Many of the WXPR volunteer music hosts continued to produce their programs from home throughout the year. Listeners were appreciative for the added music variety and the local representation. We are forever grateful for these efforts.

WXPR’s Safer at Home social media concerts continued through the Spring. In addition, WXPR also partnered with Nicolet College and ArtStart to present the Homegrown Concert Series, supporting local musicians in virtual venue. The Homegrown series was part of the Working from Home Project, which highlighted artists working during the pandemic.

WXPR also hosted The Rucksack Revolution in a live streamed concert, providing listeners with the live concert experience in their homes.

**Jazz at Noon:** WXPR has added an hour of Jazz from the African American Radio Consortium weekdays at noon.

**Rock N’ Roll Radio:** WXPR launched the locally hosted Rock N’ Roll Radio program. It features Rock N’ Roll music from many different genres and airs Sunday evenings at 7pm.

**Midwest Music Hour:** WXPR partnered with Scott Kirby to broadcast recordings of the Midwest Music Hour, produced from his home. The program featured performances and interviews with Midwest musicians. A live stream of these shows was also made available on social media platforms.

**Summer of Racial Reckoning:** This three-part series was produced by NPR and explored the lives of those who inspired the demonstrators; the system they’re protesting against; and the way forward as protesters, police and civil rights icons see it.

**KANAVAL:** Haitian Rhythms and the Music of New Orleans. This special explored and investigated the historical and present day ties between the nation of Haiti and the city of New Orleans with a focus on the music that bonds together the places and people.

**February Black History Month:** WXPR aired two specials from Throughline featuring Octavia Butler, Billie Holiday, and Shirley Chisholm.
News

Listeners are now hearing local news spread throughout the hour during Morning Edition and All Things Considered. In addition, the news staff is also forward promoting local and NPR stories, encouraging listeners to remain tuned in.

More emphasis has gone into producing audio rich stories. Whether it’s a short news story or longer-feature pieces the news staff is making an effort to include more natural sounds to draw listeners in and hold their attention.

WXPR switched to the AP news wire. This gives us better and more regularly updated state news that impacts our listeners.

The news team is making it goal to have everything you hear on-air be available online. This includes reporter stories, AP wire stories, and contributors.

Special News Coverage

COVID-19 Forums: In addition to day-to-day news stories on the COVID-19 pandemic, WXPR held three listener-drive COVID-19 forums in 2020. Each forum had a panel of experts with a wide range of topics. WXP solicited questions from listeners to ask them. Each forum was an hour long.

Governor & DHS COVID Updates: WXPR has taken nearly every single Gov. Evers & Department of Health Services COVID-19 response update live on-air and online.

Here for a Year- The Impact of COVID-19 on Our Lives: In March in coordination with the one-year anniversary of the start of the COVID-19 pandemic, WXPR aired an hour-long special diving into the local and state impact of COVID-19. The content was a mix of reporting stories and long format interviews.

COVID-19 Vaccine Information: WXPR has made it a priority to be a source of accurate and reliable information about the vaccination effort and where people can get their shots. In addition to news coverage, we’ve created a local vaccination page where people can find and schedule appointments close to them.

Non-Profits of the Northwoods: WXPR started a new feature called Non-Profits of the Northwoods. Every week we interview a different Northwoods non-profit to talk about upcoming events and how the non-profit impacts the community. It airs every Friday at 7:45 a.m.

Election Coverage: 2020 was a big year for election news. The November Presidential election saw record voter turnout. WXPR was committed to bringing listeners accurate coverage before, during, and after Election Day. We held candidate forums, covered the polls, and brought listeners live updates throughout the night on air and online.
Special Topics: WXPR’s year-long, long-form reporting series on water and water resources, The Stream, ran from September 2019 to September 2020. The series explored our Northwoods water resources, including lakes, rivers, drinking water, domestic water, and how water is used in art and expression. The series also incorporated investigative elements, looking closely at threats to our water quality. Starting in September 2020, the special topics focused shifted to a new series, Employed, which examines changes to the Northwoods economy and employment landscape. These stories have chronicled the move to remote work during COVID-19, the newfound popularity of living in the Northwoods, and entrepreneurial advances by innovators in our communities.

Recognition

WXPR has placed in seven categories for the 2020 Wisconsin Broadcaster Association’s Awards for Excellence. They include: Best Spot News, Best News Writing, Best Hard News/Investigative, Best Use of Audio in Radio News, Best Pandemic-Related Service to Community, Best Election Coverage, and Best Web Story. We have been informed that WXPR has placed first, second or third in each of these categories. We find out the results in May.

Community

Katie participated in a panel with the DNR on its training of Public Information Officers.

Ben gave a presentation to the Rhinelander Woman’s Club and Rhinelander Rotary on WXPR’s news operation.

Katie, Ben, & Jessie gave a presentation to Nicolet College Learning in Retirement on the station and news operation.

Jessie presented to the National Federation of Community Broadcasters on WXPR’s Community Counts Initiative.

WXPR was a partner with the Wisconsin Humanities Council Beyond the Headlines project.

WXPR was a sponsor of Art Fest Online

Participated in Story Corp Connect, enabling listeners to record a StoryCorps interview with a loved one remotely using video conference technology.

WXPR continued to cosponsor In Progress with ArtStart

WXPR is also increasing our social media presence. This includes posting more frequently to Facebook and Facebook lives as well as increasing our presence on Twitter and Instagram.

Support

1,600 Members

1,430,289 Page Views at wxpr.org

3,623 Facebook Followers

989 Instagram Followers
**Staffing**

Ken Krall retired after 20 years as News Director. Katie Thoresen was hired in August as the new News Director. Emily Yaddof relocated to Iowa. Emily Irwin was hired in September as the new Development Director. Erin Gottsacker was hired as Morning Edition Host and Reporter in December.

**Other Notable Items**

- Installed new EAS for WXPW
- Upgraded studio lighting to LED
- Upgrading air conditioning systems
- Upgraded underwriting software
- Attended the Major Gifts and On-air Fundraising Virtual Academy
- Received the WI Cultural Organization Grant

**WXPR Underwriters**

*Underwriting is a key part of our community support*

- AARP Wisconsin
- American Carpet Cleaning
- AmericInn (Rhinelander)
- Ann Marie’s
- Apostle Islands Cruises
- Aqualand Ale House
- ArtStart
- BC Cakes & More
- Bear Paw Pottery
- Bikes N Boards
- Black Forest Pub and Grille
- Blue Ox Music Festival
- Bolger Funeral Home
- Borel uto Body
- Brown Street 151
- Camp Nicolet for Girls
- Campanile Center For the Arts
- Carpetiers
- Chequamegon Adventure Company
- The Community Blood Center
- Coontail Sports
- CT’s Deli
- Dahlquist Heating & Cooling
- Dillman’s Creative Arts Foundation
- Eagle River Chamber of Commerce
- Eagle River Roasters
- Earth Goods
- Fireside Supper Club
- Flanders Realty Group
- Foley’s Forest Products
- Forth Floral
- Fun Factory Sweet Shoppe
- Gateway Lodge
- Gavin Tack Construction
- +GMMB
- Gogebic Range Health Foundation
- Grandma’s Toy Box
- Great Northern Blues Society
- Great Northern Hotel (Mercer)
- The GRID Wisconsin
- Grow North
- Hanson’s Garden Village
- Hodag Farmers Market
- Holiday Acres Resort
- Howl Adventure Center
- Imaginuity
- JJ’s Acres
- Lakeland Art League
WXPR Board of Directors
Christy Myshchyshyn
James Cape
Jeff Burke
Ken Allington
Mike Smolarek
Patty Fitzpatrick
Ralph Solome Jr.
Gami Miller
Suzanne Flory
The Board of Directors is responsible for management and operation of White Pine Community Broadcasting Inc. WXPR

WXPR Community Advisory Board
Brian Derber
Cheryl Bowen
Erica Brewster
Gami Miller
Rad Watkins
Ocie Kilgus
Meredyth Albright
Dominic Frandrup
Christian Neumann
The Community Advisory Board is a volunteer group of listeners that meets three times a year to make programming recommendations.

WXPR Staff
John Burton- Morning Edition Host
Nick Church- Operations Director
Jessie Dick- General Manager
Colleen Finn- Volunteer Coordinator
Erin Gottsacker- Morning Edition Host/ Reporter
Emily Irwin- Development Director
Jared Kropidlowski- Business Support Manager/ Music Director
Ben Meyer- Special Topics Correspondent
Becky Tegen- Finance Director
Katie Thoresen- News Director