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88NINE RADIO MILWAUKEE : IMPACT REPORT

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THE WORK THAT WE DO IS INTENDED TO SUPPORT THE PEOPLE THAT LIVE IN MILWAUKEE AND MAKE THE CITY A BETTER PLACE.

Being a non-profit means we continually engage with our community and believe in transparency and impact. So we are offering up this report to show how we are fulfilling our mission to create a better, more inclusive and engaged Milwaukee – none of which we could have done without your support.

“

[88Nine] is the source of my new music discovery and the soundtrack to my day. I love the positive vibes and commercial-free music. - Robin F.

”

RADIO MILWAUKEE SUPPORTS THE INDIVIDUALS AND ORGANIZATIONS WITHIN OUR CITY THROUGH MUSIC, STORYTELLING AND EVENTS.

As we grow, we are able to connect more people to each other and promote a positive global identity for Milwaukee.

WE ARE HAPPY TO LOOK BACK ON THE GOOD STUFF THAT ALL 6,000+ OF OUR SUPPORTERS HELPED MAKE HAPPEN IN 2018.

“

I'm so grateful to have a community-supported platform that showcases not only emerging and established artists from around the globe but also Milwaukee's own. - Joseph B.

”

TOGETHER, WE CHAMPION MILWAUKEE

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.

“

Radio Milwaukee's commitment to the community, MPS and their audience and artists is an essential part of projecting a positive community image in challenging times. - Daniel P.

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WITH YOUR SUPPORT, WE WORKED TO UPLIFT OUR LOCAL MUSIC SCENE AND OPEN MILWAUKEE'S EARS TO NEW SOUNDS THROUGH...

STUDIO MILWAUKEE SESSIONS

We brought in some of our favorite touring musicians and hosted 37 sessions for our members, and streamed them live for our listeners. 2018's lineup included artists such as:

JD MCPHERSON
PHOSPHORESCENT
KURT VILE
ALVVAYS
DR. DOG
OF MONTREAL

RADIO MILWAUKEE MUSIC AWARDS

Each December, we throw a big party to celebrate Milwaukee music. This year, women ruled the night, winning 7 of 12 awards.

HEY ALEXA! PLAY
88NINE RADIO
MILWAUKEE.

414 LIVE SESSIONS

In 2018, 42 local musicians took to our stage to perform and over 2,000 people came down to enjoy this free, weekly show.

100+

THIS YEAR, WE ADDED OVER 100 NEW MILWAUKEE MUSICIANS TO OUR AIRWAVES.

BACKLINE

New in 2018, this program is working to put Milwaukee's music scene on the map with funding, mentorship and networking. Our first class included Abby Jeanne, Lex Allen, Crystal Knives and Zed Kenzo. Backline will continue in 2019 with a Spring and Fall program.

SHARING STORIES ABOUT THE PEOPLE IN OUR COMMUNITY CONNECTS US ACROSS NEIGHBORHOODS AND HELPS US SEE THE GOOD HAPPENING THROUGHOUT MILWAUKEE.

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COMMUNITY STORIES ONLINE, ON-AIR AND ON YOUTUBE

Check out one of our favorite video stories from 2018, featuring the Milwaukee Bucks Grand Dancers at [youtube.com/radiomilwaukee](https://www.youtube.com/radiomilwaukee)

PODCASTS

We're expanding our stories and conversations about Milwaukee with the addition of Podcasts: Urban Spelunking, Tap'd In, Cinebuds and This Bites.

INVISIBLE LINES

Did you know we made a film this year? We created Invisible Lines to tell the personal stories of individuals who live in Milwaukee who have faced prejudice, racism and segregation. It's a conversation that needs to continue on in our city. We debuted Invisible Lines at the 2018 Milwaukee Film Festival and have been humbled by the response from the community.

We are taking Invisible Lines out into the community. If you'd like to get more information or be involved with a screening, visit www.invisiblelinesmke.com

IN 2018, WE HOSTED EVENTS, OPENED OUR DOORS TO COMMUNITY ORGANIZATIONS AND BROUGHT NEW PROGRAMMING TO THE CITY.

CREATING EXPERIENCES THAT CONNECT OUR COMMUNITY THROUGH THE POWER OF MUSIC, SUCH AS:

-BAND TOGETHER -FALL BALL
-VINYL COMES ALIVE -CULTURAL COMMONS
-SOUNDBITES

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COMMUNITY EVENTS AT OUR WALKER'S POINT STUDIO

Did you know: approximately 1,000 community members use our space each month?

IF YOU HAVE NOT BEEN TO ANY OF OUR EVENTS AT RADIO MILWAUKEE, PLEASE JOIN US IN 2019!

SUPPORTING THE FUTURE OF MILWAUKEE THROUGH...

MUSIC GRACE WEBER'S MUSIC LAB

A free monthly music program and open mic night for high school students.

TECH 88NINE LABS

Hackathons, speaker sessions and workshops connecting coding with civic and music solutions. Over 100 students participated in 88Nine Labs this year and we plan to grow attendance in 2019.

RESOURCES NO EMPTY BACKPACKS

Thanks to our community and partners, we helped collect over 50,000 items in our school supply drive to benefit MPS students.