### 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.

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### Program Schedule

<table>
<thead>
<tr>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THURS.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
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</thead>
<tbody>
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<td>4 AM</td>
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<td>6 AM</td>
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<td></td>
<td></td>
<td></td>
<td>On the Media</td>
<td>On Being with Krista Tippett</td>
</tr>
<tr>
<td>7 AM</td>
<td></td>
<td></td>
<td></td>
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<td>Weekend Edition Saturday</td>
<td>Weekend Edition Sunday</td>
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<td>8 AM</td>
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<td>BBC News Hour</td>
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<td>Wait, Wait... Don’t Tell Me!</td>
<td>This American Life</td>
</tr>
<tr>
<td>11 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ask Me Another</td>
<td>Hidden Brain</td>
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<tr>
<td>12 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TED Radio Hour</td>
<td>Live From Here With Chris Thile</td>
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<td>1 PM</td>
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<td></td>
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<td></td>
<td>Radiolab</td>
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<td></td>
<td>Planet Money</td>
<td>Wait, Wait... Don’t Tell Me!</td>
</tr>
<tr>
<td>3 PM</td>
<td></td>
<td></td>
<td>UWM Today</td>
<td></td>
<td>How I Built This</td>
<td></td>
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<tr>
<td>4 PM</td>
<td></td>
<td></td>
<td>Here and Now</td>
<td></td>
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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 & Johnahattan 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.

HUMANIKIND
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 Inseep, 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 the media’s agenda, Reveal combines the power and artistry of “driveway moment” storytelling with data-rich reporting on critically important issues.

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, WHAT...DON’T TELL ME!® NPR
This weekly, hour-long quiz program tests your 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
It’s 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 brain teasers. 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.