radio listening will level off as more and more listeners turn to the Internet to find the programming they want, at a time that is convenient for them.

Luckily Wisconsin Public Radio is well on its way to providing various on-demand services. We now have thousands of hours of our programs archived for listening when it's convenient for you. Listeners from all over the world are now logging on to wpr.org to access our live streaming and our archived programs. And we look forward to adding the capability to provide program content by podcasting our programs directly to your computer or MP3 device.

In 2005, Wisconsin Public Radio entered the world of digital broadcasting. Working closely with our partners at the Educational Communications Board, we added digital broadcasting, also known as HD Radio, to four stations: WHA-AM / Madison, WERN-FM / Madison, WHRM-FM / Wausau, and KUWS-FM / Superior. As funds become available in 2006 and beyond, we will continue to add digital signals to our network stations. HD Radio makes AM sound like FM, and FM sound like CDs. But in addition to the improved audio quality, the HD Radio signal can be divided into two or more channels, making it possible to provide more program choices to you. These additional services are on the horizon for Wisconsin Public Radio listeners.



Phil Corriveau

Technology is a wonderful thing, and Wisconsin Public Radio is working hard to keep up with it, but our primary focus is programming. WPR is currently undertaking a comprehensive program review, something that hasn't been done since the early-1990s. One theme that is emerging from these discussions is our central identification with Wisconsin. WPR can best maintain and expand its position in the broadcasting world by building on our original identity as The State Stations. WPR reflects the values and resources of the University and the State of Wisconsin, and embraces the "Wisconsin Idea" by extending the borders of the University to the borders of the state and beyond.

In 2006 and into the future we pledge to continue to be stewards of the “Wisconsin Idea” by serving as a repository for content that we create or make available through collaborations with other cultural and community institutions. We will continue to maintain a strong presence in the state by strengthening our system of regional bureaus to provide outreach, community involvement, and local/statewide program content. We will continue to serve as a forum for discussion and the exchange of ideas and opinions on the news of the day. We will focus on programming that utilizes the intellectual and cultural resources of the University and the State of Wisconsin.

We live in an exciting new world of changing technology, which presents both opportunities and challenges to our current way of doing business. I’m looking forward to a future where we embrace technology to further our mission of providing quality programming to you. Happy listening!

Phil Corriveau
Director of Radio

I listen to Wisconsin Public Radio because I want to be on top
of the news and events in my country, state, and community.
–Katie, Eau Claire



THE IDEAS NETWORK

The Ideas Network’s talk shows exist to fulfill 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 provides cultural enrichment, intellectual stimulation, and intelligent, enlightening entertainment.”

Wisconsin Public Radio creates more than 50 hours of original talk shows each week. These provide the public a forum where listeners can hear the views, analysis, and expertise from a wide variety of knowledgeable guests representing all sides of different state, national, and international issues along with public policy issues.

- WEPS-FM / Elgin, Illinois, joined the Ideas Network in September, becoming the first station licensed outside of Wisconsin to join the system.
- WLFM-FM / Appleton left the Ideas Network after its licensee, Lawrence University, sold the station to a religious broadcaster.

- In 2005, WPR and NPR hosts, producers, and reporters created a spate of specials to bring listeners in-depth discussions on politics, public affairs, and international events:

January 12 – Governor Doyle’s State of the State Address.

January 17 – the 25th Annual Tribute for Martin Luther King, Jr., hosted by Jonathan Overby.

January 20 – NPR’s coverage of President Bush’s inauguration.

February 8 – Governor Doyle’s State Budget Address.

February – Primary election forums with candidates running for State Superintendent of Public Instruction.

March – General election forums with Elizabeth Burmaster and Greg Underheim, the two candidates running for State Superintendent of Public Instruction, hosted by Joy Cardin and Ben Merens.

April 1 – Live debate (simulcast with Wisconsin Public Television) with the two State Superintendent of Public Instruction candidates.

April 5–22 – Kathleen Dunn and producer Kate Brown were on the road to broadcast from Milwaukee, Eau Claire, Superior, Wausau, Oshkosh, and La Crosse. The tour concluded in Madison where the radio guests included Governor Jim Doyle and UW-Madison Chancellor John Wiley.

April 15–17 – The cast and crew of the NPR word game **Says You!** (broadcast Sunday at 8:30am) recorded programs in Milwaukee and Madison.



April 26 – Broadcast of the annual George F. Kennan Forum on International Issues at the Pabst Theater in Milwaukee, hosted by Ben Merens.

May 13 – Larry Meiller traveled to Bayfield for a broadcast of **Garden Talk**.

August 14 – Jean Feraca’s **Here on Earth** broadcast from Lombardino’s Italian Restaurant in Madison during a fundraiser for Wisconsin Public Radio.

September 12 – 15 – Special broadcasts of NPR’s one-hour wrap-ups of the day’s testimony during Judge John Roberts’ Supreme Court nomination hearings. We also provided Web links to NPR’s gavel-to-gavel coverage.

September 15 – Live coverage of President Bush's address to the nation regarding the Hurricane Katrina response and relief efforts, followed up with analysis and reaction on Ideas Network programs the next day. This in addition to numerous hours of talk shows on all of the issues raised by the Hurricane Katrina disaster.

I listen to Wisconsin Public Radio because it allows me to hear reliable, accurate news as I travel the state. I know all the Wisconsin Public Radio stations and I click from one to another.

--Moshe, DeForest



NPR NEWS & CLASSICAL MUSIC NETWORK

- The January 6 “send-off” concert by the Kat Trio marked the conclusion of a successful collaboration as Wisconsin Public Radio / Elvehjem Museum artists-in-residence. The trio will return for another residency from April through July 2006.
- In June, Ilene Isenberg joined Wisconsin Public Radio as our Sunday afternoon music host.
- The phones lit up during three “Kids-Only Classics by Request” programs: June 10, August 26, and November 25.
- In honor of Itzhak Perlman's 60th birthday on August 31, music hosts included generous samplings of Perlman's performances all month, along with readings from “Perlman Pearls” written by Norman Gilliland.
- Judy Rose retired after 25 years as host of **Simply Folk**. “Judy brought her warmth, humanity, and knowledge to **Simply Folk** since 1980,” said Phil Corriveau, Director of Radio. “She bonded with thousands of listeners in Wisconsin who will miss her Sunday evening visits. And we, her colleagues, will miss the intelligence and good cheer she brought to Wisconsin Public Radio for a quarter-century.” Before leaving, she assembled “Simply Folk Sampler III,” a CD of folk concert highlights.



Judy Rose

- Tom Martin-Erickson, who co-hosted with Judy from 1979 to 1990, returned as **Simply Folk** host and producer on Labor Day weekend.
- Pulitzer Prize-winning composer Gunther Schuller spent an autumn residency at the UW-Madison School of Music. Wisconsin Public Radio's Lori Skelton hosted a public conversation with the renowned scholar, composer, conductor, teacher, author, and music publisher on September 14. That conversation was later posted on wpr.org. Lori also conducted a public conversation with pianist Emanuel Ax in February at Overture Hall in Madison.
- On November 20, **Sunday Afternoon Live from the Chazen** hosted four chamber ensembles by the Wisconsin Youth Symphony Orchestras.
- On Thanksgiving Day, Wisconsin Public Radio featured four of the Wisconsin School Music Association high school honors concerts.

I listen to Wisconsin Public Radio because I love opera and classical music. When I came back to Green Bay (from NYC) I was looking for a classical music station. I figured public radio would have it. I never change the dial!

--Denise, Green Bay



WISCONSIN PUBLIC RADIO NEWS

- Wisconsin Public Radio News Director Connie Walker moved to North Carolina in April to become news director of WUNC-FM / Chapel Hill. Connie worked for WPR for almost 17 years, nine of which were as news director. "She did a superb job building the news department for Wisconsin Public Radio, and was instrumental in its success," said Phil Corriveau, Director of Radio. "She will be missed as the spirit and guiding force behind an award-winning and nationally recognized news department." Over the years, Connie's work was recognized by numerous journalism organizations, including the Associated Press, the Milwaukee Press Club, the Radio and Television News Directors Association, the Northwest Broadcast News Association, and Public Radio News Directors, Inc.
- In 2005, our news reporters in Madison, Milwaukee, Green Bay, Wausau, La Crosse, Eau Claire, and Superior filed 2,625 news stories, a 7.5% increase over 2004.



Connie Walker

- We hired a full-time reporter in our Wausau bureau. Glen Moberg now devotes his time to reporting on events and issues in north-central Wisconsin, and hosting the public affairs talk show **Route 51**.
- Reporters completed a 12-part series profiling Wisconsin authors. The series included interviews with and readings by contemporary authors; comments by literary critics, other writers, and librarians; and touched on everything from farm life to northwood spiders to Native American elders.
- In October, our reporters presented a 10-part series on the Internet's effects on life and society. It explored e-romance, SPAM, cyber crime, online shopping, and other aspects of culture on the Internet.
- In a half-hour documentary on domestic violence in Hmong society, reporters took an in-depth look at how spousal abuse is erupting in many Hmong-American households, and how unique cultural factors keep many victims from seeking help.
- We provided extensive breaking and continuing coverage of the Chai Vang Trial in Hayward. Chai Vang was found guilty of killing six deer hunters in northwestern Wisconsin.
- And through dozens of reports we kept listeners up-to-date with continuing coverage of the Wisconsin caucus scandal.



Glen Moberg

I listen to Wisconsin Public Radio because I can trust WPR to provide fair and unbiased news programming.
--Donna, Eau Claire



2005 Awards to Reporters

Press Club of Atlantic City/Headliner Award

-Second Place: Joseph McCarthy Censure (Brian Bull)

Northwest Broadcast News Association/Eric Sevareid Award

-Merit/Documentary or Special: Joseph McCarthy Censure (Brian Bull)

-Merit/General Reporting: Scott Panetti Case (Chuck Quirnbach)

-Merit/Sports: Northwoods League (Terry Bell)

Associated Press/Wisconsin (Division 1)

-Series: "Aging Issues: Mom and Dad Growing Old" (Chuck Quirnbach, Catherine Brand, Patty Murray, Mary Jo Wagner, Brian Bull, Gil Halsted, and Mike Simonson; Mike Simonson producer)

- Continuing Coverage: “Hunter Confrontation” (Mike Simonson, Gil Halsted, Shamane Mills, Chuck Quirmbach, and Shawn Johnson)
- Enterprise Reporting: “White Cane Awareness” (Shamane Mills)
- Best Audio: “Sauerkraut” (Brian Bull)

Milwaukee Press Club

- First Place/Best Sports Report: “Bud Selig” (Chuck Quirmbach)
- First Place/Best Single Report or Series Contributing to the Community’s Welfare: “White Cane Awareness” (Shamane Mills)
- First Place/Best Writing for Radio News: “Sauerkraut,” “The Thin Blue Line,” and “End of a Red-Hunter’s Crusade: The Censure of Joseph McCarthy” (Brian Bull)
- Second Place/Best 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; Mike Simonson producer)

Wisconsin Broadcasters Association

- Merit/Hard News Story: “Soldier Remains Come Home” (Gil Halsted)
- Merit/Mini-Documentary or Series: “End of a Red-Hunter’s Crusade: the Censure of Joseph McCarthy” (Brian Bull)
- Merit/Best Sports Reporting: “Baseball in Beertown” (Terry Bell)

I listen to Wisconsin Public Radio because I believe I am so much better informed on so many issues... I also cherish what I consider the depth and “heart” of the subjects and people of Wisconsin Public Radio.

--Janet, Wauwatosa



ENGINEERING AND OPERATIONS

- In June, Wisconsin Public Radio hired Steve Johnston to join the senior management team as director of engineering and operations. Steve was the director of engineering and operations at Boise State Radio, a 20-station public radio group in Idaho. He also served as interim general manager at Boise State, and previously was director of engineering for the Susquehanna Radio Corporation group based in Pennsylvania. Steve supervises all Wisconsin Public Radio production maintenance engineers, program technical directors, and the technical operations staff. He is responsible for six UW-licensed transmitter sites and all Wisconsin Public Radio production facilities, equipment, and scheduling.



Steve Johnston

- “HD Radio” or high-definition digital signals were added to WHA-AM / Madison, WERN-FM / Madison, KUWS-FM / Superior, and WHRM-FM / Wausau.
- Engineers completed our project to improve the signal coverage and audio quality for analog WHA-AM / Madison.
- They also built a system to allow the Radio Store to provide CDs of Wisconsin Public Radio talk show programs instead of the traditional cassette copies.
- And they installed new, state-of-the-art, on-air audio processing equipment on both the NPR News & Classical Network and the Ideas Network to provide the highest-quality, consistent sound for listeners.

I listen to Wisconsin Public Radio for all the obvious reasons such as balanced reporting, interesting stories and guests, great shows, listener-supported, and all the other glowing responses most listeners have. But the real reason for me is in the act of listening ...to pause, imagine, become transcendent in a way through the sounds of distant places and people. Ahhhhh, and all those great radio voices.

--Kristin, Eau Claire



NEW MEDIA

- Starting in April 2005, Wisconsin Public Radio provided listeners additional opportunities for accessing programming with the introduction of Windows Media Player live Webcasting. This service is in addition to the RealPlayer streams, which have been available since 1999.
- Between January 2005 and January 2006, visits to our wpr.org Web site increased by 25% to more than 10,000 per day; usage of our live Webcast streams increased by 67% to more than 2,600 sessions per day; and archived-audio listening rose by more than 76% to more than 9,000 audio clips played each day.
- WPR continued to upgrade its digital audio capabilities with the installation of a new AudioVault© storage and playback system in the Eau Claire bureau.
- The “Ideas Program Notes” feature provides a schedule of the next day’s guests and topics to listeners through e-mail messages sent out every evening. The number of users of this service increased in 2005 by 25% to more than 1,600 recipients. WPR also introduced an electronic newsletter which is mailed to more than 18,000 listeners.

NATIONAL PROGRAMS FROM WISCONSIN PUBLIC RADIO

Four Wisconsin Public Radio programs are distributed via satellite to stations throughout the country. **Michael Feldman's Whad'Ya Know?**, **Calling All Pets**, **Zorba Paster On Your Health**, and **To The Best Of Our Knowledge** are carried by hundreds of stations and reach millions of listeners each week.

Calling All Pets

- With the retirement of Monika Petkus, Charles Monroe-Kane was appointed the interim executive producer.
- Cynthia Schuster was promoted to be the show's new producer.
- Wisconsin Public Radio now distributes **Calling All Pets** to 109 stations around the country.



Cynthia Schuster, Patricia McConnell, Larry Meiller

To The Best Of Our Knowledge

In June, **To The Best Of Our Knowledge** won the highest honor in radio: the George Foster Peabody Award. **To The Best Of Our Knowledge** was one of only two radio shows to win the award for its body of work. The radio series “remains the consummate audio magazine of ideas and oddities for people with curious minds,” the Peabody committee stated in its citation. “Stories range from the formidable to fanciful, but are always provoking.” Jim Fleming, Steve Paulson, and Anne Strainchamps attended the awards ceremony at the Waldorf-Astoria in New York.



Steve Paulson, Jim Fleming,
Anne Strainchamps

- In July, listeners joined Jim Fleming for a backstage visit to American Players Theater in Spring Green, complete with a catered dinner (accompanied by APT actors) and a production of “Merry Wives of Windsor.”
- In November, Wisconsin author Parker Palmer and his wife Sharon welcomed listeners to their house for a special **To The Best Of Our Knowledge** event: catered lunch and in-depth conversations about “what makes life meaningful.”
- In November and December, **To The Best Of Our Knowledge** aired a sometimes-reverent, sometime-irreverent, always-fascinating examination of life’s big questions, “The Meaning of Life: In Five Easy Lessons.” The five-hour series was carried by a number of NPR stations around the country.
- Anne Strainchamps produced a new two-CD compilation of some of the best interviews called “Amazing Grace 2: More Conversations About the Life of the Soul.”
- Jim Fleming conducted two highly visible interviews that proved to be popular with listeners. His interview with famed physicist Brian Greene at Borders Bookstore in Madison drew several hundred people. And he drew another sizable crowd when he interviewed cartoonist Harvey Pekar on stage at the Orpheum Theatre during the Wisconsin Book Festival.
- Steve Paulson moderated a highly charged debate on gay marriage at the Union Theater on the UW-Madison campus. Approximately 1,000 people attended.

I listen to WPR because I can hear from a broad spectrum of experts, from scientists, senators, authors, artists, and city-council members.

--Peggy, Eau Claire



Zorba Paster On Your Health

- Monika Petkus retired as executive producer of **Zorba Paster On Your Health** (and **Calling All Pets**) after 27 years at Wisconsin Public Radio. “Monika was instrumental in shaping the networks into what they are today,” said Director of Radio Phil Corriveau. “Her dedication and talent has had a profound influence in the areas of news, marketing, promotion, research, and national programming and production. She truly left her mark on WPR, and I will always be grateful for the extraordinary work that she has done.”



Tom Clark and Zorba Paster

- Charles Monroe-Kane (of producer at **To The Best Of Our Knowledge**) is the interim executive producer. Adam Friedrich (formerly of **Hotel Milwaukee** and **Calling All Pets**) is the show's new producer.
- Public Radio International now distributes **Zorba Paster On Your Health** to 79 stations around the country.

Michael Feldman's Whad'Ya Know?

- In 2005, Michael Feldman welcomed many esteemed guests to the program, including Studs Terkel, Alan Alda, Wisconsin author Michael Perry, mystery writer Janet Evanovich, country-legend Rosie Flores, polka-master Steve Meisner, and Harvey Pekar, best known for his autobiographical slice-of-life comic book series "American Splendor," a first-person account of Pekar's downtrodden life.
- In 2005, **Whad'Ya Know?** produced 10 remote broadcasts throughout the country – selling an average 1200 seats per show and selling out half of the shows.
- **Whad'Ya Know?** celebrated the show's 20th anniversary with a national bus tour. During the June tour, **Whad'Ya Know?** sold over \$5,400 in **Whad'Ya Know?** merchandise. The bus traveled 2,000 miles to nine destinations with 2000 pounds of equipment and 1,800 pounds of flesh. **Whad'Ya Know?** spent \$1,200 in fuel, sold over 3,600 tickets to the shows, and took over 400 pictures.



On the road with Michael and the **Whad 'Ya Know?** crew

- Michael fielded more than two-dozen media interviews regarding **Whad'Ya Know?**, made two personal appearances, and was the celebrity guest weatherman at a Louisville, Kentucky, television station.
- Late this year **Whad'Ya Know?** began podcasting Michael's monologues, "All the News That Isn't." In three months, downloads rose from 8,000 per month in October to more than 30,000 in December.

THE BUREAUS

Superior

- KUWS-FM became the first radio station in the Twin Ports to convert to the new “HD Radio” broadcast standard. New transmission facilities were installed at the Duluth, Minnesota transmitter site just as the station completed its 40th year of broadcasting. KUWS, then called WSSU-FM, went on the air in January of 1966. It later became the first FM stereo station in the Twin Ports.
- 2005 was a record year for audience numbers on both WHSA-FM and KUWS-FM, according to audience figures compiled by Arbitron and analyzed by the Radio Research Consortium.
- The Superior Regional Office hit new highs in regional pledge income during the Fall 2005 pledge drive, raising more than \$5,000 in 6 hours of pledging during regional shows.

I listen to Wisconsin Public Radio because I enjoy the old-time radio shows on Sunday nights. I listen to them with my kids. It is like going back in time.
--Debbie, Superior



Wausau

- **Route 51** celebrated its first anniversary in October with a special program featuring U.S. Representative David Obey.
- In partnership with the Wausau Daily Herald, **Route 51** hosted a public forum commemorating the 30th anniversary of the end of the Vietnam War.
- Wausau staff, volunteers, and board members welcomed Kathleen Dunn for a broadcast from UW-Marathon County on April 14.
- Vicki Nonn hosted a major donor reception in conjunction with Itzhak Perlman's performance in Wausau.
- 90.9 WHRM-FM began digital broadcasting.
- 930 WLBL-AM's tower was replaced.



Glen Moberg and
Representative David Obey

- The Wausau bureau re-established its regional news presence by hiring a full-time reporter/host: Glen Moberg.

Green Bay

- Wisconsin Public Radio named Lisa Nalbandian of Racine as the new regional manager for northeastern Wisconsin. (Lisa began in July, replacing Glenn Slaats who retired in 2004.) Prior to the Green Bay position, Lisa was promotion manager at WHAD-FM / Milwaukee working on events, promotion, community relations, graphic arts, and corporate sponsorships.

Lisa now oversees programming, fundraising, community outreach, and volunteer activities for the four stations in the region – 89.3 WPNE-FM / Green Bay, 88.1 WHID-FM / Green Bay, 91.9 WHDI-FM / Sister Bay, and 89.7 WHND-FM / Sister Bay – and she is the liaison with affiliate stations 91.7 WSHS-FM / Sheboygan and 90.3 WRST-FM / Oshkosh.



Ed Asner

- In November, Wisconsin Public Radio was a media sponsor for “The Great Tennessee Monkey Trial” starring Mike Farrell, Ed Asner, and Sharon Gless on the UW-Green Bay campus. The play is based on the original transcripts of the 1925 trial of John Scopes, a high school science teacher who challenged Tennessee law by teaching evolution. The performance was recorded and broadcast during **Old-Time Radio Drama** on December 4.
- During the winter season, WPR was a sponsor of the Grand Opera House’s Screen Scene Film Series in Oshkosh. The series presented films that generate discussion. After each screening, audience members were encouraged to stay and discuss the film.
- In December, WPR was a sponsor of the Northeastern Wisconsin Film Summit. The summit included panel discussions on the technical and promotional aspects of producing documentary films.
- Finally, WPR was a sponsor of the Green Bay Film Society’s Foreign Film Series. Twice monthly, the society shows foreign films at the Neville Public Museum. This is one of the rare places – perhaps the only place – where northeastern Wisconsinites can view and discuss foreign films.

I listen to Wisconsin Public Radio because I like to keep up-to-date and hear balanced discussions on issues important to everyone.

--Grace, Manitowoc



Eau Claire

- On April 7, Kathleen Dunn visited the Eau Claire bureau to broadcast discussions on Native American issues, and the Amish communities in west central Wisconsin.
- A State Theater audience in Eau Claire enjoyed a visit by **Michael Feldman's Whad'Ya Know?** on May 21.
- The Wisconsin Public Radio studios in Eau Claire were remodeled to accommodate the current needs, including local programming and digital editing.
- The Wisconsin Public Radio Auction, which is administered by volunteers in the Eau Claire office, brought in more than \$25,000, a new record.



Michael Feldman at the State Theater and Kathleen Dunn at the Eau Claire studios

I listen to Wisconsin Public Radio because... it presents a wonderful community of people who share ideas for improving life and living on our planet.

--T. Hans, Eau Claire



Milwaukee

- Milwaukee-based hosts Kathleen Dunn, Ben Merens, and Dave Berkman – with producers Kate Brown, Peter Donalds, Rita Thomas, Carmen Jackson, and others – created 1,300 hours of original programming in 2005. State politics, national and international events, education, health care, the environment, ethics, history, social issues, and myriad other topics were covered as guest experts from around Wisconsin and around the world shared their ideas and opinions with listeners.

- Early in the year, Kathleen Dunn, Kate Brown, and other staff members planned a seven-stop tour of Wisconsin to celebrate Kathleen's 30th year in broadcasting. Listeners enjoyed meeting Kathleen and hearing her discussions in Milwaukee on April 5, Eau Claire on April 7, Superior on April 8, Wausau on April 14, Oshkosh on April 15, La Crosse on April 21, and Madison on April 22.
- The comedy-quiz show **Says You!** paid a visit to Milwaukee on April 15. Nearly 150 public radio fans laughed along as host Richard Sher and his panel bluffed and guessed their way through two tapings at the infamous ComedySportz club. The show then moved on to Madison to tape four shows.
- On April 26, Ben Merens hosted a broadcast from the Pabst Theater in Milwaukee: the annual George F. Kennan Forum on International Issues sponsored by UW-Milwaukee's Institute of World Affairs.
- In June, WHAD staff members welcomed the StoryCorps oral history project to Milwaukee. StoryCorps is a national project to instruct and inspire people to record each other's stories in sound. For three days a constant stream of public radio listeners visited the StoryCorp mobile booth to record interviews with their grandmothers, uncles, children, and best friends – anyone whose stories they wanted to preserve. Stories were broadcast on National Public Radio, and all tapes were archived at the American Folklife Center at the Library of Congress. After Milwaukee, StoryCorps set up its mobile studio on Library Mall on the UW-Madison campus.



Says You! at ComedySportz

I listen to Wisconsin Public Radio because I love the journalistic integrity of the station. Also, the hosts really do their homework and often have insightful questions and comments. Wisconsin Public Radio is always expanding my intellectual horizons.
--Michelle, Milwaukee



WISCONSIN PUBLIC RADIO ASSOCIATION

When listeners contribute to Wisconsin Public Radio, they become members of the Wisconsin Public Radio Association. In 2005, more than 40,000 individuals and families were members. We appreciate each and every member for their generous support of our service.

The WPRA board of directors is made up of 18 elected or appointed listeners who advise the staff on finance, strategic planning, fundraising, and community outreach issues.

2005 Board of Directors

Charlotte Chell, Kenosha
262-551-5729
cchell@carthage.edu

Bernie Kubale, Hartland
262-367-7469
bskubale@aol.com

Sheehan Donoghue, Saynor
715-542-3653
jsheehand@nnex.net

Robert Lenz, Waunakee
608-849-4569
lenz@vilas.uwex.edu

Lu Eckels, Bayfield
715-779-3168
eckelspottery@charter.net

Gary Lichtenberg, Appleton
920-739-8957
loulou@new.rr.com

Richard Egan, Sister Bay
920-854-5755
rdegan@aol.com

Barbara Lorman, Fort Atkinson
920-563-3798
barbaralorman@sbcglobal.net

Barbara Gilmore, Grafton
262-284-4286
bdgil2210@aol.com

Teri McCormick, Madison
608-238-8340
mccormicktj@sbcglobal.net

Dave Hildebrand, Rice Lake
715-234-9486
davehilde@charter.net

Bill Merrick, Appleton
920-749-1923
wpmkayak@vbe.com

Joe Jopek, Antigo
715-623-2645
jjjopekj@newnorth.net

Ellen Rosewall, DePere
920-336-9801
erosewall@new.rr.com

Pat Sebranek, Burlington
262-763-1779
patseb@thewritesource.com

Jack Taft, Madison
608-833-5327
pojack27@hotmail.com

Michael Sigman, La Crosse
608-788-4104
blitzrabbi@mindspring.com

David Steele, Augusta
715-286-2676
riverside@bluebuzz.net

For more information about the
association and its board, visit
their Web site: www.wpra.org.



During the on-air pledge drive in February, volunteers from the WPRA found themselves in the dark when power lines were cut to Vilas Hall. But, thanks to quick thinking, candles were lit and the pledge taking continued uninterrupted.

I listen to Wisconsin Public Radio because of ...

animal calls
health advice
news from Lake Wobegon
how to cook rice
family problems
an opera solo
university classes
old-time radio
songs for folk
chapters of books

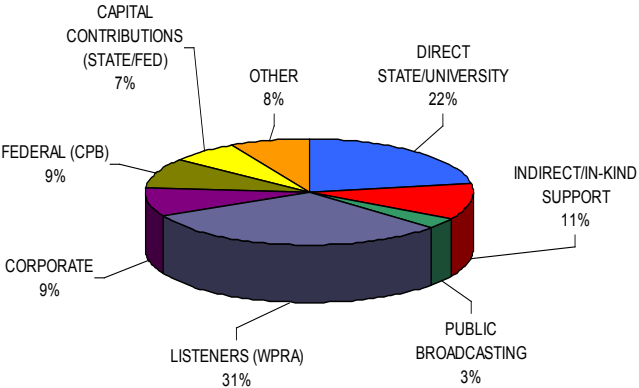
care of pets
growing cukes
financial woes
news of war
music live
the weight of a star
the newest books
a controversial view
I still don't know much.
Do you?

-- Lois S., Eau Claire

STATEMENT OF FINANCIAL ACTIVITY

REVENUE

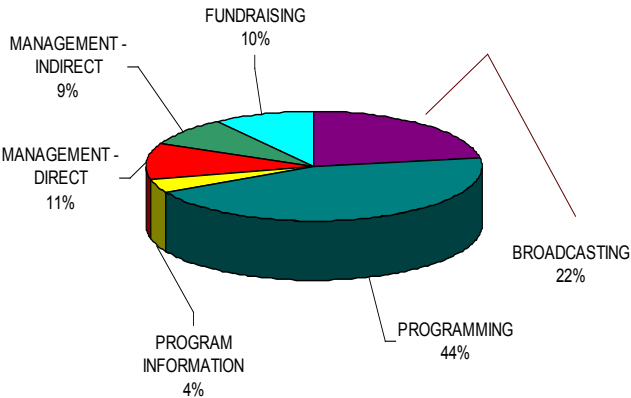
DIRECT STATE/UNIVERSITY	3,359,453
INDIRECT/IN-KIND SUPPORT	1,613,001
PUBLIC BROADCASTING	509,154
LISTENERS (WPRA)	4,600,288
CORPORATE	1,311,338
FEDERAL (CPB)	1,374,918
CAPITAL CONTRIBUTIONS (STATE/FED)	993,343
OTHER	1,178,130
TOTAL REVENUE	14,939,625



EXPENSE

BROADCASTING	3,154,673
PROGRAMMING	6,272,022
PROGRAM INFORMATION	539,407
MANAGEMENT - DIRECT	1,475,277
MANAGEMENT - INDIRECT	1,205,339
FUNDRAISING	1,383,178
TOTAL EXPENSE	14,029,896

INCREASE IN NET ASSETS	909,729
NET INCREASE IN CAPITAL ASSETS	108,353
NET INCREASE IN RESTRICTED ASSETS	412,211
NET INCREASE IN UNRESTRICTED ASSETS	389,165



9XM LEADERSHIP CIRCLE

Listeners who donate \$500 or more each year become members of our "9XM Leadership Circle." These generous, dedicated major donors provide a foundation of financial stability for our service and its programs. We thank them for their continued support.

(9XM was the original call-sign of our flagship station in Madison, now AM 970 WHA.)

Executive Director Level (\$10,000 - \$49,999)

Marjorie Betzer
Dr. Karel O. Cejpek and
Ursula Cejpek
Anonymous - 1

Executive Producer Level (\$5,000 - \$9,999)

John H. and Carolyn Gusmer
Mary L. Mowbray and
Roland P. Schroeder

Director Level (\$2,500 - \$4,999)

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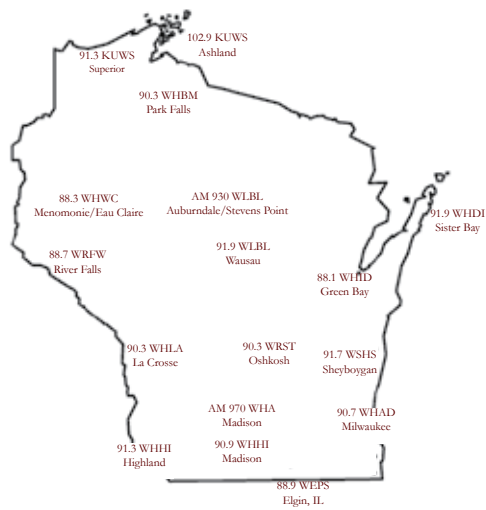
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Activities Center	Council
Simply Living	Wisconsin Farmers Union
Sisters of St. Francis	Wisconsin Film Festival
Soap Lady, The	Wisconsin Hosta Society
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Spring Green Arts and Crafts	Wisconsin Medical Society
SprintPrint - Madison	Wisconsin Morgan Horse Club
Spruce Tree Music and Repair	Wisconsin Online
State Bank of La Crosse	Wisconsin Potato and Vegetable
Steep & Brew	Growers
Stockholm Art Fair	Wisconsin Retired Educators
Stone's Throw, The	Association
Stowell Associates Select Staff	Wisconsin State Inspectors Local
Strollers Theatre	333
Sturdiwheat	Wisconsin Sustainability Fair
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COVERAGE MAPS

IDEAS NETWORK



NPR NEWS & CLASSICAL MUSIC NETWORK



PROGRAM SCHEDULES

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

Sample schedule from Spring 2005. Program line-ups on your regional station may be slightly different.
 NPR News & Classical Music programming is also available via our Web site (wpr.org).

IDEAS NETWORK

Time of Day	Weekdays	Saturdays	Sundays	
12:00 - 12:30 am	BBC World Service			
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	As It Happens			
5:30 - 6:00 am	Joy Cardin	People's Pharmacy	On The Media	
6:00 - 6:30 am		Calling All Pets with Patricia McConnell	Garden Talk with Larry Meiller	
6:30 - 7:00 am		Zorba Paster On Your Health	Best of Larry Meiller Says You !	
7:00 - 7:30 am		Car Talk	A Way With Words	
7:30 - 8:00 am				
8:00 - 8:30 am	Kathleen Dunn	Michael Feldman's Whad'Ya Know?	The Splendid Table	
8:30 - 9:00 am				
9:00 - 9:30 am		Larry Meiller	The People's Pharmacy	
9:30 - 10:00 am	Calling All Pets with Patricia McConnell		To The Best Of Our Knowledge	
10:00 - 10:30 am	Chapter A Day			
10:30 - 11:00 am	Talk of the Nation	Zorba Paster On Your Health		
11:00 - 11:30 am		Here On Earth with Jean Feraca		
11:30 - 12:00 pm		This American Life	University of the Air	
12:00 - 12:30 pm				
12:30 - 1:00 pm		A Prairie Home Companion with Garrison Keillor	Simply Folk with Judy Rose	
1:00 - 1:30 pm	Higher Ground with Jonathan Overby	Old-Time Radio Drama with Norman Gilliland		
1:30 - 2:00 pm				
2:00 - 2:30 pm	Tent Show Radio			Le Show
2:30 - 3:00 pm				
3:00 - 3:30 pm	World Cafe			
3:30 - 4:00 pm				
4:00 - 4:30 pm	The Connection with Dick Gordon	Le Show		
4:30 - 5:00 pm				
5:00 - 5:30 pm	Chapter A Day			
5:30 - 6:00 pm	BBC World Service			
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 pm				

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CONTACT INFORMATION

Main / South Central Office

821 University Avenue
Madison WI 53706-1497
(608) 263-3970

Southeast Office

111 E. Kilbourn Avenue
Milwaukee WI 53202-6647
(414) 227-2040

Northeast Office

2420 Nicolet Drive
Green Bay WI 54311-7001
(920) 465-2444

North Central Office

518 S. 7th Avenue
Wausau WI 54401-5362
(715) 848-1978

Northern Office

1800 Grand Avenue
Superior WI 54880-2898

West Central Office

1221 W. Clairemont Avenue
Eau Claire WI 54701-6126
(715) 839-3868

Southwest Office

1725 State Street
La Crosse WI 54601-3788
(608) 785-8380

To Contact WPR

Audience Services: (800) 747-7444
Membership: (800) 747-7444
Web Site: wpr.org
E-Mail: listener@wpr.org

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Editor: Bill Estes
Design and Production: Lisa Nalbandian
and Michael Tange
Editorial Assistants: Mimi Notestein
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