Annual Report
2013
Looking back on 2013, I kept thinking about the phrase, “The more things change, the more they stay the same.” I generally try to avoid clichés, but this line – coined by French writer Jean-Baptiste Alphonse Karr more than 150 years ago – really summed up the year for me. It was a year of incredible change at WPR and yet, our commitment to serving the people of Wisconsin remained as strong as ever.

Although WPR is constantly improving our service to you, our listeners, 2013 included some of the most visible changes our listeners have experienced in many years. Our flagship website, WPR.org, was completely rebuilt with a focus on presenting all of our award-winning radio content for users of smartphones, tablets and desktop computers. This year we unveiled a new look and logo for the station, a design inspired by input from our listeners, staff and mission. And, we refreshed our monthly email newsletter, RadioWaves, and added a second, regional events-focused companion called R2.

This year also brought about changes to our program schedule. We launched a new, three-hour afternoon program, Central Time, on our Ideas Network stations along with new weekend offerings like America's Test Kitchen Radio and the TED Radio Hour. On our News & Classical Music stations we added an hour of NPR's popular All Things Considered and we launched a new series of in-depth reports focused on issues of importance to Wisconsinites.

And, while things were changing, we revisited our past in many ways. Our good friend, Karl Schmidt, who began broadcasting at WPR’s WHA in 1941 and continues to read for us on Chapter A Day, was inducted into the Wisconsin Broadcasters Hall of Fame. Some of our earliest recordings were included in the American Archive Project, a Corporation for Public Broadcasting effort to inventory and preserve the holdings of public stations across the nation. And, some of our staff moved back to our renovated “historic home,” Radio Hall, on the UW-Madison campus.

We have an incredible past to build on and we have a bright future ahead of us. Keep listening, keep in touch and thanks for everything you do!

Mike Crane
Director
A Face for Every Name Project – Dozens of volunteers helped WPR and our public media partners find hundreds of photos to match the 1,244 Wisconsin names on the Vietnam Veteran Memorial Wall in Washington, D.C.

New Station in Washburn – Last year, WPR’s commitment to serving everyone in Wisconsin received a boost with expanded coverage in Ashland and Superior. This year a new station was added in Washburn, 104.7 News & Classical.

Karl Schmidt – Karl was inducted into the Wisconsin Broadcasters Hall of Fame at the age of 90. He began his radio career at WPR’s WHA in 1941 and continues to this day as a Reader. He has served on the board of NPR, won two Peabody Awards, an Armstrong Award, and the world-renowned Prix Italia.

Music for All – Musicians from around Wisconsin and the world shared their talents in live performances, like harpist Chloe Tula on The Midday with Norman Gilliland. Chloe was a winner of the 2013 Final Forte competition.

National Programs, Local Touch – WPR listeners had opportunities to meet national program hosts like Ira Glass (pictured), Garrison Keillor, Ira Flatow and others at special events around the state.

WPR.org – A completely redesigned website was launched to provide visitors easy access to the best of NPR and WPR 24/7 on their phones, tablets and computers.

For the Next Generation – In addition to supporting music education, WPR works with students of journalism and broadcast radio around the state, offering fellowships, internships and other opportunities at our stations.

Taking Our Show on the Road – WPR hosts and programs broadcast from our seven bureaus and at special live events around the state, including this broadcast of Forbidden Planet for Old Time Radio Drama fans at the 2013 Wisconsin Science Festival.

The year at a glance . . .
Between 2007 and 2011, the number of deaths in Wisconsin attributed to a heroin overdose rose from 38 to 134. In 2012 heroin cases were investigated in all but about a dozen of Wisconsin’s 72 counties. WPR News took a look at this problem in a six-part “Heroin in Wisconsin” series, as part of our commitment to local coverage that affects the people and communities of this great state. Listeners also heard series on the Affordable Care Act, the 1963 Gideon v. Wainwright Supreme Court decision and other topics this year.

Wisconsinites found unbiased coverage of the State Supreme Court race, Governor Walker’s budget address and legislative negotiations, controversy over the university’s reserves and more during our statewide news coverage. Our reporters in Milwaukee, Madison, Green Bay, La Crosse, Eau Claire, Wausau and Superior – and our full-time reporter at the State Capitol – carefully pieced together stories from diverse voices and locations.

We welcomed our fifth Lee Ester News Fellow, Breann Schossow, who filed dozens of stories during her nine-month professional fellowship at WPR, and we expanded our news department with dedicated online staff. Wisconsin Life, our award-winning series on the people and culture of the state, announced a partnership to bring the program to Wisconsin Public Television in 2014, and we joined QUEST, a collaboration of six public broadcasters around the country that strives to deepen our understanding of some of today’s most pressing sustainability topics.

Wisconsin Public Radio is my most trusted source for news, features and what’s important! I am so proud of its history and the contributions it makes to our citizens and state. Thank you, Wisconsin Public Radio.

- Gail, Two Rivers
WPR’s Ideas Network fosters community engagement and lifelong learning with 9.5 hours of regional, statewide and national call-in shows Monday through Friday. Every week, thousands of listeners ask questions and share their ideas about current events and community concerns.

WPR presents and facilitates discussions about politics and current events with attention to balance and helpful advice on topics ranging from digital photography to personal finance and gardening. Guests, hosts and callers come together for smart, meaningful conversations on The Joy Cardin Show, The Larry Meiller Show, The Kathleen Dunn Show, Zorba Paster On Your Health and our newest program, Central Time.

Central Time was developed by a team of experienced producers with hosts Rob Ferrett and Veronica Rueckert. We sought input from listeners, consultants and colleagues at stations around the nation to create a daily show that balances news and culture, conversation and commentary, call-in and interview, while maintaining a distinctly Wisconsin personality.

Finally, 2013 also saw the departure of longtime At Issue host Ben Merens and the brief run of a Friday-morning arts showcase, 45 North. The program concluded in December with the announcement that Anne Strainchamps would take over as host for To the Best of Our Knowledge following the retirement of Jim Fleming in 2014.

I used to be a ‘blast the music’ on my way to work person, but it just wasn’t enough. While changing the stations one day I stumbled onto WPR — I haven’t changed the station since! My morning drive is now filled with information that not only enlightens and engages me, but also those I chat with during the day!

- Holli, Menasha
Norman Gilliland hosting a live broadcast of The Midday with students at Lawrence University.

Classical music forms the core of two of WPR’s three networks: NPR News & Classical Music airs more than 90 hours of classical music per week and Wisconsin Classical provides it 24 hours per day, 7 days per week. Some highlights include The Midday, Sunday Brunch, From the Top and Classics by Request.

Our commitment to live music is found on regular live broadcasts in the studio or on the road. Listeners have the opportunity to hear musicians at all stages of their careers performing in a diversity of genres and styles. And, our involvement in music education through programs like the Madison Symphony Orchestra’s Final Forte reflects our commitment to the future of classical music.

WPR’s Higher Ground, hosted by Dr. Jonathan Overby, offers world music with African roots and more each Saturday night. Simply Folk, with Stephanie Elkins, broadcasts concerts recorded in Wisconsin and traditional music of people the world over. Jazz, blues, Native American, independent, alternative and other genres are also heard on our stations around the state.

Finally, WPR helps musicians and venues reach our audience of more than 450,000 listeners through free community promotions and announcements each week.

Music

Your program hosts are lovely, articulate, and amazingly informative — and then there’s the gorgeous classical music. My son is a professional musician, and it thrills me to be able to share pieces with him that even he hasn’t heard of.

- Susan, Fitchburg
Michael Feldman’s Whad’Ya Know? has been on the air for more than 25 years with a loyal following on 173 public radio stations nationwide. Michael’s sharp wit and sense of humor entertain more than 500,000 listeners every weekend. With a great live band, engaging guests — like ukulele virtuoso Jake Shimabukuro — and the “infamous” quiz, the show is a Wisconsin treasure.

Wisconsin is fortunate to have nationally famous radio celebrities like Michael Feldman right at home, but 2013 also gave WPR listeners a chance to meet popular hosts like Garrison Keillor from A Prairie Home Companion, Ira Glass from This American Life, Jad Abumrad and Robert Krulwich from Radiolab and Ira Flatow from Science Friday.

We added three new shows to our weekend schedule: America’s Test Kitchen Radio, produced by the same people who created the popular public television cooking show; the TED Radio Hour, hosted by NPR veteran Guy Raz; and Snap Judgment, a show with intriguing stories about extraordinary and defining events in people’s lives. And, we continued our partnership with The Moth Radio Hour, encouraging Milwaukee residents to share their stories with their neighbors and the nation via monthly events in the city.

Saturday and Sunday nights are when I always do the canning, freezing, pickling, and other garden preserving, while my wife and daughter sleep. Old Time Radio Drama has always been my companion, and I swear my tomato sauce is better because of it.

- Kerry, Madison
While the old WPR.org received many visits each month, we knew that we could serve listeners better with a comprehensive re-design. After more than a year of development with input from throughout WPR, NPR Digital Services and our peers around the nation, as well as thousands of comments from listeners, we launched the new WPR.org in the fall. The result is a site that puts more emphasis on the informative and engaging news, conversation, music and entertainment that we produce every day.

The new, easy-to-use navigation allows visitors to browse the site by show and content area and, of course, listen to all three of our networks live and listen to or download past episodes of favorite programs. Since many of our listeners are increasingly using their mobile phones and tablets as their preferred way to experience the internet, we developed our new site to work on everything from small phone screens to tablets and desktop computers. Like our free mobile app, it’s easy to access WPR.org wherever you go.

WPR maintains active Facebook and Twitter accounts enabling listeners, hosts and community members to interact. Talk shows, WPR News, music and other program areas use social media to enhance broadcast conversations and continue discussions when the program ends.

WPR was born from early broadcast experiments at the University of Wisconsin. Like those early innovations, our investment in new ideas and technologies is driven by a desire to serve the people of Wisconsin.

WPR gets me through my day. I work 10-hour days at a job where I am able to listen to my iPod. Once I discovered that I could download or subscribe to many WPR shows, my days go by much quicker.

- Susan, Boscobel
WPR reaches across the state and connects individuals and families in a daily conversation about Wisconsin and the world. Our seven regional bureaus and 35 stations help us serve the state with local perspectives and inspire community engagement.

In the spring, WPR partnered with the Brown County Library in Green Bay, the Wisconsin Veterans Museum in Madison and the Milwaukee County Historical Society to hold events that brought Vietnam War veterans and interested community members together to learn more about the war and how to volunteer for our Face for Every Name photo project. Our goal is to find a photo of every Wisconsin service man or woman listed on the Vietnam Veterans Memorial Wall in Washington, D.C. The images will become part of the “Wall of Faces” — a lasting tribute planned for the Education Center near the mall in our nation’s capital. So far, more than 800 of the 1,244 needed images have been found.

WPR’s hosts continued to support community events with special appearances throughout the state. Partnerships — with festivals, food pantries, libraries, performing artists and venues, among others — helped listeners and local groups connect. And, broadcast efforts — like our “Food for 40” partnership with Second Harvest and Wisconsin’s official ceremony honoring Dr. Martin Luther King, Jr. — help connect communities across the state on issues that affect us all.

We’ve seen support for the project from groups around the nation. The involvement of Wisconsin’s public broadcasters has been terrific and really makes a difference.

- Jan Scruggs, Founder, Vietnam Veterans Memorial Wall
We are truly humbled by the support and dedication of our members. Thank you all!

This year WPR crossed a milestone - our 50,000th member! Although we can’t list all their names here, we thought we’d share this GIS map created by student Caitlin McKown. Each dot represents a donor to Wisconsin Public Radio in 2013:

- **Member**
- **Leadership Circle Member**

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### Wisconsin Broadcasters Association

**Continuing Coverage**
- 1st Place: "Summer Drought Hits WI Farms" (WPR News Staff)
- 3rd Place: "Mining Law Fight" (WPR News Staff)

**Spot News**
- 2nd Place: "Sikh Temple Shooting" (Chuck Quirmbach, Gilman Halsted)
- 3rd Place: "Galloway Resignation" (Glen Moberg, Shawn Johnson)

**Hard News/Investigative**
- 2nd Place: "Red Cliff Struggles To Remove D.O.D. Barrels" (Mike Simonson)

**Special Category Award**
- 3rd Place: "2012 Election Coverage" (WPR News Staff)

### Writing

- **Feature**
  - 1st Place: "Barn Dance" (Wisconsin Life)
  - 2nd Place: "Paddleboard Yoga" (Terry Bell)

- **Audio**
  - 3rd Place: "Marching Band Camp" (Wisconsin Life)

### NBNF Eric Sevareid Award
- Tavis/Public Affairs: "93rd State Assembly District Candidate Forum" (The West Side, WPR Eau Claire)

### Associated Press

**Spot News**
- 1st Place: "Sikh Temple Shooting" (Chuck Quirmbach, Gilman Halsted)
- 3rd Place: "Mining Law Fight" (WPR News Staff)

**Hard News, Non-Spot**
- 1st Place: "Lock and Dam Concerns on the Mississippi" (Maureen McCollum)

**Documentary**
- 1st Place: "Forever Ace: The Richard Bong Story" (Mike Simonson/Jim Packard)

### Best Sports Story
- 1st Place: "Paddleboard Yoga Comes to Wisconsin" (Terry Bell)

### Northwest Broadcast News Association

**Spot News**
- Merit Award: "Galloway Resignation Shifts Senate Balance of Power"

**Broadcast Writing**
- Merit Award: Glen Moberg

### American Association of State and Local History

**Award of Merit**
- Wisconsin Life

### Milwaukee Press Club

**Ongoing News Story**
- 1st Place: "Mining Bill Battle" (Mike Simonson/Shawn Johnson/Gilman Halsted/Chuck Quirmbach)
- 2nd Place: "173rd State Assembly" (WPR News Staff)

**Feature**
- 1st Place: "Reform Cafe" (Maureen McCollum)
- 3rd Place: "All Bad Counters" (Chuck Quirmbach)

**Broadcast Writing**
- 1st Place: "Paddleboard Yoga Comes to Wisconsin" (Terry Bell)

**Sports**
- 3rd Place: "Paddleboard Yoga Comes to Wisconsin" (Terry Bell)

### Press Club of Atlantic City

**National Headliner Award**
- 1st Place: "Forever Ace: The Richard Bong Story" (Mike Simonson/Jim Packard)
### 2013 Financial Report

**Statement of Financial Activity**

**Revenues**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
<th>% Total 2013</th>
<th>FY12 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Support</td>
<td>3,849,568</td>
<td>1,983,754</td>
<td>5,833,322</td>
<td>28%</td>
<td>4,069,119</td>
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<tr>
<td>In-Kind Support</td>
<td>429,272</td>
<td>1,484,635</td>
<td>1,913,907</td>
<td>9%</td>
<td>1,836,618</td>
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<tr>
<td>Public Broadcasting Carriage Fees</td>
<td>0</td>
<td>317,892</td>
<td>317,892</td>
<td>1%</td>
<td>365,464</td>
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<tr>
<td>Listeners</td>
<td>5,334,725</td>
<td>2,023,279</td>
<td>7,358,004</td>
<td>34%</td>
<td>7,236,515</td>
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<tr>
<td>Corporate Support</td>
<td>949,312</td>
<td>1,002,722</td>
<td>1,952,034</td>
<td>9%</td>
<td>1,533,888</td>
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<tr>
<td>Corporation for Public Broadcasting (CPB)</td>
<td>684,806</td>
<td>531,878</td>
<td>1,216,684</td>
<td>6%</td>
<td>1,244,606</td>
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<tr>
<td>Capital Contributions</td>
<td>1,012,792</td>
<td>0</td>
<td>1,012,792</td>
<td>5%</td>
<td>891,314</td>
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<tr>
<td>Investment Income</td>
<td>363,554</td>
<td>299,048</td>
<td>662,602</td>
<td>3%</td>
<td>31,694</td>
</tr>
<tr>
<td>Other</td>
<td>870,834</td>
<td>107,559</td>
<td>983,342</td>
<td>5%</td>
<td>691,294</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>13,598,212</td>
<td>7,750,367</td>
<td>21,348,579</td>
<td>100%</td>
<td>17,980,504</td>
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**Expenses**

<table>
<thead>
<tr>
<th>Expense</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
<th>FY12 Total</th>
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</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>4,956,219</td>
<td>420,122</td>
<td>5,376,341</td>
<td>27%</td>
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<tr>
<td>Programming</td>
<td>1,296,997</td>
<td>6,483,431</td>
<td>7,779,628</td>
<td>39%</td>
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<tr>
<td>Program Information</td>
<td>39,432</td>
<td>416,604</td>
<td>456,036</td>
<td>2%</td>
</tr>
<tr>
<td>Management - Direct</td>
<td>1,005,808</td>
<td>1,502,802</td>
<td>2,508,608</td>
<td>11%</td>
</tr>
<tr>
<td>Management - Indirect</td>
<td>0</td>
<td>1,223,891</td>
<td>1,223,891</td>
<td>6%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>674,863</td>
<td>1,778,699</td>
<td>2,453,562</td>
<td>12%</td>
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<tr>
<td>Interest Expense</td>
<td>643,872</td>
<td>0</td>
<td>643,872</td>
<td>3%</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>8,620,391</td>
<td>11,475,609</td>
<td>20,096,000</td>
<td>100%</td>
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**Interagency Transfers**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Interagency Transfers</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**Increase in Net Assets**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Increase in Net Assets</td>
<td>862,980</td>
<td>389,599</td>
<td>1,252,579</td>
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</tbody>
</table>

**Net Increase in Capital Assets**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Net Increase in Capital Assets</td>
<td>96,070</td>
<td>(10,912)</td>
<td>85,158</td>
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</table>

**Net Increase in Restricted Assets**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Net Increase in Restricted Assets</td>
<td>(14,999)</td>
<td>12,469</td>
<td>(1,530)</td>
</tr>
</tbody>
</table>

**Net Increase in Unrestricted Assets**

<table>
<thead>
<tr>
<th>Source</th>
<th>ECB 2013</th>
<th>UWX 2013</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Net Increase in Unrestricted Assets</td>
<td>781,009</td>
<td>387,642</td>
<td>1,168,651</td>
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</tbody>
</table>

### Sources
- Office of the State Auditor’s Audit of WHA Radio
- Wisconsin Educational Communications Board
- University of Wisconsin System

### Notes
- “WHA Radio” annually issues a financial report to the Wisconsin State Auditor and the Wisconsin Educational Communications Board.
- Audited financial statements can be found at the Wisconsin State Auditor’s website.
- The report includes detailed financial information, including revenue sources, expenses, and financial results for the fiscal year 2013.
Wisconsin Public Radio operates three statewide networks - the Ideas Network, NPR News & Classical Music, WPR HD Classical - that broadcast from 35 stations around the state. Each week, more than 450,000 Wisconsinites tune in and more than 40,000 visitors come to our website, wpr.org.

If you have questions about WPR programs and activities in your community, you can contact our Audiences Services team at 800-747-7444 or email listener@wpr.org. You can also contact your local regional manager directly (see below):

Dean Kallenbach, Eau Claire Area Regional Manager  
Dean.Kallenbach@wpr.org

Ellen Clark, Green Bay Area Regional Manager  
Ellen.Clark@wpr.org

John Gaddo, La Crosse Area Regional Manager  
John.Gaddo@wpr.org

Lisa Nalbandian, Milwaukee Area Regional Manager  
Lisa.Nalbandian@wpr.org

John Munson, Superior Area Regional Manager  
John.Munson@wpr.org

Rick Reyer, Wausau Area Regional Manager  
Rick.Reyer@wpr.org

For the Madison Area and general questions, contact  
Jeffrey Potter, WPR Marketing Director:  
Jeffrey.Potter@wpr.org

Wisconsin Public Radio’s mission is to inform, entertain and engage citizens and communities. Our objective is to be our state’s best source of news, talk and cultural content.

Cover: WPR’s Dr. Jonathan Overby broadcasting Higher Ground live from UW-Madison’s Union Terrace in 2013. (Credit: Stick People Productions)