



**Powerful ideas.  
Life-changing stories.  
Milwaukee's NPR.**

**POWERED BY YOU! MEMBER-SUPPORTED**  
» IN-DEPTH NEWS » ENTERTAINMENT

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**ABOUT WUWM**

WUWM has served as southeastern Wisconsin's premier listener-supported public radio source providing quality news, public affairs and entertainment since 1964.

Operated by the University of Wisconsin-Milwaukee, WUWM reaches more than 100,000 weekly listeners. WUWM's primary coverage area extends throughout all of the Milwaukee metropolitan area including Racine, Waukesha, and West Bend.

89.7 FM: NPR / IN-DEPTH NEWS broadcasts locally-produced, award-winning, in-depth news, entertainment and music programming, and carries national and international news from NPR, APM, and BBC.

WUWM is a member-supported station, funded primarily by private listener donations, contributions by local businesses and foundations as well as the Corporation of Public Broadcasting and the University of Wisconsin-Milwaukee.

**BECOME A MEMBER TODAY!**

It's easy to join, increase, and renew your WUWM membership.

MON.	TUES.	WED.	THURS.	FRI.		SAT.	SUN.
Morning Edition					4 AM	BBC World Service	BBC World Service
					5 AM		
					6 AM	On the Media	On Being with Krista Tippett
					7 AM	Weekend Edition Saturday	Weekend Edition Sunday
					8 AM		
BBC Newshour					9 AM		
Lake Effect					10 AM	Wait, Wait... Don't Tell Me!	This American Life
Fresh Air with Terry Gross					11 AM	Ask Me Another	Hidden Brain
Here and Now			Here and Now	Here and Now	NOON	TED Radio Hour	Live From Here With Chris Thile
					1 PM	Radiolab	
					2 PM	Planet Money How I Built This	Wait, Wait... Don't Tell Me!
All Things Considered					3 PM	Lake Effect Weekend	
					4 PM	Weekend All Things Considered	
					5 PM	Live From Here With Chris Thile	On the Media
					6 PM		It's Been A Minute
Marketplace					7 PM	Wait, Wait... Don't Tell Me!	Humankind UWM Today
The World					8 PM	Ask Me Another	On Being
The New Yorker Radio Hour	Hidden Brain	Planet Money/ How I Built This	It's Alright, Ma		Quirks & Quarks	Ask Me Another	On Being
Reveal	TED Radio Hour	Freakonomics Radio					
Lake Effect					9 PM	It's Alright, Ma, It's Only Music	This American Life
Fresh Air					10 PM		
BBC World Service					11 PM	etown	BBC World Service
					12 AM - 4 AM	BBC World Service	

# PROGRAMS

## ALL THINGS CONSIDERED® NPR

A vital daily companion to people who strive to stay informed and in touch. Audie Cornish, Ari Shapiro, Kelly McEvers, Michel Martin.

## ASK ME ANOTHER NPR

An hour of puzzles, word games and trivia played in front of (and with) a live studio audience. Ophira Eisenberg & Johnathan Coulton.

## BBC NEWSHOUR/WORLD SERVICE APM

Hear international news, analysis and information from the BBC's most experienced correspondents.

## ETOWN NPR

Live performances by today's top artists along with conversations about the world around us. Nick & Helen Forster.

## FRESH AIR® WITH TERRY GROSS NPR

Listen to daily reports, in-depth interviews and reviews from critics and commentators on music, books, movies, and other cultural phenomena. Terry Gross.

## FREAKONOMICS® RADIO WNYC

In their books *Freakonomics* and *Super-Freakonomics*, Steven D. Levitt and Stephen J. Dubner use the tools of economics to explore real-world behavior. Have fun discovering the hidden side of everything. Each week, hear surprising conversations that explore the riddles of everyday life and the weird wrinkles of human nature—from cheating and crime to parenting and sports. Stephen Dubner.

## HERE AND NOW NPR

*Here and Now* is a vibrant weekday news magazine. It combines news with intelligent conversations about public policy, foreign affairs, science, technology, arts and culture.

## HIDDEN BRAIN NPR

*Hidden Brain* helps curious people understand the world – and themselves. Using science and storytelling, *Hidden Brain*'s host Shankar Vedantam reveals the unconscious patterns that drive human behavior, the biases that shape our choices, and the triggers that direct the course of our relationships.

## HOW I BUILT THIS NPR

Guy Raz hosts *How I Built This*, where innovators, entrepreneurs, and idealists take us through the often challenging journeys they took to build their now iconic companies. Featured guests include the founders of Lyft, Patagonia, Zappos, Spanx, Samuel Adams, Instagram, and more.

## HUMANKIND

*Humankind* presents stories of everyday people who have found real purpose in life and make a profound difference in their communities.

## INVISIBILIA NPR

*Invisibilia* (Latin for all the invisible things) is about the invisible forces that control human behavior - ideas, beliefs, assumptions and emotions. Hosted by Lulu Miller, Hanna Rosin and Alix Spiegel.

## IT'S ALRIGHT, MA, IT'S ONLY MUSIC

### WUWM

Music worth repeating. Each week on *It's Alright, Ma, It's Only Music* hear Bob Reitman weave a reflective, passionate, and historical music adventure on this live two-hour program. Bob & Bobby Reitman.

## LAKE EFFECT WUWM

WUWM's weekday, locally-produced radio magazine features conversations, essays, documentaries, sound portraits, and reports on issues and culture in southeastern Wisconsin.

## LIVE FROM HERE WITH CHRIS THILE APM

The only live music and variety show aired nationwide today. The show features a blend of musical performances, comedy, and collaborations that can't be heard anywhere else. Hosted by Chris Thile, this program draws new, diverse talent to public radio.

## MARKETPLACE® APM

*Marketplace* breaks down the numbers without the hard edge of other financial news programs. Tune in for hot stocks, investment opportunities, job markets, technology, the workplace, and the social side of business. Kai Ryssdal.

## MARKETPLACE WEEKEND® APM

*Marketplace Weekend* gives the week's business and economic news a human voice, guiding listeners through the most fascinating economic stories of the week, exploring what happened, why it matters, who it affects and what happens next.

## MORNING EDITION® NPR

*Morning Edition* is your perfect morning companion: it provides news in context, thoughtful ideas and commentary as well as reviews. Steve Inskeep, Renee Montagne & David Greene.

## THE NEW YORKER RADIO HOUR® WNYC

David Remnick is joined by *The New Yorker's* award-winning writers, editors and artists to present a weekly mix of profiles, storytelling and insightful conversations about the issues that matter plus an occasional blast of comic genius from the magazine's legendary Shouts and Murmurs page.

## ON BEING WITH KRISTA TIPPETT APM

On this weekly, hour-long conversational program Krista and her guests reach beyond the headlines to probe faith and meaning, ethics and new ways of being, amidst the political, ecological, economic, cultural and technological shifts that define 21st century life. Krista Tippett.

## ON THE MEDIA® NPR

This weekly, hour-long program decodes what we hear, read, and see in the media every day, and arms us with critical tools necessary to survive the information age. Brooke Gladstone & Bob Garfield.

## PLANET MONEY NPR

Planet Money explains the economy with playful storytelling and Peabody award-winning deep dive, roll up your sleeves journalism. Robert Smith, Jacob Goldstein, Stacey Vanek Smith, Noel King, Ailsa Chang and Kenny Malone.

## QUIRKS & QUARKS CBC

Every week, the program presents the people behind the latest discoveries in the physical and natural sciences, from the smallest sub-atomic particle to the largest objects in the sky and everything in between.

## RADIOLAB WNYC & NPR

Big questions are investigated, tinkered with and encouraged to grow. Jad Abumrad & Robert Krulwich.

## REVEAL CIR & PRX

Credible, fact based and without a partisan agenda, Reveal combines the power and artistry of "driveway moment" storytelling with data-rich reporting on critically important issues.

## TED RADIO HOUR NPR

An exciting co-production between TED and NPR, *TED Radio Hour* takes a journey through fascinating ideas, astonishing inventions and new ways to think and create. Guy Raz.

## THIS AMERICAN LIFE

Following a theme each week, this program shares stories of life and love through a playful mix of radio monologues, mini-documentaries, "found recordings," and short fiction, giving you plenty of reasons to linger. Ira Glass.

## UWM TODAY WUWM

The University of Wisconsin-Milwaukee plays a vital role in shaping the future of Milwaukee and Wisconsin. Meet the people behind the creativity and discoveries at UWM. UWM Vice Chancellor, Tom Luljak.

## WAIT WAIT...DON'T TELL ME! NPR

This weekly, hour-long quiz program tests your news knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real and what's made up. Peter Sagal.

## WEEKEND ALL THINGS CONSIDERED® NPR

NPR's *Weekend All Things Considered* is a vital companion to people who strive to stay informed and in touch on the weekend. This afternoon news magazine transforms the way listeners understand current events and view the world.

## WEEKEND EDITION® SATURDAY NPR

*Weekend Edition* offers a gentler version of news and features, expanding your world while making sense of the news of the week. Scott Simon.

## WEEKEND EDITION® SUNDAY NPR

*Weekend Edition* combines the news with colorful arts and human-interest features, appealing to the curious and eclectic. With a nod to traditional Sunday habits, the program offers a fix for diehard crossword addicts-word games and brainteasers. Rachel Martin.

## THE WORLD NPR

Each weekday, host Marco Werman and his team of producers bring you the world's most interesting stories in an hour of radio that reminds us just how small our planet really is.