

IMPACT. REPORT



The mission of Radio Milwaukee requires active participation. We actively strive to make Milwaukee more inclusive and engaged. We actively seek feedback from our listeners, city and community on how we are performing. We actively measure our impact.

An active mission necessitates engaged supporters. People who hear our mission **on air**, read it **online** and see it **on-site** and take action to become a part of it. People like you.



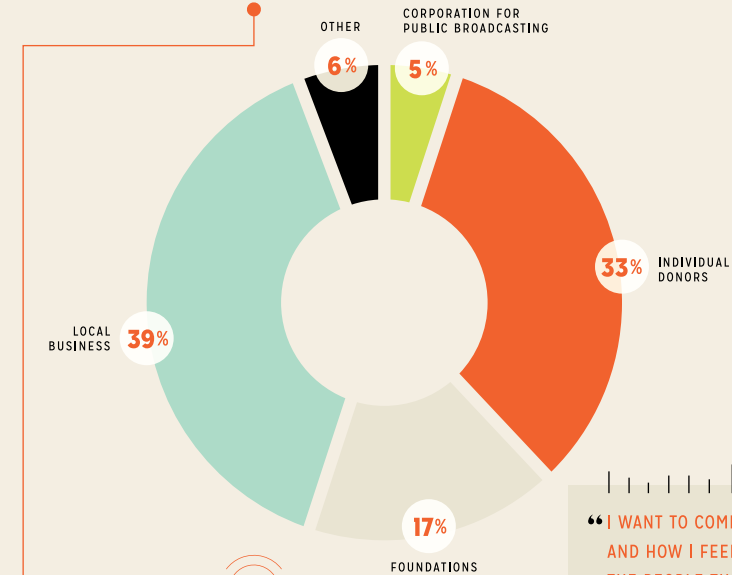
“ WE WERE TALKING ABOUT POSSIBLY LEAVING THE CITY. WE FELT LIKE NO ONE COULD REALLY MAKE IT IN MILWAUKEE. THE VERY NEXT DAY BACKLINE WAS ANNOUNCED, AND I TOOK THAT AS A SIGN. EVER SINCE THEN, SEEING WHAT THE PROGRAM HAS DONE, SEEING ALL OF THE ARTISTS THAT HAVE GONE THROUGH THE PROGRAM, IT’S BEEN ENCOURAGING TO US. ”

Will Bush, Immortal Girlfriend, Backline Class of 2019

This year, we grew programs that support the Milwaukee music scene and a more inclusive tech community, hosted events that brought Community Stories to life and released our first long-form podcast.



Let's take a look back at the impact made possible by your support.



Based on audited 2018 financial information

“I WANT TO COME HERE TO EXPRESS WHO I AM AND HOW I FEEL. I FELT VERY INSPIRED BY THE PEOPLE THAT HAD THE STRENGTH TO GO UP ON STAGE AND SING AND SHARE THEIR GIFT WITH THE WORLD. AND I JUST WANT TO BE ONE OF THOSE PEOPLE TO SHARE MINE.”
Lariyah, Student at Grace Weber's Music Lab

THE MISSION

Through music and stories created for a culturally open-minded community, 88Nine Radio Milwaukee is a catalyst for creating a better, more inclusive and engaged Milwaukee. We reach a new generation of radio listeners with an entertaining and adventurous selection of music and public affairs programming.

We champion Milwaukee – our music, arts and culture, neighborhoods, and community organizations; celebrate diversity; and encourage community engagement – while promoting a positive global identity for Milwaukee.

“SOMETIMES WHEN I THINK OF IMMIGRATION I FOCUS SO MUCH ON MY OWN CULTURE. IT WAS INTERESTING TO HEAR REFUGEE STORIES FROM OTHER COUNTRIES.”

Coming to Milwaukee: Immigration Stories Event Attendee

CATALYST





ON-AIR



GENDER BALANCE

This year, we took a deliberate look at gender in our weekly music meeting to ensure we were adding music equitably and delivering on the inclusivity we strive for in our mission. We're proud to say that in 2019, we've had a gender balanced chart that's reflective of the makeup of our city.

BACKLINE

Six artists were put through the Backline accelerator program in 2019. Multi-instrumentalist Klassik grew his monthly Spotify listeners from 126 to over 36,000. REYNA's single "The Way I Loved You" received write ups in *Billboard* and *Rolling Stone*. Kaylee Crossfire appeared on the Netflix hip-hop competition show, "Rhythm and Flow." And Bravo, Immortal Girlfriend and WebsterX will all be releasing new music in early 2020.



BRAVO
IMMORTAL GIRLFRIEND
KAYLEE CROSSFIRE
KLASSIK
REYNA
WEBSTERX

RHYTHM LAB RADIO

In October, Chicago's urban alternative station Vocolo started carrying Rhythm Lab Radio. For 12 years, Rhythm Lab and 88Nine host Tarik Moody have redefined the urban sound here in Milwaukee and we're excited that the program expanded for new listeners to enjoy.



SPECIAL PROGRAMMING

INTERNATIONAL WOMEN'S DAY

On Friday, March 8, Dori Zori and the ladies of 88Nine took over the airwaves. We played music from our favorite female artists, talked about how they inspire us and celebrated fierce femininity.

THOM YORKE INTERVIEW

Our Music Director Justin Barney was granted a rare, exclusive interview with Radiohead's Thom Yorke. We shared it with the Radio Milwaukee family as a Sunday evening treat.

BON IVER'S *i,i* RELEASE

When Bon Iver dropped their fourth album early, we didn't hesitate. We played the whole thing cover to cover for listeners to enjoy.

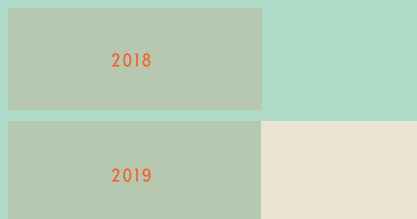
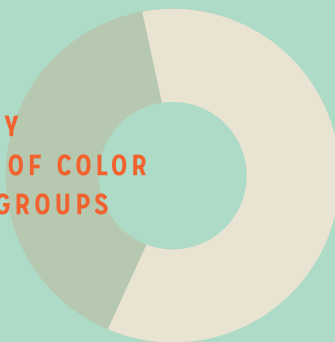
ESSENTIAL 50

If you could only listen to 50 artists for the rest of time, who would they be? This is the question we asked our DJs and, in correlation with our Fall Membership Drive, we let each of them program the station for 12 hours and share their answers with you.



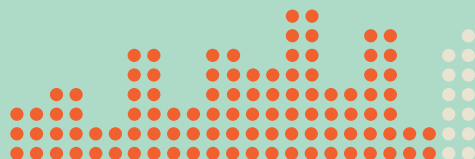
ONLINE

IN 2019, **60%** OF COMMUNITY STORIES FEATURED COMMUNITIES OF COLOR AND OTHER UNDERREPRESENTED GROUPS



WEBSITE PAGE VIEWS INCREASED **40%** FROM THE PREVIOUS YEAR

WEBSITE USERS INCREASED **13%** FROM THE PREVIOUS YEAR



NPR MUSIC

To continue to promote a positive global identity for Milwaukee, we became an NPR Music member station. As an NPR member, we are able to share stories about Milwaukee to a national audience, including articles about Milwaukee's rap and emo scenes and our new artist interview video series "Yours Truly."



BACKSPIN

In July, we released our first long-form, episodic podcast. Backspin details our search for Milwaukee's first hip-hop song, telling a story that's unique to our city. Backspin was featured in a *New York Times* podcast recommendation article.





ON SITE

COMMUNITY STORIES LIVE

For years, our Community Stories have lived on-air and online. This year, we programmed four events that brought stories to life on-site. Coming to Milwaukee, hosted at No Studios, showcased four storytellers vulnerably chronicling their experiences with immigration.

URBAN SPELUNKING: THE BUS TOUR
BACKSPIN: THE BONUS EPISODE
COMING TO MILWAUKEE: IMMIGRATION STORIES
COMMUNITY STORIES: REFLECTION

88NINE LABS

Since the program started in 2018, 88Nine Labs has helped to create two minority-owned, start-up businesses — Musample and Healthy RxICIPES — that are making a positive impact in Milwaukee and beyond. Musample provides artists with automated rights management to ensure they obtain financial return on musical investments; and Healthy RxICIPES creates healthy, affordable and culturally appropriate recipes for its users.

GRACE WEBER'S MUSIC LAB

In its third year, The Music Lab addressed one of the biggest obstacles to students being able to attend: transportation. Working directly with schools, we've setup five transportation hubs that safely bring students to and from each month's program, increasing Lab attendance and regular participation.



INVISIBLE LINES SCREENINGS

Our feature-length documentary *Invisible Lines* continues to make an impact on Milwaukee. We've publicly screened the film 33 times since its 2018 premiere. We also equip each screening with discussion and facilitators guides to help groups create dialogue after watching.

