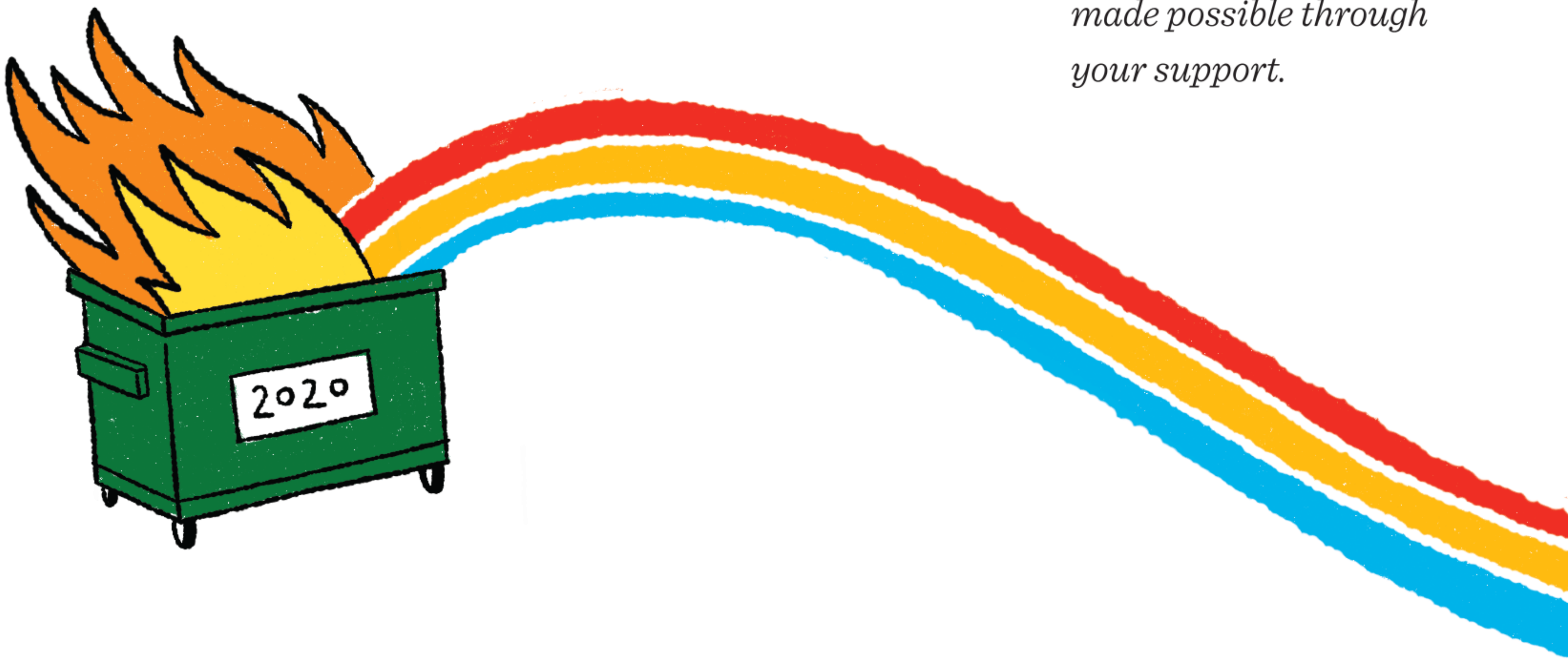




88NINE
RADIO MILWAUKEE
IMPACT REPORT

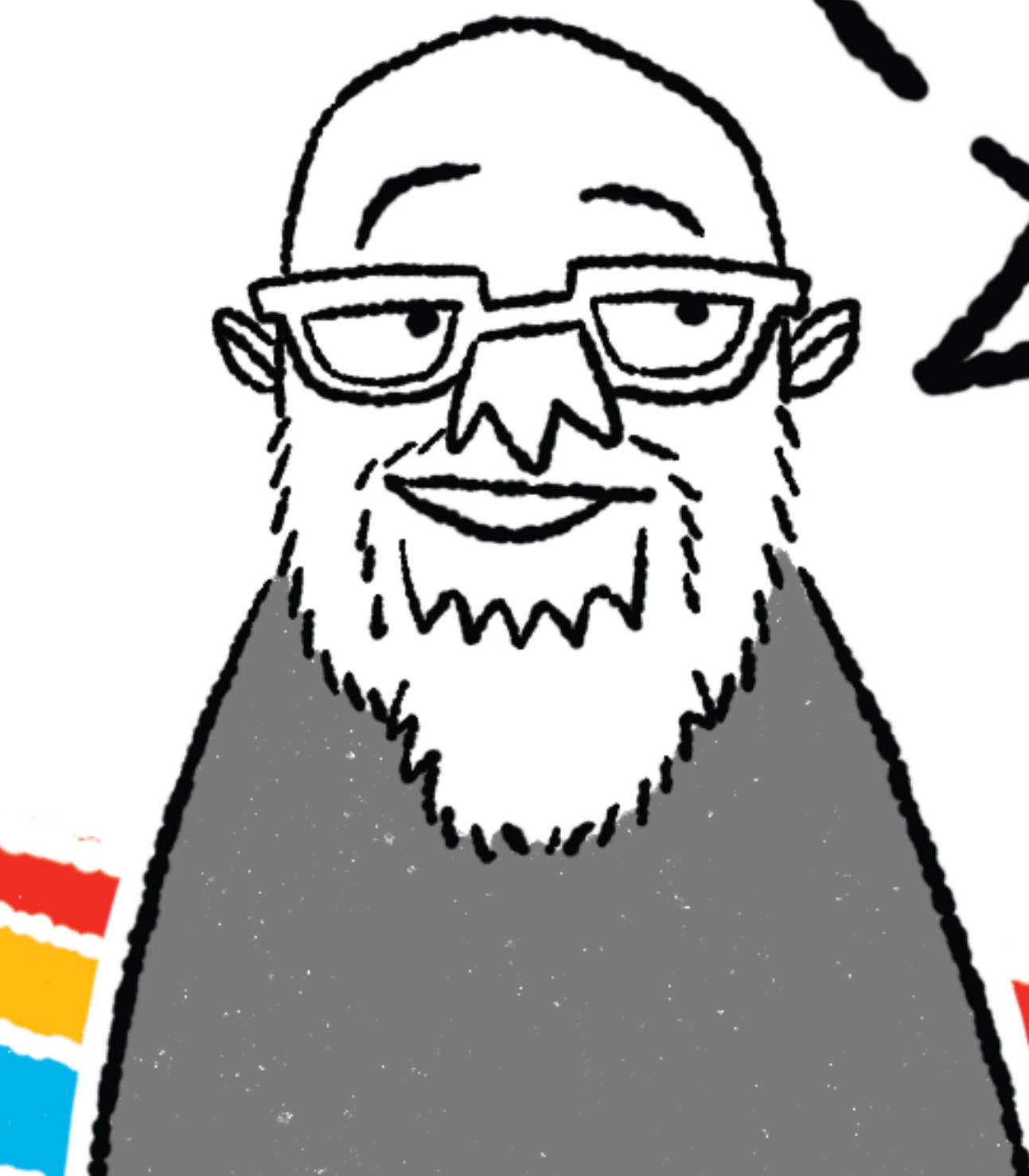
**Exhale* Well, we did
it. A year like no other.
Let's take a look back
at all that changed,
the few things that
didn't and the impact
made possible through
your support.*




Things
that
didn't
change!

OUR MISSION:

THROUGH music and stories
Created for a culturally open-minded
community, BBNine 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 comm-
unity engagement — while promoting
a positive global identity for
M I L W A U K E E.





your support!

7,357

Donations

2,156




New
Members

21

Foundations

122

Underwriting
Supporters



Information from
January 1 through
October 31, 2020

This year has felt fast and slow, endless yet brief. Sometimes it's been hard to remember what day or week or month it is.

So we thought we'd take you on a journey of 2020 through the lens of a calendar (remember those?), making stops to share the impact your gift to Radio Milwaukee has had on our community.





JANUARY 21: TALK, TACOS, and TALLER

TALK, TACOS and TALLER

Partnering with Latino Arts, we co-programmed a workshop focused on creativity and reflection with artist Brianna Hernández Baurichter.



FEBRUARY 6

Soundbites!

We hosted our most delicious fundraising event in a new venue, The Ivy House!



FEBRUARY 17

How to Have better CONVERSATIONS about RACE

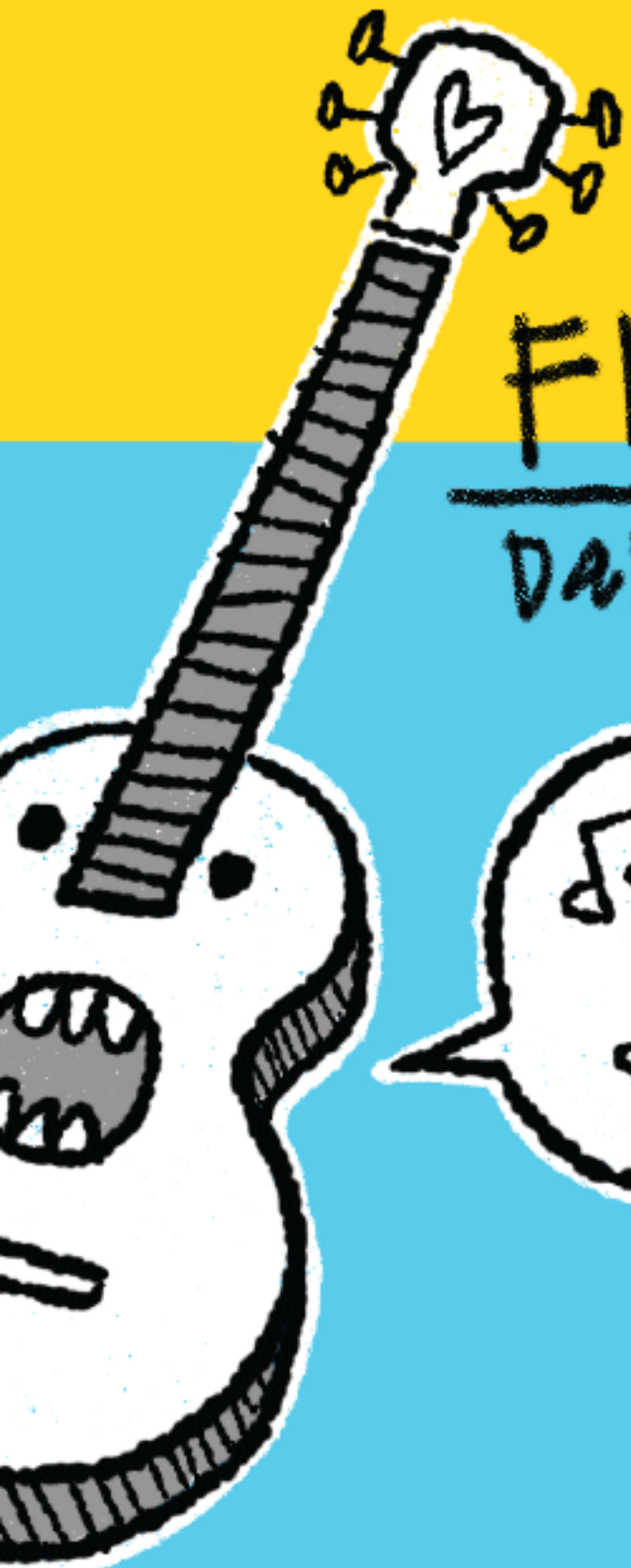


We worked with FemFest and The Black Emily Dickinson to present an event focused on having more productive conversations about race and how to be a better ally.



FEBRUARY 21

DARYL STUERMER duo



Virtuoso guitarist Daryl Stuermer performed at Radio Milwaukee! Stuermer has been touring the world to sold-out crowds since 1978 with supergroup Genesis and Phil Collins.

MARCH 8

international women's day

We celebrated strong women all day long with music programmed by lots of voices on our team, including a block of tracks on body positivity, an hour featuring songs about survival and a deep dive into traditional and pop music from Muslim culture.

Zoom Room Romance - A Radio Milwaukee Mad Lib

2020 has been as unpredictable as a Mad Lib, so we made one for you! Within the story below are blank lines with categories underneath. Without reading the story, fill in the blank with a word for each category. Once every blank is filled in, read your story aloud and laugh.

Charlie arrived first, staring back at herself in the digital abyss, “Dang, you’re looking _____!” she cheered. _____
(adjective) (sound)

Taylor entered the room, her _____ profile photo appearing
(adjective)
before her face. “_____!” she greeted, but Charlie could not
(greeting)

hear her. Her _____ was off. She _____,
(noun) (past tense verb)

a classic first virtual date mistake. Taylor clicked several times in a panic,

but the _____ was not working. “It’s okay!” Charlie
(same noun from above)

reassured, “We can use the chat.” Taylor held up a _____,
(body part)

disappeared from the screen and came back with a _____.
(noun)

Then, much to Charlie’s _____, she began to write words
(feeling)

on cards like _____ in _____. The next
(actor) (movie)

_____ minutes flew by until the date ended _____ with
(number) (adverb)

Charlie’s WiFi going out now, another classic virtual date mistake.

Ready for the rest of our year? Flip this around and upside-down.



MARCH 16

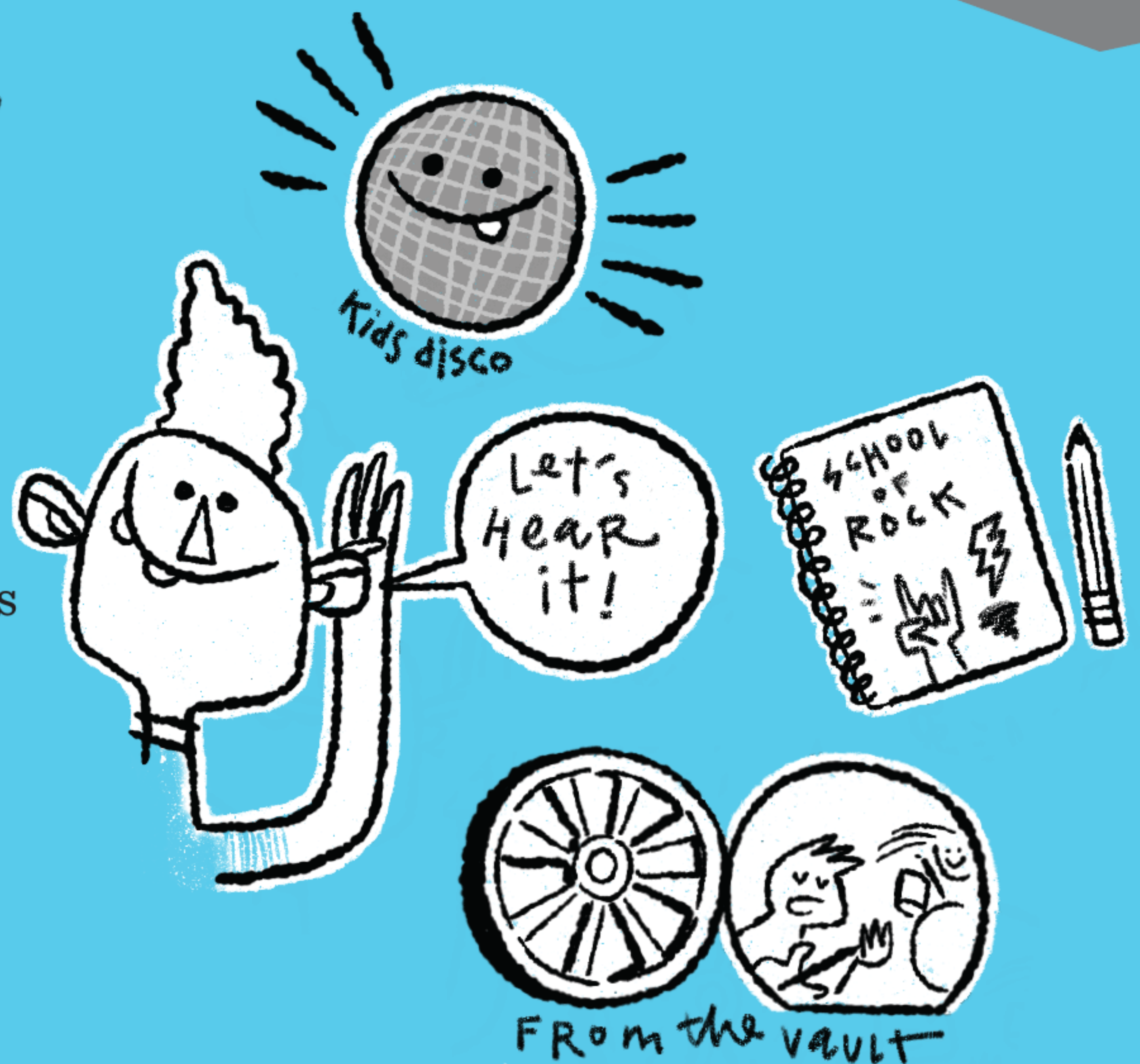
Radio Milwaukee begins working from home.

MARCH 23

NEW PROGRAMMING. WHO DIS?

As the world changed around us we adapted and introduced new programming to help our listeners socially connect while physically distant. *Dori Zori's School of Rock* was in session each morning to teach listeners about the musicians that shaped our culture. *Let's Hear It* expanded beyond Saturday mornings to every midday.

And *Studio Milwaukee: From the Vault* brought live music back to the radio.





MAY 29

Over 600 people tuned in for our last Music Lab of the school year! We welcomed our new Executive Director and award-winning entertainment management professional Kevin Sucher as the featured mentor.



APRIL 24

GRACE WEBER'S MUSIC LAB VIRTUAL OPEN MIC

With schools closed, it was more important than ever for us to connect high school youth around music and collaboration. We hosted a virtual open mic on our Instagram page featuring seven talented performers enjoyed by over 100 viewers.

APRIL 6

WANNA' GRAB COFFEE?

Since April, we've hosted weekly virtual coffee dates to keep our members and community connected. We've welcomed friends from Iceland, Miami, Paris, San Francisco and, of course, Milwaukee.





JUNE 2 → Blackout Tuesday

We participated in the music industry's statement of solidarity in response to the death of George Floyd. As a station, we weren't able to turn off for the day, so we turned up, playing nothing but Black artists.



JULY 8 → Get up, stand up YARD signs

We safely distributed 2,000 free yard signs throughout Milwaukee. Using a prominent human rights lyric from Bob Marley, the intent of these signs was to support and sustain the global movement against racism.



JULY 22 → Know YOUR PRICE

We welcomed author Andre M. Perry for a virtual discussion on his book, *Know Your Price: Valuing Black Lives and Property in America's Black Cities*. Perry described how the themes in his work related directly back to Milwaukee's Black community.



JULY 24 → Milwaukee Strong

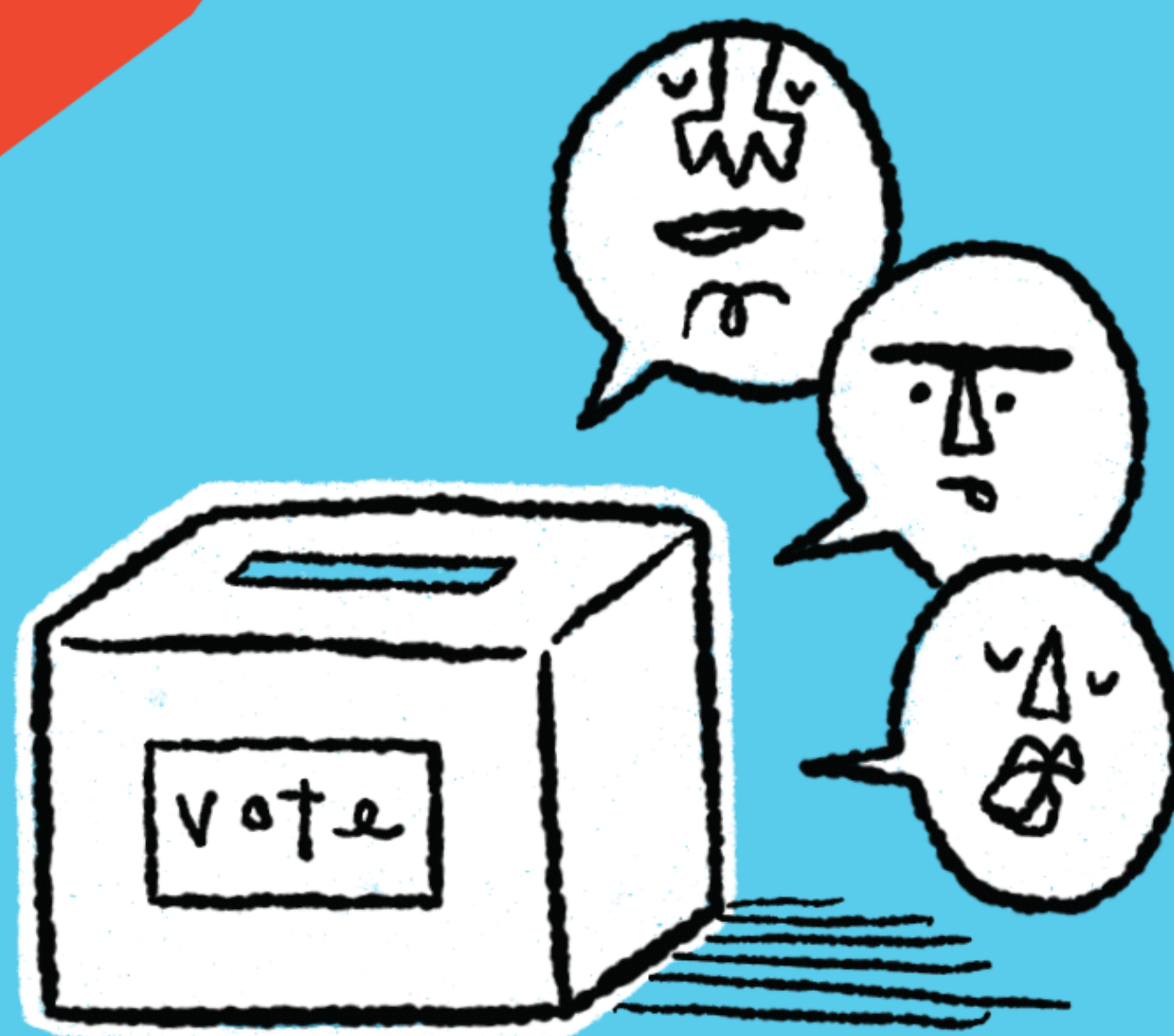
Almost 40 Milwaukee artists collaborated on a song, music video and mural to inspire hope and togetherness. Written and produced by Shonn Hinton with assistant production by B-Free, "Milwaukee Strong" encouraged us to remain united as we face the dual crises of the pandemic and systemic racism.



AUGUST 24: BY EVERY MEASURE

Our six-part episodic podcast hosted by Reggie Jackson and Tarik Moody explored systemic racism in various sectors of Milwaukee, looking closely at how those systems were formed and how they can — and need — to be changed.

Listen
up...



AUGUST 31: AT THE BALLOT BOX

In anticipation of the upcoming election, we hosted a virtual event centered on non-traditional voting stories, including those of young first-time voters, a naturalized citizen and a former felon who gained the right to vote back.



SEPTEMBER-NOVEMBER 3

get out the vote for wisconsin

We worked in partnership with Eaux Claires Music Festival and Bon Iver's Justin Vernon on a campaign to encourage Wisconsinites to get out and vote. The campaign included music, videos and interviews with community leaders around the state, hosted by our own Tarik Moody. We bolstered the campaign with additional get out the vote messages on social, online and on-air, including over 200 PSAs for nonpartisan organizations.

SEPTEMBER 25

Sing that thing

We took the karaoke part of Fall Ball and made a whole night of it! Our former Executive Director Glenn Kleiman took home the People's Choice Award after a committed performance of the Red Hot Chili Peppers' "Give It Away."



OCTOBER 9+16

It's Alive!

By this point, we were really missing live music. So we took over two days during our Membership Drive and put together a live album festival with stages programmed by each of our DJs.

NOVEMBER 2



BY EVERY MEASURE CONVERSATION CLUBS

With all six episodes of the podcast released, it was time for us to continue this important conversation. Participants committed to six weeks of meaningful conversation with the same group of people around each episode of the podcast. We plan to host additional Conversation Clubs in 2021!



NOVEMBER 16 - DIVERSE DISRUPTORS

The staggering underrepresentation of people of color and women in the tech and entrepreneurial spaces has been well-documented. *Diverse Disruptors* is an upcoming podcast about leaders who found their own way to innovate, and did so with inclusion and accessibility at the forefront. We released two pilot episodes of the podcast this year, with a full season to come in 2021!



DECEMBER 1-20

MILWAUKEE MUSIC'S 20 for 20

The Milwaukee music scene continued to create this year. Instead of presenting our annual Radio Milwaukee Music Awards to make these creations compete, we worked on something that was just focused on celebration, something that was for the scene and by the scene.

