



ANNUAL SUMMARY OF ACTIVITIES

FY10

July 1, 2009 – June 30, 2010

“WUWM’s vision is to serve listeners in southeastern Wisconsin with quality news, public affairs and entertainment programming.”

WUWM MILWAUKEE PUBLIC RADIO

111 E. Wisconsin Avenue, Suite 700 Milwaukee, WI 53202 414.227.3355 www.wuwm.com

□ FROM THE GENERAL MANAGER.....

I will remember this year for many things, but one comment from one listener will always stay with me.

“I no longer have a job and I’ve had to be careful with my money so (my contribution) will be small but I want you to know that WUWM is that important to me.”

Because of the downturn in the economy, this has been a very difficult time for many of our listeners, but we are grateful for everyone who continues to support what we do and for the many who remain loyal listeners.

Like many individuals have had to do at work and in their home, we made significant reductions in our budget this year to compensate for lost revenue. But we have worked hard to make sure that our program service remains strong.

Despite the difficult economy, this has also been a year of triumph for WUWM.

We moved into a new facility at Chase Tower in downtown Milwaukee. Although we have more space, we will actually save money over time by making this move.

The Milwaukee Press Club recognized WUWM as ‘best radio station’ of the year and the Wisconsin Broadcasters Association honored WUWM as having the ‘best radio news operation’ of the year.

We continue to make coverage of issues facing our region the cornerstone of what we do.

We are guided by the principles of “WUWM 2020,” our strategic vision for the future. As resources permit our goal is to continue to expand the quantity and quality of the programming we produce locally and acquire from NPR and other distributors. We are ready to respond to changes in the way our listeners consume our product and know that as an organization we must continue to evolve.

This year has been full of challenges and we know there will be more. As management guru Peter Drucker has written, “The only thing we know about the future is that it will be different.” With your continued support, I am confident that we will be positioned to be your source of quality information and intelligent entertainment well into the future.

Dave Edwards
Director / General Manager

□ HIGHLIGHTS OF THE YEAR

- WUWM offered an exclusive web-only audio stream of NPR's live broadcast of the Newport Folk and Jazz Festivals (August 1 & 2 and 8 &9)
- General Manager Dave Edwards was re-elected to National Public Radio's Board of Directors. Edwards currently serves as Vice Chairperson of the Board. Edwards was first elected to the NPR Board in 2006. (August)
- WUWM received a *My Source* Community Impact Award for Engagement from the Corporation for Public Broadcasting (CPB). The award is for WUWM's *Project Milwaukee* series which tackles topics vital to our region through in-depth reporting and community forums. The awards were created to recognize stations for their commitment and responsiveness to their communities, providing innovative services -- on-air, on-line and in-person -- that have measurable results. (August)
- WUWM began an ongoing partnership with the Greater Milwaukee Foundation to provide an in-depth look at the economic health of metropolitan Milwaukee. Vital Signs, tracks and provides analysis of key social and economic indicators that measure the economic health in the four-county area of metropolitan Milwaukee. (November)
- WUWM's PROJECT MILWAUKEE examined the potential of a water industry in Southeastern Wisconsin as part of the series, "*The Currency of Water.*" Journalists explored what it takes to develop a global hub for water technology and examined the major players' plans to expand and promote the water industry, Milwaukee's overseas competitors, the risks involved, the role of the educational community and discuss the community's potential for success. (December)
- WUWM moved to new offices and studios in the Chase Tower and began broadcasting from the new location on January 19, 2010.
- The Milwaukee Press Club named WUWM, "radio station of the year." (April)
- WUWM altered its broadcast schedule, adding FRESH AIR to the weeknight lineup at 7pm followed by its locally produced music format from 8pm to Midnight. The Sunday night lineup was also changed to provide a permanent home for new public radio programs like Radiolab. The Moth Radio Hour and others. (May)
- The Wisconsin Broadcasters Association recognized WUWM as 'best radio news operation of the year' (May).
- WUWM's *Project Milwaukee: Barriers to Achievement in MPS* explored the challenges that put the students, the school district, and the community at risk of failure. *We also heard from teachers regarding* the issues they face in the classroom and how their performance impacts their students. *The series concluded with broadcast discussions in front of a live audience.* (May/June)

❑ THE STAFF

It is the entire staff of WUWM that makes it possible to provide Southeastern Wisconsin with quality radio programming.

Cynthia Akey, Marketing Specialist
Maureen Allen, Mgr, Finance and Admin
Bob Bach, News Producer
Lara Couture, Membership Specialist
LaToya Dennis, News Producer
Maria Dixon, Development Specialist
Dave Edwards, Director/General Manager
Dan Gille, Underwriting Representative
Dan Harmon, Lake Effect Producer
Ann-Elise Henzl, News Producer
Anne Jedrzejczak, Underwriting Representative
Stephanie Lecci, Producer Lake Effect
Laurie Loomis, Underwriting Representative
Crystal Martin, Program Specialist/Receptionist
Michelle Maternowski, Web Marketing Specialist

Kim Matthews, Sr. Development Specialist
Tom May, Chief Engineer
Marti Mikkelson, News Producer
Michelle Nobbe, Accts Rec/Traffic Specialist
Bonnie North, Lake Effect Producer
Jason Parry, Major Gifts/Planned Giving
Ann Piatt, Assistant to the General Manager
Marge Pitrof, News Director
Josh Sather, IT Specialist
Amanda Shalhoub, Broadcast Specialist
Noel Skarpmoen, Development Director
Jon Strelecki, Studio Engineer
Mitch Teich, Lake Effect, Executive Producer
Erin Toner, News Producer
Bruce Winter, Program Manager

❑ WUWM ADVISORY BOARD

The WUWM staff and management benefits from the advice of the station's advisory board:

Margaret Hickey (Chairperson)

Margaret Hickey is a shareholder in the law firm of Becker & Hickey, S.C. Hickey received her B.A. from Marquette University in 1982 (summa cum laude), where she was Phi Beta Kappa, and her J.D. from the University of Wisconsin Law School in 1986 (cum laude). Margaret practices in the areas of divorce, family law, and elder law including trusts for the disabled, Title 19 and guardianship. She is featured in the Best Lawyers in America. She joined the WUWM Advisory Board in 2004/2005

Denise Callaway

Denise Callaway joined the Greater Milwaukee Foundation in June 2003 as Director of Communications. She has worked as a communications professional in Milwaukee for more than 30 years. She was an award-winning reporter for WTMJ-TV and served as Director of Communications and Public Affairs for Milwaukee Public Schools. In addition, Denise is active in many community organizations and is a charter member of the National Coalition of 100 Black Women –Milwaukee. She joined the Advisory Board in 2009/2010.

Eileen Dubner

A Milwaukee native, Eileen has been a community volunteer since moving back to Milwaukee in 1974. She received her BS in Journalism from the Medill School of Journalism at Northwestern University. She has worked with a number of non-profit organizations to develop and enhance their marketing and public relations efforts. She was the President of The Milwaukee Symphony Orchestra League, Chairman and founding member of the Wisconsin Breast Cancer Showhouse. She has also served on the Board of Directors of the Milwaukee Symphony Orchestra, Milwaukee Youth Orchestra and the Artist Series at the Pabst. She currently serves on the Board of Directors of Literacy Services of Wisconsin. Eileen joined the WUWM Advisory Board in 2009/2010.

Charles Engberg

Charles Engberg founded Engberg Architecture in 1987. As the firm has grown under his leadership, Engberg Anderson Design Partnership has become one of the region's major planning, architectural, and interior design firms, as evidenced by its unprecedented growth and numerous successful public and private projects. Along with modernist design, historical preservation has been a life-long emphasis for him, and his expertise and sensitivity toward this issue is appreciated by many communities as well as in Milwaukee, where he has led historic preservation efforts for over 20 years. He is a member of the Greater Milwaukee Committee and joined the WUWM Advisory Board in 2004/2005.

Jane Gellman

A former physical education teacher, Jane Gellman is active in the volunteer community. Currently president of Hillel Foundation of Milwaukee, an agency that works with college age Jewish students, she is past president of Children's Outing Association and the Jewish Community Center of Milwaukee and is active in the United Way, Girl Scouts of Milwaukee, Juvenile Diabetes Research Foundation and the Milwaukee Jewish Federation. She joined the WUWM Advisory Board in 2005.

Tom Gauthier

Tom Gauthier is president of Adonai Employment, Inc., a non-profit agency that seeks to make a difference by serving employers and job seekers. Tom received his BA from the UW-Milwaukee School of Letters and Science Honors Program in 1971. Tom also serves on the boards of the Boulevard Theater, The Wisconsin Chapter of the American Liver Foundation, ABLE (Audio Braille Literacy Enhancement) and the North Milwaukee County Chapter of Thrivent Financial for Lutherans. Tom has worked in the nonprofit community since leaving the Milwaukee Journal Sentinel at the time of the merger in 1995 after 26 years of service there. He joined the WUWM Advisory Board in 2009/2010.

Marialyce Gove

Ms. Gove has held positions as Dean of Gateway Technical College in Kenosha, Program Director at St. Norbert College in De Pere WI and Executive Director of the Women's Resource Center in Racine. She is President-elect of the Friends of St. Catherine's Residence for Women. She joined the Board in 2005/2006 and served as chair from 2006-2008.

Reuben Harpole

Reuben K. Harpole has been a leader in the Milwaukee African American community for more than 40 years and was an outreach specialist with the UWM School of Continuing Education for 31 years. Through his efforts in working with social and political institutions, he has been able to articulate the aspirations of Milwaukee African Americans in the areas of education, race relations, and economic issues. He is now a program officer with the Helen Bader Foundation. He joined the Advisory Board in 2005/2006.

Jon Hopkins

Jon Hopkins is President of Archiblox, a Milwaukee based software development firm providing products to support the development of complex software systems. He was recently Chairman of Blueprint Technologies, a software products and services firm implementing advanced software architectures. In addition to founding two successful software companies, Jon has had extensive experience in the management and deployment of componentized software products and supporting services. He joined the WUWM Advisory Board in 2007.

Mary Isbister

Mary Isbister is president of GenMet, a metal fabricating company located in Mequon. After graduating with a Bachelor's of Science degree in chemistry, she worked at Pfizer in Groton, CT until 1997 when she moved with her family to Wisconsin for new career opportunities. Her current civic participation includes service as a member of several Boards of Directors for non-profit organizations including Ebenezer Childcare Centers, Wisconsin Manufacturing Extension Partnership, and the Council of Small Business Executives. She is an employer advisor for the Regional Workforce Alliance and the M7 Next Generation Manufacturing Council and Vice President of the Cedarburg MatDogs Wrestling Club. She joined the WUWM Advisory Board in 2009/2010.

Kim Marggraf

Kim Marggraf is president and owner of Marggraf Meetings, which provides administrative management, project management and public relations services for foundations, associations and non-profit organizations; as well as professional meeting and special event services for clients. She has been a supporter of WUWM for many years and previously served on the WUWM Advisory Board. She rejoined the Board in 2009/2010.

Richard Steinmetz

Richard Steinmetz retired from Rockwell Automation (Allen-Bradley Co.) after almost 40 years utilizing his engineering and legal background. His most recent position was Director of International Trade Policy. He joined the Board in 2003.

EX-OFFICIO MEMBER**Jeffrey Merrick**

Dr. Merrick is a professor of History at UW-Milwaukee. His research interests include family, gender and sexuality in 18th-century French political culture. He holds a Ph D. from Yale University. He was appointed Associate Dean of Humanities in the UW-Milwaukee College of Letters and Science in 2008.

□ WUWM PROVIDES TRAINING OPPORTUNITIES

Part of WUWM's mission is to provide a professional internship program for students. We take this commitment seriously. Student interns at WUWM work alongside the station's professional staff. While some media outlets use student interns as "gofers," students at WUWM receive hands-on experience. They work in the newsroom, help produce "LAKE EFFECT", assist with program production, programming, marketing and fundraising.

News:

William Bott, high school intern/UW-Milwaukee Apprenticeship Program (summer, '09 + spring/summer, '10)

Andy Ambrosius/UW-Milwaukee (winter/spring semester 2010)

Maggie Mawn/Prairie High School (May, 2010)

Kirsten Kozik/UW-Whitewater (summer, 2010)

Lake Effect:

Joel Van Haren – UW-Milwaukee (Fall 2009)

Carlie Kappl –UW-Milwaukee (Spring 2010)

Kirsten Wisniewski -University of Minnesota(Summer 2010)

Trapper Schoepp –UW-Milwaukee (Summer 2010)

Marketing:

Danielle Gellings, December 2009 – May 2010

☐ MORE THAN 100,000 LISTENERS TUNE TO WUWM EACH WEEK

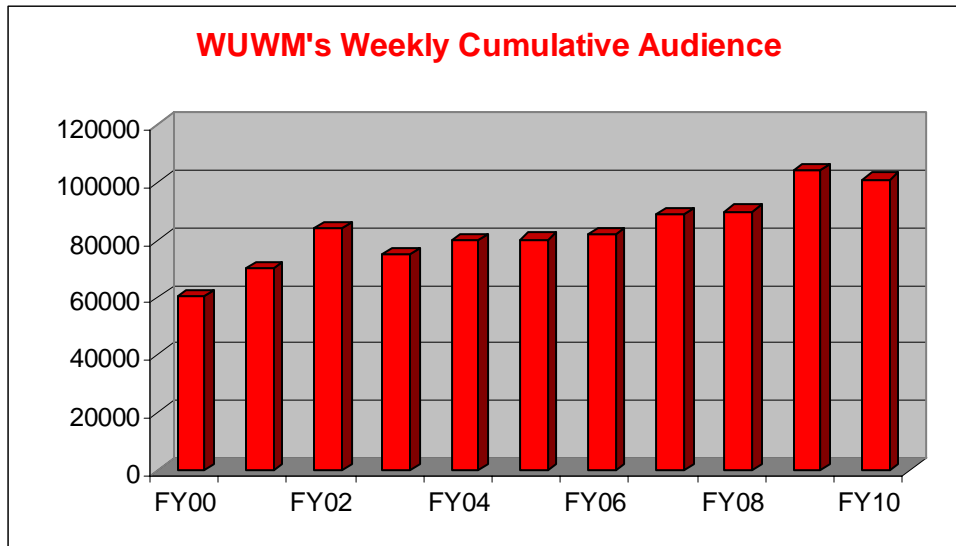
WUWM's weekly audience dropped slightly during FY10 but remains well above audience levels prior to FY09. During FY10, WUWM was operating at reduced power for nearly six months. This certainly contributed to the dip. Audience levels in FY09 were also helped by extensive coverage of the presidential campaign/election, plus the initial downturn in the economy.

During FY10, the Arbitron Ratings Company reported that 101,100 persons tuned to WUWM during any given week (Persons 12+, Metro Milwaukee, Source: Arbitron Ratings Company / RRC Inc). That compares with 104,100 during the previous year.

WUWM uses audience data to make decisions on programming.

The most popular programs on WUWM during the year were *Morning Edition*, *All Things Considered*, *Car Talk*, *Weekend Edition*, and *A Prairie Home Companion*.

FY00	60400
FY01	69900
FY02	83800
FY03	74900
FY04	79800
FY05	80000
FY06	81900
FY07	88800
FY08	89800
FY09	104009
FY10	101000



❑ WUWM's STRATEGIC VISION

Recognizing that seismic shifts were taking place in the way in which listeners were beginning to consume news and other forms of media, WUWM embarked on a consultative program to develop a new strategic vision for the future in 2007. Following extensive discussions with our licensee, the WUWM Advisory Board, staff and executives at National Public Radio, "WUWM 2020" emerged as the guiding principles for how the organization would develop.

Building upon the station's long standing mission statement, "WUWM's vision is to serve listeners in Southeastern Wisconsin with quality news, public affairs and entertainment programming," we looked at the steps it would take for the station to operate in the new media environment.

"WUWM 2020" is predicated upon the belief that the organization will need to satisfy the ever-changing demands of our current listeners as well as bring new listeners into the fold. We know that we will be competing with more than the other radio stations that occupy space on the FM dial. We will find ourselves competing increasingly with other broadcasters from beyond our geographical territory.

We developed an understanding that in order for us to succeed in the future, we would need to focus on three strategies:

- (1) Develop the capacity to create more programming that relates to the space in which we live,
- (2) Bring in new listeners consumers and make connections with the community we serve through partnerships, events, forums, etc., and
- (3) Build and maintain an infrastructure to allow the station to create this programming, serve the community and distribute content on multiple platforms.

Tempered by the difficult economic times, we have made modest gains towards accomplishing these goals.

PROGRAMMING

As evidenced throughout this report, WUWM provides extensive coverage of issues facing this region. Reporting airs during *Morning Edition*, *All Things Considered*, and on *Lake Effect*. In addition, *Project Milwaukee* takes a comprehensive look at several important issues each year. Special funding has allowed WUWM to employ a full-time journalist focusing on environmental issues. Other specialized reporting positions are contemplated for the future.

CONNECTIONS WITH THE COMMUNITY

As noted, WUWM maintains partnerships with other journalistic organizations as well as community groups, non-profits and others. These partners allow us to expand our programming and be visible in the community.

INFRASTRUCTURE

WUWM's move to the Chase Tower in Downtown Milwaukee provides expanded space for our journalists and other staff. Funds are still being sought for the completion of news and Lake Effect studios plus a new performance studio.

In addition, WUWM maintains a strong commitment to developing a robust online presence. Archives and new non-broadcast material have been added to wuwm.com, podcasts continue and more is contemplated.

A new digital archiving system was put in place this year, and analog programs and reports are now being preserved for decades to come.

The remainder of this report details other elements of the station's efforts to provide more public service to listeners throughout Southeastern Wisconsin.

❑ ISSUES OF IMPORTANCE OF THE COMMUNITY

As part of its annual exercise to ascertain the issues, which are of importance to our listeners in Southeastern Wisconsin, we survey the WUWM Community Advisory Board. The most recent survey resulted in the following top issues:

- Environment – Including land use, water quality, global warming, urban planning, transit and transportation issues
- State and Local Politics – Including economic development, taxes and citizen apathy toward government
- Education
- Health Care Issues
- Arts & Culture
- Business and Economic Issues
- Equity/Diversity Issues

❑ PROJECT MILWAUKEE

WUWM's Newsroom reporters and *Lake Effect* producers collaborate on stories and share background information on a regular basis. Twice a year the collaboration results in *Project Milwaukee*, a series produced by both departments.

Project Milwaukee tackles large issues of major importance to the community. Numerous coordinated reports and interviews from the Newsroom and *Lake Effect* probe the complex subjects. We ask for input from the community to help us shape the discussion.

Our coverage is archived as a community resource at: wuwm.com/projectmilwaukee

Project Milwaukee: The Currency of Water (December 7-December 11, 2009)

Many industries that first created jobs and a reputation for Milwaukee were closely connected to water. Breweries, for instance, relied on the area's supply of water for their operations. Some businesses and community leaders believe water also holds the key to the region's future. They want southeastern Wisconsin to become a global hub for the water technology industry.

The conversation surrounding the topic is heating up, but questions remain. For example, what investments would be needed to create a water technology hub here? Would the industry provide the kind of jobs that the region needs? Could other cities beat us to the punch?

In December of 2009, the WUWM Newsroom and *Lake Effect* journalists explored what it takes to develop a global hub for water technology in southeastern Wisconsin for the *Project Milwaukee: The Currency of Water* series.

News segments:

- How the conversation to create a water industry in Milwaukee got started
- A profile of businesses that could make up a water industry hub
- What Milwaukee needs to do to become a center for the water industry
- A look at how other cities have become hubs of industry
- Examining whether the water initiative is the best use of the region's time and public resources

Lake Effect segments:

- How water and water-related industries have shaped Milwaukee since the first settlers arrived
- What Milwaukee's future water industry could look like
- Why it might be a mistake for a single city to try to establish itself as a water capital
- Framing the global water crisis
- Why we can't engineer our way out of the water crisis
- The role of academia in the water economy
- Marquette University's water law curriculum
- The reasons Israel is developing water technology

Project Milwaukee: Barriers to Achievement in MPS (May 28-June 4, 2010)

Across the U.S., school systems face many unique challenges. The Milwaukee Public Schools (MPS) district is confronted with high drop-out rates, large achievement gaps between races, and other serious issues. Of the 80,000 young people MPS educates each year, thousands of students have learning or behavioral problems. Many children lack a secure home environment or don't have role models who rank education as a priority.

In May and June 2010, WUWM explored those and other hurdles, along with possible solutions, in the *Project Milwaukee: Barriers to Achievement in MPS* series.

WUWM News examined reasons for poor performance within MPS, and what is being done to improve students' chances for success. *Lake Effect* probed the crucial role teachers play in student performance, as well as the unique challenges MPS teachers face.

News segments:

- MPS graduates give the district mixed grades
- How MPS compares with its peers
- Poverty and violence impact MPS students
- How parents figure into the MPS equation
- The challenges of special education
- Changing troublemakers' behavior
- English as a barrier
- Teachers talk about challenges and rewards
- Businesses play a role in the success or failure of MPS
- School funding challenges

Lake Effect segments:

- How MPS teachers impact students' abilities to overcome barriers to success
- The impact of education reforms on teachers
- Efforts to reinvigorate traditional education schools
- How changes outside the classroom affect teachers
- Teachers discuss the barriers to achievement students face

Live remote broadcast of Morning Edition and Lake Effect on the ground floor of the Chase Tower 6/3/10:

- MPS Superintendent William Andrekopoulos discusses the district's challenges (interviewed by *Morning Edition* host Bob Bach)
- U.S. Secretary of Education Arne Duncan weighs in on the problems in urban school districts (interviewed by *Morning Edition* host Bob Bach)
- Live weather updates with Mike Westendorf of UWM's Innovative Weather (interviewed by *Morning Edition* host Bob Bach)
- *Lake Effect* panelists: Anneleise Dickman of the Public Policy forum; MPS Board Vice President Peter Blewett; Bob Peterson of Rethinking Schools; and Marquette University Senior Fellow in Law and Public Policy Alan Borsuk (interviewed by *Lake Effect* Executive Producer Mitch Teich)

❑ **SPECIAL SERIES FOCUS ON IMPORTANT ISSUES – WUWM NEWS:**

WUWM is known for its in-depth coverage of important issues facing our community. WUWM News produced the following special series.

WUWM News Series:

- The Games People Play: Wiffle Ball (Games series aired in Aug/Sept. 2009)
- The Games People Play: Day Trading
- The Games People Play: Mah Jongg
- The Games People Play: Beach Volleyball
- The Games People Play: Kickball
- The Games People Play: Mixed Martial Arts

- Woodstock Revisited 40 Years Later #1 (Woodstock series aired in August, 2009)
- Woodstock Revisited 40 Years Later #2

- Changes in the Newspaper Industry: Money (Newspaper series aired Aug/Sept, 2009)
- Changes in the Newspaper Industry: Journalism

- Prostitution in Milwaukee: Night Tour (Prostitution series aired in Sept, 2009)
- Prostitution in Milwaukee: One Man's Story
- Prostitution in Milwaukee: Women Who've Stopped

- Health Care Reform: History of Reform (Health Care series aired in Oct. 2009)
- Health Care Reform: History of Health Care
- Health Care Reform: Free Clinics Help the Uninsured
- Health Care Reform: Medical Home Model

- Urban Highways Safety: Behavioral Changes (Highway series aired in Nov. 2009)
- Urban Highways Safety: Construction Changes

- Life's Voices: Henry Matamoros (LV series aired in Nov/Dec, 2009)
- Life's Voices: Debra Trakel
- Life's Voices: Stephanie Sue Stein
- Life's Voices: Emma Nash
- Life's Voices: Nita Corr 
- Life's Voices: Sister Charity
- Life's Voices: Ed Drexler
- Life's Voices: Hector Colon

- Project Milwaukee: The Currency of Water – Milwaukee's Legacy with Water (PM aired Dec, 2009)
- PM: The Players and Business of Water
- PM: What's Needed to Move Forward
- PM: Other Industry Hubs Give Hope to Milwaukee
- PM: Water Efforts Criticized as Misguided

- Future of Manufacturing: DRS Technologies Profile (Manufacturing series aired Jan, 2010)
- Future of Manufacturing: Developing Engineers

- Dairy Farming: Families Survive Worst Year Ever #1 (Dairy series aired in April, 2010)
- Dairy Farming: Families Survive Worst Year Ever #2

- Project Milwaukee: Barriers to Achievement in MPS - Series Kick-off (PM aired in May/June, 2010)
- PM: How Milwaukee Compares
- PM: Business Partnerships
- PM: MPS Effect of Community/Peers
- PM: U.S. Education Secretary Arne Duncan
- PM: MPS Supt. Wm. Andrekopolous
- PM: School Funding
- PM: Truants & Troublemakers
- PM: Teachers' Perspective
- PM: Audubon H.S. Students Roundtable
- PM: Students with Disabilities
- PM: English Learners
- PM: How Parents Figure into the MPS Equation

Collaborative project with Greater Milwaukee Foundation/series of reports we have aired:

- GMF Vital Signs: Ozaukee County Emergency Food (Nov, 2009)
- GMF Vital Signs: Recession Hits Washington County Hard (Dec, 2009)
- GMF Vital Signs: Waukesha County Impact (Jan, 2010)
- GMF Vital Signs: Oak Creek recovering from Delphi closing (Feb, 2010)
- GMF Vital Signs: Economy Creates Crowded Homeless Shelters (March, 2010)
- GMF Vital Signs: Economy-Domestic Violence (April, 2010)
- GMF Vital Signs: James Smith story (April, 2010)
- (No report in May, 2010 because of fund drive pre-emption)
- GMF Vital Signs: Half Milwaukee County Children in BadgerCare Plus (June, 2010)

Lake Effect Special Series

- Tanked: Running on Empty - ongoing through 2009
- Women of Influence (w/MKE Business Journal) - 7/20-7/23/09
- Healthcare Reform - ongoing through 2009, early 2010
- Project Milwaukee: The Currency of Water - December 2009
- Power Book (w/MKE Business Journal) - 1/4-1/6
- NPR journalists series - ongoing through 2010
- Project Milwaukee: Barriers to Achievement at MPR - May/June 2010
- 40 Under 40 (w/MKE Business Journal) - 6/7-6/11

❑ WUWM REPORTERS CONTRIBUTE TO NPR PROGRAMS

WUWM's vision statement indicates that the station and its producers will be active contributors to National Public Radio's news programs. During this year, WUWM's staff has been heard on the more than 450 affiliates of National Public Radio with the following reports:

NPR Submissions:

Workplace health clinics (Morning Edition 7/13)
Cause determined in Cudahy fire (7/15)
Electronic Medical Records (Marketplace, 7/24)
Prosecution airs video of man accused in prayer death (7/29)
Same sex couples begin signing up for domestic partner registry (8/3)
Front Yard Garden Fight (Morning Edition, 8/10)
Les Paul Dies #1 (8/13)
Les Paul Dies #2 (8/13)
Recession Impact on State Fairs (Marketplace, 8/14)
Gov. Doyle won't seek third term (8/17)
Mayor Barrett released from hospital (8/17)
Mayor Barrett Beating Update (8/19)
Peters charged with beating Mayor Barrett (8/20)
Les Paul Memorial (8/21)
New Maserati dealership in Waukesha (Marketplace, 8/24)
Sensenbrenner diagnosed with prostate cancer (8/31)
Pony Express lures bank customers (Marketplace, 9/1)
Downtown office vacancy rates (Marketplace, 9/2)
Federal judge in Milwaukee stops taking criminal cases (All Things Considered, 9/3)
Madison Judge sentences former Mets pitcher for tax evasion (9/3)
Mercury Marine workers approve concessions (9/4)
Manpower 4th quarter survey #1 (9/8)
Manpower 4th quarter survey #2 (9/8)
Justice Dept investigates missing DNA samples (9/9)
Man sues Milwaukee police in serial killer case (9/10)
More charges filed against suspected serial killer (9/10)
Serial killer Suspect Caught (All Things Considered, 9/11)
State takes steps to update DNA database (9/22)
Profile of Oshkosh Defense (Morning Edition 9/29)
Unemployment Insurance Funds (Morning Edition 10/8)
Obama Education Address in Wisconsin 11/4)
First Big Snow of the Season (12/9)
Restorative Justice Session in Milwaukee (roundtable, NPR, 2/2010)
VA women's health care story for NPR (Morning Edition 2/22)
Manpower survey shows optimism in second quarter (3/8)
Milwaukee Clergy Abuse Scandal Tied to Pope Benedict (3/25)
Biden Calls for Wall Street Reforms in Milwaukee (4/27)
Federal lawsuit filed against the pope (4/22)
Obey announces retirement (5/5)
WI Supreme Court Upholds Gay Marriage Ban (6/30)
President Obama Visits Racine (6/30)

❑ **AWARDS WON BY THE WUWM NEWSROOM AND LAKE EFFECT in 2009/2010 (FOR WORK DONE IN 2009)**

WUWM's reporters, producers and Web team were honored by their peers with 31 awards from five state and regional broadcast journalism organizations. **Highlights included: being named Radio Station of the Year by the Milwaukee Press Club; and receiving the title of Best News Operation of the Year (for Large Market Radio) from the Wisconsin Broadcasters Association.**

Milwaukee Press Club --A statewide competition (6 awards)

- Radio Station of the Year: WUWM
- Best Continuing Reporting of an Ongoing Story, News or Sports: 1st Place
- "Recession Grips Southeastern Wisconsin" (WUWM Newsroom)
- Best Documentary, Investigative or Public Affairs Story or Series: 1st Place
"Project Milwaukee: Black and White" (WUWM Radio)
- Best Feature Story or Series: 2nd Place
"Recruits Get Taste of Boot Camp" (Erin Toner)
- Best Writing for Radio News: 1st Place
Susan Bence compilation: "Clifford Mortimer," "Johnsons Park Revitalization,"
"Copenhagen & Wisconsin Business" (Susan Bence)
- Best Writing for Radio News: 2nd Place
Ann-Elise Henzl compilation: "Paczki Day," "Young Violinist," "Pets & the Economy"
(Ann-Elise Henzl)

Northwest Broadcast News Association (-A six-state regional competition (among Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin) (8 awards)

- Sports Reporting: Award of Merit
"The Five-O Fast Feet" (Mitch Teich)
- Series: Award of Merit
"Prostitution in Milwaukee" (Marge Pitrof)
- Broadcast Writing: Award of Merit
Ann-Elise Henzl compilation: "Paczki Day," "Young Violinist," "Greyhound Adoption"
(Ann-Elise Henzl)
- Hard Feature: Award of Merit
"Sucking the Fight out of Eurasian Water Milfoil" (Stephanie Lecci)
- Soft Feature: Award of Merit
"Luxury Cars Selling Despite Recession" (Erin Toner)

- Audio: First Place
"Urban Farmer" (Erin Toner)
- Web Sites: Award of Merit
WUWM.COM (WUWM Web Team, Newsroom, Lake Effect)

Student competition -- Sports Reporting: First Place

- "Teens Row for Fun, Scholarships" (Newsroom intern William Bott)

Radio Television Digital News Association -A competition among four states (Minnesota, North Dakota, South Dakota, and Wisconsin) (1 award)

- Audio News Series: Regional Edward R. Murrow Award
"Project Milwaukee: Black and White" (WUWM Radio)

Wisconsin Associated Press – A statewide competition (2 awards)

- Enterprise Reporting
"Prostitution in Milwaukee" (Marge Pitrof)
- Best Sports Story
"Milwaukee Wiffle League" (Bob Bach)

Wisconsin Broadcasters Association - A statewide competition (14 awards)

- Best News Operation of the Year (for Large Market Radio): WUWM
- Hard News/Investigative: 1st Place
"Prostitution in Milwaukee" (Marge Pitrof)
- Hard News/Investigative: 3rd Place
"Project Milwaukee: Black and White" series and forum (WUWM Radio)
- Feature: 1st Place (tie)
"Winter Dance Party -- 50 Years On" (Stephanie Lecci)
- Feature: 2nd Place
"Luxury Cars Selling Despite Recession" (Erin Toner)
- Best use of Audio in Radio News: 1st Place
"Recruits Get Taste of Boot Camp" (Erin Toner)
- News Writing: 1st Place
Susan Bence compilation: "Gays Mills Moving," "Bradley Tech's Green Garage"
- News Writing: 3rd Place
Ann-Elise Henzl compilation: "Paczki Day," "Pets & the Economy" (Ann-Elise Henzl)
- Sportscast or Sports Report: 2nd Place
"The Milwaukee Wiffle League" (Bob Bach)

- Sportscast or Sports Report: 3rd Place
"Kickball: The Journey of an Adult on the Field" (LaToya Dennis)
- Special Interest: 1st Place
"Gay Softball World Series" (Dan Harmon, *Lake Effect* intern Joel Van Haren)
- Editorial/Commentary: 1st Place
"Climate Change and Common Sense" Eric Hansen, *Lake Effect*)
- Editorial/Commentary: 2nd Place
"Crows, Gates, and White Privilege" (Peggy Hong, *Lake Effect*)
- Annual Special Awards Category: Best Coverage of the Economic Downturn: 1st Place
"Economy Taking a Toll" (WUWM Newsroom)

❑ **UW-MILWAUKEE EXPERTS ASSIST WUWM'S LOCAL COVERAGE**

WUWM regularly uses UW-Milwaukee faculty and staff to add perspective and background to its news coverage and for and *Lake Effect*.

In the News: July 1, 2009

Clifford Mortimer, retired head of the Great Lakes Water Institute talked with Susan Bence about his research.

In the News: July 30, 2009

Mike Westendorf from the UW-Milwaukee Innovative Weather Center talked with Erin Toner about the cool summer.

Lake Effect: July 7, 2009

David Hekman is an assistant professor of management in the Sheldon Lubar School of Business at UW-Milwaukee, and the lead author of an article on whether racial and gender biases influence customer satisfaction.

Lake Effect: July 7, 2009

Dave Haseman is Director of the Center for Technology Innovation at UW-Milwaukee and a regular contributor to Lake Effect on computers, software and high-tech.

The Chancellor's Report: July 2, 2009

UW-Milwaukee Chancellor Carlos Santiago discussed the impact of the new state budget and how the campus will aim future planning around available resources. He also shared that ground has been broken on a new student housing project and an award for UWM athletics.

UWM Today: July 9, 2009

Tom Luljak talked with Pam Conine, Clinical Assistant Professor of Exceptional Education at UW-Milwaukee about the University's sign language program.

UWM Today: July 16, 2009

Tom Luljak talked with Danae Davis, Director of Pearls for Teen Girls and Jean Bell-Calvin, Director of UW-Milwaukee's Silver Spring Nursing Center.

UWM Today: July 23, 2009

Tom Luljak talked with Ron Hines Associate Director of the Children's Research Institute and a professor of Pediatrics at the Medical College of Wisconsin and with Dave Petering a UW-Milwaukee's distinguished professor of chemistry and bio-chemistry. They talked about the new Children's Environmental Health Sciences Core Center.

UWM Today: July 30, 2009

A new study at UW-Milwaukee says that the world may be getting cooler. Tom Luljak talked with Kyle Swanson a professor of atmospheric science in UW-Milwaukee's College of Mathematical Sciences.

Lake Effect: August 3, 2009

Jessica Bergstrom is an associate researcher for the Center for Urban Population Health, which is a partnership between the University of Wisconsin School of Medicine and Public Health, Aurora Health Care and the University of Wisconsin –Milwaukee. She conducted the research on the state of breast cancer incidence in eight southeastern Wisconsin counties for the Milwaukee affiliate of Susan G. Komen Foundation.

Lake Effect: August 3, 2009

Margo Anderson is a professor of history and urban studies at UW-Milwaukee. Victor Greene is Professor Emeritus of History. They edited the book "Perspectives on Milwaukee's Past". The book highlights some topics that haven't been given the attention they deserve.

Lake Effect: August 4, 2009

Dave Haseman is Director of the Center for Technology Innovation at UW-Milwaukee, and a contributor to Lake Effect on computers, software and high-tech. He gave Dan Harmon an update on Web 2.0 and social networking sites.

Lake Effect: August 10, 2009

Barbara Ley is an assistant professor in the Department of Journalism and Mass Communications at UW-Milwaukee. Her new book is called "From Pink to Green: Disease Prevention and the Environmental Breast Cancer Movement."

Lake Effect: August 12, 2009

Jenny Watson is an associate professor of German and Scandinavian literature at UW-Milwaukee. She's the editor of "German Milwaukee", published by Arcadia and written by members of the class by the same name that she taught at UW-Milwaukee.

Lake Effect: August 18, 2009

Mordecai Lee, Professor of Governmental Affairs at UW-Milwaukee School of Continuing Education and a frequent contributor to Lake Effect. He sized up Governor Doyle's announcement that he won't seek re-election.

Lake Effect: August 20, 2009

Jean Creighton is the Director of the Manfred Olson Planetarium at the UW-Milwaukee and a regular contributor to Lake Effect. She explained the difference between comets, asteroids and meteorites.

Lake Effect: August 25, 2009

Milwaukee based artist Roy Staab spoke with Bonnie North in the gallery at the UW-Milwaukee Institute of Visual Arts in the Kenilworth Building on the east side of Milwaukee. He spoke about the exhibition.

Lake Effect: August 31, 2009

Aaron Schiller is a visiting professor of Philosophy at UW-Milwaukee. He edited the collection of essays "Stephen Cobert and Philosophy: I am Philosophy" (and so Can You!) He spoke with Bonnie North.

Chancellor's Report: August 6, 2009

Carlos Santiago reflected on his first five years as Chancellor of the University of Wisconsin - Milwaukee. He discussed academic growth, expansion of research on the campus, the acquisition of land and fund raising.

UWM Today: August 20, 2009

Tom Luljak discussed a study that looks at new ways of treating depression in the Latino community. Guests include Azara Santiago-Rivera, Professor of Educational Psychology at UW-Milwaukee and Jonathon Kanter, Assistant Professor of Clinical Psychology at UW-Milwaukee.

UWM Today: August 27, 2009

Tom Luljak talked with Milwaukee's Poet Laureate Susan Fear who also teaches in UW-Milwaukee's Department of English.

In the News: September 8, 2009

UW-Milwaukee Governmental Affairs Professor Mordecai Lee spoke with Bob Bach about the decision by some schools not to carry President Obama's address to students.

In the News: September 16, 2009

Stan Stojkovic, Dean at UW-Milwaukee School of Social Welfare spoke with Erin Toner about the serial killer investigation.

In the News: September 28, 2009

Mike Westendorf, meteorologist from the UW-Milwaukee Innovative Weather Center spoke with Erin Toner about the abrupt cold wind.

In the News: September 30, 2009

UW-Milwaukee Governmental Affairs Professor, Mordecai Lee spoke with Marti Mikkelsen about the Governor's race in Wisconsin.

Lake Effect: September 2, 2009

Lake Effect contributor and author Liam Callanan teaches in the English Department at UW-Milwaukee and PhD program in creative writing. He detailed the challenge of back to school shopping.

Lake Effect: September 8, 2009

John Koethe was Milwaukee's first poet-laureate; his new poetry collection is called "Ninety Fifth Street". He will soon retire from his post as a Distinguished Professor of Philosophy at UW-Milwaukee.

Lake Effect: September 9, 2009

Margo Anderson is a professor of history and urban studies at UW-Milwaukee. Victor Greene is a professor of history. They edited the book "Perspectives on Milwaukee's Past" They hope to encourage further research on Milwaukee's past.

Lake Effect: September 14, 2009

Jenny Watson is an associate professor of German and Scandinavian literature at UW-Milwaukee. She's the editor of "German Milwaukee" published by Arcadia and written by members of a class by the same name she taught at UW-Milwaukee

Lake Effect: September 15, 2009

Mike Lovell is the Dean of UW-Milwaukee's College of Engineering and Applied Science, Stan Jaskolski is the Marquette Opus Dean of Engineering; and Tom Bray is Dean of Applied Research at the Milwaukee School of Engineering. They spoke with Mitch Teich. The three schools are partners in the new Southeastern Wisconsin Energy Technology Research Center, which announced its first round of funded research projects. It's the first time the three schools' of engineering have undertaken such a sizeable collaboration.

Lake Effect: September 16, 2009

Barbara Ley is an assistant professor in the Department of Journalism and Mass Communications at UW-Milwaukee. Her book titled "From Pink to Green: Disease Prevention and the Environmental Breast Cancer Movement" focuses on prevention efforts rather than treatment.

Lake Effect: September 17, 2009

Jim Hazard, Professor Emeritus in the Department of English at UW-Milwaukee, read from his book "In the Harbor" He is a poet and has written several books.

Lake Effect: September 23, 2009

Milwaukee documentary film maker Janet Fitch received her Master's Degree in Journalism and Mass Communications from UW-Milwaukee. Her newest film is called "Emerging Conversations on Gun Violence" It's the third in her award winning three part documentary series called "Guns, Grief and Grace in America"

Lake Effect: September 29, 2009

Susan Bence spoke with Mark Harris, the acting Dean of UW-Milwaukee's School of Freshwater Sciences. The 6th Biennial State of Lake Michigan conference was held in Milwaukee.

The Chancellor's Report: September 3, 2009

Chancellor Carlos Santiago marked his five-year anniversary at UW-Milwaukee on July 15th. In this program, Dr. Santiago looked at what needs to happen in the next five years. He said it is time for a new approach to higher education in Wisconsin.

UWM Today: September 10, 2009

Tom Luljak talked with Sandra T Martell, Assistant Professor of Educational Psychology at UW-Milwaukee and Dawn Scher Thomae Anthropology Collections Manager and Associate curator at Milwaukee's Public Museum.

UWM Today: September 17, 2009

Tom Luljak talked to John Stropes Director of Guitar Studies at UW- Milwaukee about Finger Style Guitar Playing.

UWM Today: September 24, 2009

Tom Luljak discussed an international network studying fresh water with one of the leaders of the initiative John Dellinger, Professor of Health Sciences at UW-Milwaukee.

In the News: October 21, 2009

Stan Stojkovic, Dean of the School of Social Welfare at UW-Milwaukee talked with Ann-Elise Henzl about crime being down in Milwaukee.

Lake Effect: October 6, 2009

Dave Haseman is Director of the Center for Technology Innovation at UW-Milwaukee and a regular contributor to Lake Effect on computers, software and high-tech. He spoke with Dan Harmon about phone "apps".

Lake Effect: October 7, 2009

Ian Harris is Professor Emeritus in the Department of Educational Policy and Community Studies at UW-Milwaukee and author of the Global Directory of Peace Studies and Conflict Study Program. He's also President of the International Peace Research Association Foundation.

Lake Effect: October 13, 2009

Marc Levine is Senior Fellow and Founding Director of the Center for Economic Development at the Center for Economic Development at UW-Milwaukee, and the author of a report called "The False Promise of Entrepreneurial University: Selling Academic Commercialism as an "Engine" of Economic Development in Milwaukee. The report calls into question whether water can be the driving force behind our economy, and, if so, whether UW-Milwaukee is the place where it can happen.

Lake Effect: October 15, 2009

Bill Watson is the head of the acting program at UW-Milwaukee; Andrew Edwin Voss is a senior in the program. They both made their Milwaukee Chamber Theater debuts in "Picnic" which played at the Broadway Theater Center. They spoke with Bonnie North.

Lake Effect: October 21, 2009

Lake Effect contributor, Bob Greenstreet is Dean of the UW-Milwaukee School of Architecture and Urban Planning and Director of Planning and Design for the City of Milwaukee. He talked with Dan Harmon about the Solar Decathlon competition. A group of UW-Milwaukee students are designing a cutting edge solar home for the Department of Energy competition.

Lake Effect: October 22, 2009

Jean Creighton is the Director of the Manfred Olson Planetarium. She discussed how stars are named.

Lake Effect: October 23, 2009

Ira Glass is host of Chicago Public Radio's "This American Life" which airs on WUWM. He spoke with Mitch Teich before he spoke at an UW-Milwaukee Distinguished Lecture series.

Lake Effect: October 26, 2009

Mark Kass is the Editor of The Business Journal of Milwaukee. Rob Henken is the President of the Milwaukee based Public Policy Forum. Peter Maier is an associate scientist with the UW-Milwaukee Center for Urban Initiatives and Research. The organizations have recently formed a partnership to conduct surveys looking at key issues facing the area.

The Chancellor's Report: October 1, 2009

UW-Milwaukee Chancellor Carlos Santiago reported on record student enrollment, online education programs and partnerships between UW-Milwaukee and Milwaukee area corporations and nonprofits.

UWM Today: October 8, 2009

Tom Luljak discussed helping young people succeed in school by making sure they can read at an early age. Guests include Karen Stoiber, professor of Educational Psychology in the School of Education at UW-Milwaukee and Vera Leezer, a head start teacher.

UWM Today: October 15, 2009

Tom Luljak talked with Wade Hobgood, Dean of the Peck School of the Arts at UW-Milwaukee, about the upcoming Fall schedule.

UWM Today: October 22, 2009

Tom Luljak talked with the men and women's Head Basketball coaches at UW-Milwaukee, Rob Jeter and Sandy Botham.

UWM Today: October 29, 2009

Tom Luljak talked with Mike Lovell, Dean of UW-Milwaukee's College of Engineering and Applied Science, about the ANSYS Institute for Industrial Innovation at UWM.

Lake Effect: November 3, 2009

Dave Haseman is Director of the Center for Technology Innovation at the UW-Milwaukee, and a regular contributor to Lake Effect on computers, software and high-tech.

Lake Effect: November 18, 2009

Bob Greenstreet is Dean of the UW-Milwaukee School of Architecture and Urban Planning and Chair of City Development for the City of Milwaukee, and a regular Lake Effect contributor on architecture and design. He talked with Dan Harmon about "pushing the envelope"

Lake Effect: November 18, 2009

Kate Kramer's "day job" is Deputy Director of the Center for 21st Century Studies at UW-Milwaukee. She is also a working artist and teaches a series of workshops on the business of art.

Lake Effect: November 19, 2009

Jean Creighton is the Director of the Manfred Olson Planetarium at UW-Milwaukee and regular astronomy contributor. She talked about other planets orbiting other stars.

The Chancellor's Report: November 5, 2009

Chancellor Carlos Santiago participated in a conference which focuses on how great lakes water resources might be developed by 2015. Also, UW-Milwaukee students participated in the US Department of Energy's Solar Decathlon in Washington DC. He also discussed the launch of a new Hmong Studies Certificate program.

UWM Today: November 12, 2009

Tom Luljak talked with Cheryl Ajitutu, Associate Professor of Anthropology and Associate Director of the Culture and Communities program at UW-Milwaukee.

UWM Today: November 19, 2009

Tom Luljak talked with UW-Milwaukee Athletic Director and former Packer George Koonce about UW-Milwaukee's athletic program.

In the News: December 2, 2009

Rob Riciigliano, Director of Institute of World Affairs at UW-Milwaukee, analyzed Obama Afghan troop strategy.

In the News: December 3, 2009

John Janssen with Great Lakes Water Institute at UW-Milwaukee talked with Susan Bence about the Asian carp.

In the News: December 7, 2009

Val Klump of the UW-Milwaukee Great Lakes Water Institute talked with Susan Bence about the "Currency of Water"

In the News: December 7 and December 8, 2009

Mike Kurz from the UW-Milwaukee Innovative Weather Center spoke with Ann-Elise Henzl about "major snow storm on the way"

In the News: December 9, 2009

Marc Levine, from the UW-Milwaukee Center for Economic Development, talked with Ann-Elise Henzl on "The Currency of Water"

In the News: December 10, 2009

Marc Levine, UW-Milwaukee Center for Economic Development and Sandra McLellan, from the UW-Milwaukee Great Lakes Water Institute spoke with Ann-Elise Henzl.

In the News: December 14, 2009

Mordecai Lee, UW-Milwaukee Department of Governmental Affairs talked with Bob Bach and gave an analysis of Governor Jim Doyle's call for a special session regarding MPS governance.

In the News: December 23, 2009

Mike Westendorf from the UW-Milwaukee Innovative Weather Center spoke with Ann-Elise Henzl about icy conditions expected for Christmas Eve travel.

Lake Effect: December 4, 2009

Marc Levine is Senior Fellow and Founding Director of the Center for Economic Development at the Center for Economic Development at UW-Milwaukee and the author of a report called "The False Promise of the Entrepreneurial University: Selling Academic Commercialism as an "Engine" of Economic Development in Milwaukee

Lake Effect: December 8, 2009

Dave Haseman is Director of the Center for Technology Innovation at the UW-Milwaukee; he spoke with Dan Harmon about "cloud computing".

Lake Effect: December 11, 2009

Val Klump is a senior scientist and Director of the Great Lakes Water Institute at UW-Milwaukee, Rebecca Klaper is a Shaw Associate Scientist at the Institute. They spoke with Mitch Teich as a part of Project Milwaukee series, "The Currency of Water"

Lake Effect: December 14, 2009

Mark Kass is the Editor of the Business Journal of Milwaukee. Rob Henken is the President of the Milwaukee based Public Policy Forum. The organizations with the UW-Milwaukee Center for Urban Initiatives and Research, have formed a partnership to conduct surveys looking at key issues facing the area. They spoke with Mitch Teich for the monthly "Down to Business" segment.

Lake Effect: December 15, 2009

Lois Quinn is a senior researcher with the Employment and Training Institute at UW-Milwaukee. They are collecting and analyzing the "vital signs" for metropolitan Milwaukee. The Vital Signs are six metropolitan Milwaukee economic indicators measuring the impact on the economy is having on the health of our communities

Lake Effect: December 24, 2009

Jean Creighton is Director of the Manfred Olson Planetarium at UW-Milwaukee. She spoke about the darkest time of the year.

Lake Effect: December 29, 2009

Thandeka Chapman is an associate professor in the Department of Curriculum and Instruction at UW-Milwaukee. She spoke about how suburban classrooms are changing.

The Chancellor's Report: December 3, 2009

UW-Milwaukee Chancellor, Carlos Santiago, reflected on his recent trip to Israel as part of the Governor's trade mission and also discussed moving forward on the University's infrastructure projects and the upcoming departure of Provost Dr. Rita Cheng.

UWM Today: December 17, 2009

Tom Luljak talked with the new Dean of the Business School at UW-Milwaukee, Tim Smunt. They discussed how universities prepare the next generation of business women and businessmen when we are still feeling the effects of the recession.

UWM Today: December 24, 2009

Tom Luljak, talked with Pam Conine, Clinical Assistant Professor of Exceptional Education at UW-Milwaukee about the University's sign language program.

UWM Today: December 31, 2009

Tom Luljak talked with Barbara Meyer, Professor and Chairperson of Human Movement Sciences at UW-Milwaukee. They talk about "Emotional Intelligence" and how athletic performance can be improved by helping athletes to think differently.

In the News: January 4, 2010

LaToya Dennis spoke with UW-Milwaukee Governmental Affairs professor, Mordecai Lee, about the Milwaukee Public Schools Public Hearing.

In the News: January 7, 2010

Erin Toner spoke with Mike Westendorff of the UW-Milwaukee Innovative Weather Center about an early January snow storm.

In the News: January 12, 2010

LaToya Dennis spoke with Margo Anderson, a professor in the UW-Milwaukee History Department, about the 2010 census.

In the News: January 13, 2010

LaToya Dennis spoke with Patrick Bellegarde-Smith, a professor in the Africology Department at UW-Milwaukee about what's next for Haiti.

In the News: January 25, 2010

Marti Mikkelson spoke with John Bohte, a professor in the Department of Political Science at UW-Milwaukee, about what Governor Doyle might include in his "State of the State" address.

Lake Effect: January 5, 2010

Mordecai Lee is a professor of Governmental Affairs at the UW-Milwaukee School of Continuing Education. He formerly served in the Wisconsin State Assembly and the State Senate. He talked with Mitch Teich about the eight contenders for the Lieutenant Governor's seat, plus some individuals who are not on the ballot.

Lake Effect: January 5, 2010

Dave Haseman is Director of the Center for Technology Innovation at UW-Milwaukee. He spoke with Dan Harmon about the changing face of I.T. training.

Lake Effect: January 18, 2010

Enrique Figueroa, Director of the Roberto Hernandez Center at UW-Milwaukee, and Assistant to the Provost for Latino Affairs, and Marc Levine, Senior Fellow and the founding director at the UW-Milwaukee Center for Economic Development were a part of "Project Milwaukee: Black and White" a forum on race relations.

Lake Effect: January 25, 2010

Val Klump is a senior scientist and Director of the Great Lakes Water Institute at UW-Milwaukee. Rebecca Klaper is a Shaw Associate Scientist at the Institute. They spoke about "The Currency of Water"

Lake Effect: January 28, 2010

McGee Young is Assistant Professor of Political Science at Marquette University. Glen Jeanson is Professor of History at UW-Milwaukee. They spoke with Mitch Teich about President Obama's "State of the Union" address and the reactions from Wisconsin congressional leaders.

Lake Effect: January 28, 2010

Jean Creighton is the Director of the Manfred Olson Planetarium at the University of Wisconsin Milwaukee. She spoke with Bonnie North about Trans-Neptunian Objects.

The Chancellor's Report: January 7, 2010

The UW Board of Regents approved planning for the first phase of the UW-Milwaukee School of Freshwater Sciences. But that project and others are still facing criticism by some faculty members. UW-Milwaukee Chancellor Carlos Santiago addresses their concerns and outlines what efforts are still needed.

UWM Today: January 14, 2010

Tom Luljak talked with Sam White, Professor of Urban Planning and Associate Dean of UW-Milwaukee's School of Continuing Education about building a water industry sector in Wisconsin.

UWM Today: January 21, 2010

Tom Luljak talked with Eva Barczak, the Director of UW-Milwaukee Libraries, and Molly Mathias coordinator of the new Daniel M. Soref Learning Commons in the Golda Meir Library at UW-Milwaukee.

UWM Today: January 28, 2010

Tom Luljak talked with Wade Hobgood Dean of the Peck School of the Arts and UW-Milwaukee about upcoming events.

In the News: February 8, 2010

Erin Toner spoke with Mike Westendorf from the UW-Milwaukee Innovative Weather Center about the winter storm.

In the News: February 9, 2010

Erin Toner spoke with Mike Westendorf from the UW-Milwaukee Innovative Weather Center about the winter storm.

In the News: February 17, 2010

Ann Elise Henzl spoke with Barbara Meyer a sports psychology consultant in the UW-Milwaukee's College of Health Sciences. Meyer consults with Olympic athletes.

In the News: February 24, 2010

Susan Bence talked with Belden Paulson, retired faculty member from the UW-Milwaukee Department of Political Science, about an attempt at a rural sustainable community called "High Wind" outside of Plymouth, WI.

Lake Effect: February 2, 2010

Dan Harmon spoke with technology commentator, Dave Haseman, about the new Windows 7 operating system. Haseman is the Director of the Center for Technology Innovation at the University of Wisconsin – Milwaukee.

Lake Effect: February 10, 2010

Greg Thompson is an assistant professor of architecture at UW-Milwaukee, and faculty advisor on the UW-Milwaukee Meltwater House project. The house was on display at the 2010 Milwaukee/NARI Home Improvement Show.

Lake Effect: February 18, 2010

Jean Creighton, Director of the UW-Milwaukee Manfred Olson Planetarium, discussed the effect on scientific research that fewer manned space missions could cause.

Lake Effect: February 19, 2010

Researcher, Lois Quinn, helped make sense of the latest economic data out of Milwaukee. Quinn is a senior research scientist with the UW-Milwaukee School of Continuing Education. She compiled and analyzed the data from the Vital Signs project for the Greater Milwaukee Foundation.

February 23, 2010

Bob Greenstreet, Dean of UW-Milwaukee's School of Architecture and Urban Planning and Director of Planning and Design for the City of Milwaukee, spoke with Dan Harmon about large scale developments in progress in Milwaukee.

Lake Effect February 26, 2010

Joe Hanreddy is in his final season as the Artistic Director of the Milwaukee Rep. He joined the faculty at the UW-Milwaukee Peck School of the Arts and will be the director of the new Fellowship in Directing and Design Program. He spoke with Bonnie North.

The Chancellor's Report: February 4, 2010

UW-Milwaukee Chancellor, Carlos Santiago, discussed the remarks he recently made to the campus community, "Places, Partners and Footprints: Laying the Groundwork for UWM's Future."

UWM Today: February 11, 2010

UW-Milwaukee's Institute of World Affairs celebrates its golden anniversary. Tom Luljak talked to the Director of the Institute, Rob Ricigliano, and Assistant Director Susan Yelich-Biniecki

UWM Today: February 18, 2010

Tom Luljak talked with Sandra T Martell, Assistant Professor of Educational Psychology at UW-Milwaukee and Dawn Scher Thomae Anthropology Collections Manager and Associate curator at Milwaukee's Public Museum.

UWM Today: February 25, 2010

Tom Luljak talked with Carson Smith, Assistant Professor in UW-Milwaukee's Department of Human Movement Sciences, about exercise benefiting people and helping to ward off Alzheimer's

In the News: March 22, 2010

Susan Bence interviewed Tim Ehlinger, Associate Professor of Biological Sciences at UW-Milwaukee, for a story on Waukesha – Wauwatosa water.

In the News: March 25, 2010

Stan Stojkovic, Dean of the Helen Bader School of Social Welfare, spoke with Marti Mikkelsen about the state's early release program.

Lake Effect: March 2, 2010

Tech commentator, Dave Haseman, discussed the impact of online movie rentals on the relevance of the DVD. Haseman is Director of the Center for Technology Innovation at UW-Milwaukee.

Lake Effect: March 17, 2010

Lois Quinn is a Senior Research Scientist with the Employment and Training Institute at UW-Milwaukee's School of Continuing Education, and is compiling and analyzing the economic indicator data from the project called Vital Signs for the Greater Milwaukee Foundation. She spoke about the latest report.

Lake Effect: March 17, 2010

Glen Jeanson and Dave Lurhssen are the authors of "Changing Times: The Life of Barack Obama." Jeanson is a professor of history at UW-Milwaukee and Lurhssen is the arts and entertainment editor of The Shepherd Express. They spoke about their book.

Lake Effect: March 17, 2010

Brent Hansford is the new Director of the Milwaukee Debate League. Kathryn Olson is a professor of communication at UW-Milwaukee and faculty liaison to the league. This is the first year that UW-Milwaukee is serving as the official university partner for the league. They explained the league's mission.

Lake Effect: March 17, 2010

Bob Greenstreet is Dean of UW-Milwaukee's School of Architecture and Urban Planning and Chair of City Development for the City of Milwaukee. He said that the recent major earthquake in Chile had some impact on architecture education in Milwaukee. He spoke with Dan Harmon.

Lake Effect: March 18, 2010

Wisconsin's early release program for some prisoners is causing controversy and UW-Milwaukee's Tom LeBel helps understand the issues. LeBel is an assistant professor in the Department of Criminal Justice at the Helen Bader School of Social Welfare at UW-Milwaukee. He spoke with Stephanie Lecci.

Lake Effect: March 18, 2010

Jean Creighton, Director of the UW-Milwaukee Manfred Olson Planetarium explained what spring means to astronomers.

The Chancellor's Report: March 4, 2010

UW-Milwaukee Chancellor Carlos Santiago said that despite opposition, the University must move forward if it wants to continue to be a successful institution. He also discussed a new athletic arena on the campus and a new site being considered as the home for the UW-Milwaukee's School of Freshwater Sciences.

UWM Today: March 11, 2010

Tom Luljak talked with Cindy Petrites, the Career Counselor for UW-Milwaukee's Alumni Association, about finding a job in today's economic climate.

UWM Today: March 18, 2010

The question of what we should eat is one that we face every day. It's up to each of us to make the decision of what to put into our bodies. Lora Taylor de Oliveira is Clinical Assistant Professor in the Department of Health Sciences in UW-Milwaukee's College of Health Sciences. She spoke with Tom Luljak about our diets.

UWM Today: March 25, 2010

Tom Luljak talked with Jim Schmidt, Veteran Certifying Official at UW-Milwaukee about helping to make the transition from the military to college easier for veterans.

In the News: April 20

Susan Bence interviewed Dave Gilbert from the UW-Milwaukee Foundation about the butterfly habitat hearing.

In the News: April 26

Ann Elise Henzl spoke with UW-Milwaukee Governmental Affairs professor, Mordecai Lee, about the Fall election preview.

In the News: April 27, 2010

Ann Elise Henzl spoke with UW-Milwaukee Political Science Professor, Tom Holbrook about Dick Leinenkugel entering the race for Senator Feingold's seat.

Lake Effect: April 6, 2010

Dan Harmon spoke with Dave Haseman, the Director of the Center for Technology Innovation at UW-Milwaukee's School of Business. They discussed the iPad and all of the hype surrounding it.

Lake Effect: April 20, 2010

Jan Allen is Director of Business, Engineering and Technology for the UW-Milwaukee School of Continuing Education and Patricia Arredondo is Associate Vice Chancellor for Academic Affairs and Dean of the School of Continuing Education. They spoke with Stephanie Lecci about "The Women Leaders – Not Business as Usual" conference.

Lake Effect: April 21, 2010

Bob Greenstreet is the Dean of the School of Architecture and Urban Planning at UW-Milwaukee. He spoke with Dan Harmon about, the past, present and future of public housing.

Lake Effect: April 22, 2010

Jean Creighton is Director of the Manfred Olson Planetarium at UW-Milwaukee. She spoke about the "birth" of a star.

Chancellor's Report – April 1, 2010

The Public Policy Forum of Milwaukee recently introduced its new Metro Milwaukee Innovation Index. UW-Milwaukee Chancellor, Carlos Santiago, discussed how higher education and UW-Milwaukee influences the index indicators. He also discussed community fund raising, the passing of Joseph Zilber and student protests over tuition costs.

UWM Today – April 8, 2010

Tom Luljak talked with Bevan Baker, Health Commissioner for Milwaukee, and Steve Percy, Acting Dean for UW-Milwaukee's new School of Public Health.

UWM Today – April 15, 2010

Tom Luljak talked with Laurie Marks, Director of the Center for Volunteerism and Student Leadership at UW-Milwaukee, about giving back to the Community.

UWM Today – April 22, 2010

Tom Luljak talked with Nigel Rothfels, Director of Undergraduate Research at UW-Milwaukee and Anita Manogaran, STEM coordinator at UW-Milwaukee, about Undergraduate Research at the University.

UWM Today – April 29, 2010

Tom Luljak talked with Charles Pruitt, President of the UW Board of Regents, and with Mike Spector Vice President of the Board, about what its like to run the huge enterprise known as the University of Wisconsin System.

Lake Effect: May 4, 2010

Dave Haseman is the Director of the Center for Technology Innovation at UW-Milwaukee. He spoke with Dan Harmon about employee computer monitoring.

Lake Effect: May 11, 2010

Mordecai Lee analyzes how Wisconsin Senators Kohl and Feingold are in a unique position as they sit on the judiciary committee that will take up the nomination of Elena Kagen to the Supreme Court. Lee is a Professor of Governmental Affairs at UW-Milwaukee School of Continuing Education. He is also a former Wisconsin State Representative and State Senator.

Lake Effect: May 20, 2010

The evening skies offer planet sightings. Jean Creighton is the Director of the Manfred Olson Planetarium at UW-Milwaukee. She told Bonnie North just what can be seen in the evening skies.

Lake Effect: May 21, 2010

What's the connection between UW-Milwaukee students and Harry Potter? UW-Milwaukee English Professor, Liam Callanan, shared that answer with Lake Effect.

Lake Effect: May 27, 2010

UW-Milwaukee Dance Department is staging the early work of Garth Fagan that explored race and identity. Fagan brought his award winning choreography to UW-Milwaukee and spoke with Bonnie North.

The Chancellor's Report: May 6, 2010

UW-Milwaukee Chancellor, Carlos Santiago, discussed the establishment of an Industry & University Cooperative Research Center involving both UW-Milwaukee and Marquette University and a UW-Milwaukee/UW-Madison Intercampus Research Incentive Grant program and a new research position to explore health care transformation.

UWM Today: May 13, 2010

Tom Luljak discussed The Southeastern Wisconsin Energy Technology Research Center organized by UW-Milwaukee, MSOE, and Marquette University. Guests include Mike Lovell, Dean of UW-Milwaukee's College of Engineering and Applied Science, Rich Koehl, Director of Kohler Alternative Energy and Ram Pai, Director of Advanced Technology Labs at Rockwell Automation.

UWM Today: May 20, 2010

Tom Luljak talked with Wade Hobgood, Dean of the Peck School of the Arts, and Ed Burgess, Chair of UW-Milwaukee's Dance Department about UW-Milwaukee's Peck School of the Arts upcoming summer schedule.

UWM Today: May 27, 2010

Tom Luljak shared news of the Gathering Waters Festival on Milwaukee's Lakefront. Guests include Kae Don Levy, Festival Coordinator and Mike Carvan, Shaw Associate Scientist at UW-Milwaukee's Great Lakes Water Institute.

In the News: June 4, 2010

UW-Milwaukee Chancellor, Carlos Santiago and Val Klump, Director and Senior Scientist, Great Lakes Water Institute at UW-Milwaukee spoke at a Press Conference about the new location for the School of Fresh Water Sciences. The options, remaining at the current Great Lakes Fresh Water location or moving further west in Menomonee Valley.

Lake Effect: June 15, 2010

Dave Haseman is Director of the Center for Technology Innovation at the UW-Milwaukee. He discussed the changes in privacy policies that Facebook rolled out in response to a firestorm of criticism. He spoke with Dan Harmon.

Lake Effect: June 24, 2010

A new medication treatment for children with Tourette Syndrome offers hope for controlling the disorder's tics. Doug Woods is a professor of psychology at UW-Milwaukee. He's also the co-author of a study on the treatment for Tourette syndrome. The paper was published in the Journal of the American Medical Association.

Lake Effect: June 24, 2010

Jane Creighton, Director of the Manfred Planetarium at UW-Milwaukee explained some of the smaller spaces in the sky.

Lake Effect: June 28, 2010

Mark Kass is the editor of the Business Journal, Rob Henken is the President of the non-partisan Public Policy Forum. The two institutions partner with UW-Milwaukee Center for Urban Initiatives and "Research on the Speak Poll" The current poll data tracks public support for various transportation issues, including spending on rail projects, road construction and bus service.

The Chancellor's Report: June 3, 2010

UW-Milwaukee Chancellor, Carlos Santiago, reported on the significance of the Governor's action on a number of capitol projects for the University. He also discussed a visit by the US Vice President to UW-Milwaukee and a scholarship named for race car driver Alan Cowlick.

UWM Today: June 10, 2010

Tom Luljak talked with Eva Barczak, Director of UW-Milwaukee Libraries, and with Chris Barth, Curator of the American Geographical Society Libraries at UW-Milwaukee, about preserving photos.

UWM Today: June 17, 2010

Tom Luljak talked with Michael Zimmer, Assistant Professor of information studies at UW-Milwaukee, about privacy issues involving Facebook.

UWM Today: June 24, 2010

Tom Luljak talked with Brenda Cárdenas, Milwaukee's newest Poet Laureate and Assistant Professor of English at UW-Milwaukee.

❑ OUTREACH

In keeping with the initiative to form partnerships in the community, WUWM participated in a number of activities.

BROADCAST PARTNERSHIPS

- MILWAUKEE JOURNAL SENTINEL
Reporters from the Milwaukee Journal Sentinel offer their perspectives on stories they cover and community events during WUWM's *Lake Effect* program.
- MILWAUKEE MAGAZINE
Reporters from Milwaukee Magazine offer their perspectives on stories they cover and community events during WUWM's *Lake Effect* program.
- BUSINESS JOURNAL
Reporters from The Business Journal offer their perspectives on stories they cover and community events during WUWM's *Lake Effect* program.

PRESENTATIONS

"Fundraising Leadership: Managing Up and The Healthy Station: Your Dashboard for Success" presented by Noel Skarpmoen at the Public Radio Development & Marketing Conference (PRDMC) (July 8 – 10, 2009)

Jason Parry presented at the WE Energies Renewable Energy Learning Exchange (October 8, 2009).

Mitch Teich spoke to a class at Marquette in the Broadcast and Electronic Communications Department about the elements of a radio feature story (Fall 2009).

Ann-Elise Henzl spoke to several journalism classes where she provided WUWM station tours, demonstrated studio equipment and led a discussion. Alverno College (October 19, 2009); Marquette University (November 18, 2009)

Mitch Teich moderated the public panel discussion "Healthcare Reform, America's Crisis: Care, Cost & Competition" at MATC's downtown campus (November 19, 2009).

Bonnie North served on a panel at the Third Annual Summit for Wisconsin's Emerging Arts Leaders (December 3, 2009).

Jason Parry participated in the Helen Bader Institute for Nonprofit Management's discussion entitled "Managing in the current economic climate: Opportunities for nonprofits" (December 11, 2009).

Susan Bence moderated a Shorewood Village Supervisor candidate forum (February 20, 2010).

Mitch Teich moderated the public panel discussion "Violence: A Panel Discussion" at MATC's downtown campus (March 4, 2010).

LaToya Dennis, Dave Edwards, Amanda Shalhoub and Mitch Teich helped present at The Channel 10 Great TV Auction (April 23 – May 1, 2010).

MARKETING PARTNERSHIPS

Visit Milwaukee
East Town Association
Alterra Coffee Roasters
Lynden Sculpture Garden
Milwaukee Film Festival
Milwaukee Repertory Theater
Museum of Wisconsin Art
Footlights- Playbills
Footlights.com
Gathering Waters Festival
Pabst Theater
Riverside Theater
Schauer Art Center
Turner Ballroom

ADVERTISEMENTS

Bay View Compass
The Business Journal
Cedarburg Cultural Center
Concord Chamber Orchestra
Corporate Report Wisconsin
East Town Guide
Milwaukee County Golf Map
Milwaukee Repertory Theater – playbill
Milwaukee Magazine
Milwaukee Press Club
Milwaukee Short Film Festival
Outpost Exchange
The Onion
Schauer Center Playbills
Shepherd Express
Third Coast Digest
UWM Handbook for Students
UWM Post
UWM Sandburg TV
Waukesha Symphony Playbills
Wisconsin Gazette
YWCA Cookbook

WEB ADS

UWMPost.com
Milwaukee Magazine.com
Third CoastDigest.com
Bayviewcompass.com
wisconsin Gazette.com

EVENTS JULY 2009-JUNE 2010

DONOR EVENTS

WUWM Wine Tasting / Fundraiser
WUWM Bookfair / Fundraiser
WUWM VIP Open House – Chase Tower
Edward R. Murrow Reception – John Burnett

**Pabst Theater / Riverside Theater / Turner Hall Ballroom Concerts
7/1/09 to 6/30/10**

The Pabst Theater

The National
Steve Earle
The Capitol Steps
Tracy Chapman
Lucinda Williams
Mike Birbiglia
Son Volt
Margaret Cho
Great Big Sea
Marc Cohn
Hope Sandoval & the Warm
Inventions
Over the Rhine with Vienna Teng
Peter Mulvey
Rodrigo Y Gabriela
Andrew Bird with Dosh
Andrew Bird with St. Vincent
Loud & Rich (Richard Thompson
and Loudon Wainwright III)
The Swell Season
Playing for Change
Brandi Carlile
The Magnetic Fields
The Punch Brothers
The Chieftains
Gaelic Storm
Hot Tuna
Joanna Newsom
Beach House
David Bazan
The 5 Browns
Citizen Cope
Jonsi
Jakob Dylan & Three Legs featuring
Neko Case & Kelly Hogan
Carrie Rodriguez with Tim Easton
Frightened Rabbit
Sharon Jones & The Dap Kings

Turner Hall Ballroom

Pete Yorn
Daniel Johnston
Dar Williams with Stephen Kellogg &
The Sixers
Dougie MacLean
Portugal the Man with Hockey &
Drug Rug
Mat Kearney
Ingrid Michaelson
Thao with The Get Down Stay Down
Mason Jennings
Camera Obscura with Papercuts
Brett Dennen with Grace Potter and
the Nocturnals
Issa
The Subdudes
Langhorne Slim
Ben Gibbard & Jay Farrar
Dr. Dog
Cory Chisel & the Wandering Sons
with Dawes & Jason Boesel
St. Vincent with Wildbirds &
Peacedrums
Jackie Greene
Dan Hicks & the Hot Licks
Cowboy Junkies
The Radiators
Booker T with JJ Grey
Amos Lee with Megan McCormick
Shelby Lynne
Smoking Popes with The Friendly
Lens & So So Radio
Colin Hay
Josh Rouse

The Riverside Theater

Lyle Lovett & His Large Band
Irish Tenors Christmas
The Avett Brothers
David Gray

☐ WUWM VOLUNTEERS MAKE A DIFFERENCE

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

Rik Akey
Courtney Becks
Brad Bethke
Carmen Blanco
Kathleen Bump
Nancy Camden
Anne Cauley
Brigid Cocroft
Sue Conway
Laura D'Agnolo
Claudia Egan
Leanne Freeman
Kathy Geldermann
Larry Geldermann
Mary Hanson
Eric Hau
Laura Hau
Jeremy Herrscher
Jerry Herzog
John Hopkins
Mary Isbister
Lucien Jung
Pat Kissinger
Praveen Krishnamurti
Dan Oberbruner
Jessi Olson
Graeme Reid
Elaine Reis
Dick Steinmetz
Larry Sanders
Kathleen Slamka
Nick Wiczorkowski