---

**Wisconsin Public Radio**  
2006 Annual Report

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>From The Director</td>
<td>3</td>
</tr>
<tr>
<td>Ideas Network</td>
<td>5</td>
</tr>
<tr>
<td>NPR News &amp; Classical Music Network</td>
<td>6</td>
</tr>
<tr>
<td>Wisconsin Public Radio News</td>
<td>8</td>
</tr>
<tr>
<td>The Bureaus</td>
<td>9</td>
</tr>
<tr>
<td>Engineering and Operations</td>
<td>13</td>
</tr>
<tr>
<td>New Media</td>
<td>14</td>
</tr>
<tr>
<td>National Programs</td>
<td>15</td>
</tr>
<tr>
<td>Wisconsin Public Radio Association</td>
<td>17</td>
</tr>
<tr>
<td>Statement of Financial Activity</td>
<td>18</td>
</tr>
<tr>
<td>9XM Leadership Circle</td>
<td>19</td>
</tr>
<tr>
<td>9XM Signature Circle</td>
<td>25</td>
</tr>
<tr>
<td>Corporate Sponsors</td>
<td>25</td>
</tr>
<tr>
<td>Coverage Maps</td>
<td>28</td>
</tr>
<tr>
<td>Program Schedules</td>
<td>29</td>
</tr>
<tr>
<td>Contact Information</td>
<td>31</td>
</tr>
</tbody>
</table>

“I listen every day ... and often end up sitting in my car after getting to work because I don’t want to miss anything.”  --Michael

“Wisconsin Public Radio got me through those years of being at home as a young mother. It has been my companion for at least 55 years.”  --Elizabeth
Robert and Ginny coordinate the trip from their weekend cabin in Eagle River to their home in Cedarburg so they can listen to *Old-Time Radio Drama* during the three-hour drive home.

Ruth jogs three evenings a week while listening to Joy Cardin on her MP3 player.

David admits that, more-often-than-not, he falls asleep in the den while listening to early-evening classical music. His insomniac wife, Elizabeth, says she listens through the night to *BBC World Service*.

Stories like these illustrate the connection between listeners and Wisconsin Public Radio. We hear these stories over and over again at live broadcasts, at station events, on the phone in Audience Services, and through e-mails. Listeners tell us they feel a bond, a friendship with Jean Feraca, Larry Meiller, and Jonathan Overby. They describe Vicki Nonn and Norman Gilliland as companions who ease them through their day.

As you read through this report you’ll learn about several major projects we completed in 2006 to better serve our listeners.

For example, the staff completed a year-long examination of our programming schedules -- something we hadn’t done since the early-1990s. During this comprehensive review, we met with advisory board members and listeners, talked with other public radio stations, and analyzed listenership and demographic data, all with the goal of serving our current listeners better and, hopefully, attracting new listeners. Based on our research, we implemented program changes in the fall. We moved the broadcast times of some programs and added several new shows to the line-ups.

This year we were able to fill important staff vacancies in the programming department, news department, and the regional bureaus.

And we added digital, high-definition service to four more stations.

So it was another year of improved service to our listeners. As a result, hundreds became new members of the Wisconsin Public Radio Association and helped...
support the service through their contributions. Others volunteered during three pledge drives and numerous special events. Still others encouraged their employers to become Corporate Sponsors of our programming.

Through WPR’s 28 stations, two programming streams, new HD Radio services, and state-of-the-art Web archiving and MP3 downloading capabilities, people across the state and around the world have easy access to our hosts, our music, our reporters, and our guest experts.

It’s a unique relationship. Wisconsin Public Radio and its listeners.

So next time you’re sitting in your driveway waiting for a discussion to end, or you’re downloading programs to your MP3 player, remember, you are part of a growing community of dedicated listeners: lifelong learners who tune in by the hundreds of thousands every week for insights, entertainment, education, and companionship.

Thank you for listening. -- Phil Corriveau

“I enjoy the learning. It’s like college all over again!” -- Anthea

“We live in a fairly isolated area of the state, but Wisconsin Public Radio keeps us connected to the world.” -- Norbert and Jude

Wisconsin Public Radio

Wisconsin Public Radio is a civic and cultural resource which exists to enlighten and enrich the quality of life for the people within its listening area.

WPR reflects the values and resources of the University and the State of Wisconsin, and embraces the “Wisconsin Idea,” helping to extend the borders of the university to the state and beyond, and providing significant programming by, for, and about the people of Wisconsin.

WPR’s mission is to realize the Wisconsin Idea by producing, acquiring, and delivering 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.

WPR is a partnership of the Educational Communications Board and the University of Wisconsin. We will build on the strength of this partnership to maintain and expand where possible a high-quality dual service broadcast
signal throughout the state ... while at the same time exploring and developing new platforms to deliver our content to listeners.

We will ... serve as an accessible repository for content that we create or make available through collaborations and partnerships with other cultural and community institutions around the state.

We will maintain a strong presence in the state by strengthening our system of regional bureaus to provide outreach, community involvement, and local/statewide program content.

We will focus on programming in the areas where we are uniquely strong, utilizing the intellectual and cultural resources of the University and the State of Wisconsin, with a special emphasis on Wisconsin-related content.

We will serve as a forum for discussion and exchange of ideas and opinions on the topics of the day.

Many of the Ideas Network hosts spent time out and about in 2006.

- During his statewide “Your News, Your Views” tour in May, Ben Merens traveled to Wausau, Superior, La Crosse, Madison, Green Bay, and Milwaukee to meet listeners and originate his afternoon show from our regional bureaus.
- Ben also moderated a special broadcast from the George F. Kennan Forum in Milwaukee.
- Larry Meiller once again broadcast “Garden Talk” from Bayfield in May.
- In October Kathleen Dunn broadcast from an education conference in Eau Claire.

After a year-long evaluation of all programs and schedules, we added several programs to the Ideas Network, and shifted others to new time slots.

- For example, we brought back NPR’s popular *Wait Wait... Don’t Tell Me!* quiz show on Saturday at noon.
- We added a Sunday morning repeat of *A Prairie Home Companion*.
- *Old-Time Radio Drama* now airs on both Saturday and Sunday nights on most stations.
- And we moved Jean Feraca’s global cultural affairs program, *Here On Earth*, from the weekends to 3:00 p.m. weekdays.
We hired more producers in 2006 to bolster our efforts to serve listeners with the best guests, best topics, and interesting production elements such as theme music and audio clips of newsmakers.

- Rhonda Fanning now produces Kathleen Dunn’s program, replacing Kate Brown who accepted a radio production and hosting position in Washington, D.C.
- Rita Thomas, a part-time producer in our Milwaukee studios, was hired full-time to work on special projects and produce for Kathleen Dunn, Ben Merens, and other hosts.
- And Karen Prager joined the morning team to assist Joy Cardin.

Election-related programming dominated the last half of the year on most of the Ideas Network talk shows.

- All ballot-status candidates for statewide and federal office were invited to participate in our call-in programs to answer questions from listeners.
- Joy Cardin, Kathleen Dunn, and Ben Merens presented dozens of hours of interviews examining state and national election issues.
- Wisconsin Public Radio participated in the “We the People: Wisconsin” civic journalism project. We organized and broadcast two debates featuring candidates for Governor: Democrat Jim Doyle and his Republican challenger Mark Green.

“If everyone listened to WPR, the world would be a better place.” -- Patrick

“I’ve been listening to WPR for years, mostly on my way to work and way back. I can’t wait until I retire so I can listen to it all day long!” -- Connie

The NPR News and Classical Music Network

After our comprehensive review of programs and schedules, we added several programs and shifted others to new time slots.

- Weekday changes included extending Morning Edition by an hour, starting All Things Considered an hour earlier, bringing Marketplace back to weekday evenings, and moving Fresh Air to 6:00 p.m.
- On the weekends we added and expanded Higher Ground Saturday nights 7:00 - 10:00, and added a repeat of Michael Feldman’s Whad’Ya Know? on Sundays 8:00 - 10:00 p.m.
The Kat Trio returned to the United States to again serve as Artists-in-Residence for Wisconsin Public Radio and the Chazen Museum of Art in Madison. From March 29 to July 26, the trio from Ekaterinburg, Russia, performed on our behalf at many venues in Wisconsin.

Music hosts Norman Gilliland and Vicki Nonn continued to share “The Midday” with listeners -- playing music, conducting “The Midday Quiz,” and interviewing artists. In 2006, they chatted with cellist Alisa Weilerstein, tenor Ben Heppner, oboist Linda Strommen, Canadian violinist/conductor Angele Dubeau, composer/pianist Karlos Moser, bassist Edgar Meyer, mezzo-soprano Denyce Graves, and many others. All the conversations are now archived at wpr.org for easy access by listeners.

Forty-five Wisconsin musicians -- ages 17 - 26 -- entered the 2006 Neale-Silva Young Artists Competition. The winners’ concert (April 2 on Sunday Afternoon Live from the Chazen) featured five dazzling performances by a UW-Madison piano quintet, a solo pianist and a solo violinist from UW-Madison, and a solo saxophonist and a solo percussionist from Lawrence University in Appleton.

Classics by Request set aside four opportunities for “Kids Only” in March, June, August, and November.

We recorded the Madison Opera production of “The Magic Flute” by Mozart in April and broadcast it at the conclusion of the Metropolitan Opera season. We also recorded Verdi’s “Rigoletto” in November for broadcast in May 2007.

“We have been listeners since the late-1940s. If it weren’t for WPR, we wouldn’t own a radio.” -- William and Jan

“We listen and we pledge because of the classical music. We do a lot of driving, and the music soothes us.” -- Mark and Eileen

“Higher Ground is the best addition Wisconsin Public Radio has had in a long time. Finally, some wonderful world music ... American jazz, blues, popular/gospel/alternative music that should be considered ‘classics.’ Bravo!” -- Anonymous
Michael Leland was named WPR News Director in June. Michael came to us from Michigan Radio in Ann Arbor. He is a 20-year radio news veteran who has worked in public and commercial radio in several markets. He is also a former weekend newscaster at National Public Radio.

Political campaign coverage continued in 2006 as WPR news produced numerous reports profiling candidates in major races throughout the state, as well as several series on ballot issues, and how things such as the environment, education, and the economy fit into the campaigns.

We also produced a year-long series of reports on Wisconsin musicians. WPR listeners got an earful of what the state’s musicians are performing: classical to klezmer to jazz to polka.

Awards to WPR News Reporters in 2006

Wisconsin Broadcasters Association
- Merit/Hard News Story: “Soldier Remains Come Home” (Gil Halsted)
- Merit/Mini-Documentary or Series: “End of a Red-Hunter’s Crusade: The Censure of Joseph McCarthy” (Brian Bull)
- Merit/Best Sports Reporting: “Baseball in Beertown” (Terry Bell)

Northwest Broadcast News Association
- First Place/Documentary: “Tsim Txom: Domestic Violence in Hmong Society” (Brian Bull)
- First Place/General Reporting: “Free Press in Indian Country” (Brian Bull)
- Merit/Feature: “Edmund Fitzgerald: 30 Years Later” (Mike Simonson)
- Merit/Spot News: “Stoughton and Viola Tornadoes” (Shamane Mills/Sandra Harris)

Milwaukee Press Club
- First Place/Best Coverage-Breaking News: “Gaylord Nelson Remembered” (Shawn Johnson/Gil Halsted/Chuck Quirmbach)
- Second Place/Best Coverage-Breaking News: “William Proxmire Remembered” (Chuck Quirmbach/Donnie Forti/Terry Bell)
- Second Place/Best Documentary-Feature Series: “Tsim Txom-Domestic Violence in Hmong Society” (Brian Bull)
- First Place-Best Sports Story: “Baseball in Beertown” (Terry Bell)
- Second Place/Best Use of Audio: “Christmas Carol Controversy” (Glen Moberg)
Radio Television News Directors Association
- Regional Edward R. Murrow Award: “Tsim Txom-Domestic Violence in Hmong Society” (Brian Bull)
- National UNITY Award (Large Market) For Outstanding Coverage of Diverse Communities: “The Hmong-American Experience” (Brian Bull)

USC/Annenberg Institute for Justice and Journalism
- Criminal Justice Fellowship recipient (Gil Halsted)

“Your program topics during the campaign season helped me decide how to vote. It was good to hear the candidates’ perspectives.” -- Becky

“Thank you for providing truly fair and balanced reporting and programming.” -- Scott and Sue

“I pledged because of the depth of information, the quality of the guests, and the civility of the conversations.” -- Suzanne

Wisconsin Public Radio
Bureaus

Northern Bureau
The staff hosted a ribbon-cutting ceremony in March to inaugurate KUWS-FM’s move into the “HD Radio” world. Local dignitaries, Wisconsin Public Radio managers, and listeners gathered in the Rothwell Student Center on the UW-Superior campus for a VIP reception following the ceremony. KBJR-TV General Manager David Jensch was on hand, representing Granite Broadcasting, owner of the Duluth facility where the KUWS-FM transmitter is located.

May was a busy month, as we hosted three statewide shows. Jonathan Overby brought Higher Ground to the Manion Theater on May 6, Larry Meiller once again helped kick off the annual “Bayfield in Bloom” celebration with a broadcast from the Bayfield Pavilion on May 12, and Ben Merens’ “Your News, Your Views” tour made a stop in Superior on May 19.

KUWS–FM was one of four Wisconsin Public Radio stations to add digital, HD service in 2006. Attending the ceremony were (left to right) WPR Northern Regional Manager John Munson, KUWS-FM Chief Engineer Paul Guello, WECB Executive Director Wendy Wink, Superior-Douglas County Chamber of Commerce CEO David Minor, and Wisconsin 73rd District Assembly Representative Frank Boyle.
Superior Mayor David Ross awarded northern regional manager John Munson one of two “Citizen of the Year” citations for 2006. Munson was honored for his past work on a number of civic projects and for his involvement with many non-profit groups in the city.

Regional reporter and UW-S student Danielle Kaeding prepared a major radio documentary on the methamphetamine problem in northern Wisconsin. Six months in the making, “I Can Handle My Drugs” was broadcast in December 2006. We followed the documentary with a one-hour panel discussion involving members of law enforcement, drug counselors, and former meth users.

In December, KUWS-FM engineers began testing a second audio channel, as part of their ongoing “HD Radio” development.

**Western Bureau**

Richard Lederer of *A Way With Words* visited in May. First, he spoke to a full house at a UW-Eau Claire forum, then he regaled fans at the western region’s annual Listener Appreciation Dinner.

We recognized the retirement of regional volunteer coordinator Peggy Berg, who served in that capacity for twelve years. Kris MacCallum became the new volunteer coordinator in November.

![Greg Pangallo and Kevin McKinley](image1)

In July *Kevin McKinley On Your Money* became the first statewide program to broadcast regularly from the Eau Claire studios. The Ideas Network now runs the show at 7:00 a.m. Sundays. *On Your Money* features certified financial planner Kevin McKinley and co-host Greg Pangallo. It began as a regional program in October 2003.

Also in July, more than 100 listeners enjoyed an overnight trip from Eau Claire and La Crosse to Bayfield, where they enjoyed a picnic meal and show at the Lake Superior Big Top Chautauqua. The event included an overnight stay at the Hotel Chequamegon in Ashland, and an Apostle Islands Cruise.

During the late summer and fall, more than 40 candidates for legislative seats in western Wisconsin got the opportunity to debate their opponents, and our audience got a chance to call in with their questions during WHWC-FM’s regional call-in program *The West Side* with Mary Jo Wagner.

![Neal Conan in Wausau](image2)

**North Central Bureau**

NPR’s *Talk of the Nation* originated in Wausau on February 2. While host Neal Conan was in town, he delivered a home run as keynote speaker at our
regional Listener Appreciation Dinner. Neal talked about radio, NPR, his years as a reporter in the Middle East, and his life as a minor league baseball play-by-play announcer.

As a lead-in to the 2006 elections, the Wausau staff teamed up with the Wausau Daily Herald to produce a seven-part series, “Voice of the Voters.” The project included broadcasts of public forums, regional call-in programming, and a debate between the candidates running for Wisconsin’s 7th Congressional Seat.

Reporter Glen Moberg received a merit award from the Wisconsin Broadcasters Association for his news piece “Caroling Controversy.”

**Northeast Bureau**

In April, Wisconsin Public Radio sponsored the Fox Valley Symphony’s performance of “Ellis Island: The Dream of America.” Hosts and producers of the regional programs *La Voz Hispana* and *Hmong Public Radio* met fans and conducted interviews with those involved in the performance.

Ben Merens played to a sold-out crowd at Heritage Hill State Park during a special broadcast in May. The Kat Trio performed after the broadcast and listeners stayed for a catered reception and a talkback session with Ben.

In late-August, Wisconsin Public Radio sponsored “Artstreet,” the largest art festival in northeastern Wisconsin. During the festival, staff, volunteers, and regional hosts Richie Plass and Craig Turner handed out program schedules and other promotional materials. On Saturday night, folks had a great opportunity to see radio-in-the-making at a *Higher Ground* broadcast. Radio guests included Oneida Nation singers and members of *Hmong Public Radio*.

In September, the regional studios moved into a new facility on the UW-Green Bay campus. Engineers Steve Johnston and John Wittenmeier worked for weeks -- practically nonstop -- to build and equip our new studio space.

WPR’s Anders Yocom emceed the Green Bay Civic Symphony Holiday Concert in December, entertaining one of the symphony’s largest crowds.
Southwest Region

Nearly 200 local fans attended the March broadcast of Jonathan Overby’s Higher Ground at UW-La Crosse. In May, Ben Merens’ statewide tour stopped in La Crosse for a broadcast from WHLA’s regional studios in La Crosse’s Whitney Center. Listeners had a chance to meet the hosts during receptions held on both occasions.

Through the fall, WLSU’s award-winning news team kept listeners informed on major pre- and post-election campaign events with a series of candidate forums and profiles.

WLSU-FM staff and volunteers produced more than 2,000 hours of local arts, community affairs, and jazz programming in 2006.

Public radio veteran John Gaddo was appointed regional manager for WPR’s southwest stations WLSU-FM and WHLA-FM based at his alma mater, UW-La Crosse. Former manager Gene Purcell relocated to Madison where he is now deputy director of the Wisconsin Educational Communications Board.

Our engineers completed a major upgrade of the stations’ automation system. Then they began installing WLSU-FM’s HD transmitter equipment.

Southeast Bureau

Rhonda Fanning and Rita Thomas joined the production team in the Milwaukee bureau in September. Rhonda now works with Kathleen Dunn, Rita works on special projects and helps produce programs for Ben Merens and Joy Cardin.

Jonathan Overby brought his popular variety show to Milwaukee on January 28 and July 29. These statewide Higher Ground broadcasts featured Milwaukee musicians, actors, poets, and singers.

Ben Merens moderated the George F. Kennan Forum on International Issues at the Pabst Theater on April 20. The topic was “Balancing Freedom and Security in a Post 9/11 World.” Author and radio host Amy Goodman, and Ruth Wedgewood, professor of International Law and Diplomacy at John Hopkins University, debated the issue before 750 theater attendees and a statewide radio audience.

Ben took his radio show on the road May 17-25 for a seven-city tour. His Milwaukee broadcast included Milwaukee mayor Tom Barrett, Milwaukee Journal Sentinel columnist Eugene Kane, and UW-Milwaukee professor Mordecai Lee.
At this summer’s “Listener Appreciation Day,” more than 110 listeners gathered at Old World Wisconsin for Sunday brunch and casual conversations with Tom Martin-Erickson, Kathleen Dunn, Ben Merens, Chuck Quirmbach, and other staff members. We surprised John Treder of West Allis with our “WHAD Volunteer of the Year” award for his years of service to the station.

We had another good group of student interns this year. Vanessa Neuwirth from UW-Whitewater worked with Chuck Quirmbach in the news department; Michael Tiede from UW-Milwaukee worked in production; and Eric Mandel from the University of Iowa focused on community and outreach on-air production.

“Just wanted to let you know that in those absolutely chaotic and maddening days, when my children were young and at their most challenging, it was definitely Kathleen Dunn and Jean Feraca who saved my sanity. My two girlfriends, always there to encourage and stimulate with real conversation.” -- Anonymous

“I pledged because of the depth of information, the quality of the guests, and the civility of the conversations.” -- Suzanne


Tim Allen was promoted to WPR Operations Manager. Tim’s many years of experience in the Radio Operations Center is now paying off as he leads that department. Tom Martin-Erickson, long-time operations manager, is now devoting his full attention to hosting the popular Simply Folk program on Sunday evenings.

Engineers constructed new studio facilities for the Northwest Regional Bureau on the UW-Green Bay campus.
WPR added a new repeater station -- 107.9 FM -- to provide better reception of WHAD-FM and the Ideas Network in central Madison.

And engineers installed equipment for a third radio network, a 24-hour classical service that is now broadcasting on the second digital channels of some of our new HD Radio stations.

“I find Wisconsin Public Radio to be more faithful than my dog and less greedy than my cat.” -- Susan

“I listen all the time. It’s my source of news, information, comfort.” -- Patricia

“I’m a political junkie and I get my fix from public radio.” -- Debra

This year our website grew as a programming and information source. The number of pages viewed at www.wpr.org increased 15% over last year to a new high in December 2006 of 1.6 million pages viewed by more than 111,000 unique visitors.

Use of our new Windows Media live streams increased overall listening by 42% to a new high in December: 67,000 hours by more than 9,000 unique users.

On November 11, we launched Wcast, a new feature which allows WPR members to download many of our programs to their personal computers and MP3 players. In the first eight weeks of this feature, members downloaded more than 4,500 program-hours. For more information on this new service to members, visit wpr.org/wcast.

“I listen all the time: every room has a radio. [I have] listened for at least 33 years. It does a lot for my spirit.” -- Kathleen

“I just really love the news. I feel that I get more informational news, and I trust it.” -- Chris

“I appreciate the fair and balanced assessments of our government.” -- Wendy
National Shows

Calling All Pets with Patricia McConnell
Charles Monroe-Kane was named executive producer in January. He immediately began a makeover of the show beginning with a guest interview segment every week and other features.

The show’s redesigned website has numerous new extended features.

Nine stations added Calling All Pets to their schedules this year, including stations in Seattle and Washington, DC. WPR now distributes the show to more than 100 stations around the country.

To The Best Of Our Knowledge
In June executive producer Steve Paulson was chosen to be part of a select group of journalists to participate in the Templeton-Cambridge Journalism Fellowship in Science and Religion. Steve spent three weeks at Cambridge University in England listening to talks by eminent scientists, philosophers, and theologians. This fellowship led the entire To The Best Of Our Knowledge staff to produce a major five-hour series on science and religion, “Electrons to Enlightenment.”

We offered “Electrons to Enlightenment” as a special series to stations not already broadcasting To The Best Of Our Knowledge. As a result, 35 stations, including eight in the top 50 markets, carried the series. One of these stations, KUOW / Seattle, then added To The Best Of Our Knowledge to its schedule.

According to Public Radio International, the organization which syndicates the series, To The Best Of Our Knowledge is now their fastest growing program – a remarkable achievement for a radio show that’s 16 years old!

Jim Fleming organized an afternoon of interviews at the annual Wisconsin Book Festival in Madison in June. Jim, along with Steve, interviewed six major writers, including former U.S. Poet Laureate Ted Kooser, political analyst Andrew Sullivan, and graphic novelist Chris Ware. These on-stage interviews were seen by hundreds of people at the Wisconsin Union Theater and were later broadcast on Wisconsin Public Radio.
Michael Feldman’s Whad’Ya Know?
In January Michael Feldman officially celebrated his 20th year hosting *Whad’Ya Know?*. He played audio from the earliest shows and shared interviews with NPR’s Susan Stamberg and songwriter extraordinaire, Steve Allen.

*Whad’Ya Know?* continued to welcome entertaining and informative guests to the program. This year Michael talked with comedic actor Ricky Gervais; country singer Jessi Colter; songwriter Ned Sublette; authors John Grogan of “Marley and Me” fame, Michael Pollan of “The Omnivore’s Dilemma,” and Eric Hansen of “The Bird Man and the Lap Dancer;” columnists Calvin Trillin, Frank Rich, and Thomas Friedman; and our old friend Michael Perry, author of “Truck: A Love Story.”

In 2006, *Whad’Ya Know?* produced seven remote broadcasts from Phoenix, Berkeley, Iowa City, Fairbanks, Erie, Duluth, and Huntsville.

Following the release of his latest book, “Glad You Asked,” Michael participated in the Wisconsin Book Festival in October, and was included in the “Isthmus” newspaper feature story “150 Things We Love About Madison.”

You probably didn’t know it, but Alaska law allows anyone to perform a marriage. So, after completing a little paperwork, Michael was officially commissioned to perform a wedding. During our remote broadcast in Fairbanks, Michael officiated during the blessed nuptials of *Whad’Ya Know?* fans Jeff Apple Benowitz and Anna Katarina Liljedahl. A first, and likely a last, for Michael.

Zorba Paster On Your Health
Charles Monroe-Kane became executive producer in January and oversaw a complete makeover of the show. He added three new weekly features and extending the heart-healthy recipe segment.

We began offering MP3 downloads of the recipe segments in October. And the service was an immediate hit with listeners. Almost 7,000 of them have been downloading the audio each month.

The show’s website has new features which are becoming more and more popular with listeners. We now post a recommended reading list, a health mailbag, and numerous articles and columns by Zorba.

The program is now broadcast on 80 stations, through the distribution services of Public Radio International.
Again this year, more than 42,000 individuals and families supported Wisconsin Public Radio through their voluntary donations. They automatically became members of our “friends group,” the Wisconsin Public Radio Association.

The WPRA board of directors is made up of elected or appointed listeners who advise the staff on strategic planning, finance, fundraising, and community outreach issues.

2006 Board of Directors

Earline “Lee” Bock
Pulaski

Barbara Lorman
Fort Atkinson

Sheehan Donoghue
Sayner

Teri McCormick
Madison

Lu Eckels
Bayfield

Ellen Rosewall
DePere

Richard Egan
Sister Bay

Joan Rudnitzki
West Bend

Barbara Gilmore
Grafton

Pat Sebranek
Burlington

Michele Gerard Good
Woodruff

Michael Sigman
La Crosse

Dave Hildebrand
Rice Lake

David Steele
Augusta

Bernie Kubale
Hartland

Jack Taft
Madison

Gary Lichtenberg
Appleton

More information can be found at www.wpra.org.
## Statement of Financial Activity

### REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LISTENERS (WPRA) member contributions</td>
<td>31%</td>
</tr>
<tr>
<td>DIRECT STATE/UNIVERSITY monies received from the state and university</td>
<td>21%</td>
</tr>
<tr>
<td>INDIRECT/IN-KIND SUPPORT administrative &amp; facilities support incurred by the UW System on behalf of WPR</td>
<td>10%</td>
</tr>
<tr>
<td>CAPITAL CONTRIBUTIONS (STATE/FED) state building commission, CPB &amp; department of commerce</td>
<td>9%</td>
</tr>
<tr>
<td>OTHER merchandise &amp; ticket sales, sale of production facilities, interest earnings, auction, bequests and major gifts</td>
<td>9%</td>
</tr>
<tr>
<td>FEDERAL (CPB) community service grants based on the amount of non-federal financial support</td>
<td>8%</td>
</tr>
<tr>
<td>CORPORATE monies received through corporate support</td>
<td>8%</td>
</tr>
<tr>
<td>PUBLIC BROADCASTING payments from public radio stations for the right to carry WPR’s programming</td>
<td>4%</td>
</tr>
</tbody>
</table>

### EXPENSE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAMMING production and acquisition of broadcast programs</td>
<td>43%</td>
</tr>
<tr>
<td>BROADCASTING program transmission and interconnection, scheduling, depreciation, engineering maintenance</td>
<td>25%</td>
</tr>
<tr>
<td>MANAGEMENT - DIRECT management costs directly spent by WPR</td>
<td>10%</td>
</tr>
<tr>
<td>FUNDRAISING costs incurred in the solicitation of membership and underwriting revenue</td>
<td>10%</td>
</tr>
<tr>
<td>MANAGEMENT - INDIRECT allocated administrative costs incurred by the UW System on behalf of WPR</td>
<td>9%</td>
</tr>
<tr>
<td>PROGRAM INFORMATION newsletters, guides, promotional activities</td>
<td>3%</td>
</tr>
</tbody>
</table>
Listeners who donate $500 or more each year become members of our 9XM Leadership Circle. These generous, dedicated major donors provide a foundation of financial stability for our service and its programs. We thank them for their continued support. Donors from $1,000+ are listed here. A complete list of 9XM Leadership Circle members can be found at wpr.org.

(*9XM was the original call-sign of our flagship station in Madison, now AM 970 WHA.*)

**Executive Director Level ($10,000 or more)**
- James Crow
- Judith and Gordon Faulkner

**Director Level ($5,000 - $9,999)**
- Mame Gale
- John H. and Carolyn Gusmer
- James G. Hart
- Terri and Veme Holoubek
- Julie and Larry Midtbo
- Mary L. Mowbray and Roland P. Schroeder
- Melitta S. Pick Charitable Trust
- Karen and Stuart Updike

**Producer Level ($1,000 - $4,999)**
- Anonymous - 16
- Dave and Audrey L. Aardappel
- Grant Albert
- Kay M. Adams and Jack Fleig
- Mark and Kathleen Adams
- Tym Allison
- Michael and Mary Allured
- John and Joanne Anderson
- Theodore and Helen Anderson
- Gerald and Helen Androne
- James Angevine
- Jerry W. and Ruth E. Apps
- Leslie Aronwitz and Ted Gearhart
- Rajai and Chickee Atalla
- Aurora Health Care
- Daniel and Linda Bader
- Mary Baldwin
- Ford and Penny Ballantyne
- Barbara and Jim Ballard
- Don W. and Helen Banta
- Thomas and Rebecca Bartow
- Betty and John Batson
- Lois and Vincent Bearjar
- Patricia T. Becker
- Jake and Helen Bennison
- Steven C. and Susan A. Bergin
- Bill and Darlene Berry
- Bert Blysk
- Charles R. and Joy Boardman, MD
- O. C. and Patricia H. Bolat
- Ross Bowler
- Dr. Patricia A. Bradford
- John P. and Marilyn Breidster
- Mary L. Brock
- Gisela and John Brogan
- Benjamin and Susan Brooks
- Ruth Bruskiewitz
- Elaine Burke
- Su ofle and Richard Burnham
- Debra Byars
- Susan and James R. Cargill
- Elaine Carmichael and Lane Kendig
- Beth K. Carpenter
- Nancy Lee Carter
- Sue Castagnoli
- John L. Cerry
- Wayne Chaplin and Gail Bergman
- Charlotte and Samuel Chell
- Clarence H. Christensen and Doris Bahls Christens
- Joan Christopher-Schmidt
- John E. Clarke
- Thayer and Anne Coburn
- Christine and John Coffin
- John and Marge Cooke
- Mary Cormican
- Phil Corriveau and Martha Parker
- Barbara B. and Ted Crabb
- Mary (Polly) Cramer
- Byron and Pam Crouse
- Craig Culver
- Marshall and Georgeanne Cusic
- Lawrence and June L. Dahl
- Donn D’Alessio and Julie Hayward
- Dr. Alfred Dally
- Sandy Davis
- Daniel Deetz and Rebecca Haack-Deetz
- Edward Denny and Laura Nelke
- Nancy K. Des Marais
- Lois Dick
- Donna Dickinson
- Stephen Dickinson
- Dean R. and Cecelia A. Dietrich
- Salvatore D. Digiosia and Megan Landauer
- Sheehan Donoghue
- Vinoy Douza
- R. Wayne Duerst
- Bonita Dupont
- Richard and Anne Egan
- Harold and Geri Elsworth
- Lois Erdman
- Diane Ericsen
- Leota Estar
- Ray F. and Mary M. Evert
- Kathleen Farnsworth
- Alice Faust
- Wendy Farnsside and Bruce Meier
- Stuart Feen
- Stuart Feen and Carol Sonnenschein
- Diane and Bruce Fenster
- Donald A. Fettling
- James and Mary Fico
- Jon and Ellen Flood
- Barb Foster
- William E. Fotsch
- James and Jackie Fratrick
- John J. Frautschy Family Foundation
- Bruce O. and Grace Frudden
- Mary and Dean Gagnon
- William and Katharine Gansner
- Paul and Enny Gartke
- Michael Gengler
- Carl and Sheila Getto
- Nancy Giere
- David and Lyn Gilboe
- Amy Gilland
- Sharon and Bob Gilson
- Jean Gohlke
- Jody and Jerry Goldberg
- Jane Graff
- Diana Greene
- Beryl Gibbon Fago and Don Fago
- Michael and Julie Grah
- Tom Grotelueschen and Francine Pease
- Lynn and Jerry Grout
- Mrs. Paul W. Guenzel
- Ann Guhman
- Jim Guither
- Michael Haas
- Byron G. Hacker
- Robert S. Hagge, Jr.
- Mary Halloran
- Mr. and Mrs. Steven Halverson
- Richard and Nicolette Hanna
- Phil and Marilyn Hanssota
- Eugene and Zola Hardwick
- Tom Haver
- Patti Jo Hedeen
- Sheila H. Herbert
- Heather Herdman
- James V. and Kathy Herman
- Bryce Hirsch
- Thomas and Joyce Hirsch
- Marian Hslop
- Dr. James L. Hoehn and Goldberg
- Nancy J. Goldberg
- Matthew J. Hood and Sandee Seiberlisch
- Barbara and John Horner-Ibler
- Susan B. Horwitz and Thomas W. Reps
- Rex Hovey
- Jean E. Hoyer
- Ralph and Peggy Hudson
- Steve and Margaret Huebbe
- Stanley and Shirley Inhorn
- Ilene Isenberg and Dan Fields
Don Oncken
Irish and Tim O’Neill
Outagamie County Master Gardeners
Amy Owen
Mary E. Pautz
Joan D. Pedro
Robert and Grace Peppard
Todd and Tracy Perkins
Gladys and John Peterson
Mary and Lowell Peterson
Robert Phillips
Raymond and Nancy Pilmonas
Nancy and Michael Porter
Peggy Prohaska
Edward and Harriet Purcell
Brian R. and Laura W. Putnam
Anna Rita and Daniel Quinn
Peter Rakho
Don and Roz Rahn
Tara Rakowski-O’Neill and
Joseph O’Neill
Christopher Roll
Pamela Roy
William and Jeanne Rayne
Robin Reed
David and Virginia Reinardy
Lucille Repka
Tom and Julie Riewe
Mark Robinson
Richard L. and Barbara Roe
Peter G. and Constance B. Roop
The Ros Foundation
Wayne Rose
Renie Schapiro and Norman Fast
David Schiffling and Joan Hamblin
Erik Schmidt
Margaret J. Schmidt and Robert Dowd
William and Barbara Schmidt
Joan Schmidt
Martha J. and Peter Schram
Joan Schultz
Donald F. Schultz and Joan Deming
Jeri Sebo
Pat and Judy Sebranek
Susanne and Andreas Seeger
Maxine Sendelbach
Jason and Ferelith Senjem
Joe and Mary Elynn Sensenbrenner
Soli and Lena Sepeswol
David Shapiro
Mary Kay Sherrer and John Dadsman
Jeanne and Joseph H. Silverberg
Paul and Ellen Simenstad
Cecil and Bernadine Smith
David Smith
Jay Smith
Marlon M. Smith
Rae Ellen and David Smith
Earl and Lillian Spangenberg
Judith and Karl Stadler
B. L. Staneck
Michael G. Sturt
David and Dawson Stucki
Paul Sturgul
Andrew Swanson and Robert Nowlan
Janette L. Sweeney
Dr. W. Stuart Sykes
Myron and Lynda Tanner
Leslie and John Taylor
Walter H. Thiede
Ronald C. and Laurene Thorstad
BridgeTimm
Susan Toth
Sarah Trass and Michael Cisler
Ralph Tuttle
Richard Uspel
Michael and Judith Vanzylin
Christine and John Viglietti
Stephanie E Vittum
Jo and Peter Walters
Bill and Jane Wanamaker
Albert and Linda Wankel
A. Sophie Ward
Terry and Mary Warfield
Barbara and Gene Wegner
Patricia H. Weisberg
David and Brenda Wenberg
Gary Wendt
David Wenninger
Gerald Whitehead
Lori and Ben Whiffs
Patricia M. and Bill Wilde
Joyce F. and Walter F. Wisnewski
Michael Wolff
Michael and Mary Ann Wolkomir
Steven P. Wallis
Carole A. Wood
Jane H. Wood
Martha Worchester
John Works
Margaret Susan Young
Blaine R. and Thomas E. Younger
Lauren and Nancy Zabel
Mary Zaborski
Margaret L. Zach
Earl A. Ziebel
Elen Zipf and Phil Tenenhour

Leadership Level
($500 - $999)
Anonymous - 26
Tom and Mary Abbey
Gerald V. and Althea Abiltz
Stephan and Pamela Abram
Robert Adams
Rashmi M. and Guirish Agni
Joan J. Aker
Carin L. and John N. Allisher
Robert and Carla Allison
Bruce Allison
George and Ruth Alt
Marlon S. Ambuel
John Anderson
Curf and Linda Andersen
Elma Anderson and James Aasen
Dr. Henry A. Anderson
Karon Anderson
Mr. and Mrs. Larry Anderson
Susan M. Glad-Anderson and
Dennis Anderson
Robert H. and Nancy W. Andrew
Chuck and Peggy Angeline
Gail M. and John Anich
Thomas J. and Lynn R. Ansilver
Michael and Mary Alten
Frank Armstrong
Nathan Arndt
Mary Arnold
Alien Amsden
Mary L. and Carl A. Antiolni
Mary Beth Ascher
Daniel M. and Karen N. Atwood
Donald H. and Joanna Austin
Milti and Roger Axtell
Joseph and Frances Bachman
Isabel Bader
Dennis and Naomi Bahcall
Karen Bahnick
Donna R. Bailey
Mary Anne Ballinger
Deitr R. and Laurel L. Bakkum
Alice Baldini
Katie and Donald Bally
Mr. V. Bare
David Barnett
Merton R. Barry
Virginia Bartlett
Larry Bartol
William and Pamela Bass
Chuck Bauer
Deideric Bauer
Kurt and Anne Bauer
Chris and Larry Beck
Robert and Cheryl Beck
Dwight Becker
Renee S. Becker
Carolyn L. Bell, MD
Joan Berg
Dennis and Sandra Berger
Linda and Niles Berman
The following individuals are members of the “Signature Circle,” a special giving club for planned givers, whose support will help ensure that WPR will be around for the next generation of listeners.

Anonymous - 11
Francis and Georgia Ariens Fund
Eila Butterworth
Roger Chapman
Phil Corriveau
Karen R. Shevet-Dinah
David Drake
David and Corrine Drexler
Jeanne L. Engle
Jeff Golden
Margaret Hayes
Jack and Colleen Holmbeck
Shirley S. and Stanley L. Inhorn, MD
Peter Livingston and Sharon Stark
James and Mary Orlowski
Rolland Perschon
Robin Reed
Karen Trembath
Terry and Judy Valen
Robyn Whyte

Corporate Sponsors

Corporate support is an important factor in the success of Wisconsin Public Radio. The entire staff at Wisconsin Public Radio extends a heartfelt “thank you” to the corporations, foundations, small businesses, and non-profit organizations who supported us in 2006.

A Second Opinion
A440 William R. Monroe Piano
AED Superstore
AIA Wisconsin
Airborne Datalink
Al Johnson's Swedish Restaurant
Albany Street Merchants
Allergychoices, Inc.
Allister Deacon’s
Alpha Delights European Bakery
Alternative Concert Group
Altra Federal Credit Union
American Folklore Theatre
American Girl Place
American Players Theatre
American Transmission Co.
Appleton Public Montessori
Architectural Building Arts
Art Garage
Arts Events Incorporated
Arts Institute
Asian Moon Festival
Aspirus Clinics and Network
Aspirus Heart and Vascular Institute
Aspirus UW-Cancer Center
Associated Balance and Hearing
Associated Housewrights
AT&T
Atrium Bed and Breakfast
Aurora Health Care
Avada Audiology and Hearing Care
Avalon Floral
Bach Dancing and Dynamite Society
Bad Dog Frida
Banta Corp. Foundation
Bay Cities/Fox Cities Magazine
Baycare Clinic
Bayfield Bed and Breakfasts
Bayfield Orchard and Berry Farms
Beaver Creek Reserve
Beaver Productions
Beecroft Bookstore
Bekah Kates
Beloit-Janesville Symphony Orchestra
Bemis Company Foundation
Bethel Lutheran Church
Big Top Chautauqua
Birch Creek Music Performance
Blues in the Park
Boca Burger
Bolld Company
Boulder Junction Chamber of Commerce
Brownsville Lomira Small Animal Clinic
Bruegger’s Bagels
BT Squared Environmental
Bullfrogs Eat My Fish Farms
Bumie’s Rock Shop
Business News
Buttonwood Partners, Inc.
Cabaret on Main
Cabochon Gems and Design
Cafe Diem
Call to Action
Cambrian Heritage Society
Campus Inn
Canterbury Booksellers
Capitol Civic Center
Capitol Kids
Capitol West
Catfish River Arts and Antiques
Center for Artistic Collaboration and Performance
Central WI Symphony Orchestra
Centre at Sister Bay
Century House
Cervitech
Charter Business
Chickadee Depot, Inc.
Chippewa Valley B2B Magazine
Chippewa Valley Book Festival
Chippewa Valley Growers
Chippewa Valley Symphony
Chippewa Valley Theatre Guild
Christensen Company
Clark House Design
Classic Kitchens and Cabinets
Clay Market Cafe
Clifton Gunderson Technology Solutions
Coffee Grounds
Collins Coaching
Comfort Inn of Madison
Community Pharmacy
Community Shares of Wisconsin
Companion Shop
Conservatory
Cooks Commons
Cumucopia Arts Center
Corporate Report Wisconsin
Cory Smith Studios
Coulee Region Communications
Council for the Performing Arts
County Materials Corporation
Creamery Restaurant and Inn
Cross Law Firm
Cullen Weston Pines & Bach LLP
D.B. Reinhart Institute for Ethics
Dane County Cultural Affairs
Datkeep
Davies Computer Solutions
Dawg Tired
Degen Berglund Pharmacies
Delta Dental
Dex Media
Dominican Sisters of Sinsinawa
Don Hedberg
Door Community Auditorium
Door County Land Trust
Douglas Stewart Company
Dove Healthcare
Duluth Superior Symphony Orchestra
Dunn's Import
Eagle Harbor Inn
Eau Claire Chamber Orchestra
Eau Claire Children's Theatre
Eau Claire Public Access
Eau Claire Regional Arts Council
Eckel's Pottery
Edgewood High School
Edward J. Okray Foundation
Einstein Project
Elkhart Lake
Emi-Castle Rock Lake
Condos
Enlightening Real Estate
Epic Systems Corporation
Envoysong Spa
Evju Foundation
Fair Indigo
Fall Art Tour
Farey's House of Pianos
Festival Choir of Madison
Fields Automotive Group
Fireplace Works
Fireside Theatre
First Weber Realtors
Fiserv Health
Focus on Energy
Fort Atkinson Area Chamber of Commerce
Four Seasons Theatre
Fox Cities Performing Arts
Fox Valley Symphony
Fox Valley Unitarian University
Fox Valley Winter Farmer's Market
Francis Hardy Center for the Arts
Franscian Skemp
Frank Productions
Free Market
Friends of the 400 State Trails
Gall Ambrosius Chocolatier
Gaelic Traditions
Garden Shed and Learning Center
Geoff Gilpin
Gibson Water Care
Gimme Shelter
Gina's Pies Are Square
GNC - Minocqua Golden and Associates
Good Harvest Market
Googins Anton L, Inc.
Grand Opera House
Great Lakes Brewing
Great River Folk Fest
Greater Gift
Greater Menomonie Foundation
Greater Milwaukee Foundation
Green Bay Civic Symphony
Green Bay Film Society
Green Bay Newcomers
Green Bay Packers Hall of Fame
Green Bay Symphony Orchestra
Green Lake Festival of Music
Green Mercantile
Greenway Properties, Inc.
Grounded Specialty Coffee
Gundersen Lutheran
Gundersen Lutheran Health Plan
Habitat for Humanity of Dane County
Harry W. Schwartz Bookshops
Heidel House
Heritage Builders
Hoard Museum
Honda Motorwerks
Hooper Corporation
Hotel Metro
Hovland, Inc.
Image Studios
Impact Auto Clinic
Infusion, Inc.
Initial Tropical Plants
Irish Lane Greenhouses
Isthmus Society
J.W. Jung Seed Company
J.W. Pepper & Son, Inc.
Jade Presents
Jam Productions
Jane Schlery - State Farm
Jazz Corner Society
Jefferson County
Jo's Tazzina Cafe
John G. Shedd Aquarium
Johnny's Italian Steak House
Johnson Bank
Kari Toyota
Katy's American Indian Arts
Ken Vance Car City
Ken Vance Motors
Kessler's Diamond Center
Kolosso Toyota
La Crescent Montessori Academy
La Crosse Community Theater
La Crosse Jazz Society
La Crosse Symphony
Lakeside Customs
Handwovens
Lakeside Fibers
Lasker Jewelers
Lawrence University
Le Phillips Memorial Library
Leaving Iowa
Leigh Yawkey Woodson Art Museum
Lincolnway Nursery
Literacy Volunteers
Living on the Edge
Lox Stock and Bagel
Luther College
M&I Corporate
Mabel Tainter Theater
Mackinac Island Press
Madison Area Concert Handbells
Madison Area CSA Coalition
Madison Area Literacy Council
Madison Area Opera
Madison Audubon Society
Madison Bach Musicians
Madison Concourse Hotel
Madison Country Day School
Madison Early Music Festival
Madison Gas and Electric
Madison Jazz Society
Madison Museum of Contemporary Art
Madison Music Company
Madison Repertory Theatre
Madison Savoyards
Madison Symphony Orchestra
Madison Vein and Laser Institute
Madison Youth Choirs
Mamadou Lo
Manitowoc Civic Center
Manitowoc Symphony Orchestra
Mann's Mercantile Shop
Marshfield Clinic
Master Singers
McNair Scholars Program
Mead Witter Foundation
Medicine Shoppe
Meeting Grounds
Menn Law Firm
Menomininee Nation
Menomonee Street Dental
Meriter Hospital Heart Center
Metro Jam
Michelson Music
Middleton Tourism Commission
Midsummer's Music Festival
Midwest Organic and Sustainable Education Service
Midwest Renewable Energy Assoc.
Military Veterans Museum
Oshkosh
Milwaukee Area Retired Teacher
Milwaukee CSA Initiative
Milwaukee Footlights
Milwaukee Publishing/Boomers
Mineral Point Artisans
Mineral Point Chamber Commerce
Ministry Health Care
Minnesota Marine Art
Coverage Maps

NPR News & Classical Music Network

Ideas Network
# NPR News &
# Classical Music
# Schedule

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 12:30 am</td>
<td></td>
<td>Jazz with Bob Parlocha</td>
<td></td>
</tr>
<tr>
<td>12:30 - 1:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 - 1:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 - 2:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 - 2:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 - 3:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 - 3:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 - 4:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 - 5:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 - 5:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 - 6:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 - 6:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 - 11:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 - 11:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 - 12:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 - 12:30 pm</td>
<td>Morning Edition with Norman Gilliland</td>
<td>Morning Edition with Peter Van De Graaff</td>
<td>Morning Edition with Liane Hansen</td>
</tr>
<tr>
<td>12:30 - 1:00 pm</td>
<td>and Vicki Nonn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 - 1:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 - 2:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 - 2:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 - 3:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 - 3:30 pm</td>
<td></td>
<td>To The Best Of Our Knowledge</td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 - 4:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 - 5:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 - 5:30 pm</td>
<td>Classics with Peter Van De Graaff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 - 6:00 pm</td>
<td>Saturday Music Event with Anders Yocom</td>
<td>Classical Music</td>
<td></td>
</tr>
<tr>
<td>6:00 - 6:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00 pm</td>
<td>Marketplace</td>
<td>A Prairie Home Companion with Garrison</td>
<td>Simply Folk with Tom Martin-Erickson</td>
</tr>
<tr>
<td>8:00 - 8:30 pm</td>
<td>Fresh Air</td>
<td>Keillor</td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00 pm</td>
<td>Exploring Music</td>
<td>Higher Ground with Jonathan Overby</td>
<td>Michael Feldman’s Whad’Ya Know?</td>
</tr>
<tr>
<td>9:00 - 9:30 pm</td>
<td>Classical Music with Peter Van De Graaff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00 pm</td>
<td>Riverwalk Jazz</td>
<td>Jazz with Bob Parlocha</td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 pm</td>
<td>Fridays 8pm - 9pm</td>
<td>Fridays 9pm - 1am</td>
<td></td>
</tr>
<tr>
<td>10:30 - 11:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 - 11:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 - 12:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Sample schedule from Fall 2006. Program line-ups on your regional station may be slightly different. NPR News & Classical Music programming is also available via our Web site (wpr.org).
# Ideas Network Schedule

<table>
<thead>
<tr>
<th>IDEAS NETWORK*</th>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time of Day</strong></td>
<td><strong>Weekdays</strong></td>
<td><strong>Saturdays</strong></td>
<td><strong>Sundays</strong></td>
</tr>
<tr>
<td>12:00 - 12:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30 - 1:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 - 1:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 - 2:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 - 2:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 - 3:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 - 3:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 - 4:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 - 5:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 - 5:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 - 6:00 am</td>
<td>As It Happens</td>
<td>The People’s Pharmacy</td>
<td>On The Media</td>
</tr>
<tr>
<td>6:00 - 6:30 am</td>
<td>Joy Cardin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30 am</td>
<td>Kathleen Dunn</td>
<td>Car Talk</td>
<td>A Way With Words</td>
</tr>
<tr>
<td>9:30 - 10:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 - 11:00 am</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 - 11:30 am</td>
<td>Larry Meiller</td>
<td>Michael Feldman’s Whad’Ya Know?</td>
<td>A Prairie Home Companion with Garrison Keillor</td>
</tr>
<tr>
<td>11:30 - 12:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 - 12:30 pm</td>
<td>Chapter A Day</td>
<td>Wait Wait ... Don’t Tell Me!</td>
<td>To The Best Of Our Knowledge</td>
</tr>
<tr>
<td>12:30 - 1:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 - 1:30 pm</td>
<td>Talk of the Nation with Neal Conan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 - 2:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 - 2:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 - 3:00 pm</td>
<td>Here On Earth with Jean Feraca</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 - 3:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 - 4:30 pm</td>
<td>At Issue with Ben Merens</td>
<td>This American Life</td>
<td>University of the Air</td>
</tr>
<tr>
<td>4:30 - 5:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 - 5:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 - 6:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 - 6:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00 pm</td>
<td>On Point with Tom Ashbrook</td>
<td>Calling All Pets with Patricia McConnell</td>
<td>On The Media</td>
</tr>
<tr>
<td>7:00 - 7:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30 pm</td>
<td>As It Happens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30 pm</td>
<td>Here On Earth with Jean Feraca</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 pm</td>
<td>Kathleen Dunn</td>
<td>Chapter A Day</td>
<td></td>
</tr>
<tr>
<td>10:30 - 11:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 - 11:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 - 12:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Sample schedule from Fall 2006. Program line-ups on your regional station may be slightly different. Ideas Network programming is also available via our Web site (wpr.org).
Contact Information

Main / South Central Office
821 University Avenue
Madison WI 53706-1497
(608) 263-3970

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

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

North Central Office
518 S. 7th Avenue
Wausau WI 54401-5362
(715) 848-1978

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

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

Contact WPR

Audience Services: (800) 747-7444
Membership: (800) 747-7444
Web Site: wpr.org
E-Mail: listener@wpr.org

2006 Annual Report

Editor: Bill Estes
Design and Production: Lisa Nalbandian and Bill Estes
Editorial Assistants: Kris MacCallum, Kari Navis, and Monica Renkens
Photography: Jim Gill
Printer: Park Printing House of Verona

Wisconsin Public Radio is a service of the Wisconsin Educational Communications Board and the 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.