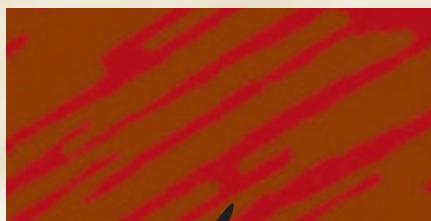


WISCONSIN PUBLIC RADIO



*2003 Annual
Report*

"Learning keeps one
from being led
astray.

— Chinese proverb

"We treat listeners
as equal companions
in a continuum of
values and ideas that
can enlighten,
enliven, and
entertain us on our
journeys as citizens..."

— Kevin Klose, NPR president and CEO



Table of Contents

From the Director.....	1
Coverage Maps	3
Ideas Network	4
NPR News & Classical Music Network	6
WPR News.....	7
Audience Growth	9
National Shows.....	10
Schedule Grids.....	11
Regional Bureau News	16
WPR 2003 Expenses/Revenue.....	21
Corporate Sponsors	22

*"It is the object of learning,
not only to satisfy the curiosity and
perfect the spirits of ordinary men,
but also to advance civilization."*

— Woodrow Wilson, U.S. President

From the Director

“The boundaries of the university are the boundaries of the state.”




That’s “The Wisconsin Idea,” the philosophy that defines the University of Wisconsin’s teaching, research, and community service as a public asset available to people in every corner of the state.

Wisconsin Public Radio is one of the best examples of using university and state resources to bring life-long learning opportunities to listeners throughout the state (and now, thanks to the Internet, to people across the nation and around the world).

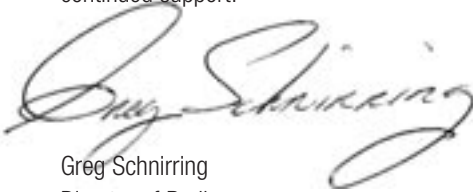
Over the years Wisconsin Public Radio has developed into one of the most-respected public radio systems in the nation, excelling as a producer of state and national programs. A record-breaking 399,600* people tune to Wisconsin Public Radio each week for programs that range from issue-oriented and advice call-in talk programming to news, and from classical music to entertainment. On our 17-station Ideas Network, listeners have access to newsmakers, lawmakers, authors, experts, and others actively engaged in shaping public policy. On the 10-station NPR News & Classical Music Network, listeners enjoy the NPR newsmagazines; classical, jazz, and folk music; and state news.

Through our seven regional offices (Superior, Eau Claire, LaCrosse, Wausau, Green Bay, Milwaukee, and Madison) listeners have direct, easy access to our managers, hosts, and reporters. Listeners can call Audience Services with questions and comments. And our Web site offers additional resources including audio streaming, audio archives, and links to partners.



Our mission is “to realize the Wisconsin Idea by producing, acquiring, and developing high-quality audio programming that serves the public’s need to discuss ideas and opinions, and that provides cultural enrichment, intellectual stimulation and intelligent, enlightening entertainment.” We do this through a successful public-private partnership. Wisconsin Public Radio is a service of the Educational Communications Board and the University of Wisconsin-Extension. We receive financial support from the Corporation for Public Broadcasting and from nearly 400 corporate sponsors. However, one of the largest segments of our budget comes from the Wisconsin Public Radio Association and the nearly 43,000 listener-members who generously contribute to keep us strong.

As you read through this Annual Report, you will see how every department strives to bring you radio that educates and entertains. We thank you for your continued support.



Greg Schnirring
Director of Radio

* Source: Arbitron — Radio Research Consortium, Inc., Primary Signal Area Report (PSA) AQH & Cume 12+, Mon.-Sun., 6AM-12M, Spring 2003. Arbitron data are estimates only.

“Public radio enriches my life and keeps me learning. In fact, I don’t know what I do without it.”

— A Listener

Coverage Maps

IDEAS NETWORK

91.3 KUWS
SUPERIOR

102.9 KUWS
ASHLAND

90.3 WHBM
PARK FALLS

91.9 WHDI
SISTER BAY

88.7 WRFW
RIVER FALLS

88.3 WHWC
MENOMONIE-EAU CLAIRE

91.9 WLBL
WAUSAU

88.1 WHID
GREEN BAY

AM 930 WLBL
AUBURNDALE-STEVENS POINT

90.3 WHLA
LA CROSSE

90.3 WRST
OSHKOSH

91.1 WLFM
APPLETON

91.7 WSHS
SHEBOYGAN

91.3 WHHI
HIGHLAND

AM 970 WHA
90.9 WHA
MADISON

90.7 WHAD
MILWAUKEE

89.9 WHSA
BRULE-SUPERIOR

104.7 WHSA
ASHLAND

89.7 WUEC
EAU CLAIRE

89.7 WHND
SISTER BAY

90.7 WVSS
MENOMONIE

90.9 WHRM
WAUSAU

89.3 WPNE
GREEN BAY

88.9 WLSU
LA CROSSE

88.7 WERN
MADISON

91.1 WGTD
KENOSHA

NPR NEWS & CLASSICAL MUSIC NETWORK

The Ideas Network

Again this year, extraordinary events in Wisconsin and around the world drove our programs and services in new directions. The war in Iraq, the election of a new governor, and the state budget crisis were just a few of the events tackled by our Ideas Network hosts, reporters, and producers in 2003.

The Ideas Network provides listeners with more than 70 hours of live, interactive programming every week. Our hosts ask challenging questions of all guests, and our curious, involved listeners join in with comments and questions of their own. Where else do Wisconsin residents have such easy, direct access to politicians, professors, authors, artists, and policy experts? By providing guests from all sides of an issue, listeners gain insight into current events, and form their own opinions about issues that are making headlines.

- In the spring of 2003, talk-show host Larry Meiller and producer Jim Packard took the weekly program **Garden Talk** on the road for live broadcasts in Madison, Milwaukee, Green Bay, Wausau, Bayfield, Eau Claire, and LaCrosse.
- In May, after 28 years of service, talk-show host Tom Clark retired from his weekday morning call-in program. His distinctive voice, startling laugh, and razor-sharp questions earned him the admiration of thousands of guests over the years (more than 21,000 guests, in fact). Greg Schnirring, director of radio, said "Tom's commitment to issue-oriented talk programming was heard in each and every program that he hosted. Tom had the ability to get guests and callers to focus their thinking...his questions were pointed, but he was always fair." Ideas Network director Joy Cardin took over the early-morning shift and will host until a decision is made on a permanent replacement. Tom Clark continues to co-host **Zorba Paster On Your Health** on Saturday.



Tom Clark retired from his weekday morning talk show in May.

- Jean Feraca returned from a part-time leave of absence in July and created a new weekend call-in program. ***Here On Earth*** is broadcast Saturdays and Sundays from 2:00-4:00 p.m. and focuses on global cultural affairs.
- Kathleen Dunn began broadcasting in a new timeslot in July, and can now be heard discussing national and international issues weekdays from 9:00 – 11:00 a.m. Producer/host Ben Merens took over Kathleen's afternoon time slot and now explores current issues weekdays from 3:00 – 6:00 p.m.
- The Ideas Network set a new audience record in Spring 2003, with a weekly audience of more than 257,000 people. *



* Source: Arbitron — Radio Research Consortium, Inc., Primary Signal Area Report (PSA) AQH & Cume 12+, Mon.-Sun., 6AM-12M, Spring 2003. Arbitron data are estimates only.

(Top to bottom) Hosts Jean Feraca, Kathleen Dunn, and Ben Merens moved to new time slots in July.

The NPR News & Classical Music Network

*There's something new to learn every day. And our news and classical service helps shape the intellectual and cultural landscape of Wisconsin. Listeners turn to **Morning Edition**, **All Things Considered**, and **Weekend Edition** for the finest reporting and journalism from NPR writers, reporters, and producers around the world. Then our Wisconsin hosts present hour after hour of classical music that can excite your spirit or soothe your soul. Mix in some folk music, a bit of jazz, an interesting conversation or two, and you have a place on the dial where you can relax, listen, and learn.*



Engineer Caryl Wheeler (left) and host Lori Skelton went on the road to celebrate 25 years of *Sunday Afternoon Live*.

- ***Sunday Afternoon Live On the Road***

marked the 25th anniversary of Sunday broadcasts from the Elvehjem Museum of Art in Madison. Music host Lori Skelton planned six concerts around the state to celebrate the silver season. Regional managers provided production assistance, with Lori meeting and greeting audiences at post-concert receptions.

- We continued our collaboration with the Wisconsin School Music Association (WSMA) with weekly "Drop Everything and Listen" features during the school

year, and our annual Thanksgiving Day broadcasts of the WSMA's High School Honors Concerts.

- In May, after ***The Lyric Opera*** lost its funding for national distribution, we created a new music series for our listeners: ***Saturday Afternoon Music Events*** hosted by Anders Yocum.

- The NPR News & Classical Music Network has 213,000 listeners each week.*

* Source: Arbitron — Radio Research Consortium, Inc., Primary Signal Area Report (PSA) AQH & Cume 12+, Mon.-Sun., 6AM-12M, Spring 2003. Arbitron data are estimates only.

Wisconsin Public Radio News

When important events happen in Wisconsin, there is always a Wisconsin Public Radio reporter nearby to bring listeners not only the who, what, when, and where of the event, but also the why...providing listeners with context and in-depth analysis. While some broadcast news organizations were downsized or eliminated in 2003, Wisconsin Public Radio sustained its commitment to news. With bureaus in Madison, Milwaukee, Green Bay, Wausau, LaCrosse, Eau Claire, Superior, and even in the State Capitol building, our reporters keep listeners up-to-date on the local and regional issues shaping public policy. Politics, education, health, the state budget crisis, the environment, jobs, and the economy: all are covered expertly and fairly by our reporters.

- We did a number of live broadcasts in 2003, including our election night broadcasts on February 18 and April 1, NPR's coverage of the Columbia shuttle disaster, presidential news conferences, and NPR's extensive Iraqi war coverage.
- In November, Wisconsin Public Radio joined a coalition of public radio stations and independent producers around the country to craft **Whose Democracy Is It?**, a series of reports that examined the health of democracy in America. From the history of campaign finance to political traditions among Native Americans, the project took a broad look at democracy in its many incarnations. Patty Murray, Gil Halsted, and Shamane Mills produced a three-part series which aired in Wisconsin and on participating stations across America. Wisconsin Public Radio, in turn, aired five documentaries produced by other stations.
- In 2003, Wisconsin Public Radio reporters produced six full-length features for NPR — two by Patty Murray, one by Gil Halsted, and three by Chuck Quirnbach. In addition, we supplied 63 news reports to NPR, 59 of which were produced by Chuck.
- Randall Davidson continued to provide our headline service and news reports to newspapers. In 2003, he sent out more than 1,300 stories. These went to the Associated Press, the Wheeler News Wire, and 27 newspapers.





THE NEWS STAFF WAS RECOGNIZED FOR THE QUALITY OF THEIR WORK IN 2003.

ASSOCIATED PRESS/WISCONSIN

First Place/Division One-Feature: Benson Gardner's "Pet Care"
Carol Brewer Award for outstanding contributions to broadcast journalism: John Powell

MILWAUKEE PRESS CLUB

First Place-Best Writing for Radio News: Benson Gardner's "Pet Care"
Second Place-Best Writing for Radio News: Melba Lara's "Tiny Gowns"
Second Place-Best Sports Story: Mary Jo Wagner's "Crazy about Curling"

NORTHWEST BROADCAST NEWS ASSOCIATION

Merit Award-Best Use of Audio: Mike Simonson's "Fading Fishing History"

STATE BAR OF WISCONSIN

Certificate of Appreciation: "Wisconsin Supreme Court" by Benson Gardner, Gil Halsted, Shamane Mills, Frederica Freyberg, Chuck Quirnbach, and Patty Murray

WISCONSIN BROADCASTERS ASSOCIATION

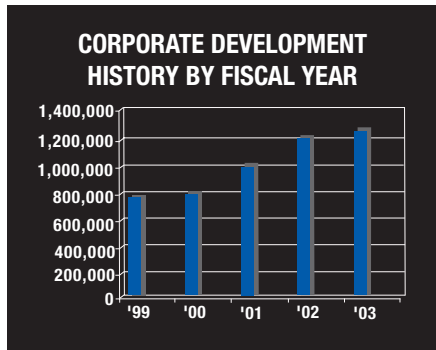
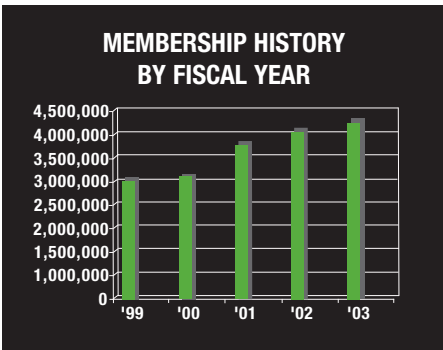
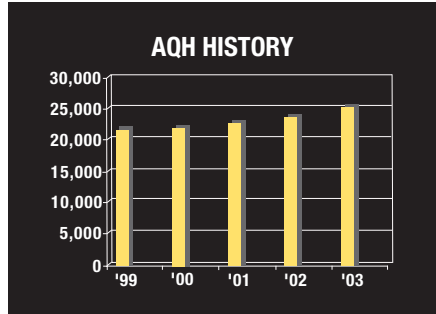
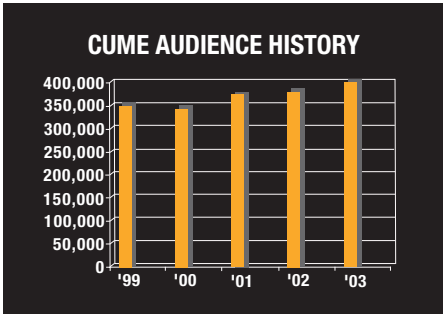
First Place-Best Audio: Mike Simonson's "Fading Fishing History"
First Place-Feature: Benson Gardner's "Pet Care"
Merit Award-Hard News: Chuck Quirnbach's "Priest Abuse"
Merit Award-Series: "We The People" by Gil Halsted, Mary Jo Wagner, and Sandra Harris
President's Award: "Candidates' Debates"

WISCONSIN MEDICAL SOCIETY

Medical Issues Reporting Award: "Society's Secret," a series on suicide, by Benson Gardner, Shamane Mills, Patty Murray, and Mike Simonson (Connie Walker, producer/editor)



More Listeners Every Week, Every Hour



Wisconsin Public Radio continues to attract more and more listeners. In 2003, Arbitron survey results showed continued growth in total audience¹ and average quarter hour (AQH) listenership.² In addition, contributions from individual members³ and corporate sponsors⁴ continued five-year upward trends.

The Spring 2003 Statewide Primary Signal Report shows record highs with Cume listenership reaching 399,600 people¹ and an average of 25,300 people listening each quarter hour.²

¹ Cume audience is the number of different people who listen to a station (in our case, a network) for at least five consecutive minutes within a given week. Source: Arbitron — Radio Research Consortium, Inc., Primary Signal Area Report (PSA) Cume 12+, Mon.-Sun., 6AM – 12M, Spring 1999 – Spring 2003. Arbitron data are estimates only.

² AQH is the number of people listening during any given average quarter-hour. Source: Arbitron — Radio Research Consortium, Inc., Primary Signal Area Report (PSA) AQH 12+, Mon.-Sun., 6AM – 12M, Spring 1999 – Spring 2003. Arbitron data are estimates only.

³ Source: Wisconsin Public Radio Association audits, 1999 – 2003.

⁴ Source: audited financial statements of WHA Radio and the Wisconsin Educational Communications Board, 1999 – 2003.

Wisconsin Shows Go National

Four of Wisconsin Public Radio's programs are broadcast across the United States:
Calling All Pets, Zorba Paster On Your Health, To The Best Of Our Knowledge,
and **Michael Feldman's Whad'Ya Know?**



Photo by Jeff Miller, University Communications

Trisha McConnell with one of her biggest fans.

CALLING ALL PETS

- Co-hosts Trisha McConnell and Larry Meiller appeared at a number of events around the state, but in August, they went on the road for **Calling All Pets'** first remote broadcast, a live show at the Wisconsin State Fair.
- In May, Trisha and Larry personally thanked fans for their support at the second annual "Down on the Farm Barbecue and Sheep Herding Demonstration." Listeners spent a fun-filled afternoon with Larry, Trisha, and her critters at Trisha's farm near Madison.
- **Calling All Pets** welcomed new affiliates this year, including stations in Juneau, Alaska; Mobile, Alabama; and Beaumont, Texas. The series is broadcast on 66 stations around the country.

(continued on page 13)



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				
6:00- 6:30 am	Joy Cardin	The People's Pharmacy	On The Media	
6:30- 7:00 am		Calling All Pets with Patricia McConnell	Garden Talk with Larry Meiller	
7:00- 7:30 am		Zorba Paster On Your Health		The Best of Larry Meiller Says You !
7:30- 8:00 am				
8:00- 8:30 am				
8:30- 9:00 am				
9:00- 9:30 am	Kathleen Dunn	Car Talk	A Way With Words	
9:30-10:00 am		Michael Feldman's Whad'Ya Know?	The Splendid Table	
10:00-10:30 am				
10:30-11:00 am	Larry Meiller		The People's Pharmacy	
11:00-11:30 am				
11:30-12:00 pm	Chapter A Day	Calling All Pets with Patricia McConnell	To The Best Of Our Knowledge	
12:00-12:30 pm				
12:30- 1:00 pm	Talk of the Nation	Zorba Paster On Your Health		
1:00- 1:30 pm				
1:30- 2:00 pm		Here On Earth with Jean Feraca		
2:00- 2:30 pm				
2:30- 3:00 pm				
3:00- 3:30 pm		Ben Merens		
3:30- 4:00 pm				
4:00- 4:30 pm				
4:30- 5:00 pm		(Fri., 5-6, Media Talk with Dave Berkman)	This American Life	University of the Air
5:00- 5:30 pm				
5:30- 6:00 pm	On Point	A Prairie Home Companion with Garrison Keillor	Simply Folk with Judy Rose	
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	Here On Earth (Mon.-Thurs)	Higher Ground with Jonathan Overby		
8:30- 9:00 pm				
9:00- 9:30 pm	The Connection	Hotel Milwaukee	Old-Time Radio Drama	
9:30-10:00 pm				
10:00-10:30 pm				
10:30-11:00 pm				
11:00-11:30 pm	Chapter A Day	Conversations From The World Café	Le Show	
11:30-12:00 am				BBC World Service

Ideas Network programming is also available via our Web site (www.wpr.org).

* Sample schedules from Fall 2003. Program



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

NPR News & Classical Music Network programming is also available via our Web site (www.wpr.org).

line ups on your regional station may be slightly different.

Wisconsin Shows Go National (continued)



Tom Clark (left) and Zorba Paster team up for an upbeat hour of talk about healthy living.

ZORBA PASTER ON YOUR HEALTH

- Dr. Zorba Paster and Tom Clark were selected as co-winners of the Milwaukee Press Club's Headliner's Award. The award honors a prominent member of the print or broadcast media who had a "significant impact on the national press/media."
- In March, we took ***Zorba Paster On Your Health*** on the road to Boise, Idaho, for a weekend of special events, including a listener reception, live broadcast, trivia contest, book-signing, and our first-ever Heart-Healthy Cooking School.
- Upon returning, we hosted several Heart-Healthy Cooking Schools in Wisconsin. Listeners enjoyed cooking demonstrations, tips for healthy living, and a lunch with Zorba and Tom.
- Over the summer, a Boston production crew came to Madison to tape scenes of Zorba and Tom for a public television special, "How to Live the Long, Sweet Life with Zorba Paster." The program aired across the country during public TV's on-air pledge drive.
- In October, Tom gave a keynote speech, "Rollin' Down the River & Tootin' My Own Horn: Life Beyond Public Radio," at the annual Waukesha County Senior Lifestyles Conference.
- ***Zorba Paster On Your Health*** welcomed new affiliates, including a station in Princess Anne, Maryland, and the Mississippi Public Radio Network. The show is broadcast on 81 public stations across the country.



TO THE BEST OF OUR KNOWLEDGE

- Audience numbers and station carriage continue to rise. ***To The Best Of Our Knowledge*** now airs on 110 stations throughout the United States.
- In October, ***To The Best Of Our Knowledge*** broadcast a special show with a live audience as part of the Wisconsin Book Festival. The program at the Orpheum Theater in Madison featured interviews with a star-studded lineup: writers Tim O'Brien and David Maraniss reflecting on the Vietnam War, octogenarian and short-story writer Grace Paley, singer/songwriter John Wesley Harding, and NPR's Noah Adams. Leo Sidran's band (with a special guest appearance by Ben Sidran) played between breaks.
- During the spring and fall pledge drives, we aired live call-in shows from our Vilas Hall headquarters.



- As part of our marketing efforts, ***To The Best Of Our Knowledge*** offered special programs to stations that don't ordinarily broadcast the series. As a result, NPR stations in Seattle, Vermont, and elsewhere aired our four-part music series, and WBEZ / Chicago aired our program on Mars (during NASA's Mars landings). ***To The Best Of Our Knowledge*** also participated in the Public Radio Collaboration on Democracy. Our democracy show was picked up by a number of stations.

*"Even if one studies to an old age,
one will never finish learning."*

— Chinese Proverb

Wisconsin Shows Go National (continued)



Photo: Brian McMaehr

Michael Feldman entertains audience members in Fort Smith, Arkansas.

MICHAEL FELDMAN'S WHAD'YA KNOW?

- Michael Feldman, Jim Packard, John Thulin, and the other *Whad'Ya Know?* staff members went on the road to originate shows in Arkansas, Missouri, Maine, Iowa, Ohio, Washington, and Texas.
- The *Whad'Ya Know?* weekly audience grew to nearly 1.5 million listeners. It is now broadcast by 300+ affiliate stations.
- We created new merchandise: the *Whad'Ya Know?* home party game (with a Michael Feldman bobblehead doll) and the Feldman-penned music CD "Her Country."

Regional Office Staff Keep In Touch With Listeners

Our regional offices scattered across the state bring Wisconsin Public Radio staff members face-to-face with listeners, newsmakers, community leaders, and corporate sponsors. Have a question? Want to suggest a call-in topic or guest? Want to help out at the station as a volunteer? Our regional bureaus offer listeners easy access to our producers, hosts, reporters, corporate development officers, and volunteer coordinators.

NORTHERN WISCONSIN

- Regional reporters won 11 more awards from the Northwest Broadcast News Association.
- **Radio Superior**, a regional program that looked back at the history of Superior, was named a national finalist in the “Silver Microphone” competition.
- Wisconsin Public Radio was well represented at the Lake Superior Big Top Chautauqua over the summer, sponsoring several shows. Bureau staff also provided support for the Lucius Woods Performing Arts Center during their summer concert season, and for the Iron River “Blueberry Festival.”
- **Sunday Afternoon Live** was graced by the inclusion of the Lake Superior Chamber Orchestra as the first of its remote recording sessions.
- Larry Meiller’s **Garden Talk** tour stop in Bayfield was a huge success, helping Bayfield kick off its “Bayfield in Bloom” celebration and producing some fine radio in the process.

Larry Meiller kicked off his **Garden Talk** tour in Bayfield.



Regional Office Staff (continued)

NORTHEASTERN WISCONSIN

- Glen Slaats and the staff in the Green Bay regional office coordinated Wisconsin Public Radio's recognition as a sponsor of the Wisconsin Assembly of Local Artists regional arts summits.
- **Sunday Afternoon Live** recorded a concert at the Midsummer's Music Festival in Sister Bay on August 30. The concert was then broadcast statewide on December 21.
- WHID-FM/Green Bay reached record high audiences in the spring with 41,300 listeners per week, and for the first time, beat WPNE-FM/Green Bay in average quarter-hour listeners and average quarter-hour share.



WPR Program Assistant Jane Ritger behind the controls of our studios at UW-Marathon County in Wausau.

- Director of Radio Greg Schnirring was the keynote speaker at the December meeting of the Fox Valley Library Council in Oshkosh.

CENTRAL WISCONSIN

- The big news of the year was the construction of our new facility at the UW-Marathon County campus in Wausau. In this cooperative project UWMC and the county provided the studio infrastructure, while Wisconsin Public Radio provided the equipment upgrade. Director of Radio Greg Schnirring, Associate Director Wendy Wink, and Wisconsin Public Radio Association

Secretary Joe Jopek were on hand to help celebrate the official opening on November 4.

- Zorba Paster visited Marshfield to keynote the Healthy Lifestyles Conference. In addition to his address, Zorba spent time talking with listeners at our booth.
- In September we celebrated the Silver Anniversary Season of **Sunday Afternoon Live** with a special tour stop in Wausau to record a faculty concert at the Wausau Conservatory of Music. This concert was broadcast on December 28.



WESTERN WISCONSIN

- Wisconsin Public Radio's newest regional program began in October with the debut of **Kevin McKinley On Your Money** on WHWC / Menomonie-Eau Claire. This entertaining call-in program about finances is hosted by Kevin McKinley, an Eau Claire financial consultant and author of "How to Make Your Kid a Millionaire," and by Greg Pangallo, the morning drive-time announcer for the Eau Claire stations. Regular features such as "By the Numbers," "Steals and Deals," and "Good Food Cheap" make the show fast-paced and fun.
- The 12th annual Wisconsin Public Radio Auction in November raised \$24,453, shattering our previous record by about \$2,500. As always, our regional volunteers coordinated the auction, with more than 1,000 hours of volunteer service for this event alone.
- Hmong-speaking residents in western Wisconsin now have a radio station they can understand. **Xovtoojcua Xa-Suab Hmoob (Radio Hmong)** took to the air in August on the subcarrier frequency of WUEC / Eau Claire. Special receivers were purchased and distributed to Hmong families throughout the region. The program — originating from studios at UW-Eau Claire — offers community news, storytelling, and music. It airs Monday – Saturday, 5:00 – 7:00 p.m.
- Our annual Wisconsin Public Radio listeners dinner, held in March in Baldwin, attracted more than 100 people, drawn by the keynote address by retiring morning host Tom Clark.



Co-hosts Greg Pangallo (left) and Kevin McKinley have fun during *On Your Money*.



Radio Hmong host Kao Xiong in the WUEC-FM studios.

Regional Office Staff (continued)



Engineers dismantle old equipment at WLSU-FM/La Crosse.

SOUTHWESTERN WISCONSIN

- During the summer months, our engineers completed the long-awaited improvements to WLSU-FM / La Crosse. They removed our aging equipment on Grandad's Bluff in La Crosse, and moved to the Wisconsin Public Radio and Television facility across the river in Minnesota. A new antenna and other new equipment improved the overall reliability, quality, and reach of the WLSU-FM signal.
- Wisconsin Public Radio engineers installed an AudioVault production system in the fall. The system allows regional corporate sponsorship announcements to run automatically. AudioVault also uses a computer-based recording system that replaces most of our other recording and playback equipment, including some 26-year-old audio tape machines in our main control room.

SOUTHEASTERN WISCONSIN

- In April Larry Meiller traveled to the Schlitz Audubon Nature Center in Milwaukee for a statewide broadcast of **Garden Talk**. He returned to Milwaukee in August for another broadcast from the Wisconsin State Fair. Larry talked with UW Chancellor Katherine Lyall, Patricia McConnell of **Calling All Pets**, master gardener Melinda Myers, and wildlife ecologist Scott Craven.
- Wisconsin Public Radio hosted a reception for major donors in September. Eighty-five members of the "9XM Leadership Circle" had a chance to meet and talk with hosts, producers, and managers during a sunset cruise aboard Weissgerber Restaurant's Edelweiss Cruise Boat.



The Milwaukee Art Museum featured the "Quilts of Gee's Bend."

- A sold-out audience of 150 listeners enjoyed a September morning at the Milwaukee Art Museum as Kathleen Dunn spent two hours discussing the "Quilts of Gee's Bend" exhibition. Kathleen interviewed curators, museum directors, and several women from Gee's Bend, Alabama, who talked about the history and uniqueness of their quilts.
- A month later, Kathleen moderated several panel discussions on educational issues during a statewide broadcast from the State Teachers Convention in Milwaukee.

Contact Information Bureaus

Main / South Central Office

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

Southeastern Office

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

Northeastern Office

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

North Central Office

518 S. 7th Avenue
Wausau, WI 54401-5362
(800) 749-3906

Northern Office

1800 Grand Avenue
Superior, WI 54880-2898
(715) 394-8530

West Central Office

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

Southwestern Office

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

Contact Information

Audience Services: (800) 747-7444

Web site: www.wpr.org

E-mail: listener@wpr.org

2003 Annual Report

Editor: Bill Estes

Design and Production: Marguerite Egnor

Photography: Jim Gill

Editorial Assistants: Donnie Forti, Elizabeth Martin,
Kathleen Dolan, Emily Rasbornik

Printer: Park Printing House of Verona

UW
Extension



WISCONSIN
PUBLIC
RADIO

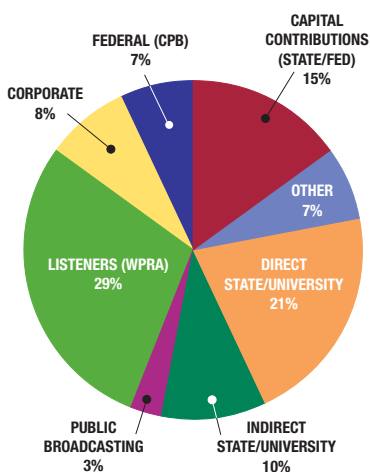
WISCONSIN
PUBLIC
RADIO
ASSOCIATION

Wisconsin Public Radio is a service of the Wisconsin Educational Communications Board and University of Wisconsin-Extension. ECB and UWEX are EEO/Affirmative Action employers providing equal opportunities in employment and programming, including Title IX and ADA requirements.

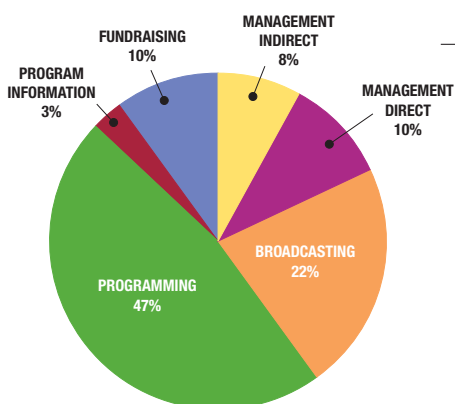
WISCONSIN PUBLIC RADIO STATEMENT OF FINANCIAL ACTIVITY

(In Thousands)

Fiscal Year 2003



WPR CONSOLIDATED REVENUE FOR YEAR 2003



WPR CONSOLIDATED EXPENSES FOR YEAR 2003

	ECB	UWEX	TOTAL
REVENUE			
DIRECT STATE/UNIVERSITY	\$1,561	\$1,741	\$3,302
INDIRECT STATE/UNIVERSITY	239	1,357	1,596
PUBLIC BROADCASTING	—	511	511
LISTENERS (WPRA)	3,369	1,064	4,433
CORPORATE	653	653	1,306
FEDERAL (CPB)	659	518	1,177
CAPITAL CONTRIBUTIONS (STATE/FED)	2,224	151	2,375
OTHER	642	442	1,084

TOTAL REVENUE **\$9,347** **\$6,437** **\$15,784**

	ECB	UWEX	TOTAL
EXPENSE			
BROADCASTING	\$2,595	\$371	\$2,966
PROGRAMMING	986	5,261	6,247
PROGRAM INFORMATION	213	141	354
MANAGEMENT – DIRECT	651	753	1,404
MANAGEMENT – INDIRECT	21	1,088	1,109
FUNDRAISING	395	960	1,355

TOTAL EXPENSE **\$4,861** **\$8,574** **\$13,435**

PROGRAM PRODUCTION CONTRACTS (\$2,501) \$2,501 \$0

NET INCREASE IN CAPITAL ASSETS \$1,936 \$173 \$2,109

NET INCREASE IN UNRESTRICTED ASSETS \$49 \$191 \$240

Sources: Audited financial statements of WHA Radio, The WECB Radio Network, and WPRA



2003 Corporate Sponsors

43/90 NORTH EARTH
A R ANTIQUES & PROMOTIONS
ACE OF LA CROSSE
AIA WISCONSIN
AJ'S JAVA JOINT
AJ'S TANNING
AL JOHNSON'S SWEDISH RESTAURANT
ALLEN KITCHEN AND BATH
ALPHA DELIGHTS EUROPEAN BAKERY
ALTERNATIVE CONCERT GROUP
ALTOONA MUSIC BOOSTERS
ALVERNO COLLEGE
AMERICAN FAMILY INSURANCE
AMERICAN FOLKLORE THEATRE
AMERICAN PLAYERS THEATRE
ANCORA COFFEE ROASTERS
ARCHDIOCESE OF MILWAUKEE
ARCO COFFEE
AREA AGENCY ON AGING
ARTASIA
ARTS INSTITUTE
ASSOCIATED BANK
ATHENET
ATRIUM BED & BREAKFAST
AURORA HEALTHCARE
AVANT GARDENING & LANDSCAPING
BACH DANCING/DYNAMITE SOCIETY
BADGER COACHES
BAGELS FOREVER, INC.
BAIN-WISE INSURANCE
BAND PARENTS OF EAU CLAIRE
BANTA CORP FOUNDATION
BAY POINT INN
BAYFIELD BED & BREAKFASTS
BAYFIELD CHAMBER OF COMMERCE
BAYSHORE INN
BELOIT-JANESVILLE SYMPHONY ORCHESTRA
BEMIS COMPANY FOUNDATION
BERBEE
BETHEL LUTHERAN CHURCH

BIG TOP CHAUTAUQUA
BINGHAM HARDWARE
BIRCH CREEK MUSIC PERFORMANCE
THE BLETTNER GROUP
BOCA BURGER
THE BOLDT COMPANY
BOXWOOD FESTIVAL, LTD.
BREAST CANCER RECOVERY FOUNDATION
BRIAN TRACY INTERNATIONAL
THOMAS BROWN, ARCHITECT
BT SQUARED ENVIRONMENTAL
BUETTNER ASSOCIATES
BULLFROG FISH FARMS
BURNSTAD'S EUROPEAN VILLAGE
BUSINESS NORTH
BUTTERFLY BOOKS
BUTTONWOOD PARTNERS
CABOCHON GEMS AND DESIGN
CANTERBURY RUN-WALK
CATFISH RIVER ARTS & ANTIQUES
CAVE OF THE MOUNDS
CEDARBURG ARTIST GUILD
CEDARBURG PERFORMING ARTS CENTER
CELTIC MUSIC ASSOCIATION
CENTRAL WI SYMPHONY ORCHESTRA –
STEVENS POINT
CENTRAL WI SYMPHONY ORCHESTRA
CENTURY HOUSE
CHAMPIONS LOUNGE
CHARTER BUSINESS NETWORKS
CHERISA'S WINE & GIFTS
CHICKADEE DEPOT, INC.
CHIPPEWA VALLEY MUSEUM
CHIPPEWA VALLEY SYMPHONY
CHIPPEWA VALLEY THEATRE GUILD
CHUCKIE'S HOUSE OF WINE
CLARK FORESTRY, INC.
CLASSIC INNS OF DOOR COUNTY
CLASSIC KITCHENS & CABINETS
CLEAR CHANNEL ENTERTAINMENT

THE COFFEE GROUNDS
COLLINS COACHING
COMMUNITY BANK
COMMUNITY FOUNDATION NORTHCENTRAL WISC
COMMUNITY PHARMACY
COMMUNITY SHARES OF WISCONSIN
CONSERVE SCHOOL
COPPS FOOD CENTERS
CORNER COIN LAUNDRY
CORPORATE REPORT WISCONSIN
CORY SMITH STUDIOS
COURTYARD BY MARRIOTT
CREAMERY RESTAURANT & INN
CRYSTAL CAVE
CULVER'S FRANCHISE SYSTEMS
CUPPA JO
DAANEN & JANSSEN, INC.
DANE COUNTY CULTURAL AFFAIRS
DATAKEEP
DEAN HEALTH PLAN
DEFOREST AREA FRIENDS OF ARTS
DELTA DENTAL
DEPT OF HEALTH & FAMILY SERVICES
DETAILS
DIGGITY DOG BAKERY
DIOCESE OF LA CROSSE
DOOR COMMUNITY AUDITORIUM
DOOR COUNTY CHAMBER COMMERCE
DOOR COUNTY COFFEE & TEA CO.
DOOR COUNTY MARITIME MUSEUM
DOOR COUNTY PUBLISHING
DUDLEY BIRDER CHORALE
DUG OUT LOUNGE
DULUTH SUPERIOR SYMPHONY ORCHESTRA
EAA AVIATION CENTER
EAGLE HARBOR INN
EASTCASTLE PLACE
EAU CLAIRE AREA DEVELOPMENT CORP
EAU CLAIRE AREA UNITARIAN UNIVERSALISTS
EAU CLAIRE BOOK FESTIVAL
EAU CLAIRE CHAMBER ORCHESTRA
EAU CLAIRE PUBLIC ACCESS CENTER
EAU CLAIRE REGIONAL ARTS COUNCIL
ECKELS POTTERY
EDGEWOOD COLLEGE
EDGEWOOD HIGH SCHOOL
EDUCATIONAL TRAVEL CENTER
EDWARD J. OKRAY FOUNDATION
ENBRIDGE ENERGY
EXERSTRIDER
FALL ART TOUR

FAMILY PLANNING HEALTH SERVICES
FARLEY'S HOUSE OF PIANOS
FESTIVAL CHOIR OF MADISON
FIORE COMPANIES
THE FIREPLACE WORKS
THE FIRESIDE
FIRST BUSINESS BANK
FIRST THING FIRST LTD.
THE FLOWER PETALAR
FOND DU LAC JAZZ FESTIVAL
FORBES MEAGHER
FOREST GLEN WORLD MUSIC
FORTS FOLLE AVOINE
FOX CITIES PERFORMING ARTS
FOX VALLEY SYMPHONY
FOX VALLEY UNITARIAN UNIVERSALISTS
THE FREE MARKET
THE FRENCH CONFECTION
FRIENDS OF WHA-TV
FUTURE VISIONS SATELLITES
GALLERY ART ON 23
GANSHERT NURSERY
THE GARDEN ROOM
GEORGIA-PACIFIC FOUNDATION
GIBSON WATER CARE
GIFTS FROM THE GOOD EARTH
GIMME SHELTER
GINA'S PIES ARE SQUARE
GNC
GRAND OPERA HOUSE
GREAT RIVER FOLK FESTIVAL
GREAT RIVER ORGANIC MILL
GREATER MILWAUKEE FOUNDATION
GREEN BAY COMMUNITY THEATER
GREEN BAY SYMPHONY ORCHESTRA
GREEN LAKE FESTIVAL OF MUSIC
GREENWAY PROPERTIES, INC.
GUNDERSON LUTHERAN MEDICAL CENTER
HAMMEL GREEN & ABRAHAMSON
HANCOCK CENTER
HANNULA & HALOM
HARRY W. SCHWARTZ BOOKSHOPS
HEARTLAND GAZEBOS
HEID MUSIC
HERITAGE BUILDERS
HONDA MOTORWERKS
IMAGE STUDIOS
IMPORT AUTO CLINIC
IN UNISON A & E
INDEPENDENT LIVING RESOURCES
INLAND SEA SOCIETY

IRVIN L. YOUNG AUDITORIUM
JAM PRODUCTIONS
JANE SCHLEY - STATE FARM
JANKE BOOKSTORE
JAY HANDY
JEFF RENNICKE
JIM EGAN
JURA SILVERMAN GALLERY
KALAHARI KONDOMINIUMS
KARI TOYOTA-JEEP
KATY'S AMERICAN INDIAN ARTS
KBJR-TV
KOUNTYWIDE PET REGISTRATION
KP KATERING
KUMON MATH & READING CENTERS
L. QUILLIN AND ASSOC
LA BRIOCHE BAKERY
LA CROSSE COMMUNITY THEATER
LA CROSSE FLORAL
LA CROSSE JAZZ SOCIETY
LA CROSSE SYMPHONY
LA POMME ROUGE GALLERY
LAKE SUPERIOR CHAMBER ORCHESTRA
LAKESHORE CHORALE
LAKESIDE FIBERS
LANDS' END
LARRY'S MARKET, INC.
LAURUS TECHNOLOGIES, INC.
LAWRENCE UNIVERSITY
LEAVE A LEGACY CHIPPEWA
LEIGH YAWKEY WOODSON ART MUSEUM
LIED'S
LUCIUS WOODS PERFORMING ARTS
M & M OFFICE INTERIORS
M&I BANK
THE MAC GUYS
MADISON AREA CONCERT HANDBELLS
MADISON BOYCHOIR
MADISON CHAMBER CHOIR
MADISON CIVIC CENTER
MADISON COMMUNITY FOUNDATION
MADISON CONCOURSE HOTEL
MADISON FAMILY THEATRE
MADISON GAS & ELECTRIC
MADISON JAZZ SOCIETY
MADISON REPERTORY THEATRE
MADISON SAVOYARDS
MADISON SOURDOUGH COMPANY
MADISON SYMPHONY ORCHESTRA
MADISON YOUTH CHOIRS

MAGIC MILL NATURAL FOODS MARKET
MAIN STREET WAUSAU
MANITOWOC SYMPHONY ORCHESTRA
MARCUS PROMOTIONS, INC.
MARKQUART, INC.
MARSHFIELD CLINIC
MASTER SINGERS
McCARTY CURRY WYDEVEN PEETERS
MCGILLIGAN'S INTERIORS
MEAD WITTER FOUNDATION
MEDICINE SHOPPE
MENASHA HIGH SCHOOL
MENDOTA PHILHARMONIC
MENOMONIE STREET DENTAL
MERITER HOSPITAL HEART CENTER
METRO PARENT
MEYER THEATRE
MIDWEST DIRECTORIES
MIDWEST RENEWABLE ENERGY ASSOC.
MIKE'S BUILDING SUPPLY
MILWAUKEE AREA RETIRED TEACHER
MILWAUKEE FOOTLIGHTS MAGAZINE
MILWAUKEE INTERNATIONAL FILM FESTIVAL
MILWAUKEE LIFESTYLE MAGAZINE
MILWAUKEE MAGAZINE
MILWAUKEE PUBLIC MUSEUM
MINERAL POINT ARTISANS
MINERAL POINT CHAMBER COMMERCE
MINISTRY BEHAVIORAL HEALTH
MINOCQUA CHAMBER
MITBY THEATER/MATC
MONTEVERDI MASTER CHORALE
MY IRIS
NATIONAL BANK OF COMMERCE
NEFF'S PIANO SHOP
NEW MARKET FILMS
NEWELL GALLERY
NEXT ACT THEATRE
NOODLES & COMPANY
NORTHWESTERN MUTUAL
OAK GROVE CEMETARY
OAKWOOD CHAMBER PLAYERS
OAKWOOD VILLA & OAK GARDENS
OLD RITTENHOUSE INN
O'NEILL BROTHERS
ORGANIC VALLEY FARMS
OSHKOSH AREA COMMUNITY FOUNDATION
OSHKOSH CHAMBER SINGERS
OSHKOSH ORTHOPEDICS
OSHKOSH SYMPHONY ORCHESTRA

P. WAKEFIELD & COMPANY
 PABST THEATER
 PAISAN'S/PORTA BELLA
 PANACEA
 PARK PRINTING
 PATRICK & ANNA M CUDAHY FUND
 PAUL A. STURGUL
 PENINSULA MUSIC FESTIVAL
 PENINSULA PLAYERS
 PEOPLE'S FOOD CO-OP
 PERINATAL FOUNDATION / WAPC
 PERTZSCH DESIGN, INC.
 PHYSICIANS PLUS INSURANCE
 PIC WISCONSIN
 THE PLAZA HOTEL & SUITES
 PRESENT MUSIC
 PSYCHOLOGY ASSOCIATES
 QUAD/GRAPHICS
 QUAL LINE FENCE CORP
 QUALITY INN
 RADISSON HOTEL - LA CROSSE
 THE READER'S LOFT
 RIPS AW
 RIVERSIDE JUNCTION
 ROBINSON BROTHERS ENVIRONMENTAL
 ROB'S CUSTOM CABINETY
 ROGERS MEMORIAL HOSPITAL
 ROOT-PIKE WATERSHED
 ROTARY CONCERT SERIES
 RUTABAGA
 SALVATION ARMY
 SAUK COUNTY ART ASSOCIATION
 SCHAUER ARTS & ACTIVITIES CENTER
 SELECT ENTERPRISES
 SENIOR REVIEW
 SERRV INTERNATIONAL, INC.
 SEWUUC
 SIGMA ALPHA IOTA
 SISTERS OF ST. FRANCIS
 SMALL BUSINESS TIMES
 THE SNAPSHOT PHOTO
 SOCIETY INSURANCE
 SOLHEIM BILLING AND GRIMMER
 SOUND STRATIONS
 SOUND WORLD
 SPECIAL CHILDREN, INC.
 SPRING GREEN ARTS & CRAFTS
 SPRINTPRINT
 SPRUCE TREE MUSIC & REPAIR
 ST. BENEDICT CENTER
 ST. JOSEPH CATHOLIC SCHOOL
 ST. MARY'S UNIVERSITY-WINONA
 ST. NORBERT COLLEGE
 STATE BANK OF LA CROSSE
 STATE BAR ASSOCIATION
 STEEP & BREW
 STOWELL ASSOCIATES SELECT STAFF
 STROLLERS THEATRE
 STRONG INVESTMENTS
 STURGEON BAY COMMUNITY DEVELOPMENT CORP.
 SUMMIT CREDIT UNION
 SUPERIOR WATER, LIGHT & POWER
 SURGICAL OPTIONS LLC
 TAPIT / NEW WORKS
 TCI ARCHITECTS ENGINEERS
 TECHLINE
 TELEPHONE ASSOCIATES
 TERRY'S CAR CARE
 THIRD AVENUE PLAYHOUSE
 THISTLE HILL TABLE TOP COMPANY
 THOMAS/PFEIFER INSURANCE
 JOHN W. THOMPSON
 THREE RIVERS LODGE
 TIAA/CREF
 TIMOTHY GRAUL MARINE DESIGN
 TOKEN CREEK CHAMBER MUSIC FESTIVAL
 TOMMY BARTLETT
 TONIC SOL-FA
 TRANQUIL SETTINGS
 THE TREMPEALEAU HOTEL
 TRUE NORTH BUSINESS PRODUCTIVITY SOLUTIONS
 UNIFIED BUDDHIST CHURCH
 UNITED WAY OF WISCONSIN
 UNIVERSITY BOOK STORE
 UW-CANCER CENTER WAUSAU HOSPITAL
 UW-EAU CLAIRE
 UW-EAU CLAIRE ARTISTS SERIES
 UW-EAU CLAIRE FORUM SERIES
 UW-EXTENSION CONFERENCE CENTER
 UW-HEALTH
 UW-MADISON
 UW-MADISON ARBORETUM
 UW-MADISON DEPT OF NEUROLOGY
 UW-MADISON SCHOOL OF BUSINESS
 UW-MADISON SCHOOL OF MUSIC
 UW-PLATTEVILLE
 UWS ALUMNI ASSOCIATION
 UWS BOOK STORE
 UW-STEVENS POINT
 UW-STEVENS POINT CAMPUS ACTIVITIES
 UW-SUPERIOR
 UW-SUPERIOR FOUNDATION

VERONA AREA PERFORMING ARTS
VITAL SOURCE MAGAZINE
VITERBO UNIVERSITY
VON BRIESEN & ROPER
VON STIEHL WINERY
WALTER ALEXANDER FOUNDATION
WASHINGTON ISLAND FERRY LINE
WATER STREET HISTORICAL DISTRICT
WATERS MEDICAL CENTER
WAUKESHA MEMORIAL HOSPITAL
WAUSAU COMMUNITY THEATRE
WAUSAU DANCE THEATRE
WAUSAU FESTIVAL OF ARTS
WAUSAU HOMES, INC.
WAUSAU IMPORTS
WAUSAU'S ARTRAGEOUS WEEKEND
WAYLAND ACADEMY
WCATY
WCTC INVISION
WCTC LONG DISTANCE
WCTC NET
WDSE-TV
WE ENERGIES
WEIDNER CENTER
WEISSGERBER GROUP RESTAURANTS
WESTCONSIN CREDIT UNION
WESTERN DAIRYLAND COMMUNITY
ACTION AGENCY
WEYERHAUSER COMPANY
WHITE HERON CHORALE
WHITE LACE INN
WHOLE FOODS
WISCONSIN ACADEMY OF FAMILY
PHYSICIANS

WISCONSIN ACADEMY SCIENCES, ARTS & LETTERS
WISCONSIN ALLIANCE OF CRAFTSPEOPLE
WISCONSIN ASSEMBLY FOR LOCAL ARTS
WISCONSIN CHAMBER CHOIR
WISCONSIN CHAMBER ORCHESTRA
WISCONSIN COALITION AGAINST DOMESTIC
VIOLENCE
WISCONSIN CONNECTIONS ACADEMY
WISCONSIN COUNCIL OF THE BLIND
WISCONSIN EDUCATION ASSOCIATION
WISCONSIN FARMERS UNION
WISCONSIN FILM FESTIVAL
WISCONSIN FOCUS ON ENERGY RENEWABLES
WISCONSIN HEART / MERITER HOSPITAL
WISCONSIN HUMANITIES COUNCIL
WISCONSIN INITIATIVE SMOKING & HEALTH
WISCONSIN MEDICAL SOCIETY
WISCONSIN PUBLIC SERVICE
WISCONSIN RETIRED TEACHERS ASSN.
WISCONSIN SCHOOL MUSIC ASSN.
WISCONSIN SCHOOL NEWS
WISCONSIN STATE INSPECTORS LOCAL 333
WISCONSIN TOBACCO CONTROL BOARD
WISCONSIN TRAILS MAGAZINE
WISCONSIN UNION THEATER
WISCONSIN WEST MAGAZINE
WISCONSIN WETLANDS ASSOC.
WINDOW DESIGN CENTER
WINONA STATE UNIVERSITY
WISCONSIN GUIDE DOT COM
WISCONSIN PUBLIC TELEVISION
WOLLERSHEIM WINERY
XCEL ENERGY
YELLOW BOOK USA

"Universities have an important obligation to people far beyond the borders of our campuses.

We are stewards of knowledge that can serve as an important beacon, but only if that knowledge is dispersed and shared freely with everyone who seeks it."

— Kevin Reilly, chancellor, University of Wisconsin-Extension