



**Powerful ideas.
Life-changing stories.
Milwaukee Public Radio.**

POWERED BY YOU! MEMBER-SUPPORTED
» IN-DEPTH NEWS » ENTERTAINMENT

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ABOUT WUWM

WUWM has served as southeastern Wisconsin's premier listener-supported public radio source providing quality news, public affairs and entertainment since 1964.

Operated by the University of Wisconsin-Milwaukee, WUWM reaches more than 100,000 weekly listeners. WUWM's primary coverage area extends throughout all of the Milwaukee metropolitan area including Racine, Waukesha, and West Bend.

89.7 FM: NPR / IN-DEPTH NEWS broadcasts locally-produced, award-winning, in-depth news, entertainment and music programming, and carries national and international news from NPR, APM, and BBC.

WUWM is a member-supported station, funded primarily by private listener donations, contributions by local businesses and foundations as well as the Corporation of Public Broadcasting and the University of Wisconsin-Milwaukee.

BECOME A MEMBER TODAY!

It's easy to join, increase, and renew your WUWM membership.

| MON. | TUES. | WED. | THURS. | FRI. | | SAT. | SUN. |
|---------------------------------------|---------------------------|---------------------------|-------------------------|--------------------|---------------------|--|-------------------------------------|
| Morning Edition | | | | | 4 AM | BBC World Service | BBC World Service |
| | | | | | 5 AM | Marketplace Weekend | On Being with Krista Tippett |
| | | | | | 7 AM | Weekend Edition Saturday | Weekend Edition Sunday |
| | | | | | 8 AM | | |
| BBC Newshour | | | | | 9 AM | | |
| Lake Effect | | | | | 10 AM | Wait, Wait... Don't Tell Me! | This American Life |
| Fresh Air with Terry Gross | | | | | 11 AM | Ask Me Another | Hidden Brain |
| Here and Now | | | Here and Now | | NOON | TED Radio Hour | A Prairie Home Companion |
| | | | UWM Today | | 1 PM | Radiolab | |
| | | | Here and Now | | 2 PM | Planet Money | Wait, Wait... Don't Tell Me! |
| All Things Considered | | | | | 3 PM | Lake Effect Weekend | |
| | | | | | 4 PM | Weekend All Things Considered | |
| | | | | | 5 PM | A Prairie Home Companion | On the Media |
| 6 PM | It's Been a Minute | | | | | | |
| Marketplace | | | | | 7 PM | Wait, Wait... Don't Tell Me! | Humankind |
| The World | | | | | 8 PM | Ask Me Another | On Being |
| To The Point with Warren Olney | | | | Invisibilia | | It's Alright, Ma, It's Only Music | This American Life |
| Reveal | TED Radio Hour | Freakonomics Radio | It's Alright, Ma | | 9 PM | | Radiolab |
| Lake Effect | | | | | Lake Effect | | 10 PM |
| Fresh Air | | | | | 11 PM | etown | BBC World Service |
| BBC World Service | | | | | 12 AM - 4 AM | BBC World Service | |

PROGRAMS

A PRAIRIE HOME COMPANION® APM

Hosted by Chris Thile, the exciting new chapter of this listener favorite features both well-known and up-and-coming talent that includes musicians, humor with sketch comedy and spoken word, and a hilarious Song of the Week.

ALL THINGS CONSIDERED® NPR

A vital daily companion to people who strive to stay informed and in touch. Robert Siegel, Audie Cornish, Ari Shapiro, Kelly McEvers, Michel Martin.

ASK ME ANOTHER NPR

An hour of puzzles, word games and trivia played in front of (and with) a live studio audience. Ophira Eisenberg & Johnathan Coulton.

BBC NEWSHOUR APM

Hear international news, analysis and information from the BBC's most experienced correspondents.

BBC WORLD SERVICE APM

BBC World Service provides international news, analysis and information.

ETOWN NPR

Live performances by today's top artists along with conversations about the world around us. Nick & Helen Forster.

FRESH AIR® WITH TERRY GROSS NPR

Listen to daily reports, in-depth interviews and reviews from critics and commentators on music, books, movies, and other cultural phenomena. Terry Gross.

FREAKONOMICS® RADIO WNYC

In their books *Freakonomics* and *Super-Freakonomics*, Steven D. Levitt and Stephen J. Dubner use the tools of economics to explore real-world behavior. Have fun discovering the hidden side of everything. Each week, hear surprising conversations that explore the riddles of everyday life and the weird wrinkles of human nature—from cheating and crime to parenting and sports. Stephen Dubner.

HERE AND NOW NPR

Here and Now is a vibrant weekday news magazine. It combines news with intelligent conversations about public policy, foreign affairs, science, technology, arts and culture.

HIDDEN BRAIN NPR

Hidden Brain helps curious people understand the world — and themselves. Using science and storytelling, *Hidden Brain's* host Shankar

Vedantam reveals the unconscious patterns that drive human behavior, the biases that shape our choices, and the triggers that direct the course of our relationships.

HOW I BUILT THIS NPR

Guy Raz hosts *How I Built This*, where innovators, entrepreneurs, and idealists take us through the often challenging journeys they took to build their now iconic companies. Featured guests include the founders of Lyft, Patagonia, Zappos, Spanx, Samuel Adams, Instagram, and more.

HUMANKIND

Humankind presents stories of everyday people who have found real purpose in life and make a profound difference in their communities.

INVISIBILIA NPR

Invisibilia (Latin for all the invisible things) is about the invisible forces that control human behavior - ideas, beliefs, assumptions and emotions. Hosted by Lulu Miller, Hanna Rosin and Alix Spiegel.

IT'S BEEN A MINUTE NPR

'It's been a minute' is another way of saying 'let's catch up.' Host Sam Sanders does just that with two guests in a conversation about the news, culture, and everything.

IT'S ALRIGHT, MA, IT'S ONLY MUSIC

WUWM
Music worth repeating. Each week on *It's Alright, Ma, It's Only Music* hear Bob Reitman weave a reflective, passionate, and historical music adventure on this live two-hour program. Bob & Bobby Reitman.

LAKE EFFECT WUWM

WUWM's weekday, locally-produced radio magazine features conversations, essays, documentaries, sound portraits, and reports on issues and culture in southeastern Wisconsin.

LAKE EFFECT WEEKEND WUWM

The weekend version of *Lake Effect* features the best interviews and most-interesting stories of the week. Stories go beyond the headlines—focusing on real people and genuine conversations from southeastern Wisconsin.

MARKETPLACE® APM

Marketplace breaks down the numbers without the hard edge of other financial news programs. Tune in for hot stocks, investment opportunities, job markets, technology, the workplace, and the social side of business. Kai Ryssdal.

MARKETPLACE WEEKEND® APM

Marketplace Weekend gives the week's business and economic news a human voice, guiding listeners through the most fascinating economic stories of the week, exploring what happened, why it matters, who it affects and what happens next.

MORNING EDITION® NPR

Morning Edition is your perfect morning companion: it provides news in context, thoughtful ideas and commentary as well as reviews. Steve Inskeep, Renee Montagne & David Greene.

THE NEW YORKER RADIO HOUR® WNYC

David Remnick is joined by *The New Yorker's* award-winning writers, editors and artists to present a weekly mix of profiles, storytelling and insightful conversations about the issues that matter plus an occasional blast of comic genius from the magazine's legendary Shouts and Murmurs page.

ON BEING WITH KRISTA TIPPETT APM

On this weekly, hour-long conversational program Krista and her guests reach beyond the headlines to probe faith and meaning, ethics and new ways of being, amidst the political, ecological, economic, cultural and technological shifts that define 21st century life. Krista Tippett.

ON THE MEDIA® NPR

This weekly, hour-long program decodes what we hear, read, and see in the media every day, and arms us with critical tools necessary to survive the information age. Brooke Gladstone & Bob Garfield.

PLANET MONEY NPR

Planet Money explains the economy with playful storytelling and Peabody award-winning deep dive, roll up your sleeves journalism. Robert Smith, Jacob Goldstein, Stacey Vanek Smith, Noel King, Ailsa Chang and Kenny Malone.

RADIOLAB WNYC & NPR

Big questions are investigated, tinkered with and encouraged to grow. Jad Abumrad & Robert Krulwich.

REVEAL CIR & PRX

Credible, fact based and without a partisan agenda, Reveal combines the power and artistry of "driveway moment" storytelling with data-rich reporting on critically important issues.

TED RADIO HOUR NPR

An exciting co-production between TED and NPR, *TED Radio Hour* takes a journey through fascinating ideas, astonishing inventions and new ways to think and create. Guy Raz.

THIS AMERICAN LIFE

Following a theme each week, this program shares stories of life and love through a playful mix of radio monologues, mini-documentaries, "found recordings," and short fiction, giving you plenty of reasons to linger. Ira Glass.

TO THE POINT PRI

Award-winning journalist Warren Olney leads an informative and thought-provoking discussion of major news stories with expert guests that bring multiple perspectives on each issue to the table.

UWM TODAY WUWM

The University of Wisconsin-Milwaukee plays a vital role in shaping the future of Milwaukee and Wisconsin. Meet the people behind the creativity and discoveries at UWM. UWM Vice Chancellor, Tom Luljak.

WAIT WAIT...DON'T TELL ME! NPR

This weekly, hour-long quiz program tests your news knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real and what's made up. Peter Sagal.

WEEKEND ALL THINGS CONSIDERED® NPR

NPR's *Weekend All Things Considered* is a vital companion to people who strive to stay informed and in touch on the weekend. This afternoon news magazine transforms the way listeners understand current events and view the world.

WEEKEND EDITION® SATURDAY NPR

Weekend Edition offers a gentler version of news and features, expanding your world while making sense of the news of the week. Scott Simon.

WEEKEND EDITION® SUNDAY NPR

Weekend Edition combines the news with colorful arts and human-interest features, appealing to the curious and eclectic. With a nod to traditional Sunday habits, the program offers a fix for diehard crossword addicts-word games and brainteasers. Rachel Martin.

THE WORLD NPR

Each weekday, host Marco Werman and his team of producers bring you the world's most interesting stories in an hour of radio that reminds us just how small our planet really is.