

91.7 FM WMSE



2014-15 FISCAL YEAR ANNUAL REPORT



“No better radio station on earth.”

- Peggy from Milwaukee

“I support WMSE because I am thankful for the DJs who share their love of music with the greater Milwaukee area.”

- Derek from West Allis

“WMSE is an important asset to the community because of the knowledgeable DJs who give voice to music that might not otherwise be heard and exposure to local musicians.”

- Michael from Milwaukee

“I donate because every week I hear something that I haven’t heard before, yet want to hear again!”

- Aaron from Menomonee Falls



The utterly fantastic and totally unbelievable sound of Los Straitjackets closing out the night at the Backyard BBQ

THANK YOU

Over the past 34 years, WMSE has grown from a small studio in the basement of the old MSOE Bookstore to become an institution in Milwaukee's music scene and the art community at large. Because of our many listeners, supporters, members, donors, volunteers, and staff, we have had our best year yet!

In the 2014-15 fiscal year, WMSE:

- Held the first ever Big Band Grandstand with the Cab Calloway Orchestra and, as a result of money raised at the event, began the long-term project of digitizing our entire library and created the Live Jazz Stream—playing our jazz collection 24/7;
- Created a *Local/Live* podcast, giving Milwaukee musicians a global showcase;
- Released our very own WMSE SMASH Ale, created by *Poundcake Punk* host, Drew, and made for us by our friends at Sprecher Brewing;
- Produced our first 7-inch vinyl record with Field Report;
- Put on the 5th Annual Backyard BBQ in Cathedral Square, featuring local and national musicians;
- Held our most successful Rockabilly Chili Fundraiser, with over 4,000 attendees and raising nearly \$70,000, and;
- Created an online store, featuring (along with many other great items) our classic guitar-smasher t-shirt.

Additionally, we've continued to grow our library and showcase music that cannot be heard on any other station or through any other avenue.

We are able to continue our growth and do so much because of your support. We truly cannot thank you enough for making everything we do possible. You are the reason why we exist and the reason why this has been our greatest year yet. Thank you!

WMSE's commitment to our mission of providing a public outlet for local musicians and elevating the music community in the greater Milwaukee area has never been stronger. In the years to come, we will continue to grow our events and push the limits on what is possible for local music in our community.

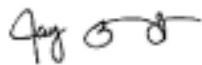
We look forward to the next year and we know that you do, too.

Thank you!

Sincerely,



Tom Crawford
WMSE Station Manager



Jay Burseth
WMSE Development Director



**WMSE is backed
by a dedicated
and diverse group**

of employees, volunteers,
donors, listeners, and the
community advisory committee.



WMSE supporters enjoying
Milwaukee's Cathedral Square
at the Backyard BBQ

We have grown by being the best partner with our community.

WMSE collaborated with MSOE Servant Leadership to bring Milwaukee Empty Bowls, an event to combat hunger in our community, to the campus of MSOE.

This year, we partnered with the Milwaukee Fire Department so that a portion of the proceeds from the Rockabilly Chili Fundraiser went towards the MFD's Coats for Kids program.

Our strong partnership with Milwaukee Film is entering its 7th year, and we will once again sponsor the Sound Visions Documentary Series at the Milwaukee Film Festival.

Our partnership with Artists Working in Education created a more family-friendly Rockabilly Chili Contest that earned record breaking revenue last year.

Our results in this past fiscal year are proof that our strategy and stewardship of your dollars is working.

With individual and business donations higher than they've ever been in the station's 34-year history, WMSE's income exceeded \$500,000 for the first time.

The growing popularity of the Sound Citizen sustaining membership program has reduced the need for on-air Membership Drives, so that DJs can continue to play even more music all year round.

Our annual events, including the Rockabilly Chili Fundraiser, continue to set revenue records for WMSE.

Projected revenue from monthly giving in FY 2015-16 is set to surpass \$80,000.

MEMBERSHIP

NUMBER OF PEOPLE WHO DONATED

1,938

DONORS WHO ARE SOUND CITIZEN SUSTAINING MEMBERS

30%

AVERAGE GIFT OF MEMBERS

\$113



WMSE events continue to grow every year, thanks to the support and dedication of our members

TOTAL VOLUNTEERS

280

HOURS DEDICATED ON THE AIR BY VOLUNTEER DJS

8,268

HOURS VOLUNTEERS GAVE AT EVENTS

1,120



Milwaukee Record's Matt Wild, co-host of *The Disclaimer* (Wed. noon - 12:30), at Rockabilly Chili (Note: Child not yet a WMSE DJ)



The dancefloor is swingin' as the Cab Calloway Orchestra performs at the First Annual Big Band Grandstand

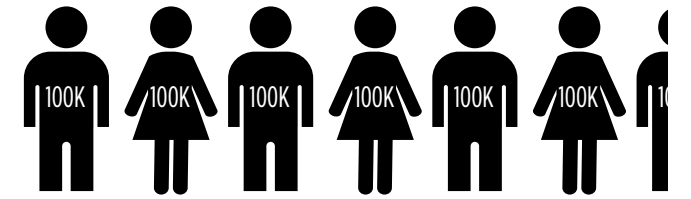
MARKETING & ON-AIR

8,600

Twitter followers

1,000

Instagram followers

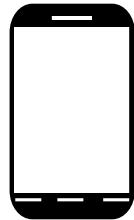


628,487

WEB PAGE
VIEWS



WEB PAGE
VIEWS



13,000

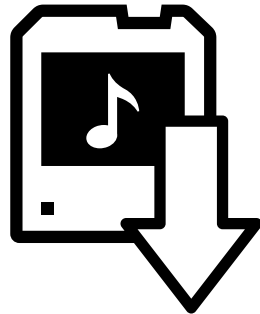
Weekly eNewsletter
subscribers

9,500

Facebook followers



283 ON-AIR
GUESTS



66,559

Downloads &
streams from
program archive



55,420

Live stream
listens



3,815

Pieces of new
music added
to our library



36,500
WEEKLY
LISTENERS

WMSE STAFF

WMSE OFFICE STAFF

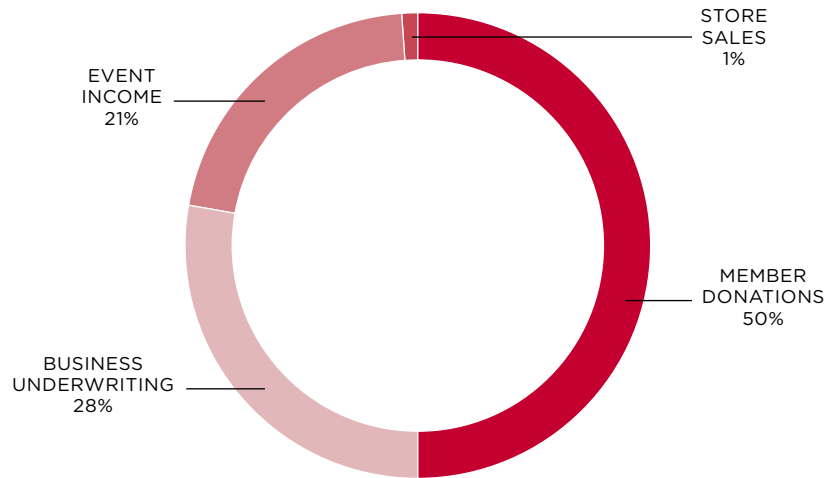
Tom Crawford, Station Manager
Jay Burseth, Development Director
Erin Wolf, Music Director
Sidney McCain, Promotions Director
Matthew Schoeffler, Underwriting Director
Chris DeMay, Volunteer Coordinator
Billy Cicerelli, Live Audio Engineer
Jeremy Kuzniar, Production Engineer
Emily Dufner, MSOE Student Employee
Ericka Sanchez, MSOE Student Employee
Reginald Gayle, MSOE Student Employee

And, an especially large thank you
to the more than 280 volunteers
that keep the station running year round!



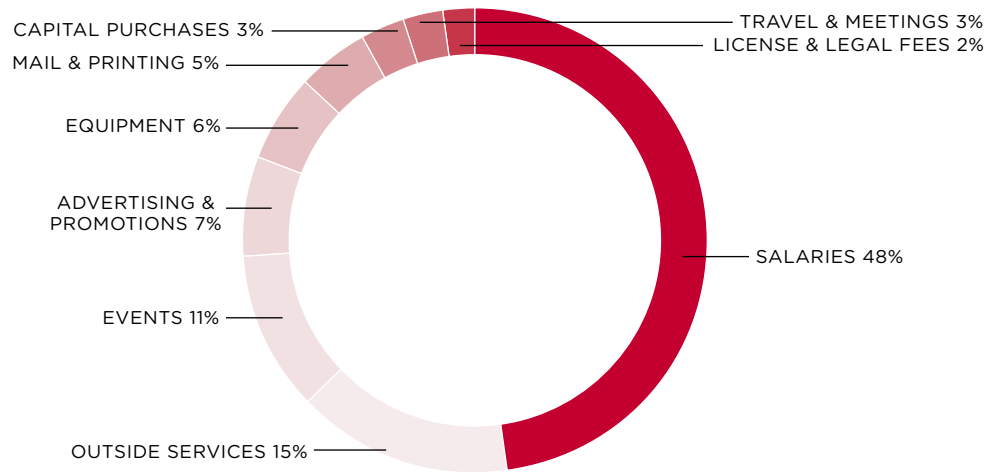
The historic Turner Hall, the Cab Calloway Orchestra, and hundreds of participants made for a great inaugural Big Band Grandstand in November

2014-2015 FISCAL YEAR BUDGET



REVENUE

Member donations:	\$ 253,072.78
Business underwriting:	139,586.56
Event income:	103,141.21
Store sales:	5,574.92
TOTAL:	\$ 501,375.47



EXPENSES

Salaries:	\$ 245,836.00
Outside services:	77,395.00
Events:	55,374.00
Advertising and promotions:	37,712.00
Equipment:	32,270.00
Mail and printing:	19,285.00
Capital purchases:	16,355.00
Travel and meetings:	13,899.00
License and legal fees:	8,303.00
TOTAL:	\$ 506,969.00



WMSE Mission

To entertain and educate members of our community by providing a wide selection of musical programming that they cannot readily hear elsewhere.

To enhance the image of and bring tangible value to MSOE,
the station's parent.

To be an effective and creative public outlet for local artists who would otherwise receive little or no broadcast exposure in our community.

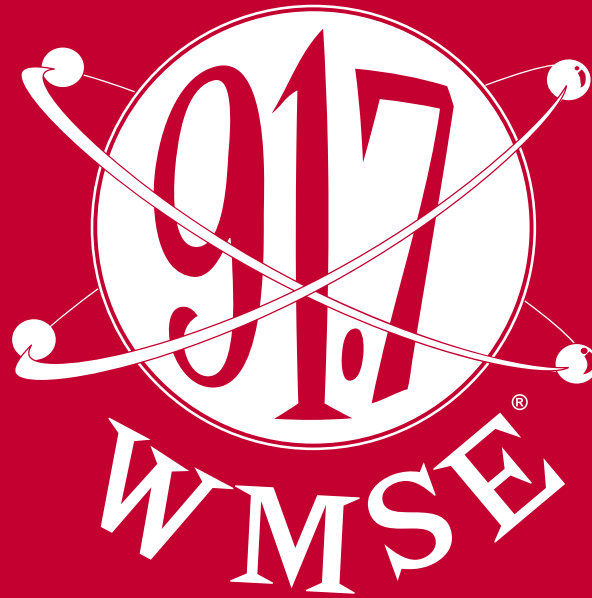
To support and enhance the Milwaukee community.

WMSE Vision

To energize, empower and reward all station listeners, donors, volunteers, staff, MSOE representatives and musicians, to a level of "community, trust and privilege."

To increase WMSE's positive effect on our community by providing educational opportunities for Milwaukee's youth.

To champion Milwaukee as a vital creator of culture by bringing WMSE to a national and international audience, establishing Milwaukee and WMSE as important musical destinations and bringing widespread positive exposure to MSOE.



THANK YOU



Tom Crawford, Station Manager
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OWNED & OPERATED BY

