

Press Release

November 10, 2009
For Immediate Release
Contact: Rick Reyer ■ 800-749-3906



Wisconsin Public Radio and the Mead Witter Foundation Announce Matching Grant in Support of New Ideas Network Station

The Mead Witter Foundation of Wisconsin Rapids has granted \$55,000 to support the building of a new Wisconsin Public Radio (WPR) station to serve about one-quarter-million citizens in central Wisconsin.

The first \$30,000 of the grant has been allocated outright to support the new station WHAA 89.1 FM, which will broadcast WPR's Ideas Network, featuring issues-based call-in talk and information programming. The remaining \$25,000 will come in the form of a matching grant, in an effort to inspire community support from listeners in the area, according to Cynthia Henke, president of the Mead Witter Foundation.

"The Mead Witter Foundation, Inc., will contribute dollar-for-dollar matching funds, up to a maximum of \$25,000 for contributions from businesses, organizations and individuals made through December 31, 2009," said Henke. "The Foundation is a long time supporter of WPR, and this matching grant is a wonderful opportunity for our organization to join others in the community in support of this project to expand and enhance WPR's coverage in this area."

The Ideas Network provides primarily Wisconsin-produced, issues-based talk programming during the week. The weekends feature entertainment programming like *Car Talk*, *Michael Feldman's Whad'Ya Know*, *A Prairie Home Companion*, and *Old Time Radio*. While the station will be constructed in Adams County, it will reach in and around Wisconsin Rapids, Stevens Point, Wisconsin Dells, and Portage, said Rick Reyer, regional manager for WPR.

"Since Wisconsin Public Radio began the Ideas Network in 1990, central Wisconsin has been without a full-time radio signal for this network," said Reyer. "It has been my goal to make this happen. I am very grateful for the Foundation's support and faith in WPR to deliver high quality programming to the region."

Contributions to the project and the Mead Witter match can be sent to WPR's Central Wisconsin office at 518 S. 7th Ave., Wausau, WI 54401. Those wishing to contribute online may go to www.wpr.org and click on the Support WHAA link. Details about the station and contributing to it are available by calling 1-800-749-3906.

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Wisconsin Public Radio - 518 S. 7th Avenue, Wausau WI 54401 - phone (800) 749-3906 or (715) 261-6298
fax (715) 848-2890

A service of the Wisconsin Educational Communications Board and University of Wisconsin-Extension.
ECB and UWEX provide equal opportunities in employment and programming, including Title IX requirements.

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Project Detail

Frequency: 89.1 FM

Call Letters: WHAA

Programming: Ideas Network – Issues-based talk and weekend entertainment.

Power: 28,500 watts

Funding:

- Total cost of project: \$431,088
- Funding already secured: \$323,316 through federal Public Telecommunications Facilities Program (PTFP)
- Remaining Funds needed to be raised from the community: \$107,772
 - o Private Contributions to date: \$30,000
 - o Grant from Mead Witter Foundation: \$30,000
 - o Community Matching Grant Mead Witter Foundation: \$25,000
- Federally Mandated Deadline: May 2010
- Target Completion Date: January 1, 2010

About the Mead Witter Foundation

The Mead Witter Foundation, Inc., is a private philanthropic organization headquartered in Wisconsin Rapids. Founded in 1951, the Foundation is funded through earnings from endowments from George W. Mead I, family members.

About Wisconsin Public Radio

Wisconsin Public Radio connects listeners to statewide issues, great thinkers of our day, classical music, the arts and humanities, news from Wisconsin and the world, and much more. It's commercial-free radio available 24 hours a day, seven days a week on 31 radio stations, the Internet and HD radio.

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