

# ANNUAL REPORT

April 2022-April 2023



# 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*

Jessie Dick  
WXPR General Manager



# AWARD WINNING NEWS



Katie Thoresen reporting on a prescribed burn. Photo by US Forest Service

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.

# COMMUNITY



*Chicken Wire Empire performing at Project North*

After a two-year break, in September 2022 WXPB 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!

WXPB staff and volunteers continue to travel throughout the community meeting listeners and expanding partnerships. From Ironwood to Wausau, WXPB partnered with local arts, human service, and educational organizations with the overall goal of community connectedness.



*WXPB's Dragon Boat Team- A fundraiser for the Howard Young Foundation*



*Beyond the Headlines- Wisconsin's Water Future Partnership with WI Humanities Council*

# LIVE AND LOCAL

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**

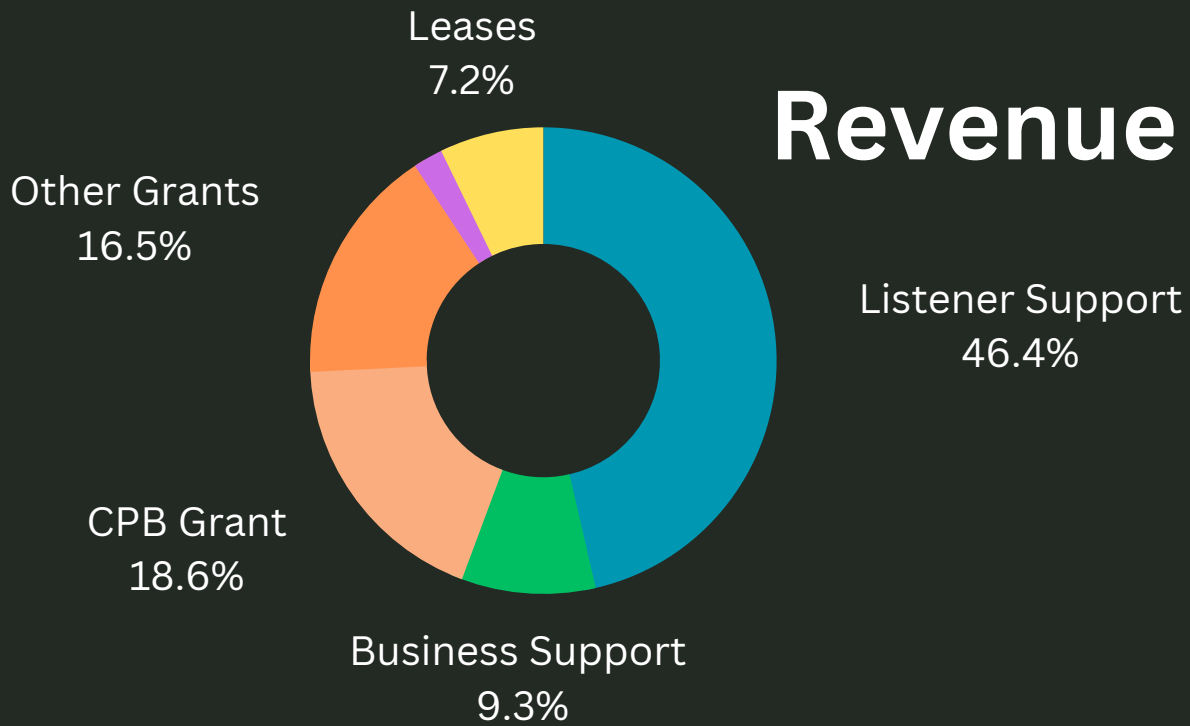
**Top Cities: Chicago, Rhinelander, Milwaukee,  
Eagle River, Madison**

## **Top Stories**

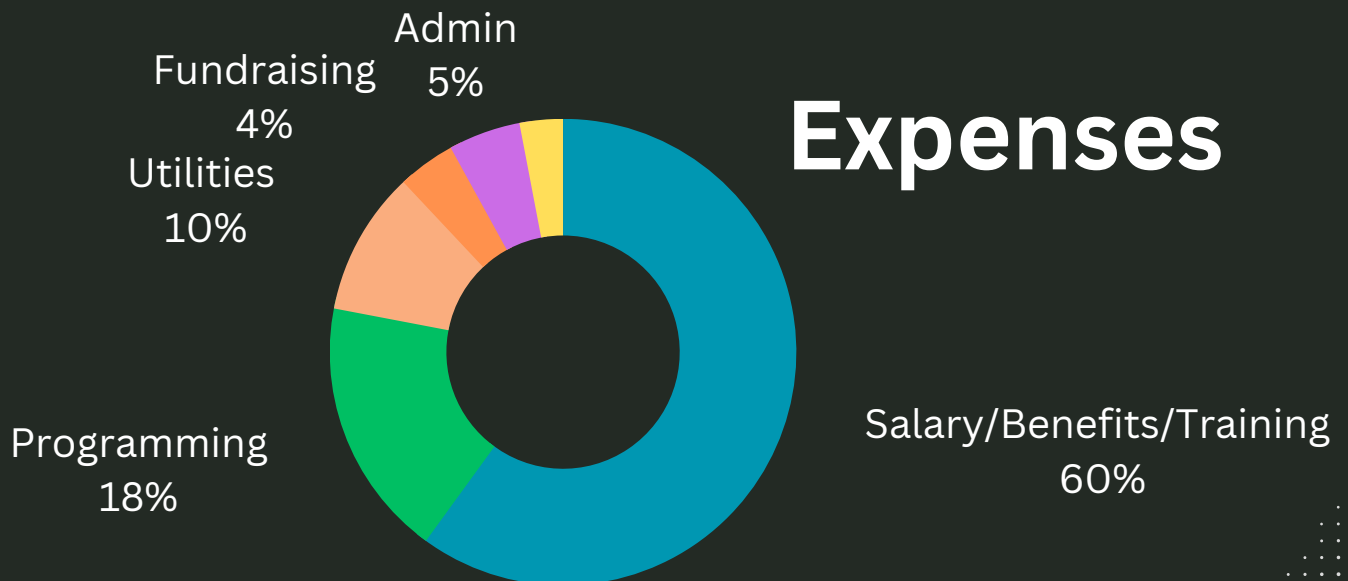
- **November 8th Election: What's on the ballot, where to vote, & related deadlines**
- **Spring Election 2023 Results**
- **Should You Eat a Deer with Chronic Wasting Disease? It Depends**
- **Failed negotiations over road access lead to barriers blocking access to private homes within the Lac du Flambeau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

# FY 2022 FINANCIAL REPORT

## Revenue



## Expenses





### **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

### **Community Advisory Board:**

Brian Derber  
Cheryl Bowen  
Erica Brewster  
Gami Miller  
Rad Watkins  
Meredyth Albright  
Anna Dalka  
Bradley Ballard  
Brittany Beyer  
Carly Lapin

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. WXPB