Has it really been a year, already!

What a crazy year it has been. Between COVID-19, Black Lives Matter and the elections, the events that shaped our lives this past year never seemed to stop.

I started my new job here at WUWM on January 13, 2020, taking over from my friend and colleague, Dave Edwards. While Dave was settling into retirement, I was settling into my new job as the station’s General Manager. After only eight weeks, everything changed and all management and operations of the station moved remote, all within a few days. Through all the turmoil and uncertainty of those early pandemic days, everyone here at WUWM continued to serve the community with distinction. Our staff’s commitment to excellence and their passion to report the news accurately never wavered, no matter how tough the assignment. The conditions that they have had to work in over the past year were akin to covering a war. It didn’t matter whether they had to turn a home broom closet into a makeshift studio, laptop balanced on their knees, or report on a protest march in-person with a six-foot boom mike in hand, trying to communicate with an interviewee through a face shield and a double mask. These were conditions that none of them trained for and certainly wasn’t taught in journalism school. The reporting work that has been done over this past year reflects our level of commitment to you, our listeners. I promise you that this commitment will never waver, our work is too important to you and this community. While it has only been a year for me in this role, I’ve been honored to be part of this team and I look forward to many memorable years ahead.

John Hess
General Manager
WUWM is known for its in-depth coverage of important issues facing our community. In addition to our regular reporting, WUWM News and Lake Effect regularly produce multi-part series that examine the environmental, educational, political and cultural issues facing the Milwaukee metro area.

**Highlights**

**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**
*Bubbler Talk* puts listeners’ curiosity front and center, answering questions about the Milwaukee area’s people, places or culture. Our reporters received hundreds of questions and produced 18 pieces from listener-submitted asks.

**Beats Me**
WUWM’s beat reporters answer questions from listeners about issues that fall into their beat areas. Each beat reporter completes a report every other month. The stories air during *Morning Edition* & *Lake Effect*.

40 awards were given to WUWM’s Newsroom, Lake Effect program and website, including 6 first place honors, for stories and interviews broadcast in 2019 - 2020.
Digital Growth

276% increase in unique visitors
257% increase in sessions
244% increase in pageviews
187% increase in streaming

The first six months of 2020 saw tremendous growth in every measurable category for our digital platforms. In April 2020, WUWM.com had its largest month ever -- 440,321 users and 653,835 pageviews.

Listen MKE

Listen MKE is an ongoing community listening project created by WUWM 89.7 FM — Milwaukee’s NPR in collaborations with the Milwaukee Journal Sentinel, Milwaukee PBS and the Milwaukee Public Library. The goal of this initiative is to understand what’s most important to people who live in Milwaukee’s north side neighborhoods and help fill information gaps. Listen MKE fosters inclusive communication and dialogue that helps make the community stronger. It’s what the journalism organization Journalism That Matters has called “civic communications.”

In early 2020, we conducted in-person events and coffee chats but have since switched over to a virtual series due to the coronavirus. Conversations take place on Facebook Live, and then air on Milwaukee PBS, on WUWM’s Lake Effect program, and are posted on the Journal Sentinel’s website. Previous conversations focused on Juneteenth celebrations and youth protest organizers. All of the conversations feature people who live and work on Milwaukee’s north side.
A News Cycle Like No Other

WUWM’s newsroom pivoted in the first half of 2020 in order to accommodate an intense and sustained period of breaking daily news in three areas, which dominated the news for long periods and frequently overlapped: the coronavirus pandemic, demonstrations for racial justice and election coverage.

The COVID-19 Pandemic

The story of the coronavirus pandemic unfolded in Wisconsin as lawmakers and interest groups battled over health protocols and schools tried to figure out how to safely educate students – without statewide guidance on how best to do so. WUWM went into overdrive with local news coverage in order to keep listeners abreast of developments. We beefed up our digital offerings, creating a blog post featuring the latest updates on the most important stories. WUWM covered frequent briefings from state and local government. We reported on how educators had to adapt and change course as guidance from health officials evolved. Our news team did stories on how businesses and health care systems were adjusting operations, and we covered multiple additional angles of the story as COVID spread and impacted nearly every area of life.
Elections

Wisconsin held elections in February and April 2020. There was controversy over the decision to hold the presidential primary in April in the midst of the coronavirus, as many states chose to move their primaries. Wisconsin’s decision prompted legal challenges and debate over the role of absentee ballots, access to the polls and safety at polling places. WUWM covered those issues in addition to following the presidential primary and other contests of local and statewide importance. Our reporters covered the long lines that sprouted up at the small number of Milwaukee polling places in April (staffing was down dramatically because of concerns over the coronavirus, resulting in the limited number of polling places). We also did stories about tracking cases of the coronavirus that may have been connected to the controversial election. WUWM reporters appeared on NPR programs with multiple stories about the primary election.

Demonstrations for Racial Justice Ignite in Wisconsin

In May 2020, protests against police treatment of people of color flared up in a number of Wisconsin cities, in the wake of George Floyd’s death at the hands of Minneapolis police. Demonstrations continued for months and called attention to broader concerns about lack of diversity, equity and inclusion in society. WUWM reporters covered the protests, taking listeners to the scene of sometimes tense stand-offs with police, as well as vigils and events that focused on unity, education and prayer. We featured a variety of voices from people of all ages and backgrounds who were pushing for change. Demonstrations against police brutality and for social justice were among the biggest stories in May and June. WUWM’s website was updated frequently with blog posts and other information that kept users up to date on developments.
Community Events

Engaging with our community directly helps WUWM better understand the people we are serving. WUWM hosted or sponsored over 12 events in the community throughout the year, including Lake Effect On-Site, Wisconsin 2020 and our newly launched series Listen MKE.

I’m An American

What does it mean to be an American for people from underrepresented groups in an era when civility and tolerance are sometimes in short supply?

Race and Ethnicity Reporter Teran Powell was inspired to explore this question after attending an Ex-Fabula workshop. That inspiration grew into WUWM’s I’m An American series where she interviewed a diverse group of individuals about their experience. The series was selected for UWM’s Common Reading for incoming freshman and held a live Q&A entitled “I’m An American: The Nuisances of Identity.”
A Scandal In Colombia
Listening Session With Angelina Mosher Salazar

More than 10 years ago, a military scandal rocked Colombia. The killing of innocent civilians still haunts many families to this day. It’s a somber story that shines light on a country that is trying to reconcile with atrocities from its past while forging a modern peace.

For more than a year, WUWM’s Angelina Mosher Salazar traveled to Colombia to report on this story for NPR’s Latino USA. After Angelina’s piece aired nationally, WUWM 89.7 FM - Milwaukee’s NPR and Hispanic Professionals of Greater Milwaukee hosted a listening session at Zócalo in Milwaukee in January 2020. WUWM’s Teran Powell moderated a question and answer session with Angelina about her reporting experience in Colombia to a sold-out crowd.
# Financials

## Revenue $5,856,453

- **50% MEMBERS (DONORS)**
  (Does not include one-time estate gift of $900,000)
- **27% UNDERWRITERS**
- **9% UW-MILWAUKEE**
  (Grants and Indirect support)
- **5% CORPORATION FOR PUBLIC BROADCASTING**
- **9% OTHER**
  (Includes investment gain (loss), special event income, audio transcripts, royalties, and in-kind property and services)

## Expenses $5,159,986

- **46% PROGRAMMING**
- **20% MANAGEMENT & ADMINISTRATION**
- **16% 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*
John Hess - Director/General Manager (2020 - present)
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
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
Emily Files - Education Report
Michelle Maternowski - Managing Editor
Marti Mikkelson - News Producer
Angelina Mosher Salazar - News Producer
Chuck Quirmbach - Innovation Reporter
Teran Powell - Race & Ethnicity Reporter
Olivia Richardson - Erin Von Fellow
Lauren Sigfusson - Digital Producer
Maayan Silver - News Producer

LAKE EFFECT
Becky Mortensen - Lake Effect, Executive Producer
Bonnie North - Lake Effect, Executive Producer
Audrey Nowakowski - Lake Effect, Producer
Joy Powers - Lake Effect, Producer

MEMBERSHIP
Melanie Johnson - Membership Manager
Susan Koppa McClurg - Major Gifts Specialist
Christine Lamitina - Marketing Specialist
Jennifer McCollum - Membership Associate
Jill Schanon Macek - Membership Associate

UNDERWRITING - MARKET ENGUIYNY
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

* Dave Edwards retired in 2019.

INTERNS

DIGITAL
Jack Hurbanis, Spring - Summer 2020, UW-Milwaukee
Alessandra Tejeda, Summer 2019, Colorado College

LAKE EFFECT
Maggie Holdorf, January - March 2020, UW-Milwaukee
Cassidy Schrader, Summer 2019, UW-Milwaukee

NEWS
Louna Mbomo Lepovire, Summer 2019,
Science Po Bordeaux-University of Political Science

ADVISORY BOARD
Eileen Dubner (Chairperson) • Beth Weckmueller (Vice Chairperson) • Helen Ambuel • F. Michael Arnow
• Bruce Campbell • Faith Colas • Tom Gauthier • Lawrence Goodman • Laura Gough • Margaret Hickey
• Letha Joseph • Bill Koenig • Eric Korbiz • Vivian Moller • Kathy Potos • Karen Rhyan • Amy Shapiro • Jasmine Alinder (ex-officio)

UWM ADMINISTRATION
Mark Mone - Chancellor • Johannes Britz - Provost
• Scott Gronert - 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 Newsnight • BBC World Service • eTown • Fresh Air
with Terry Gross • Freakonomics Radio • Here and Now • Hidden Brain • How I Built This • Humankind
• It’s Been A Minute • Live From Here • Marketplace • Morning Edition® • The New Yorker Radio Hour
• On Being • On the Media • The Politics Show • Quirks & Quarks • Radiolab • Reveal • TED Radio Hour • This American Life • Wait, Wait... Don’t Tell Me! • Weekend All Things Considered • Weekend Edition® • The World