FORTY YEARS OF WXPR!

The very first WXPR broadcast took place 40 years ago on April 24th, 1983. After years of fundraising and hard work, the community had a station they could call their own! The enthusiasm, relief, and energy that were in that studio during the first broadcast can be heard through the recording from that day.

As the media environment continues to change, WXPR seeks new ways to serve our audience and connect with our communities. Just like those first voices heard in 1983, we still have that same excitement and energy with every new project and initiative.

Over the past 40 years, WXPR has grown from a grassroots effort to an indispensable shared resource that is created and supported by the people who live here.

With gratitude and appreciation for all those involved in the past, present, and future of WXPR.

Thank you!

Jessie Dick
WXPR General Manager
WXPR's commitment to local news received both national and state attention this year. WXPR’s increased coverage is an example of how local public radio is helping to fill the news gap in rural areas. We continue to look for new funding sources and opportunities to expand our staff and our local coverage.

WXPR offered analysis, candidate interviews, forums, and local and state voter guides covering the midterm and spring elections. The news staff reported the results live and followed up with the impact of the vote outcomes.

The WXPR news team continues to receive recognition for our trusted local coverage. This year, WXPR earned two Regional Edward R. Murrow Awards in the small market radio category. The awards are among the most prestigious in broadcast and digital news.

Erin Gottsacker’s Skating on Thin Ice was awarded a Regional Murrow Award for the Feature Reporting category. Katie Thoresen and Ben Meyer’s reporting into the now-former Vilas County Board Chair’s conduct was awarded a Regional Murrow Award in the Investigative Reporting category.

In addition to the Regional Murrow Awards, the Wisconsin Broadcasters Association awarded WXPR three Awards for Excellence in the small market radio category, including Best Investigative Reporting and Best Use of Sound in a Story.
After a two-year break, in September 2022 WXPR partnered with ArtStart, the Rhinelander Chamber of Commerce and Nicolet College to present the second Project North – music, art, and sustainability festival. The festival featured over 1100 attendees, 100 musicians and artists, 100 community members, 16 hours of live radio broadcast and an estimated economic impact of almost $100,000!

WXPR staff and volunteers continue to travel throughout the community meeting listeners and expanding partnerships. From Ironwood to Wausau, WXPR partnered with local arts, human service, and educational organizations with the overall goal of community connectedness.
Thanks to support from the Rhinelander Community Foundation, we purchased equipment to enhance the live listening experience. These improvements will allow WXPR to host, broadcast, and record in studio performances and news forums with improved audio quality.

As more listeners depend on digital platforms to get their news, it’s imperative for WXPR to leverage our digital content and engage with new and existing audiences. To prime for this transition, the staff completed the Poynter Institute’s Digital Transformation Program. Through these sessions the team brought creative and new content to our digital platforms. This included Instagram-specific reporting, additional news collaborations and the offering of a daily news email. We also enhanced the WXPR app and upgraded our web stream, improving the WXPR digital listening experience.

Our membership continues to remain strong, with over thirty percent of WXPR members now giving as monthly sustainers. Membership continues to be WXPR’s most reliable and dependable source of support. Thank you to our members!

We welcomed several new volunteers to the airwaves this year and are hearing from listeners that they love the fresh sound and new music.
DIGITAL NUMBERS AT A GLANCE

1480 News Email Subscribers

3873 Facebook Followers

1313 Instagram Followers

90,602 Monthly Page Views at WXPR.org

283 Monthly Mobile App Downloads

Top Cities: Chicago, Rhinelander, Milwaukee, Eagle River, Madison

Top Stories
- November 8th Election: What’s on the ballot, where to vote, & related deadlines
- Spring Election 2023 Results
- Should You Eat a Deer with Chronic Wasting Disease? It Depends
- Failed negotiations over road access lead to barriers blocking access to private homes within the Lac du Flambeau Reservation
FY 2022
FINANCIAL REPORT

Revenue
- Listener Support: 46.4%
- CPB Grant: 18.6%
- Other Grants: 16.5%
- Business Support: 9.3%

Expenses
- Salary/Benefits/Training: 60%
- Programming: 18%
- Utilities: 10%
- Fundraising: 4%
- Admin: 5%
- Leases: 7.2%
The Community Advisory Board is a volunteer group of listeners that meets to make programming recommendations.

Board of Directors:
Jeff Burke
Mike Smolarek
Ralph Solome Jr.
Gami Miller
Suzanne Flory
Allie Pichowski
Kari Vadis
John Harris
Jane Banning
Tony Hjelle

The Board of Directors is responsible for management and operation of White Pine Community Broadcasting Inc. WXPR

Staff:
John Burton- Morning Edition Host
Galen AzBell- Operations Director
Jessie Dick- General Manager
Colleen Finn- Volunteer Coordinator
Emily Irwin- Development Director
Jared Kropidlowski- Business Support Manager
Becky Tegen- Finance Director
Katie Thoresen- News Director