



91.7 RHINELANDER
100.9 IRONWOOD
91.9 WXPW WAUSAU
WXPR.ORG

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.



Curious North Road Trip



Pert Near Sandstone Road to Blue Ox



Nicolet Partner Award

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



Dragon Boat Festival



WXPR Stage at Project North



Main Stage at Project North

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

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