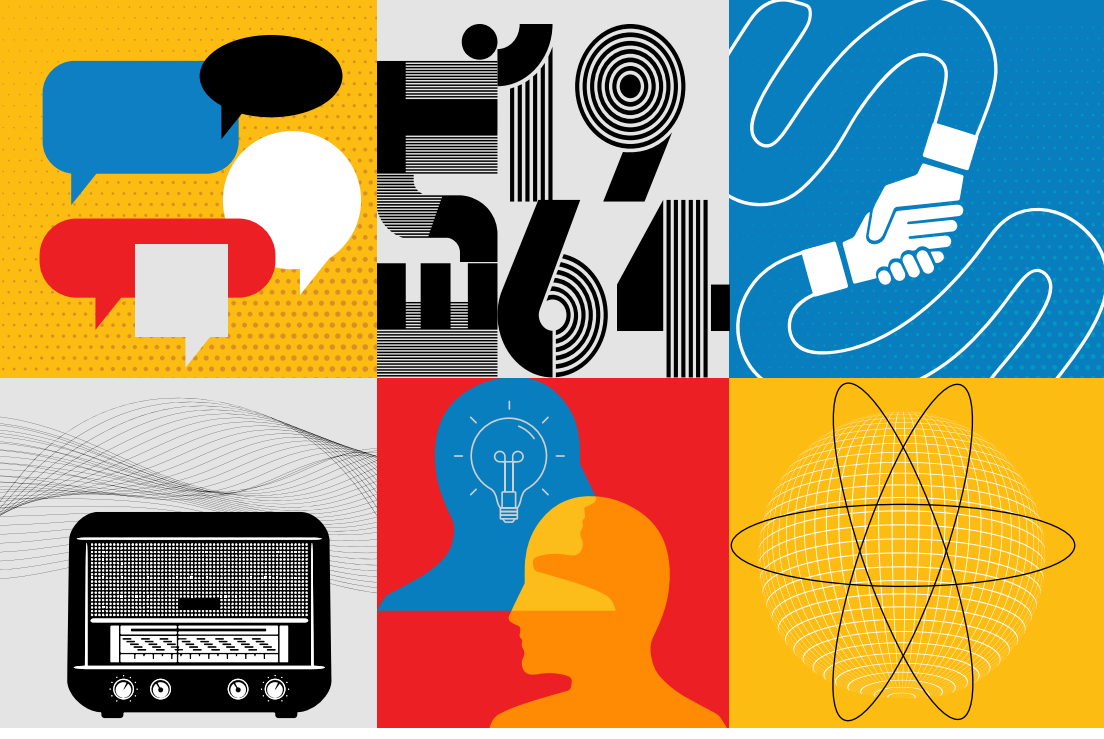


ANNUAL REPORT

FY25

7/1/24 - 6/30/25

WUWM 89.7
MILWAUKEE'S npr

CONTENTS

1 ..... MISSION, VISION, VALUES

2-3 ..... WELCOME LETTER

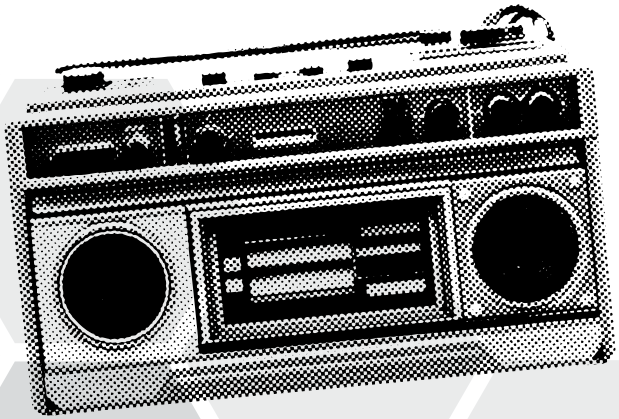
4 ..... BY THE NUMBERS

5 ..... FISCAL YEAR 2025

6 ..... MEMBERSHIP

7 ..... TESTIMONIALS

8-9 ..... PHOTOS



Dedicated & Mission-Driven

MISSION

Our mission is to weave stories of southeastern Wisconsin together to **engage**, **inspire** and **connect** people with a shared understanding of each other, the region and the world.

VISION

To be a premier public media organization that empowers the public to effect change.

VALUES

Trust • Respect • Inclusivity • Collaboration • Creativity
Integrity • Care for Community







WELCOME LETTER



THANK YOU FOR LISTENING, SUPPORTING & STANDING WITH US AS WE CONTINUE THIS JOURNEY TOGETHER.

Dear WUWM supporters,

WUWM celebrated 60 years on air in 2024 and, as I reflect on the year, I am profoundly inspired by all our team accomplished. Our birthday theme, **"Many Voices, One Frequency: 60 Years of Public Service,"** was not simply a tagline, it served as a guiding principle that reminded us every day why this station exists: to amplify the people, organizations and stories that, through thoughtful conversations, help us understand southeast Wisconsin and its place in the wider world.

With the help of many volunteers, we honored our past by packing up decades of physical media and sending it to **the American Archive of Public Broadcasting at the Library of Congress**. As a result of this effort, WUWM's local news coverage spanning 60 years will be preserved, digitized and made searchable for future generations, a gift to our community and a testament to the enduring value of local journalism.

Even as we looked back, we stayed present, covering one of the most contentious election cycles in recent memory. From **the Republican National Convention** right here in Milwaukee to **the general election** and the months that ensued, our reporters, producers and hosts demonstrated what community-engaged, trusted storytelling looks like.

As the calendar turned and a new administration settled in, our commitment did not waver. We launched season two of ***Swing State of the Union***, which explored the increasingly partisan nature of the Wisconsin state Supreme Court elections. We brought you coverage of that high-stakes election among many other topics. In total, we won nearly **40 awards** for our reporting in 2024.

We also navigated renewed and reinvigorated attacks on federal funding for public media, an issue that strikes at the heart of our mission to serve the public without fear or favor, regardless of the political winds.

We cannot do this work without the resources to sustain it. While we continue to face complicated financial challenges, we have been inspired by our members who have, once again, reminded us what true public service looks like. Their generosity, matched by the tireless work of our development team, **helped us raise a record $2 million** this year, proving that when we invest in our community, our community invests right back.

Looking ahead, I believe the spirit that carried us through our first 60 years will carry us into a future that demands new ways of connecting, engaging and inspiring one another. We are investing in our digital spaces to meet people where they are, in the moments that matter most.

This work will ensure that our mission – to tell stories that connect, engage and inspire our listeners to a shared understanding of each other, the region and the world – **remains vibrant and vital for decades to come**.

Thank you for listening, for supporting and for standing with us as we continue this journey together.

Yours in public service,

David Lee | WUWM President and General Manager

BY THE NUMBERS



136,857
Average monthly website visitors



90,700
Average monthly CUME



685,568
Podcast downloads



52,225
Social media followers



16
Events attended and hosted



900
Voter Guides distributed



13,146
Newsletter subscribers



65
Ticket giveaways to events in Milwaukee



217
Corporate sponsors



7,713
WUWM members



6,951
WUWM media assets archived in The Library of Congress



39
Awards received

FISCAL YEAR 2025

REVENUE $6,114,091



- 51% Fundraising
- 25% Corporate Sponsorship
- 12% UW System & UW-Milwaukee
- 6% Corporation for Public Broadcasting
- 4% Other
- 2% Carryover

EXPENSES $6,114,091



- 51% Programming
- 22% Management
- 11% Corporate Sponsorship
- 7% Fundraising
- 5% Broadcasting
- 4% Marketing & Communications







MEMBERSHIP

We strengthened our fundraising capacity by adding an institutional gift officer to expand grant opportunities and cultivate new philanthropic partnerships. We also filled our major gifts officer role, enhancing our ability to build and steward donor relationships that support long-term mission growth.

Team members from revenue, content and digital participated in the Solutions Journalism Accelerator — hosted by the Solutions Journalism Network and Blue Engine Collaborative — advancing WUWM's community-centered fundraising and impact-driven storytelling. This work contributed to ***Seeking Solutions: Keys to Homeownership***, a series that examined systemic housing challenges in Milwaukee.

Amid renewed threats to federal public media funding, donors demonstrated record-breaking commitment. Their contributions, combined with the development team's efforts, resulted in **$2 million raised**, underscoring the community's strong support for independent, mission-driven journalism.

Audience support also grew significantly, with a **7% increase in the number of members** and a **16% increase in membership revenue** from FY24 to FY25.

We are deeply grateful for the donors whose partnership fuels this work. Their trust empowers WUWM to inform, inspire and engage communities across southeast Wisconsin.



$2 million raised



7% increase in number of members



16% increase in membership revenue

Member Testimonials

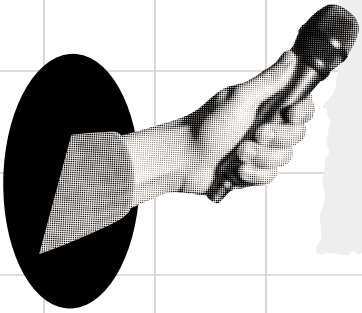
♡ WUWM

"Boundless love and respect for what you provide to us all. We won't let public radio go away!"

– Scott, Waukesha

"I love hearing local stories and learning about the great things happening in our city. The state, national and global reporting keeps me well informed."

– Nicole, Franklin



"I moved from Washington D.C. in June. WUWM has welcome me to Milwaukee and made me feel at home. I am regularly impressed with the reporting and unique local stories.

– Joanna, Greendale

"Congrats on 60 years of high-quality programming! Thanks to WUWM for the engaging content and for making us smile.

– Laurie, Mequon

WUWM 60th

"WUWM sets the bar in what good public radio programming should be."

– John, Waukesha


WUWM 89.7
PRESS


FM90






WUWM 89

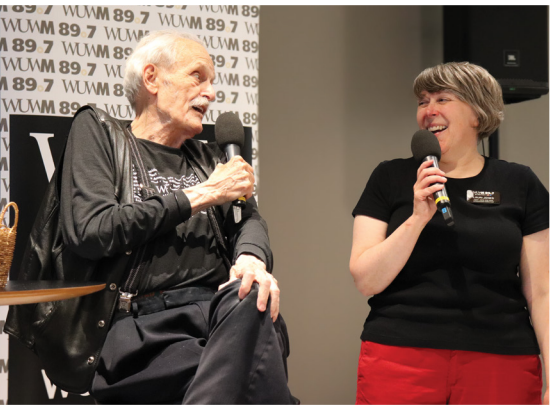





DRINK TICKETS HERE





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