

**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**AUDITED FINANCIAL STATEMENTS**

Years Ended June 30, 2025 and 2024

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## INDEPENDENT AUDITORS' REPORT

Thomas Gibson, Chancellor  
University of Wisconsin - Milwaukee  
Milwaukee, Wisconsin

### Opinion

We have audited the accompanying financial statements of WUWM Milwaukee Public Radio ("WUWM") as of and for the years ended June 30, 2025 and 2024, and the related notes to the financial statements, which collectively comprise WUWM's basic financial statements as listed in the table of contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective net position of WUWM Milwaukee Public Radio as of June 30, 2025 and 2024, and the respective changes in net position and cash flows thereof for the years then ended in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP").

### Basis of Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the WUWM Milwaukee Public Radio, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

### Emphasis of Matter

As discussed in Note 1, the financial statements present only WUWM Milwaukee Public Radio and do not purport to, and do not present the financial position of the University of Wisconsin – Milwaukee, the UWM foundation, or the University of Wisconsin system as of June 30, 2025 and 2024, the changes in its financial position, or, where applicable, its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

### Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

## **Auditors' Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of WUWM Milwaukee Public Radio's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

### **Required Supplementary Information**

Accounting principles generally accepted in the United States of America require that the required supplementary information, management discussion and analysis, be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

March 13, 2026  
Milwaukee, Wisconsin



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Management's Discussion and Analysis**  
June 30, 2025 and 2024

*This analysis was prepared by WUWM Management to be read in conjunction with the financial statements and notes.*

• **USING THE FINANCIAL STATEMENTS**

WUWM's financial statements are prepared in accordance with the Governmental Accounting Standards Board (GASB). The financial statements include WUWM's funds that are part of the University of Wisconsin - Milwaukee Foundation (UWM Foundation) a non-profit 501(c)(3), the University of Wisconsin - Milwaukee (UWM), and the University of Wisconsin Trust Fund.

The Statements of Net Position includes all assets and liabilities. The difference between assets and liabilities is reported as net position.

Certain significant revenue streams relied upon for operations are reported as non-operating revenue, as defined by GASB Statement Number 34, *Basic Financial Statements—and Management's Discussion and Analysis—for State and Local Governments*, including UW- Milwaukee appropriations, indirect administrative support from the University of Wisconsin – Milwaukee and non-cash contributions and trade. This reporting model can result in operating deficits on the Statements of Activities.

The use of capital assets is reflected in the financial statements as depreciation expense, which amortizes the cost of an asset over its expected useful life. Depreciation and amortization expense is included in the functional expense categories.

The Statements of Cash Flows presents information related to cash inflows and outflows summarized by operating, non-capital financing, capital and related financing, and investing activities.

The notes to the financial statements provide additional information that is essential to gaining a full understanding of the data provided in the financial statements.



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Management's Discussion and Analysis**  
June 30, 2025 and 2024  
(Continued)

• **CONDENSED FINANCIAL STATEMENTS**

<u>Condensed Statements of Net Position</u>	<u>June 30, 2025</u>	<u>June 30, 2024</u>
<b>Assets</b>		
Current assets	\$4,196,542	\$4,183,755
Non-current assets	1,554,228	202,508
Total assets	<u>6,094,287</u>	<u>4,386,263</u>
<b>Liabilities and Net Position</b>		
Current liabilities	1,666,411	1,054,365
Non-current liabilities	1,245,994	-
Total liabilities	<u>2,912,405</u>	<u>1,054,365</u>
<b>Net Position</b>		
Net investment in capital assets	13,936	7,707
Restricted for endowment – non-expendable principal	455,296	440,296
Restricted for endowment – expendable earnings	116,299	78,237
Restricted by donor purpose	30,805	80,254
Unrestricted	2,565,546	2,725,404
Total net position	<u>\$3,181,882</u>	<u>\$3,331,898</u>

<u>Condensed Statements of Activities</u>	<u>Fiscal 2025</u>	<u>Fiscal 2024</u>
Operating revenues	\$5,088,493	\$4,350,200
Operating expenses	6,144,091	5,803,149
Operating loss	<u>(1,055,598)</u>	<u>(1,452,949)</u>
Non-operating revenue	905,582	804,944
Capital contributions	-	-
Change in net position	<u>(150,016)</u>	<u>(648,005)</u>
Net position, beginning of year	<u>3,331,898</u>	<u>3,979,903</u>
Net position, end of year	<u>\$3,181,882</u>	<u>\$3,331,898</u>



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Management's Discussion and Analysis**  
June 30, 2025 and 2024  
(Continued)

• **SUMMARY OF FINANCIAL ACTIVITY**

Comparing fiscal 2025 to fiscal 2024 shows a decrease in net position of \$150,016 or 4.50%. Total assets increased by \$1,708,024 or 38.94%. Total liabilities increased by \$1,858,040 or 176.22%. The increase in assets and liabilities was mostly attributable to leases.

Total station revenue increased by \$838,931 or 16.27% to \$5,944,075. Total expenses increased by \$340,942 or 5.86% to \$6,144,091.

Direct (cash) revenue increased by \$785,562 or 16.33% to \$5,595,029.

Indirect (noncash) revenue and expenses increased by \$53,369 or 15.44% to \$399,046. This category consists of the value of indirect administrative support from UW-Milwaukee, underwriting trades and in-kind donations.

Net property and equipment increased by \$6,229. This increase was the net effect of \$13,990 in property and equipment additions and depreciation in the amount of \$7,761.

• **REQUESTS FOR INFORMATION**

Questions or requests for additional information should be addressed to:

WUWM Milwaukee Public Radio  
Manager of Finance and Administration  
P.O. Box 413  
Milwaukee, WI 53201-0413

Email: [wuwm@uwm.edu](mailto:wuwm@uwm.edu)



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Statements of Net Position**

June 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and equivalents	\$ 4,196,542	\$ 3,599,690
Accounts receivable	304,145	333,812
Prepaid expenses	39,372	250,253
<b>Total current assets</b>	<u>4,540,059</u>	<u>4,183,755</u>
<b>Non-current assets:</b>		
Property and equipment, net	13,936	7,707
Right to use leased assets, net	1,540,292	194,801
<b>Total non-current assets</b>	<u>1,554,228</u>	<u>202,508</u>
<b>Total assets</b>	<u>\$ 6,094,287</u>	<u>\$ 4,386,263</u>
<b>LIABILITIES AND NET POSITION</b>		
<b>Current liabilities:</b>		
Accrued wages and other payables	\$ 1,321,929	\$ 811,307
Unearned underwriting revenue	38,978	37,197
Lease liability, current	305,504	205,861
<b>Total current liabilities</b>	<u>1,666,411</u>	<u>1,054,365</u>
<b>Noncurrent liabilities:</b>		
Lease liability, net of current	<u>1,245,994</u>	<u>-</u>
<b>Total liabilities</b>	2,912,405	1,054,365
<b>Net position:</b>		
Net investment in capital assets	13,936	7,707
Restricted for endowment - non-expendable principal	455,296	440,296
Restricted for endowment - expendable earnings	116,299	78,237
Restricted by donor purpose	30,805	80,254
Unrestricted	2,565,546	2,725,404
<b>Total net position</b>	<u>3,181,882</u>	<u>3,331,898</u>
<b>Total liabilities and net position</b>	<u>\$ 6,094,287</u>	<u>\$ 4,386,263</u>

The accompanying notes to the financial statements  
are an integral part of these statements.



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Statements of Activities**  
Years Ended June 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
<b>Operating revenues:</b>		
CPB Community Service Grants	\$ 320,721	\$ 299,874
Membership contributions	3,180,465	2,207,468
Underwriting	1,582,343	1,841,819
Telecasting, production, and other income	4,964	1,039
<b>Total operating revenues</b>	<u>5,088,493</u>	<u>4,350,200</u>
<b>Operating expenses:</b>		
<b>Program services:</b>		
Programming	3,147,653	2,876,704
Broadcasting	292,052	262,981
Program information	259,202	176,222
<b>Total program services expenses</b>	<u>3,698,907</u>	<u>3,315,907</u>
<b>Supporting services:</b>		
Management and general	1,340,007	1,163,714
Fundraising	426,422	513,603
Underwriting	678,755	809,925
<b>Total supporting services expenses</b>	<u>2,445,184</u>	<u>2,487,242</u>
<b>Total operating expenses</b>	<u>6,144,091</u>	<u>5,803,149</u>
<b>Operating loss</b>	(1,055,598)	(1,452,949)
<b>Non-operating revenues:</b>		
UW-Milwaukee appropriations	333,214	301,023
Investment gains	173,322	158,244
Indirect administrative support - UW System	377,216	306,732
Miscellaneous non-cash donations	21,830	38,945
<b>Total non-operating revenues</b>	<u>905,582</u>	<u>804,944</u>
<b>Change in net position</b>	(150,016)	(648,005)
<b>Net position, beginning of year</b>	<u>3,331,898</u>	<u>3,979,903</u>
<b>Net position, end of year</b>	<u>\$ 3,181,882</u>	<u>\$ 3,331,898</u>

The accompanying notes to the financial statements  
are an integral part of these statements.



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Statements of Cash Flows**  
Years Ended June 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
<b>Cash flows from operating activities:</b>		
CPB Community Service Grant received	\$ 320,721	\$ 299,874
Membership contributions received	3,180,465	2,207,468
Underwriting revenues received	1,604,317	1,796,131
Telecasting, production, and other income received	4,964	1,039
Payments to vendors	(1,416,562)	(2,179,048)
Payments to and on behalf of employees	(3,224,390)	(2,981,059)
<b>Net cash and equivalents provided (used) by operating activities</b>	<u>469,515</u>	<u>(855,595)</u>
<b>Cash flows from non-capital financing activities:</b>		
UW-Milwaukee appropriations	333,214	301,023
<b>Net cash and equivalents provided by non-capital financing activities</b>	<u>333,214</u>	<u>301,023</u>
<b>Cash flows from capital financing activities:</b>		
Lease principal payments	(334,682)	(342,652)
Interest paid on leases	(30,527)	(10,671)
Purchases of capital assets	(13,990)	-
<b>activities</b>	<u>(379,199)</u>	<u>(353,323)</u>
<b>Cash flows from investing activities:</b>		
Investment gains	173,322	158,244
<b>Net cash and equivalents provided by investing activities</b>	<u>173,322</u>	<u>158,244</u>
<b>Net change in cash and equivalents</b>	596,852	(749,651)
<b>Cash and equivalents at beginning of year</b>	3,599,690	4,349,341
<b>Cash and equivalents at end of year</b>	<u>\$ 4,196,542</u>	<u>\$ 3,599,690</u>

The accompanying notes to the financial statements are an integral part of these statements.



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Statements of Cash Flows**  
Years Ended June 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
<b>Reconciliation of operating loss to net cash and equivalents provided (used) by operating activities:</b>		
Operating loss	\$ (1,055,598)	\$ (1,452,949)
<b>Adjustments to reconcile operating gain (loss) to net cash and equivalents used by operating activities:</b>		
Depreciation expense	7,761	10,945
Amortization on leases	334,828	333,945
Interest paid on lease	30,527	10,671
Indirect administrative support	377,216	306,732
Miscellaneous non-cash expenses	21,830	38,945
<b>Changes in assets and liabilities:</b>		
Accounts receivable	29,667	(56,598)
Prepaid expenses	210,881	(99,891)
Accrued wages and other payables	510,622	46,724
Unearned underwriting revenue	1,781	5,881
<b>Total adjustments</b>	<u>1,525,113</u>	<u>597,354</u>
<b>Net cash and equivalents provided (used) by operating activities</b>	<u>\$ 469,515</u>	<u>\$ (855,595)</u>
<b>Non-cash activities:</b>		
Indirect administrative support	\$ 377,216	\$ 306,732
In-kind services, property, and trade contributions	\$ 21,830	\$ 38,945
Right to use leased assets financed by lease	\$ 1,680,318	\$ -

The accompanying notes to the financial statements  
are an integral part of these statements.



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Notes to the Financial Statements**  
June 30, 2025 and 2024

**1. Summary of Significant Accounting Policies**

**Organization**

WUWM Milwaukee Public Radio ("WUWM") is a public telecommunication entity licensed to the Board of Regents of the University of Wisconsin System and operated by the University of Wisconsin-Milwaukee ("UWM" or "UW-Milwaukee"). Programming broadcast by WUWM is either produced locally or purchased from National Public Radio, American Public Media, PRX, New York Public Radio, or Canadian Broadcasting Corporation.

Funds are solicited directly by the WUWM staff for deposit into accounts at the UWM Foundation, Inc. The UWM Foundation is a non-stock, non-profit organization incorporated under the laws of Wisconsin to aid the University of Wisconsin-Milwaukee by soliciting for the benefit of the University gifts from individuals, associations, corporation, or other entities. All funds received for WUWM are restricted to purposes benefiting WUWM. The UWM Foundation provides cash custody and handling services to the station by receiving and investing deposits and making disbursements at the direction of WUWM management. More information about the UWM Foundation can be found at [www.uwmfdn.org](http://www.uwmfdn.org).

**Basis of Presentation**

The accompanying financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP") as prescribed by the Governmental Accounting Standards Board ("GASB"). Enterprise fund financial statements are presented using the economic resources measurement focus and the accrual basis of accounting. Revenues are recorded when earned and expenses are recorded when a liability is incurred, regardless of the timing of the related cash flows. Significant inter-organization accounts and transactions have been eliminated.

Revenues from government-mandated or voluntary non-exchange transactions, such as contributions and grants, are recognized when all applicable eligibility requirements are met. Eligibility requirements are established by the provider of the funds and may stipulate the qualifying characteristics of recipients, time requirements, allowable costs, and other contingencies. Restrictions that specify the purpose for which resources are required to be used are not considered eligibility requirements and do not affect when non-exchange revenue is recognized.

Non-cash contributions are recognized as non-operating revenues in the period of receipt unless they involve trades for which on-air underwriting credits have not yet been broadcast. Non-cash expenses are shown in the functional categories of operating expenses contained in the statements of activities. Material expense amounts that relate to more than one category are allocated to the respective categories based on the number of employees in each department.

Operating revenues are directly related to programming, production, and development activities. Non-operating revenues are indirectly related to programming, production, and development activities.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**1. Summary of Significant Accounting Policies (Continued)**

**Basis of Presentation (Continued)**

Certain significant revenue streams relied upon for operations are reported as non-operating revenue, as defined by GASB Statement Number 34, *Basic Financial Statements—and Management’s Discussion and Analysis—for State and Local Governments*, including UW-Milwaukee appropriations, indirect administrative support from UW System, and non-cash contributions and trade. This reporting model can result in operating deficits on the Statements of Activities.

The use of capital assets is reflected in the financial statements as depreciation expense, which amortizes the cost of an asset over its expected useful life. Depreciation expense is included in the functional expense categories.

The membership contributions category includes donations from individuals, businesses, foundations and non-profits, employer matching gifts, and vehicle donation programs.

**Accounting Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires WUWM management to make estimates and assumptions that affect the reported amounts of assets and liabilities. These estimates and assumptions also affect the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results may differ from those estimates.

**Cash and Equivalents and Investments**

Cash and equivalents include cash balances deposited with UWM, and highly liquid investments with an original maturity of three months or less held by the UW Trust Fund and the UWM Foundation Fund. WUWM does not hold outside investments at this time. All funds with the UWM Foundation, the State Investment Fund, and the UW System Trust Fund as of June 30, 2025 and 2024 fall under the classification of “Cash and Equivalents” (Also see Note 2, Cash and Equivalents).

**Receivables**

All accounts receivable and promises to give are recorded at gross amount. No allowance for uncollectible accounts has been provided since management determined that such an allowance would not be material. Promises to give are reported as net position restricted by time.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**1. Summary of Significant Accounting Policies (Continued)**

**Capital Assets**

Items classified as capital assets are recorded at cost or for donated property, at the estimated fair-market value at the date of the donation. A capital asset is defined as any single asset that has an acquisition cost of \$5,000 or more and a useful life of more than one year, whether purchased outright or acquired through a capital lease or donation. Capital assets may also include certain constructed or fabricated items and certain component parts. Depreciation is calculated using the straight-line method over a useful life of seven years. Expenses for repairs and maintenance are charged to operating expenses as incurred.

The right to use assets are initially measured at an amount equal to the initial measurement of the related lease liability plus any lease payments made prior to the lease term, less lease incentives, and plus ancillary charges necessary to place the lease into service. The right to use assets are amortized on a straight-line basis over the life of the related lease.

**Payables/Receivable Due to the University of Wisconsin-Milwaukee**

For project grants associated with funds on deposit at the UWM Foundation, UWM pays expenses on WUWM's behalf and receives quarterly reimbursements upon invoicing the UWM Foundation. The difference between expenses paid and cash reimbursements to UWM are reported as either payables or prepaid.

**Unearned Support**

Payments received but not yet earned for grants with eligibility requirements are reported as liabilities on the Statements of Net Position.

**Unearned Underwriting Revenue**

Revenue is recognized when underwriting credits are broadcast. Payments received but not yet earned are reported as liabilities on the Statements of Net Position.

**Net Position**

WUWM classifies net position in accordance with GASB as follows:

- *Net Investment in Capital Assets* – includes WUWM's capital assets (net of accumulated depreciation) reduced by the outstanding balances of any borrowings attributable to the acquisition, construction or improvement for those assets.
- *Restricted Net Position* – includes balances that have limitations imposed on their use through external restrictions imposed by creditors, grantors or laws or regulations of other governments. They also include items that are restricted by time.
- *Unrestricted Net Position* – all balances that do not fall into one of the other two categories.

WUWM applies restricted resources first when expense is incurred for purposes for which both a restricted and unrestricted net position are available.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**1. Summary of Significant Accounting Policies (Continued)**

**Restricted Net Position**

Restricted net position is reported when constraints placed on net position are externally imposed, such as by donors or grantors, as well as time restraints. WUWM's restricted net position includes purpose restrictions placed by donors on contributed support or gifts. Unrestricted net position may be used at the discretion of WUWM management.

**Subsequent Events**

Management has evaluated all subsequent events through the date available to be issued, March 13, 2026, for possible inclusion as a disclosure in the financial statements. See footnote 8 for subsequent event. There were no other subsequent events that required recognition or disclosure.

**2. Cash and Equivalents**

WUWM invests its funds in accordance with the provisions of the Wisconsin Statutes 66.04(2) and 67.11(2), which are as follows:

1. Time deposits in any credit union, bank, savings bank, trust company or savings and loan association.
2. Bonds or securities of any county, city, drainage district, technical college districts, village, town, or school district of the state.
3. Bonds or securities issued or guaranteed by the federal government.
4. Any security maturing in seven years or less and having the highest or second highest rating category of a nationally recognized rating agency.
5. Securities of an open-end management investment company or investment trust, subject to various conditions and investment options.
6. Repurchase agreements secured by federal bonds or securities with public depositories.
7. Bonds issued by local exposition districts.
8. Bonds issued by local professional baseball park districts and professional football stadium districts.
9. Bonds issued by the University of Wisconsin Hospitals and Clinic Authority.
10. The Local Government Investment Pool Fund.

Additional restrictions may arise from local charters, ordinances, resolutions, and grant regulations. There were no significant violations during the year of legal or contractual provisions of investments or deposits.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**2. Cash and Equivalents (Continued)**

**UWM Foundation**

Contributions received from businesses and individuals are deposited with the UWM Foundation. The Foundation's investments are held by bank administered trust funds. The management of the Foundation has granted the investment managers discretionary authority over investment decisions based upon the Foundation's investment policy. The deposit balance invested in the Foundation was \$1,454,290 and \$1,294,917 as of June 30, 2025 and 2024, respectively. This balance is subject to custodial risk, WUWM does not have a policy on custodial risk.

**State Investment Fund**

The State of Wisconsin performs banking activity for revenues from Corporation for Public Broadcasting ("CPB") grants, state appropriations, and auxiliary enterprises. The State Investment Fund represents a pool of cash balances of various state agencies and certain public institutions. Interest earnings are income to the State Investment Fund as a whole and are not distributed to the individual State agencies. The deposit balance invested in the State's bank was \$1,311,563 and \$1,277,007 as of June 30, 2025 and 2024, respectively. A separate financial report for SIF is prepared in accordance with GASB and can be obtained from <https://doa.wi.gov/Pages/StateFinances/LGIP.aspx>. This balance is subject to custodial risk, WUWM does not have a policy on custodial risk.

**UW System Trust Fund**

The UW System Trust Fund provides banking service for WUWM for specific grants that were previously held in the State Investment Fund. The purpose of the trust fund account is to provide investment earnings for WUWM on funds that will not be expended immediately. The deposit balance invested in the UW System Trust was \$1,430,689 and \$1,027,766 as of June 30, 2025 and 2024, respectively. A separate financial report for the UW System is prepared in accordance with GASB and can be obtained from <https://www.wisconsin.edu/financial-administration/forms-and-publications/annual-financial-reports/>. This balance is subject to custodial risk, WUWM does not have a policy on custodial risk.

**3. Capital Assets**

During the years ended June 30, 2025 and 2024, there were \$13,990 and \$0 of capital asset additions, respectively. There were no capital asset disposals.

<b>Property and Equipment:</b>	<b>2025</b>	<b>2024</b>
Equipment	\$ 856,960	\$ 842,970
Less: accumulated depreciation	(843,024)	(835,263)
<b>Property and equipment, net</b>	<b>\$ 13,936</b>	<b>\$ 7,707</b>

Depreciation expense was charged to the various functions as follows:

	<b>2025</b>	<b>2024</b>
<b>Broadcasting</b>	<b>\$ 7,761</b>	<b>\$ 10,945</b>



**WUWM MILWAUKEE PUBLIC RADIO**  
Milwaukee, Wisconsin

**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**3. Capital Assets (Continued)**

Right of use leased assets for the years ended June 30, 2025 and 2024 were as follows:

	<u>Balance</u> <u>July 1, 2024</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance</u> <u>June 30, 2025</u>
<b>Intangible right to use assets:</b>				
Leased building	\$ 1,500,909	\$ 1,680,319	\$ (1,500,910)	\$ 1,680,318
Less: accumulated amortization	<u>(1,306,108)</u>	<u>(334,828)</u>	<u>1,500,910</u>	<u>(140,026)</u>
Net intangible right to use assets	<u>\$ 194,801</u>	<u>\$ 1,345,491</u>	<u>\$ -</u>	<u>\$ 1,540,292</u>
	<u>Balance</u> <u>July 1, 2023</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance</u> <u>June 30, 2024</u>
<b>Intangible right to use assets:</b>				
Leased building	\$ 1,500,909	\$ -	\$ -	\$ 1,500,909
Less: accumulated amortization	<u>(972,163)</u>	<u>(333,945)</u>	<u>-</u>	<u>(1,306,108)</u>
Net intangible right to use assets	<u>\$ 528,746</u>	<u>\$ (333,945)</u>	<u>\$ -</u>	<u>\$ 194,801</u>

Amortization expense was charged to the various functions as follows:

	<u>2025</u>	<u>2024</u>
Programming	\$ 208,316	\$ 211,473
Broadcasting	41,354	10,070
Management and general	20,742	41,911
Fundraising	35,141	30,211
Underwriting	29,275	40,280
<b>Total</b>	<u>\$ 334,828</u>	<u>\$ 333,945</u>

**4. Lease Liability**

Lease liability for the years ended June 30, 2025 and 2024 were as follows:

<u>Type</u>	<u>Balance</u> <u>July 1,</u> <u>2024</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance</u> <u>June 30,</u> <u>2025</u>	<u>Amounts</u> <u>due within</u> <u>one year</u>
Building lease	\$ <u>205,861</u>	\$ <u>1,680,318</u>	\$ <u>(334,681)</u>	\$ <u>1,551,498</u>	\$ <u>305,504</u>
<u>Type</u>	<u>Balance</u> <u>July 1,</u> <u>2023</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance</u> <u>June 30,</u> <u>2024</u>	<u>Amounts</u> <u>due within</u> <u>one year</u>
Building lease	\$ <u>548,513</u>	\$ <u>-</u>	\$ <u>(342,652)</u>	\$ <u>205,861</u>	\$ <u>205,861</u>

Lease agreements are summarized as follows:

<u>Description</u>	<u>Date</u>	<u>Payment</u> <u>Terms</u>	<u>Monthly</u> <u>Payment</u> <u>Amount (1)</u>	<u>Interest</u> <u>Rate</u>	<u>Balance</u> <u>June 30,</u> <u>2025</u>
Building	2/1/2025	60 months	\$ 30,442	4.35%	\$ 1,551,498

(1) – Lease payments increase by around 1% each year



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**4. Lease Liability (Continued)**

Future minimum lease payments are as follows as of June 30, 2025:

<u>Years Ended June 30,</u>	<u>Principal</u>	<u>Interest</u>	<u>Total</u>
2026	\$ 305,505	\$ 61,468	\$ 366,973
2027	323,194	47,829	371,023
2028	341,792	33,403	375,195
2029	361,345	18,149	379,494
2030	219,662	3,197	222,859
<b>Total</b>	<b>\$ 1,551,498</b>	<b>\$ 164,046</b>	<b>\$ 1,715,544</b>

**5. Restricted Net Position**

**Endowment**

Endowment fund principal is permanently restricted by donor stipulation. In January of each year, the UWM Foundation board determines an annual spending percentage based on a three-year rolling average of the total of the principal account and the investment earnings account. If the calculated spending allowance exceeds the deposit balance in the investment earnings account, the actual spending allowance will be reduced to match that amount. As of June 30, 2025 and 2024, the principal account balance was \$455,296 and \$440,296, respectively. As of June 30, 2025 and 2024, the investment earnings account balance was \$116,299 and \$78,237, respectively. These amounts are reflected as net position on the Statements of Net Position as restricted for endowment - non-expendable principal, and restricted for endowment - expendable earnings, respectively.

**Donor Purpose**

Unexpended donations received for a specific purpose or fundraising appeals are reflected on the Statement of Net Position as Net Position - Restricted by donor purpose. Donations restricted for purpose totaled \$30,805 and \$80,254 as of June 30, 2025 and 2024, respectively.

**6. Designated Net Position**

Designated assets are not restricted by donor or grantor and, as such, are not broken out on the Statements of Net Position.

WUWM management has designated net position held in the UW System Trust Fund as operating reserves. This designated but unrestricted net position totaled \$2,067,984 and \$1,027,766 as of June 30, 2025 and 2024, respectively.

WUWM management has designated a trust donation to be used for a future capital campaign. This designated but unrestricted net position totaled \$150,000 as of June 30, 2025 and 2024.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**7. Corporation for Public Broadcasting and Other Grants and Contracts**

**CPB Community Service Grant (“CSG”)**

Each year, a portion of the CSG is restricted for the purchase of nationally produced programming. WUWM meets this restriction in the fiscal year received by purchasing programming from National Public Radio, American Public Media, or Public Radio Exchange. As of June 30, 2025 and 2024, no restricted net position remained for CSG.

FY2025: \$320,721 total; \$84,414 restricted portion used to purchase national programming  
FY2024: \$299,874 total; \$78,927 restricted portion used to purchase national programming

Subsequent to year end, WUWM was informed that the CPB would formally be dissolved and they will no longer receive this funding source in future years.

**8. Employee Retirement Plan**

The employees of WUWM are employees of the University of Wisconsin System. The employees of WUWM are covered under the University of Wisconsin System’s participation in the Wisconsin Retirement System, a cost-sharing, multiple-employer, defined benefit plan. The financial statements of WUWM do not include pension expenses or the related liabilities other than those actually paid to the University of Wisconsin System, which are allocated to various functional expenses on the statement of activities. Any net pension obligation resulting from participation in this plan is included in the State of Wisconsin’s financial statements but is not included in WUWM’s financial statements.

**9. Postemployment Benefits Other than Pensions**

In accordance with the provisions established by GASB, state and local government employers are required to display in financial reports other postemployment benefits (“OPEB”) expenses and related liabilities; note disclosures; and if applicable, required supplementary information. The employees of WUWM are employees of the University of Wisconsin System. The financial statements of WUWM do not include OPEB expenses or the related liabilities other than those actually paid, which are allocated to various functional expenses on the statements of activities.

Health Insurance – The State’s Health Insurance Program, a cost-sharing, multiple-employer, defined benefit plan not held in a trust, is an employer-sponsored program offering group medical coverage to eligible employees and retirees of the State, created under Chapter 40 of Wisconsin Statutes. The Department of Employee Trust Funds and the Group Insurance Board have program administration and oversight responsibilities under ss. 15.165(2) and 40.03(6) of Wisconsin Statutes. Under this plan, retired employees of the State contribute the same healthcare premium as active employees, creating an implicit rate subsidy for retirees. This implicit rate subsidy, which is calculated to cover pre-age 65 retirees (since at age 65 retirees are required to enroll in Medicare, when eligible), is treated as an OPEB.

The net OPEB obligation related to this plan is included in the State of Wisconsin’s financial statements but is not included in WUWM’s financial statements.



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**9. Postemployment Benefits Other than Pensions (Continued)**

The State’s financial statements, additional note disclosures, and required supplementary information for this plan are included in the State’s Comprehensive Annual Financial Report. This report is publicly available at [www.doa.wi.gov](http://www.doa.wi.gov) or may be obtained by contacting:

State Controller’s Office  
Department of Administration  
101 East Wilson Street  
Madison, Wisconsin 53703

Life Insurance – The State’s Life Insurance Program, a cost-sharing, multiple-employer, defined benefit plan held in trust, provides post-employment coverage to all eligible employees. The plan is administered under section 40.70 of Wisconsin Statutes. Beginning at age 65, retirees and terminating participants continue to receive, at no cost to themselves, basic life insurance coverage. Retirees and terminating participants under age 65 must continue to pay the employee premium to maintain coverage. The relative portion of the State’s contributions to the Life Insurance OPEB plan attributable to WUWM is not readily available.

The Department of Employee Trust Funds issues a publicly available financial report that includes financial statements, additional note disclosures, and required supplementary information for the Life Insurance OPEB plan. That report is available at [www.etf.wi.gov](http://www.etf.wi.gov) or may be obtained by contacting:

Department of Employee Trust Funds  
P.O. Box 7931  
Madison, Wisconsin 53707-7931

The State’s Comprehensive Annual Financial Report also includes additional note disclosures for the plan.

**10. Donated Goods and Services**

Indirect administrative support from UWM is the most significant source of donated services to WUWM. It is derived from a CPB developed allocation method that uses a ratio of WUWM total expenses to UWM expense categories that benefit the station.

All other In-kind and traded goods and services are recorded as revenues and expenses at the estimated fair market value. Unearned underwriting totaled \$0 and \$3,350 as of June 30, 2025 and 2024, respectively.

<b>Indirect, In-kind, and Trades</b>	<b>2025</b>	<b>2024</b>
Indirect Administrative Support – UW System	\$ 377,216	\$ 306,732
In-kind Tower Rental - Fox 6	10,000	10,000
Local Advertising Trades	11,830	28,945
<b>Total</b>	<b>\$ 399,046</b>	<b>\$ 345,677</b>



**Notes to the Financial Statements**  
June 30, 2025 and 2024  
(Continued)

**11. Compensated Absences for Employees**

Unused, earned compensated absences, other than accumulated sick leave, are accrued with a resulting liability. Leave policies restrict the accumulation of unused vacation and thus limit actual payments made to employees upon termination or retirement. The liability and the expense for compensated absences are based on the subsequent years' rates of pay. Revenue is recognized for the value of compensated absence liability for employees who are funded with grant money from the State of Wisconsin/UWM.

Starting in fiscal year 2017, WUWM is no longer liable for any accumulated unused vacation time that would be paid out at an employees' retirement or termination of employment. This is now a liability of the University of Wisconsin system. WUWM is still liable for accumulated vacation time to be used for day to day purposes.

The total compensated absence liability, shown as part of the wages and other payables liability on the Statements of Net Position, was as follows:

<u>June 30, 2024</u>	<u>Additions</u>	<u>Reductions</u>	<u>June 30, 2025</u>
\$ <u>116,907</u>	\$ <u>22,152</u>	\$ <u>-</u>	\$ <u>139,059</u>

**12. Fundraising Activities**

Contributions received from the proceeds of a vehicle donations program are reported in Membership contributions on the Statements of Activities. Proceeds received from vehicle donations totaled \$56,853 and \$62,512 for the years ended June 30, 2025 and 2024, respectively.

**13. Federal Income Taxes**

WUWM has been granted tax exempt status by the Internal Revenue Service. Accordingly, no provision or credit for income taxes is recorded in the accompanying financial statements.

**14. Commitments**

On April 3, 2020, WUWM entered into an agreement with a company to provide underwriting services beginning July 1, 2020. The agreement expired on June 30, 2025. On April 1, 2025, WUWM renewed the contract through June 30, 2031. WUWM has agreed to compensate the company a set percentage of underwriting revenue generated by the company. Commissions paid to the company by WUWM amounted to \$631,387 and \$732,023 for the years ended June 30, 2025 and 2024, respectively