Annual
President’s
Report 2020
Year in Review

- Curious North Road Trip. Visited the communities of Eagle River, Crandon, Three Lakes, Mercer, Manitowish Waters, Ironwood and Woodruff to promote WXPR’s community questions initiative and meet listeners.
- Partnered with ArtStart, The Rhinelander Chamber of Commerce and Nicolet to host the First Annual Project North Festival. The three day arts, music and sustainability festival had over 1000 attendees.
- Hosted a successful WXPR Concert Series, sponsored in part by the Rhinelander Community Foundation.
- Held another successful WXPR Fall Auction.
- Created a full time Operations Director position and welcomed Nick Church to the staff.
- Welcomed Jared Kropidlowski as Business Development Director.
- Designed a Digital Music Database and updated the Music Library Catalog for on-air hosts.
- Presented on WXPR’s We Live Up Here initiative at the National Federation of Community Broadcasters conference.
- Hired Ben Meyer as WXPR’s Special Topics Correspondent and launched The Stream- an on-air feature and podcast that focus on water.
- Hosted Road to Blue Ox with Pert Near Sandstone.
- Became a media partner with the WIPPS Student Journalism Program, designed for high school students of all backgrounds and abilities to become student journalists for local radio, print and online news media.
- Started the groundwork to rewrite WXPR’s mission, vision and value statements.
- Partnered with the Wisconsin Humanities Council Beyond the Headlines Project.
- Received Nicolet College Partner Award
- Awarded YMCA Media Sponsor of the Year
- Participated in Give Big to My Station.
- Participated in Public Radio Music Day.
Sponsorships and Community Collaborations

- Minocqua Summer Jazz Festival
- Whitewater Music Hall Concert Series
- Minocqua Dragon Boat Festival
- Blue Ox Music Festival
- ArtStart WXPR Roots Concert Series
- Project North Festival
- Boulder Junction Concert Series
- Kentuck Days
- Ironwood Theater
- Oneida County Fair
- Tomahawk Music on the River
- Manitowish Waters Concert Series
- Big Bull Falls
- Three Lakes Oktoberfest
- Wausau Pro Musica- Wine, Women and Song
- Rhinelander Music by the River
- Campanile Center for the Arts
- Dillman’s Summer Concert
  - Wisconsin Humanities Council- Beyond the Headlines
- Mountain Top Music Festival
- Blues Café- Great Northern Blues Society
Programming Highlights

- Created separate podcasts of WXPR local features and commentaries: The Stream, Northwoods Moment in History, Wildlife Matters, We Live Up Here, Curious North.
- Took home four awards—including two 1st place awards—in small market radio at the Wisconsin Broadcasters Association Awards.
- Launched the Stream which provided in depth coverage on Rhinelander’s PFAS contamination.
- Produced a record number of news stories and features for the public file.
- Provided robust election coverage including candidate interviews and debates.
- Continued with WXPR’s We Live Up Here contributor series.
- Partnered with a local videographer to produce video and drone footage for WXPR.org
- Partnered with local media outlets to share news content.

Corona Virus Response Projects

- Hosted a COVID 19 forum
- Added a daily broadcast of The Children’s Hour
- Created a Corona Virus Local/ National News Feed
- Created a COVID 19 Community Resources Page
- Aired briefings with President Trump and Governor Evers. Provided video of the Governor’s briefing.
- Created a listener line
- Launched WXPR Safer At Home Concerts on social media.
- Hosted a “social isolation dance party” on the air for WXPR’s 37th birthday.
- Provided training for hosts to produce and record their programs at home and aired these “produced at home” programs.
- Aired a series of PSAs encouraging listeners to “stay at home”.
WXPR Underwriters

Underwriting is a key part of our community support.

American Carpet Cleaning
Ann Marie's
Apostle Islands Cruises
Aqualand Ale House
ArtStart
BC Cakes & More
Bear Paw Pottery
Bikes N Boards
Black Forest Pub and Grille
Bolger Funeral Home
Borel Auto Body
Brown Street 151
Camp Nicolet for Girls
Campanile Center For the Arts
Carpetiers
Chequamegon Adventure Company
Coontail Sports
CT's Deli
Eagle River Roasters
Earth Goods
Fireside Supper Club
Flanders Realty Group
Foley's Forest Products
Forth Floral
Fun Factory Sweet Shoppe
Gateway Lodge (Land O' Lakes)
Gavin Tack Construction
Grandma's Toy Box
Great Northern Hotel (Mercer)
Hanson's Garden Village
Holiday Acres Resort (Rhinelander)
Howl Adventure Center
Imaginuity
JJ's Acres
Lakeland Art League
Lakeland Times
Marywood Franciscan Spirituality Center
Mel's Trading Post
Minocqua Area Chamber of Commerce
Minocqua Winter Park
Mole Lake Casino & Lodge
Moondeer & Friends Gallery
Nicolet Live!
Nicolet Studio of Lakewood
Nimsgern Funeral & Cremation Services
North Lakeland Discovery Center
North Star Mohican Casino Resort
Northern Advantage Job Center
Northern Lake Service
Northwoods Furniture & Mattress
Northwoods River News
Pete Rondello, Redman Realty Group
Porcupine Mountains Music Festival
Project North
Rhinelander Area Chamber of Commerce
Rhinelander Brewing Company, LLC
Ripco Credit Union
Ron Skagen & Associates Realty
St. Matthias Thrift Store
SkyWest Airlines
Sleep Central
Sounds & Motion
Stewart Inn
Three Lakes Center for the Arts
Three Lakes Chamber of Commerce
Tilly's
Tricia's Treasures
Treehaven- UWSP
Vilas County News Review
The Waters of Minocqua
Whitewater Music Hall
WIPFLI LLP
WJFW TV12
WPS
YMCA of the Northwoods
WXPR Board of Directors

Christy Myshchyshyn
Elaine Strite
Gary Entz
James Cape
Jeff Burke
Kate Ferrel
Ken Allington
Mike Smolarek
Patty Fitzpatrick
Ralph Solome Jr.
Richard G’sell
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

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
Ken Krall- News Director
Jared Kropidlowski- Business Development Director
Ben Meyer- Special Topics Correspondent
Becky Tegen- Finance Director
Emily Yaddof- Marketing & Membership Director