



2011-2012 Annual Report



WUWM
MILWAUKEE PUBLIC RADIO 
ON-AIR ► ON-LINE ► MOBILE

89.7 

WUWM 89.7 FM - MILWAUKEE PUBLIC RADIO

has served as southeastern Wisconsin's premiere listener-supported source for public radio since 1964, providing quality news, public affairs and entertainment programming. WUWM became a charter member of National Public Radio® in 1967.

WUWM is licensed to the University of Wisconsin Board of Regents and is operated by the University of Wisconsin-Milwaukee College of Letters and Science. WUWM broadcasts from its studios in downtown Milwaukee.

WUWM receives 89% of its annual operating support from non-federal financial sources.

WUWM's award-winning news journalists and *Lake Effect*™ producers create captivating reports that focus on local and regional issues featuring the people and cultural events that shape our community.

WUWM 89.7 FM: NPR / IN-DEPTH NEWS

broadcasts locally-produced in-depth news, quality entertainment and music programming. WUWM carries national and international news from National Public Radio®, American Public Media® and Public Radio International®.

WUWM 2: MUSIC 24/7

WUWM's hand-selected music stream features unique artists, songwriters and bands that reach across generations. WUWM 2 provides a soundtrack for your grown-up life. Listen online at wuwmm.com/wuwmm2.

WUWM.COM

This valuable resource provides listeners with WUWM News reports and *Lake Effect* stories, plus audio streams, contests, podcasts, a community calendar and more.

WUWM's mission is to serve listeners in southeastern Wisconsin with quality news, public affairs and entertainment programming.



SERVING
MILWAUKEE
SINCE

1964



Milwaukee Public Radio®, Milwaukee Public Media™, and *Lake Effect*™ are service marks of WUWM 89.7 FM - Milwaukee Public Radio.

FROM THE GENERAL MANAGER

Those of us who follow the media, and have a passion for journalism, spend a lot of time discussing how things have changed. Within the last year, we have seen many commercial broadcasters cut back or eliminate news programming. Newspapers shrank, offered buy-outs to employees, and tried putting their content behind paywalls in order to generate new revenue.

Public radio stations, like WUWM, are not immune to the difficult economy or the changes in the way people consume content.

Thanks to the generous support of our listeners, Milwaukee area corporations, foundations, UW-Milwaukee's College of Letters and Science and the Corporation for Public Broadcasting, we continue to strengthen our journalism. NPR leads the way in coverage of the world and our nation. WUWM is fully committed to covering the important issues facing our region. And, not only do we broadcast this coverage, we now put more of it online without a pay wall.

We continue to believe that our content speaks for itself, and if we continue to do a good job, the community will support both us and NPR.

This has been a challenging year for WUWM. As the economy tightens, it has become harder to raise the revenue it takes to keep our broadcast operation strong. We've made significant budgetary cuts along the way. Yet, our staff works harder every year because they are passionate about their craft and their desire to maintain the best traditions of what makes journalism so important to democracy.

I thank them for their dedication, and I thank YOU for your continued support.

Dave Edwards
General Manager

CONTACT US

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Milwaukee, WI 53202

PHONE NUMBERS

General: 414-227-3355
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Member Services: 414-270-1225
Fax: 414-270-1297

WEBSITE

WUWM.COM

E-MAIL

General: wuwmm@uwm.edu
News: wuwmmnews@uwm.edu
Lake Effect: lakeeffect@uwm.edu

CONNECT

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twitter.com/wuwmmradio
twitter.com/wuwmlakeeffect
twitter.com/wuwmmenviro

[flickr.com/wuwmm](https://www.flickr.com/photos/wuwmm/)

[bit.ly/linkedinwuwmm](https://www.linkedin.com/company/wuwmm/)

[youtube.com/wuwmmradio](https://www.youtube.com/channel/UCwuwmmradio)

HIGHLIGHTS OF THE FISCAL YEAR

2011

August

WUWM's booth at the Wisconsin State Fair offered fairgoers the opportunity to learn how to be a public radio reporter, record a testimonial, play a game, enter to win prizes and more.

October

In partnership with UWM and Wispolitics.com, WUWM produced and broadcasted an economic forum – *Debt and Deficit Reduction: Time for Action*. The forum was open to the public and aired on *Lake Effect*.

WUWM hosted an underwriter event – The Power of Public Radio. Area business owners and underwriters gathered at Blue's Egg Restaurant to network and learn the benefits of underwriting and marketing with WUWM.

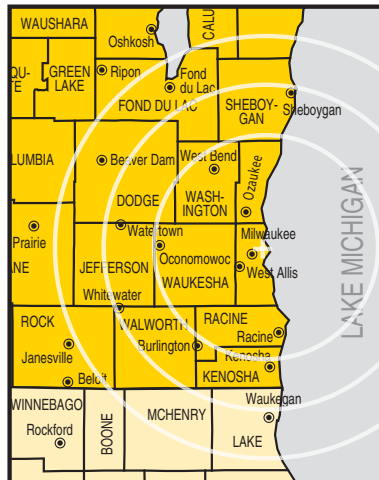
November

WUWM and Milwaukee Public Television partnered on a national project called *American Graduate: Let's Make It Happen*.

American Graduate is a public media initiative funded by the Corporation for Public Broadcasting to help local communities across America find solutions to address the dropout crisis.

December

WUWM explored the intersection of Wisconsin's volatile political and economic climate in the series, *Project Milwaukee: State of Upheaval*. Reports and interviews aired during *Morning Edition* and *Lake Effect*. The series concluded with a live broadcast held at The Pabst Theater's Cudahy Pub.



WUWM's primary coverage area extends throughout the Milwaukee metropolitan area and includes Racine, Waukesha and West Bend. Our extended service area includes listeners through southeastern Wisconsin.

2012

January

WUWM, the University of Wisconsin-Milwaukee and WisBusiness.com presented a public forum, "*Milwaukee's Economy: Next Steps for Growth*." Local community leaders analyzed the state of the Milwaukee-area's economy.

February

This American Life host, Ira Glass, came to The Pabst Theater. WUWM hosted a pre-show reception held in the Cudahy Pub.

March

A Prairie Home Companion returned to Milwaukee. WUWM hosted a post-show reception held at The Milwaukee Theatre.

WUWM relaunched its website, www.wuwm.com and mobile website. The new website delivers more up-to-date local, national and international news.

May

WUWM sponsored *Conversations at Ten Chimneys* featuring NPR's Jacki Lyden and Scott Simon.

Gary Knell, NPR President and CEO, visited Milwaukee and WUWM. He spoke at the station's annual Edward R. Murrow event. The lecture was also attended by community members.

At Biz Tech Expo, WUWM staff members met with area business people pursuing underwriting and partnership opportunities.

Radiolab returned to WUWM for a 13-week run.

Two new NPR programs joined the summer schedule. *Ask Me Another* is a quiz show hosted by comedian Ophira Eisenberg and the *TED Radio Hour* (Technology, Entertainment, Design) presents riveting TEDTalks from the world's most remarkable minds.

5 1/4

THE NUMBER OF HOURS THE AVERAGE WUWM LISTENERS TUNES IN EACH WEEK.

WUWM REMAINS THE MOST LISTENED TO PUBLIC RADIO STATION IN SOUTHEASTERN WISCONSIN.

91,817

LISTENERS TUNE IN EACH WEEK.

[2011-2012: TOTAL LISTENING OF WUWM IN THE METRO-MILWAUKEE AREA.]

WUWM LISTENERS

are distinguished by their mind-set. They place a high value on creativity, curiosity and social consciousness. WUWM is a valuable resource in southeastern Wisconsin. Through in-depth journalism, WUWM is able to strengthen community connections.



BOB BACH

91,817*
WEEKLY LISTENERS

* Source: Arbitron Ratings Co., Persons 6+ Milwaukee Metro



ANN-ELISE HENZL



MARTI MIKKELOSON



LATOYA DENNIS



ERIN TONER



SUSAN BENCE

MEMBERS
9,301*

* households FY2011-2012

230+
BUSINESS SPONSORS



MITCH TEICH



BONNIE NORTH



STEPHANIE LECCI



DAN HARMON

WUWM's entire staff makes quality public radio possible in southeastern Wisconsin.



BRUCE WINTER



AMY KILEY

WUWM STAFF 2011-2012

- | | |
|----------------------|---|
| DAVE EDWARDS | Director/General Manager |
| ANN PIATT | Assistant to the General Manager |
| BRUCE WINTER | Program Director |
| AMY KILEY | Announcer |
| MARGE PITROF | News Director |
| BOB BACH | News Producer / Host |
| SUSAN BENCE | Environmental News Producer |
| LATOYA DENNIS | News Producer |
| ANN-ELISE HENZL | News Producer / Executive Producer of Project Milwaukee |
| MARTI MIKKELOSON | News Producer |
| ERIN TONER | News Producer |
| MITCH TEICH | <i>Lake Effect</i> , Executive Producer |
| DAN HARMON | <i>Lake Effect</i> , Producer |
| STEPHANIE LECCI | <i>Lake Effect</i> , Coordinating Producer |
| BONNIE NORTH | <i>Lake Effect</i> , Arts Producer |
| NOEL SKARPMOEN | Development Director |
| CYNTHIA AKEY | Marketing Specialist |
| MARIA DE JESUS DIXON | Development Specialist |
| DAN GILLE | Underwriting Representative |
| ANNE JEDRZEJCZAK | Underwriting Representative |
| MELANIE JOHNSON | Major Gifts Specialist |
| LARA COUTURE | Development Specialist |
| LAURIE LOOMIS | Sr. Underwriting Representative |
| MICHELLE MATERNOWSKI | Web Marketing Specialist |
| KIM MATTHEWS | Sr. Development Specialist |
| MAUREEN ALLEN | Manager Finance and Administration |
| MICHELLE NOBBE | Accounts Receivable/Traffic Specialist |
| TOM MAY | Chief Engineer |
| JON STRELECKI | Studio Engineer |

ADVISORY BOARD

- Mary Isbister (Chairperson)
- Denise Callaway
- Eileen Dubner
- Charles Engberg
- Tom Gauthier
- Jane Gellman
- Laura Gough
- Margaret Hickey
- Michelle Jacobs
- Steve Liszewski
- Kim Marggraf
- Jennifer Watson (Ex-Officio Member)

UWM ADMINISTRATION

- Michael Lovell, Chancellor
- Johannes Britz, Vice Chancellor
- Rodney Swain, Dean, College of Letters and Science
- Jennifer Watson, Associate Dean, College of Letters and Science

PROGRAMMING ON WUWM

■ WUWM-Produced Programs

NEWS/INFORMATION

- All Things Considered
- BBC Newshour
- BBC World Service
- Ex Fabula
- Fresh Air with Terry Gross
- Fresh Air Weekend
- Here and Now
- Humankind
- Lake Effect
- Lake Effect Weekend
- On the Media
- Marketplace

- Marketplace Money
- Morning Edition
- UWM Today
- Weekend Edition Saturday
- Weekend Edition Sunday
- Weekend All Things Considered

MUSIC

- etown
- It's Alright, Ma, It's Only Music
- WUWM@Nite

ENTERTAINMENT

- A Prairie Home Companion
- Ask Me Another
- Car Talk
- TED Radio Hour
- This American Life
- On Being with Krista Tippett
- Wait Wait... Don't Tell Me!

PUBLIC RADIO SPECIALS

- American RadioWorks
- The Capitol Steps
- The Moth Radio Hour
- Radiolab
- Snap Judgment

WUWM REPORTS

WUWM contributes to National Public Radio's news programs. During FY 2011-2012, WUWM's staff-produced reports were heard on more than 450 NPR affiliate stations.



- *Program Uses Guitar Lessons to Ease Military Trauma* (7/3, Weekend Edition Sunday)
- *Federal Lawsuit Filed over Collective Bargaining Law* (7/7, NPR News)
- *Wisconsin Legalizes Concealed Carry* (7/8, NPR News)
- *Primary Elections Held to Recall Senators* (7/12, NPR News)
- *Hansen Survives Recall* (7/19, NPR News)
- *Recalls: Candidates Spend \$4 million* (8/2, NPR News)
- *Beer Packaging* (8/5, Marketplace Evening)
- *Recalls: Recall Day in Wisconsin* (8/9, NPR News)
- *Recalls: Six Republican Senators Face Recall* (8/9, NPR News)
- *Recalls: Democrats Will Pursue Recall of Walker* (8/10, NPR News)
- *Recalls: Republicans Hold onto State Senate in Historic Recalls* (8/10, NPR News)
- *Recalls: Democrats Face Recall Elections #1* (8/16, NPR News)
- *Recalls: Democrats Face Recall Elections #2* (8/16, NPR News)
- *Ryan Won't Run for President* (8/22, NPR News)
- *Milwaukee Firm Struggles for Access to Credit* (8/23, NPR Morning Edition)
- *Prosser Won't be Criminally Charged for Choke Hold* (8/25, NPR News)
- *Neumann Announces Run for Kohl's Seat* (8/29, NPR News)
- *Teacher Retirements Double* (8/31, NPR News)
- *Baldwin Running for Senate* (9/6, NPR News)
- *Recession Impact on People* (9/13, Marketplace)
- *Brewers Go Up 20 in Division Playoffs* (10/3, NPR News)
- *New Veterans Employment Organization* (10/25, Morning Edition)
- *First Black Female Two-Star General in U.S. Army* (10/26, All Things Considered)
- *Wisconsin Becomes 49th State to Adopt Concealed Carry* (10/31, NPR News)
- *Thousands Apply for Concealed Carry* (11/1, NPR News)
- *Recall Walker Effort Begins* (11/1, NPR News)
- *Walker Recall Effort Begins* (11/15, Morning Edition)
- *Walker's Neighbors Hold Mass Petition Drive* (11/16, NPR News)
- *Walker Doesn't Know How Much He'll Spend on Recall* (11/16, NPR News)
- *Petitioners Collect 50,000 Signatures in First 48 hours* (11/18, NPR News)
- *CoSleeping Campaign* (11/30, Morning Edition)
- *Packers Sell 1,600 Shares of Stock in Ten Minutes* (12/2, Marketplace Money)
- *Occupy Our Homes* (12/6, Morning Edition)
- *Manpower Survey Shows Slight Increase* (12/12, NPR News)
- *ACLU Files Lawsuit Against Photo ID* (12/13, NPR News)
- *Harley Davidson Seeks Volunteer Layoffs* (12/21, NPR News)
- *Car Dealership Expansions in Milwaukee Area* (12/21, All Things Considered)
- *Veterans Concerned About Change to Mental Health Care* (12/26, Morning Edition)
- *Walker Falls Behind on Jobs Promise* (12/28, NPR News)
- *Petitioners Circulate at Rose Bowl* (12/30, NPR News)
- *Organizers Prepare to Turn in Walker Recall Signatures* (1/1, NPR News)
- *Organizers Bundle Walker Recall Signatures* (1/7, Morning Edition)
- *Organizers Submit One Million Signatures Calling for Walker Recall* (1/17, NPR News)
- *USSC Rejects Asian Carp Appeal* (2/2, NPR News)
- *Angel Investor Groups Provide Critical Capital for StartUps* (2/10, All Things Considered)
- *Ryan Braun's Suspension Overturned* (2/23, NPR News)
- *Walker Will Not Challenge Recall Signatures* (2/27, NPR News)
- *Manpower Survey Shows Good Hiring Pace* (3/9, NPR News)
- *Four GOP Senators Face Recall Elections* (3/9, NPR News)
- *Judge Halts Voter ID Law* (3/12, NPR News)
- *Santorum Campaigns in Milwaukee #1* (3/24, NPR News)
- *Santorum Campaigns in Milwaukee #2* (3/24, NPR News)
- *GAB Orders Recall Election against Walker* (3/30, NPR News)
- *Mitt Romney Campaigns in Wisconsin* (3/30, Marketplace Money)
- *Romney Delivers Victory Speech in Milwaukee* (4/3, NPR News)
- *Democrats File Signatures to Take on Walker* (4/10, NPR News)
- *New Clinic Treats Growing Number of Veterans, Family Members* (4/30, All Things Considered)
- *Which Democrat Will Run Against Walker?* (5/7, All Things Considered)
- *Which Democrat Will Run Against Walker?* (5/8, NPR News)
- *Barrett Wins Democratic Gubernatorial Recall Primary* (5/9, NPR News)
- *Exhibit at WI Veterans Museum Pairs Women Vets and Artists* (5/28, All Things Considered)
- *Feds Sending Poll Watchers to Milwaukee* (6/4, NPR News)
- *Wisconsin Recall Looming* (6/4, Marketplace)
- *Poll Watchers in Milwaukee* (6/5, NPR News)
- *Manpower Survey Shows Positive Hiring Trend* (6/12, NPR News)
- *Wangaard Asks for Recount in Senate Recall* (6/15, NPR News)
- *GAB Orders Recount in Wangaard/Lehman Race* (6/18, NPR News)
- *Recount Begins in Wangaard/Lehman Race* (6/19, NPR News)

WUWM NEWS

Home to the largest radio-only news department in Milwaukee, WUWM's award-winning journalists explore issues that impact our listeners through a mix of hard news and in-depth features. WUWM journalists regularly contribute stories to National Public Radio and American Public Media.



L to R: Susan Bence, LaToya Dennis, Marti Mikkelsen, Bob Bach, Marge Pitrof, Ann-Elise Henzl and Erin Toner

SPECIAL SERIES

RECALL SPENDING

July 2011, 2 segments

FLOOD ANNIVERSARY

July 2011, 3 segments

MILWAUKEE COUNTY BUDGET CHALLENGES

August 2011, 2 segments

9/11 TENTH ANNIVERSARY

September 2011, 4 segments

WATER PERMITTING CHANGES PROPOSED

October 2011, 2 segments

TRANSIT

October 2011, 2 segments

LIFE'S VOICES

Nov. - Dec. 2011, 5 segments

POVERTY IN MILWAUKEE

December 2011, 2 segments

MINING TOUR OF NORTHERN WISCONSIN

February 2012, 3 segments

UWM ECONOMIC SURVEY

April 2012, 1 segment

CLINIC PROVIDES MENTAL HEALTH CARE FOR VETERANS

May 2012, 2 segments

DINER POLITICS (LEFT/RIGHT)

May 2012, 2 segments

MILWAUKEE ARTISANS

June 2012, 2 segments

INNOVATIVE WEATHER



Mike Westendorf

Since July 2007, WUWM has been bringing listeners weather reports through a partnership with UWM's Innovative Weather.

Innovative Weather is a 24/7 weather operation that serves radio and utility industries while employing senior and graduate-level UWM meteorology students. The program is led by Dr. Paul Roebber and run by Mike Westendorf.

STUDENT METEOROLOGISTS

Nathan Auping
Brock Burghardt
Jacob Gajewski
Michael Hansen
Dawn Kopacz
Nick Melcher
Cory Mueller
John Peters

Jeremy Rodriguez
Charles Smith
Zach Uttech
Brad Wells
Meghan Wessel
Keith White
Alex Winter
Josh Verbeten



Responding to conversations with concerned community members, WUWM News and *Lake Effect* developed *Project Milwaukee*, a series of in-depth reports and forums/live broadcasts that cover regional issues.

wuum.com/projectmilwaukee

PROJECT MILWAUKEE: STATE OF UPHEAVAL

December 9 - 16, 2011

WUWM NEWS: 15 segments / *Lake Effect*: 17 segments

This series of reports and interviews explored the volatile year in state politics from Governor Scott Walker's rise in power to groups most affected by the policy changes of massive spending cuts and limits to public workers' collective bargaining rights.

In addition to examining the union rights issue, WUWM touched on the advancement of a conservative social agenda, the environmental impact of the state's pro-business focus, the rebirth of political participation and the future of civility.



INTERVIEWS

Lake Effect



L to R: Stephanie Lecci, Mitch Teich, Bonnie North and Dan Harmon

Lake Effect is WUWM's locally-produced magazine program. It focuses on your neighbors and your issues. From discussing politics and the economy to spotlighting Wisconsin authors and musicians, *Lake Effect* goes beyond the headlines.

SPECIAL SERIES

- | | |
|--|---|
| WOMEN OF INFLUENCE
September 2011 | FORTY UNDER 40
May 2012 |
| PRIMATE WEEK
February 2012 | WISCONSIN AND THE CIVIL WAR
June 2012 |
| MILWAUKEE ENTREPRENEURS
April 2012 | MANITOWEEK
June 2012 |



AWARD-WINNING COVERAGE

Each year WUWM News and *Lake Effect* journalists are recognized for their excellence in reporting. wuwmm.com/awards

UWM TODAY



HOST:
TOM LULJACK

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 UW-Milwaukee on *UWM Today*.



Each month, Dave Edwards (right) hosts the *Chancellor's Report* with UWM Chancellor Mike Lovell (left).

MUSIC

WUWM hand-selects music from talented artists, songwriters and bands to create unique playlists for listeners to enjoy.

WUWM@NITE

WUWM2 Music 24/7



BRUCE WINTER

WUWM@NITE

WUWM's night-time music program is for the curious listener who values artistry and songwriting. Host Bruce Winter hand-selects music by unique artists, songwriters and bands that reach across generations.

WUWM 2: MUSIC 24/7

WUWM's unique music radio channel is a soundtrack for your grown-up life. Host Bruce Winter hand-selects the song choices each day and helps you expand your playlist. WUWM2 can be streamed online at wuwmm.com/wuwmm2.

|| It's Alright, Ma: It's Only Music ||

Each week, Reitman produces a reflective, passionate music adventure—live. Reitman's son, Bobby, joins his dad to introduce new music to listeners.



This program highlights Reitman's insight and love of all music genres.



▶ WUWM's Mitch Teich moderated at *Milwaukee's Economy: Next Steps for Growth Economic Forum* on Jan. 25, 2012.

▶ WUWM hosted an info booth and game at Made in Milwaukee on Sept. 3, 2011.
Shown: Volunteers Tim Burr & Joel Trudell



▶ WUWM hosted a pre-show reception for Ira Glass at The Pabst Theater's Cudahy Pub on February 4, 2012.

▶ WUWM hosted a table at the Latino Family Expo on Oct. 28-29, 2011.
Shown: Michelle Maternowski & intern Stephanie Chadek

Aug. 7, 2011, WUWM hosted an information booth at the Wisconsin State Fair during UWM Day.

▶ Shown: Intern Julie Lillegren and Michelle Maternowski invite children to play a frog toss game.



▶ WUWM hosted a post-show reception for the cast of *A Prairie Home Companion* held at the Milwaukee Theatre on March 31, 2012.
Shown: Dave Edwards with Garrison Keillor

▶ WUWM presented speaker Gary Knell, NPR CEO on May 14, 2012 at The Marcus Center.
Shown: Gary Knell & Dave Edwards



▶ WUWM hosted an info tent at the Historic Third Ward's Summer Sizzle Jazz Festival held on Aug. 5, 2011.
Shown: Laurie Loomis with volunteer Tom Purdy.

▶ WUWM staff and volunteers assisted at the Downtown Appreciation Week Office Games in Milwaukee held July 25 - 28, 2011.
Shown: Intern Julie Lillegren, Maria de Jesus Dixon, Michelle Maternowski, Cynthia Akey and volunteer Melisenda Dixon.



WUWM STAFF & VOLUNTEERS WERE IN THE COMMUNITY

58 / 139
CONCERTS / EVENTS

See more photos online at www.flickr.com/wuwm.

THANK YOU TO THE WUWM STAFF & VOLUNTEERS THAT PROMOTE WUWM 89.7 FM - MILWAUKEE PUBLIC RADIO IN THE COMMUNITY.

WUWM INTERNS

Part of WUWM's mission is to provide a professional internship program for students. We take this commitment seriously. Student interns at WUWM work alongside the station's professional staff in the WUWM newsroom, *Lake Effect* and Marketing department. Students produce stories, assist with program production and graphic design and help with marketing and outreach activities.

WUWM NEWS

Jacquelyn Simone Williams, WI DVR (Nov. - Dec. 2011)
Hojung Maeng, Alverno College (Jan. - May 2012)
William Botts, UW-Milwaukee (Dec. 2011 - June 2012)

LAKE EFFECT

Trapper Schoepp, UW-Milwaukee (July 2011 - June 2012)
James Gutierrez, UW-Milwaukee (May - June 2012)
Kirsten Wisniewski, University of Minnesota (May - June 2012)
Alex Librie, UW-Madison (June 2012)
Kathryn Buggs, M.I.T. (May - June 2012)

MARKETING

Julie Lillegren, UW-Milwaukee (May - Aug. 2011)
Stephanie Chadek, UW-Milwaukee (Sept. 2011 - Jan. 2012)
Jenna Kelter, UW-Milwaukee (Feb. - May 2012)
Ashleigh Christopherson, UW-Milwaukee (May - Aug. 2012)

WUWM is the first sound I hear in the morning, the last words I hear at night, and my source for insightful, **LOCAL NEWS** and features throughout the day"

- Joe D., Shorewood, WI

VOLUNTEERS

VOLUNTEERS MAKE A DIFFERENCE

WUWM values the volunteers who give their time, energy and talents to benefit the station. Our volunteers promote the station by working a WUWM table at events in the community, helping with office tasks and offering their special skills.

Rik Akey
Kat Behling
Betsy Bromley
Kathleen Bump
Charlie Burbach
Tim Burr
Nancy Camden
Anne Cauley
Stephanie Chadek
Bridgit Cornale
Bill Couture
Leah Delaney
Melisenda Dixon
Eileen Dubner
Colleen Dunn
Michael Eschweiler
Rose Flanagan
Liane Freeman
Annette Gelhar
Sarah Grzezinski

Ian Gunther
Mary Hanson
Ivan Heller
Jerry Herzog
Lucien Jung
Jenna Kelter
Pat Kissinger
Peter Lee
Julie Lillegren
Kathy Liszewski
Steve Liszewski
Ed Makowski
Kim Marggraf
Maja Matkovic
Brittany Mertens
Kevin Moore
Karin Murdock
Holly Neuman
Gus Ovars
Kate Ovars

Kate Petroski
Tom Purdy
Elanie Reis
Laura Roettgers
Trapper Schoepp
Peter Slaby
Kathleen Slamka
Devlin Smith
Sima Susac
Gretchen Teich
Paul Torosian
Joe Toscano
Joel Trudell
Laura Vanderbilt
Michael Vanderboom
Andrej Walz-Chojnacki
Greg Walz-Chojnacki

1,050 HOURS

WUWM VOLUNTEERS WORKED AT
EVENTS & CONCERTS IN FY2011-2012

SPECIAL PROJECTS:

Nancy Camden assisted with audio testimonial collection.

Intern Stephanie Chadek and WUWM staffer Jon Strelecki produced the 2011 electronic Holiday Greeting.

Ed Makowski and Lucien Jung took photos on the night of Recall election (June 5, 2012).

FISCAL YEAR 2011-2012

89% of WUWM’s budget comes from non-federal financial sources. By supporting WUWM, listeners are investing in a community resource. This support conveys a strong message that quality, informative public radio is vital to southeastern Wisconsin.

INDIVIDUAL & FOUNDATION SUPPORT

Contributions from individuals and foundations were the largest sources of revenue to the station’s operating budget.

BUSINESS SUPPORT

The business community continued to invest (underwrite) generously in WUWM programming.

PUBLIC BROADCASTING SUPPORT

The Corporation for Public Broadcasting (CPB) provided support through a variety of grants.

PROGRAMMING EXCELLENCE FUND

The WUWM Programming Excellence Fund allows the station the flexibility and agility needed to respond to emerging opportunities to improve and expand its programs and/or services.

WUWM’s Programming Excellence Fund provides an additional funding source for WUWM’s locally-produced programming—WUWM News, *Lake Effect*, *UWM Today* and more. Captivating, smart and open conversations about local and regional issues help build a stronger and more vibrant community.

With continued growth, this fund also helps offset the cost of acquiring programs from public radio’s award-winning distributors such as National Public Radio, Public Radio International, American Public Media and the British Broadcasting Corporation.

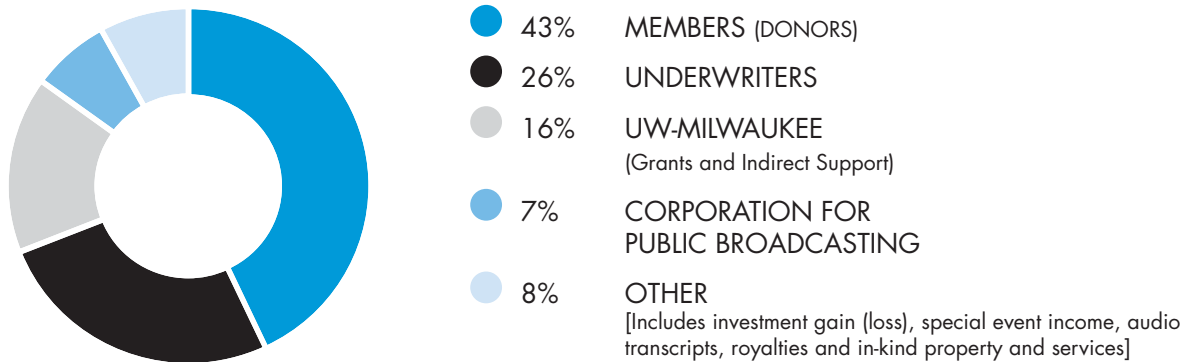
WUWM ENDOWMENT FUND

Sustaining WUWM’s lasting impact and connection to southeastern Wisconsin is critical to the station’s long-term viability.

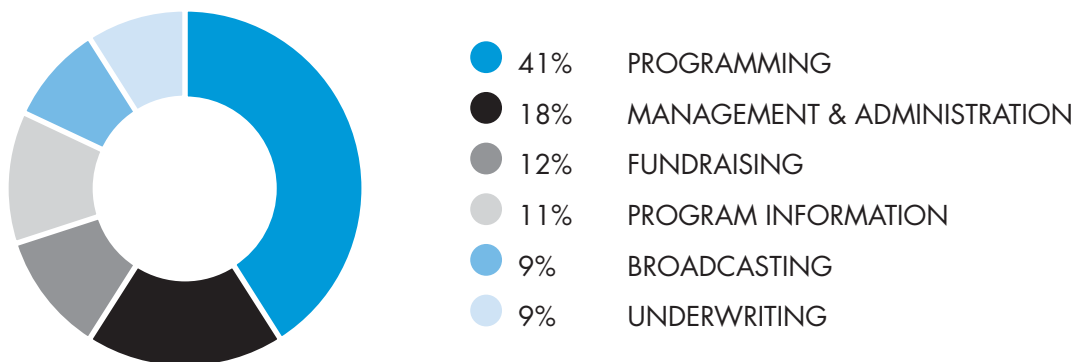
WUWM’s Endowment Fund provides the station with a stable income stream. Donor-designated funds help support WUWM’s community impact in perpetuity and allows for the sustainable growth of WUWM’s investment in local programs.

Tax-deductible gifts, retirement plans or bequests—of any size—to these funds offer WUWM the chance to provide on-going support for the programs and services in greatest need.

REVENUE \$3,789,067



EXPENSES \$3,926,814



Director's Circle - Dollar-A-Day: \$365 - \$499

WUWM 89.7 FM is my source
for **NEWS** that matters and
information that makes
a difference. —Ronald R., Milwaukee, WI

Anonymous (8)
Sholom Ackelsberg and
Susan Monaghan
Monica Adams
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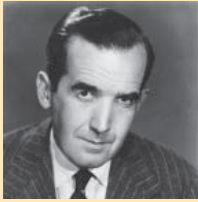
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