This annual report of accomplishments is intended to celebrate the many different elements that make WUWM successful.

We also recognize that none of this would be possible without the generous support of our members, plus contributing corporations and foundations. As we reflect on work of this past year, we understand that it is truly made possible because of the hard work of our talented staff along with the generous support from those who believe in what we do.

Our mission statement says that WUWM will “serve listeners in southeastern Wisconsin with quality news, public affairs and entertainment programs.” In this era of ‘fake news’ and suspicions raised about the media, our station is serving a record number of listeners on multiple platforms. That includes everything from the NPR news magazines, Morning Edition and All Things Considered, to local discussions of important issues produced by our journalists during Lake Effect, Project Milwaukee and Morning Edition.

I am truly proud to work with a creative staff who is always thinking about better ways we can serve our community on a wide variety of platforms. This year alone, we have expanded our work with the Journal Sentinel and Milwaukee PBS. We also partner with many other community groups to extend our content and engage the community.

This is a special partnership that we never take for granted. Thank you for the important role you play in making WUWM successful.

Dave Edwards
General Manager/Director
WUWM LAUNCHED TWO NEW PODCASTS IN FISCAL YEAR 2018
INCLUDING HOW DID YOU DO THAT? AND THE PRETZEL PODCAST.

HOW DID YOU DO THAT? PRETZEL PODCAST
WUWM 89.7

LAKE EFFECT ONSITE

In 2018, Lake Effect launched a new community event series titled Lake Effect Onsite. In front of a live audience, the team explored what makes southeastern Wisconsin's neighborhoods so great. Both events took place in front of sold-out crowds.

ACROSS THE DIVIDE

In collaboration with the Journal Sentinel, WUWM held four Across the Divide events, a series of forums to bring people together to discuss polarizing political topics. Topics discussed included school choice under President Trump, #MeToo and Foxconn.

SLOW BURN

Podcast host Leon Neyfakh of Slow Burn sat down with Lake Effect's Mitch Teich for a special event in May, recorded at UW-Milwaukee's Merrill Hall, hosted by WUWM and UWM’s Center for 21st Century Studies.
SPECIAL SERIES

WUWM is known for its in-depth coverage of important issues facing our community. WUWM News and Lake Effect produced the following special series. Current ongoing offerings include:

CAPITOL NOTES

This weekly series, which airs during Morning Edition, features WUWM reporter Marti Mikkelson and WisPolitics Editor JR Ross, who discuss highlights in Wisconsin politics.

BUBBLER TALK

What’s got you scratching your head about Milwaukee and the region? Bubbler Talk is a series that puts your curiosity front and center. Every Friday, WUWM News reporters and Lake Effect producers answer your questions, allowing you the opportunity to participate in the process.

BEATS ME

WUWM’s beat reporters answer questions from listeners about issues that fall into their beat areas. Each beat reporter completes one report a month. The stories air during Morning Edition and Lake Effect.

LIFE’S VOICES

Annual series that the newsroom airs at the end of each year, focusing on “unsung heroes” and others who are doing important and/or interesting work in the community.

PROJECT MILWAUKEE: TO PROTECT AND SERVE

Police, Community & A Time of Transition
Milwaukee has a fraught history of police-community relations. Leaders and residents are hopeful conditions will improve as the city gets a new police chief. WUWM’s series Project Milwaukee: To Protect and Serve examined the past, present and future of policing.

A recent survey indicated that most Milwaukee residents are somewhat, or very, satisfied with police. Yet many, especially minorities, view the police through a lens of frustration, anger, or even fear.

In March 2018, WUWM’s Newsroom reporters and Lake Effect producers explored the dynamics of the relationship between the police and the community. Stories and interviews focused on the history, what’s working today, where there’s room for improvement, and how Milwaukee could learn from efforts underway in other cities.

To help shape the coverage, WUWM solicited questions and personal stories from the community, in-person and online. The series culminated in a public forum, which was recorded and broadcast on Lake Effect.

» FULL SERIES: WUWM.COM/PROJECTMILWAUKEE

SELECT SEGMENTS

The History of Policing in Milwaukee: From Prevention to Response

Tense Relationship between Police and Community Goes Back Decades

Federal Funds Jeopardize Community Prosecution Program

Initiative Connects Youth and Police to Break Down Stereotypes, Build Trust

Milwaukee Police and County Behavioral Health Tackle Mental Health Together

Freedom Fighters Work to Defuse Conflicts, Provide Alternative to Police

Milwaukee Coalition Works to Improve Community and Police Morale
FINANCIALS

**REVENUE:** $4,503,704

- **43%** MEMBERS (DONORS)
- **36%** UNDERWRITERS
- **13%** UW-MILWAUKEE (Grants and Indirect support)
- **6%** CORPORATION FOR PUBLIC BROADCASTING
- **2%** OTHER

(Includes investment gain (loss), special event income, audio transcripts, royalties, and in-kind property and services)

**EXPENSES:** $4,443,480

- **43%** PROGRAMMING
- **22%** MANAGEMENT & ADMINISTRATION
- **17%** UNDERWRITING
- **8%** FUNDRAISING
- **7%** BROADCASTING
- **3%** PROGRAM INFORMATION

**INDIVIDUAL & FOUNDATION SUPPORT**
Contributions from individuals and foundations were the largest source of revenue to the station’s operating budget.

**BUSINESS SUPPORT**
The business community continued to invest (underwrite) generously in WUWM programming.

**PUBLIC BROADCASTING SUPPORT**
The Corporation for Public Broadcasting® (CPB) provided support through a variety of grants.

**UW-MILWAUKEE, COLLEGE OF LETTERS & SCIENCE**
University of Wisconsin-Milwaukee provides WUWM with support through grants and in-kind donations.
PEOPLE & PROGRAMS

WUWM STAFF

ADMINISTRATION
Dave Edwards - Director/General Manager
Ann Piatt - Assistant to the General Manager
Cheryl Locher - Manager Finance and Administration
Michelle Nobbe - Accounts Receivable/Traffic Specialist
Yvonne Wagner - Business/Fundraising Specialist

PROGRAMMING
Bruce Winter - Program Director
Lauri Jones - Announcer
Rachel Owens - Announcer/Morning Edition Host

WUWM NEWS
Ann-Elise Henzl - News Director
Susan Bence - Environmental News Producer
LaToya Dennis - News Producer
Marti Mikkelson - News Producer
Rachel Morello - Education Reporter
Teran Powell - Eric Von Fellow
Maayan Silver - News Producer

LAKE EFFECT
Mitch Teich - Lake Effect, Executive Producer
Bonnie North - Lake Effect, Producer
Audrey Nowakowski - Lake Effect, Producer
Joy Powers - Lake Effect, Producer

MEMBERSHIP
Kim Matthews - Membership Manager
Susan Koppa McClurg - Major Gifts Specialist
Christine Lamitina - Marketing Specialist
Jennifer McCollum - Membership Specialist

UNDERWRITING - MARKET ENGUNITY
Gina Dragutinovich - Underwriting Manager
Dan Anderson - Underwriting Representative
Erin Frank - Underwriting Representative
Anne Jedrzejczak - Underwriting Representative
Paul Steinhafel - Underwriting Representative

BROADCAST OPERATIONS
Jon Strelecki - Chief Engineer
Jason Rieve - Studio Engineer

INNOVATIVE WEATHER
LTE/STAFF
Mike Westendorf • Lily Chapman • Tyler Hasenstein • Alex Bukvich • Alec Muniz • Tyler Melso

STUDENTS/LTE
Cole Shimke • Cory Rothstein • Aidan Koroski • Andrea Honor • Chelsea Picha • Tim Thielke • Austin Scheib • Alex Oser • Ilijana Mastolic • Jesse Schaefer • Nancy Duque • Devon Bertnick • Alex Moxon • Sara Bernis • Anna Kaminski

INTERNS

LAKE EFFECT
Edyn Herbert - University of Pittsburgh, July – August 2017
Kati Kokal - University of Missouri, July – August 2017
Claudia Delgadillo - UWM, January – May 2018
Lauren Keene - UWM, June – August 2018
Gabrielle Powell - Marquette, June – August 2018
Ben Binversie - UWM, June 2018

NEWS
Amanda Becker - UWM, Summer 2017
Alexandria Groth - Marquette University, (Summer and Fall 2017)

ADVISORY BOARD
Laura Gough (Chairperson) • Helen Ambuel • F. Michael Arnow • Bruce Campbell • Eileen Dubner (Vice-Chair) • Tom Gauthier • Margaret Hickey • Letha Joseph • Bill Koenig • Eric Korbitz • Julie Krawczyk • Laura Lukas • Vivian Moller • Kathy Potos • Karen Ryhan • Robert Remme • Amy L. Shapiro • Beth Weckmueller • David Clark (Ex-Officio Member)

UWM ADMINISTRATION
Mark Mone - Chancellor • Johannes Britz - Vice Chancellor • Dave Clark - Acting Dean College of Letters and Science • Jasmine Alinder - Associate Dean College of Letters and Science

WUWM-PRODUCED PROGRAMS:
Lake Effect • Lake Effect Weekend • It’s Alright, Ma, It’s Only Music • UWM Today

NATIONAL PROGRAMS:
All Things Considered • Ask Me Another • BBC Newshour • BBC World Service • eTown • Fresh Air with Terry Gross • Freakonomics Radio • Here and Now • Hidden Brain • How I Built This • Humankind • Invisibilia • It’s Been A Minute • Live From Here • Marketplace • Morning Edition® • The New Yorker Radio Hour • On Being • On the Media • Radiolab • Reveal • TED Radio Hour • This American Life • Wait, Wait... Don’t Tell Me! • Weekend All Things Considered • Weekend Edition® • The World

INNOVATIVE WEATHER