



91.7 FM WMSE

2015-16 FISCAL YEAR ANNUAL REPORT

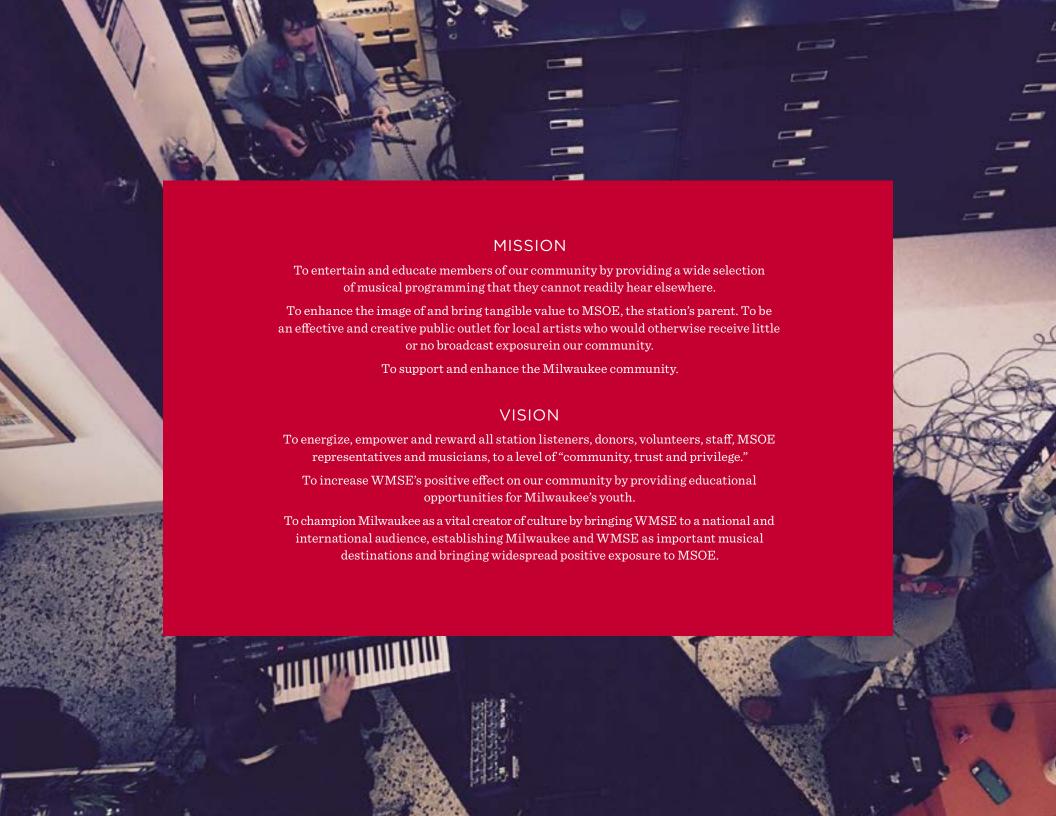
ABOUT WMSE

91.7 FM WMSE is a non-profit, listener-supported radio service educationally licensed to the Milwaukee School of Engineering.

WMSE's on-air staff is made up of dedicated community volunteers who specialize in the genre that is featured on their respective programs.

WMSE broadcasts from the downtown campus of the Milwaukee School of Engineering in Milwaukee, Wisconsin.

Funding for WMSE Radio is provided by the WMSE listening community through membership contributions and by area businesses through program underwriting. 91.7 FM WMSE is financially independent of the Milwaukee School of Engineering.





MESSAGE FROM STATION MANAGER TOM CRAWFORD

This year, WMSE celebrates 35 phenomenal years of bringing Milwaukee the best to offer in music, community involvement, and commitment to an important mission

In our 2015-2016 fiscal year, WMSE rolled out a large lineup of events that all led up to the 35th anniversary of the station:

WMSE held the 2nd annual Big Band Grandstand with Dewey Gill, headlined by Louis Prima Jr. and the Witnesses. While raising money for the digitalization of our jazz collection, WMSE was able to highlight the new age of jazz through the Milwaukee Youth Symphony Orchestra jazz band.

WMSE launched a hot sauce, "Salsa de los Muertos" made for us by our supporters.

WMSE presented the 6th annual Backyard BBQ with the best local and national acts in Cathedral Square to 4,000 loyal fans, with headliners JD McPherson and the Dirty Bourbon Biver Show.

WMSE hosted the most successful Rockabilly Chilifundraiser WMSE has ever had with nearly 4,000 attendees and over \$70,000 raised.

Louis Prima Jr. and the Witnesses blowing the crowd away at the 2nd Annual Big Band Grandstand Gala and Silent Auction



WMSE held our first ever Record Ruckus, bringing together Milwaukee record labels and music collectors alike to browse and purchase for their collections.

WMSE kept the party going with exciting events throughout the entire year dedicated to our 35th anniversary. This included the Rock N Roll Bowl, the Dance Retrospective, an Evening of Milwaukee Punk (including the reunion of The Benjamins!) and the Blues show featuring the R&B Cadets and the Siegel-Schwall Band on March 26 that the historic Turner Hall Ballroom.

Over these past 35 years, WMSE has grown only because of the passion from its loyal members, donors, volunteers, and staff. The love and support that continues to be shown throughout our 35th anniversary proves just how integral WMSE has become to Milwaukee. WMSE would not be where it is 35 years after first going live on the air, if it wasn't for the commitment our supporters show this station.

WMSE cannot thank you enough for making these last 35 years possible and launching the station into a promising future. To all our loyal listeners and supporters, WMSE thanks you from the bottom of our hearts for everything you do to help this station meet milestones and continue to make WMSE your source for Milwaukee music.

Let's make next year even better than the last!

Thank you! Sincerely,

Tom Crawford

WMSE Station Manager

WMSE DJs Dietrich (*Saturday Morning Car Tunes*) and Jonny Z (*The Chicken Shack*) spinning all the music at the 14th Annual Rockabilly Chili Fundraiser



WMSE IN THE COMMUNITY

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 8th 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 Fundraiser that earned record breaking revenue.

This year, for the Big Band Grandstand Gala and Silent Auction with Dewey Gill, we collaborated with the Milwaukee Youth Symphony Orchestra to have a band of their students open the evening of music and celebration of jazz in the community.

Over 2,300 pounds (that's more than a ton!) of food was donated to the Hunger Task Force at the Rockabilly Chili Fundraiser.



RECORD RUCKUS

On August 2, WMSE held the first ever Record Ruckus. This local label showcase and collector show brought several Milwaukee record labels together with many record, instrument, and music collectors and dealers from across the Midwest. Accompanied by live performances from well-known Milwaukee artists, some rare and hard-to-find vinyl, cd, gear, and art were all available for purchase.

BACKYARD BBQ

The WMSE Backyard BBQ is our way of saying 'thank you' to the community that supports us year-round. During this annual event, we saw some of the best local and national acts at Cathedral Square in a one-of-a-kind celebration of music. Held during welcome week for MSOE students, Backyard BBQ closed out summer with nearly 4,000 loyal fans in our backyard. The day-long event included food from a half dozen local popular restaurants and performances by Jim Liban & the Joel Paterson Trio, Devil Met Contention, Pill Hill, Dirty Bourbon River Show and JD McPherson!

Check out the video on our YouTube page!



BIG BAND GRANDSTAND

On Sunday, Nov. 29th, WMSE returned to the Turner Hall Ballroom to present the 2nd Annual Big Band Grandstand Gala and Silent Auction with Dewey Gill Presented by Jenny and Bob Hillis, in honor of Bob and Genie Friedman.

Louis Prima Jr. and the Witnesses headlined the event; taking jazz fans on a journey through 1920s New Orleans, 1940s Swing, and 1950s Vegas. Louis Prima Jr., known as "The Crown Prince Of Swing", was the perfect inspiration for this year's Grandstand. In addition to the Witnesses' two sets, the Milwaukee Youth Symphony Orchestra's jazz band, Rhumba, opened this incredible night. Rhumba is one of the 11 latin jazz combos in the MYSO Jazz Studies Program and is made up of middle and high school students from the greater Milwaukee area, performing jazz standards using the many different styles and rhythms of Latin American and Africa.

This gala and silent auction was held to raise money for the upkeep and digitization of the WMSE jazz library, which streams 24 hours a day, 7 days a week. WMSE's library has over has over 10,000 pieces and includes: CDs, 33s, 45s and 78s. It is WMSE's mission to keep jazz alive in the Milwaukee market and available online around the world. This grand event has taken place each fall since 2014 to preserve and celebrate the music on *The Sunday Big Band Show* with Dewey Gill and WMSE's weekly jazz programs.

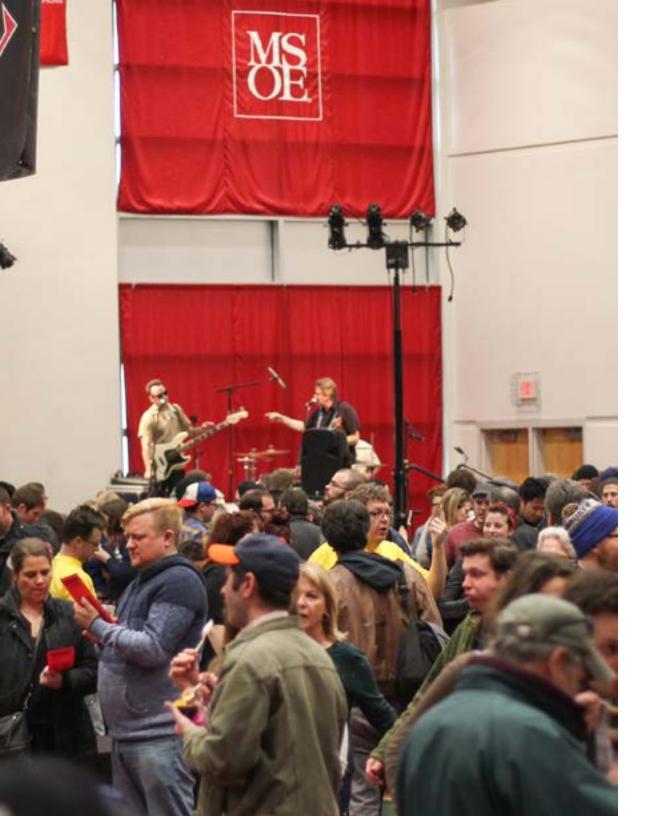
The Milwaukee Youth Symphony Orchestra opened the Big Band Grandstand, in celebration of big band jazz in Milwaukee



This year we also began phase two of our jazz digitization project to greatly increase the amount of music found on our up-and-running jazz stream. We now have thousands of hours of rare jazz that can be accessed worldwide at **wmse.org/jazzstream**

Thank you for joining us for an evening of celebration and preservation of the unforgettable era of big band jazz with classic cocktails from Bittercube, food from Braise and Eat Cake!, music, a silent auction and plenty of dancing!

We look forward to continuing to this annual celebration for the Big Band Grandstand Gala and Silent Auction in December 2016! WMSE is honored to be able to provide the best in big band and jazz music on the radio dial and online. Thanks for coming out and we look forward to seeing you in December for our flagship fundraiser!



THE 14TH ANNUAL ROCKABILLY CHILI FUNDRAISER

On Sunday, March 6th, nearly 4,000 people turned out for our 14th Annual Rockabilly Chili Fundraiser, hosted at MSOE's Kern Center. The 2016 Rockabilly Chili Fundraiser featured a chili contest between some of Milwaukee's best restaurants for best meat, best heat, best veggie, best display, and most unique. This year, we also had a separate contest between Milwaukee Fire Department firehouses. Palates were cooled by the variety of beer that was provided by the Milwaukee Brewing Company.

The Hunger Task Force collection during this event raised 2,300 lbs of nonperishable food to help end hunger in the greater Milwaukee area! The arts and crafts kids area was provided by our good friends at Artist Working in Education. Our annual chili pepper races were held throughout the day at the Kern Center's running track. All of which made for a great day, raising over \$71,000 toward supporting the independent music programming on WMSE.

14th Annual Rockabilly Chili Fundraiser winners:

Best Meat: Vanguard

Best Heat: McBob's

Best Display: Brewed Café

Best Veggie: Riverwest Co-op

 $Most\,Unique; Hue\,Restaurant$

Best Firehouse: Station 37

The Runners Up

Meat: The Wicked Hop, Water Street Brewery

Heat: Hector's a Mexican Restaurant, Good Harvest Market

Display: Outpost Natural Foods, Water Street Brewery

Veggie: Gypsy Taco, Beans And Barley
Unique: Smoke Shack, Brewed Cafe

The Kevin Fayte Rock 'N' Roll Trio performing for a packed crowd in the Kern Center at the Rockabilly Chili Fundraiser



35TH ANNIVERSARY KICKOFF EVENTS

On Sunday, March 20th, nearly 4,000 people turned out for our WMSE's Rock-N-Roll Bowl returned for a second year, doubling the fun by hosting two sets of twelve teams and once again gave prizes for team high score, individual high score, team low score, and individual low score. DJs Marty, Faux Eyes, and Erin Wolf, WMSE's Music Director, spun music for the event while Honeypie and Pizza Shuttle provided delicious food. It was a great way to kick off our 35th Anniversary!

On Friday, March 25, WMSE celebrated 35 years of fantastic dance music at the Mad Planet. DJs Dori, Melissa, Von Munz, Asche, and Haven spun dance gems ranging from the 80s, 90s, and 00s!

Also that night, WMSE hosted an evening of blues at the Turner Hall Ballroom, with blues legends the Siegel-Schwall Band, along with Milwaukee's own R&B Cadets (featuring WMSE DJ Paul Cebar)!

The 35th Anniversary celebrations throughout march concluded with "Never Mind The Reunions, It's WMSE 35th Anniversary Punk Show" on Saturday, March 26 at the Turner Hall Ballroom. The evening included an all-star Milwaukee punk lineup, including: Moloko Shivers, The Mighty Deerlick, Feck, Skiptracer, The Crosses, and The Benjamins. The Crosses, featuring Die Kreuzen singer Dan Kubinski and his band, played the entire first Die Kreuzen LP from start to finish. Closing out the night, The Benjamins will played *The Art of Disappointment* from start to finish, in honor of the 15th anniversary of their classic album. As Station Manager Tom Crawford put it, "the night was one that everyone who was there will remember - whether or not they actually were!".



LOCAL/LIVE

Every Tuesday, WMSE welcomes a Milwaukee-area artist into the Bob and Genie Friedman Live Performance Studio to perform a full set live on the airwaves from 6 to 7 p.m. with hosts Erin Wolf, WMSE's Music Director, and Cal Roach, WMSE DJ and Milwaukee music writer, for our long-running *Local/Live* program.

Wolf and Roach collaborate to book, curate, feature, and converse with musicians, groups, and bands primarily from the Milwaukee area (and all from Wisconsin) with the intent to feature the new and up-and-coming, alongside seasoned veterans. WMSE engineer Billy Cicerelli is at the helm of each weekly band performance, creating an unbelievable live sound.

This year we were also able to host several *Local/Live* performances and interviews live from Club Garibaldi's so audience members could join in on the fun! We saw a great variety of bands come into WMSE's studio and Club Garibaldi's, including Direct Hit!, Chris Rosenau, Ruth B8r Ginsburg, Dr. Shrinker, and many more!

MEMBERS

Carol Abing Thomas Badura Gary Abplanalp Barry Bahe Claudia Abrams Michael Bailey David Acevedo Jamie Baird Jose Acevedo Emma Baker William Acuff Hollev Bakich Anthony Adamski Mark Bakula Lindsev Baldewicz Hannah Ader Eric Adsen Bee Bank T Alabi Michael Bansemar Elisabeth Albeck Michael Baran Ted Alexander Monica and James Baran Lelah Allen John Baratki Marilyn and John Allen Jake Barg Tim Allen Thomas Barham Jeanette R. Alred Patrick Lee Barnett John Altmann Robert and Susan Barnett Joseph Alvardo Kirk Barrows Ernest Alvarez Jayne Barry Geoff Amateau Jill Barry Sharon Anderer Kathleen Barry Eric A. Anders Barbara R Barth Paul Anders Mary Bartlein Alfred E. Bartosik Rise Andersen Alan Anderson Angela Bartosik Alfred and Jon Bass Jacquelyn Anderson Robert Bassett David Anderson Neil Joseph Basterash Gregory Anderson David Baszynski Jim Anderson Dustin Batterman Stephen Anderson Matthew David Bauer Chris Andrews Michael and Susan Bauer Mark Anger Meg Bauk Paul Anshus Mary Baumann Alan Anthony Amy A Baumgart Enjoli Anzalone Jordan Baumhardt Meg Arbeiter Chris Bausch Bridgette Ard Wendi Bazar-Besasie Nancy Argubright Eric Beaumont Matthew Armbrust Scott Beaver Aaron Armstrong Christopher and Dawn Armstrong Jill Bebeau Meghan Arnold Samantha Beck Michael Arnold Fred Becker Gilbert Arroyo Jeff Becker David Aryan Kayla Becker-Botero Ryan E. Aschebrook Jane Bednarek Mark Bednarek Mary Askin Stephanie Astrin Bill Begos Thomas Augustine Sean Behling Robert Austin Joseph Behmke Olga Ayala David Behrel Toby Babb Raimonds Beldavs Michael G. Babich James Bell Margaret Bacik Travis Beltz Margaret Bacik Tanva Benavides James and Cheryl Bender Bill and Jane Backes

Charles Benish

Steve Bacovsky

Eston Bennett Jerry Bennett Celia Benton Eric Benz Fred and Jenna Benz Susan Berce Mike Bereiter Bryan Berg Craig Berg David Berg Kenneth and Martha Berg Michael Berg Anthony Berger Tony Bergeson Tyler Bergstrom Dave Beringer Ali Berry Mike Besaw Peter Bettin Anthony Beuche Wesley Beusse Lynn Beyer Sid Bickle David Biel Cindy Bielinski Cvnthia A Bielinski Mark Biermann Bill Bigus Jov Bilicki Jack Birr Justin Bittenbender Lara and Kevin Blackwell John Blanchard Daniel Blasinski Jonathan and Barb Blick Kent and Karen Block Holly Blomquist Kari Bloom Mark Blumenberg Paul Bodis Richard Bodoky Scott Boers Dan Bogard Kristin Bolan Brian Boldt Matt Bolka Angela Bolmes Carl Bolton Conrad Bonczkowski Emily Bonczkowski Matt Bonde Jo Ann Bonk Mario Bonner Brent Boock Jim Borecki Lois Borkowski

Andre Bosseau

Fred Bosseau Mitchell Burtard Michael Bourdo Penelope and Phoebe Jeff Bussanich and Melissa Bowles Alexander Boyes Deborah Bozewicz Jason Butler Stephen Bozic Don Byrne Mark Brandstaetter Richard and Lee Cadillac Celina Brault Cullom Cahill Christopher Braun Chuck Braun Thomas Braun Catherine Brautigam Jeff Callesen Steven Brengosz Drew Calvetti Rochelle Brien Michelle V. Bright Kevin Cannon Jeff Brodzeller Julie Capell Jim Broennimann Bill Cardiff Jean Brooks Janet Brown Kevin Brown Michael Bruders Annie Carrell Robert and Karen Clancy Carroll Brunow Jeff Carter James Bryce Paul M Carter Michaeland Trisha Carter Melanie Brylow Jen and Mark Michael Brylski Jim Buchanan Brian Casev Richard E. Buchholz Dean Castalaz Eric Buchmann La Causa Inc Robert and Marie Jill Cayton Bucholtz Helen Ceci Jon Buck Rick Ceschin Patrick Buckley Mike Budde Mark Budnik Jacci Buehl Annie Chase Vic Buell Christopher J. Buhrman Eric Bulgrin Denis Bump Holly Bunch Michael Chier Jen Burch Lenore Burckel Daniel Buretta Ken Chrisien James Burge Hector Burgos Amelinda Burich Kim Church Jonathan Burks Tim and Ellen Burmeister Dan Clark Brian Burns James Clark David Burnside Justin Burris

Robert M Bursek

Jay Burseth

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Duane Dudek Shirley Due Joe Duehmig Dan and Joan Dufner Emily Dufner Todd Dunsirn Thomas and Sandy Dunst Jeff and Debbie Duris Margaret and Martin Wavne Duris Thomas E. Duris Catherine Dutton Mark Dyorak Charlie Dwyer Howard D Dybedahl Billie Dyszelski Deanna Dytchkowskyj Mark Dzendzera Dianne Dziengel Richard Earle Justin Eaton Mark Eberhage Barry Eberhardt Erich Ebert Anna Ebv William and Mayra Echevarria John Ecker Pamela Eckhardt Anna Eckmann Randel Harris Edwards Jackie Edwardson Mike and Gayle Effinger Eric Eggers Paul Eggers Dean Eggert Jeffrev Ehrlich Russ Eisenberg Peter Eisenhauer Holly and Curt Emmer Sam Emmons Thomas Endter Michael Engelbart Jonathan Engelken Thomas Eppstaedt James Erdmann Cory Erickson Jacob Erickson Robert and Isabel Erickson Robin Erickson John Ertl Ron Ertman Tracy Ertman Elizabeth Escobar Tom and Ellen Etten

Jonathan Etter

Donna Evans

Mark Scott Evans Elizabeth Laurence Govin-Matzat Edward J. and Marcia P. Suzanne Herrington Marianne Janka Kathy Kane Patti Evans Brooks Hammond Friedman OConnor Patrick Grace David M Jankowski Brian Herteen Maria Kangas Sandra Everts Olivia Jo Fritz Michael Graff David Hanig Jon Hertig Brian Janssen Mark Kappel Dennis and Tom Fritz Christopher Karas Chrisand Mike Hankenson Jake Wylie Hess Anna L. 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Kashian Jan and Todd Graveline Ralph Harast Daniel and Marie Jeruc Marvin Fechter Jim Garacci Dan Grav Sue Kastensen John Harbeck Anna Hjortland Christopher Johns Eric Feedar Nicholas Garstecki Thomas Gregory Todd Kavemeier Roger Harman Jr Cindy Hockenberry Barry Johnson Steven M Feih Joe Garvey Ron Greis Dan Harrington Michelle Hoff David Johnson Steve Kazmierski Joseph Felcht Alphonse Gassenhuber David Keach Steven Grieb Tracy Harrington Douglas Johnson Carl and Jill Hoffman Richard Fells Lisa Gatewood Gary Griffith Gregg Harris Anthony Kearney Grant Hoffman Eriks Johnson Marc Ferch Thomas Gaudynski Ed Griggs Phil Harris Keith Keller Anthony Hoffmann Garyand Ken Fernandez Michael Gauger Kristin Hoffmann Rozsa Keller Joey Grihalva Gerry Harsh Michelle Johnson Bart and Brandy Ferrara Steven Keller Greg Gavric Fredrick J. Grimes William and Todd J. Hoffmann Gerald Johnson Sheila J. Fessel William Gehling Sandy Hofmann T Keller Dorothea Grimm Catherine Hart Jo Johnson Jim Fiala John Gehred Luke Grocholl Lowell and Stacy Harwell Mark Hokanson Marc Kellom Mel Johnson Mark Fiegel Wade Gehrt Geoffrey Grohowski Colin and Bonny Marie Holder Paul R. 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Alexander Krygsman

James Kloiber

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Optekar Jeffrey Lang Jeffrev Luko Papo Pinto Alex Rein Gerald McAdams Wade and Kristin Miller Gary Nadolsky Angela M Orlando Charles Larkin Richard and Kay Lussier Curtis Piper David Reinholdt Todd McAllister Joe Milton Landon and Lisa Naffin Sylvester Orlowski Ryan Larsh Kristi Luzar Julia McAvoy Richard Minkley Rochelle Nason Chris Ortiz Eleanor Piper Chris Reininger Hannah Marie Lartz Timothy Lynch Sid McCain Buffalo Pittman Jerry Retzlaff Lisa Minneti Jonathan Nass Jil Ortíz Matthew Laufer Jim and Irena Lvon Mike and Jeanette Matthew Pittman Stanley Rewolinski Lisa Anne Minneti Karen Nastulski Nick Ortiz Mike Laurent Anthony and McCallister John Plummer Mary Reyes Jim Mirda Daniel Nathan Luz Ortiz-Carby Sharon Lavin Jennifer Lyons Daniel McCarthy Charles Poat Nick Reynolds George and Wendy Hayley Nattinger Pete Osborn Paul Lawson Paul MacAvaney Kim McCarthy Mireles Andy Nelson David Ott Michael Pochert William Rhead Laura Rhyne David Lawton John Mack Willie McClaren Sarah Mironezuk Dave Nelson Mary Podsiadly Gerald Ottone Joseph Layde Kevin Mackey Gerald Missiaen Randy Policht Jack Rice Christopher and Eric Glen Nelson Todd Ovard Amanda Lazarski Craig Mackinnon Stephanie McConville Fred Mitchell John Nelson Todd Alan Ovard Mike Polzin Elizabeth Richard Dawn and Perry Lea Paul Madura Mary Alice Pomerov Matthew Richardson Adam McCoy Jeff Mitchell Tvler Nelson Aida and Harvey Padek Sheila A. Leander Mark Maduza Rob Mccuen Michael Mitchell Zak Nelson Steven R. Paeschke Ryan Poortenga Richard and Christine LeBlanc Rick Popp Mary Richter Michaeland Steven McCurdy Robert and Denise Michael Nessmann Andy Pagel Daniel Lee Nicole Maher Steven Poser Lisa Ridgely Chris McDonald Mitchell Debbie Pagel John Neuberger Diana Lee Janice Mahlberg Connor McDonough Tim Mitchell L.J. Neuman Mary Pajot Pamela Posnanski Tom Rieboldt Jon Rieckmann Kenneth Lee James and Gail Mahonev Laurence Mlinar Alex Post Jason Mark McDowell Maxwell and Christine Palazzari Peter Lee Karen and Rudy Povlich Marc Riewer Richard McElroy Robert Mohr Ilia Neuman Karen Pankowski Robert Lee Michael Maierle Patrick McGraw Jack W Powers Daniel Rindt Lisa Moline Paul Neumyer Art Paque Matthew Leece William Malcuit William McGraw Jeremy Prach Michelle Molitor Terry Rindt Linda M Neuy William Parch John Lehnberg Alberto Maldonado Jerome and Blake Moll John and Julie Workman Fulvio Paris David Pratt Beth Noel Ringwelski Laureen R Lehnberg Bill Malmstadt Mary McInnes John Mollica Newhauser Bill Preston Kellee Risse Kristina Paris James Leibiger Angela Mancuso Lance and Chris Pretti Becky Rittenhouse Cindy Molloy Jeff Newville Jolene Parker Paula Leigeb Elizabeth Manhardt Elizabeth McKendry Anthony Monreal Susan Nicholson Michele Parliament Bridget Pride Jen and Cal Roach Jim Lenoach Michael Maniaci Darlene Roberts Maggie McKenney Jake Montada Dan Prowse William Nicloy Renee Pasciak Geoffrey Lentz Christine Manna Megan McLane Arthur Montgomery Mark Nicolini Kevinand Rudy Puerzer Rosemary Zoe Roberts Derek Leo Robbie McLeod Terry Puhek-Sandberg Jerry Manske Jym Mooney Daniel Niedzieiko Julie Paskiewicz Sam Roca Timothy Leonard Robert and Roberta McLoud Kristopher Dave Rochester Jeffery Moorbeck Michael Niemiec Phillip and Gail Passler Natalie Lerov Connie Manzke Craig McNeal Walter Moores Shane Nimmer Peggy Patros John Purzycki Randal Rock Michael Lerret Robert Marak Mark Moran Chad Quates John Roddy Randy McPhail Davey Noble Karen Patterson Edward Levitas Art Marburg Nick and Clare Raasch Kevin Rodgers Jillian Meaux Edith Moravcsik Tim and Patti Noble Don Patzke Richard Lewandowski Mike and Irene Marianek Sean Michael Raasch Jesse J Rodriguez Randy Mecha Jim and Joan Roberto Nodal Jerry Patzwald Benjamin Rader Jim Liban Rich Maringer Ron Rodriguez Jose Medellin Morningstar Geri Nolan Curtis and Luann Paul Jou Jou Liberski Richard Marion Allen Meier Jim Morris Peggy Noonan Dale and Diane Pautzke Adam Radford Daniel Roe Arthur F Radke Charles Licht Mariann Maris Blyth Meier Mark Roesler John Morris Ieva Norvelis Betsy Peckenpaugh Michael Linck Maker Market Marvin Meier Robert Radke Julian Rogers Polly Morris Garry Nowak Scott Peden

Judith Rohan Bill Schlise Pete Rohde Chuck Rohrer Eric Schmetz Chris Roland Edwin Roman Bart Schmidt Scott Romanski Craig Schmidt Linda Rosandich David Schmidt Catherine Rose Gerald Schmidt Daniel Rosen Jeff Schmidt Lucille B Rosenberg Kirk Schmidt Michael Rosenberg Steve Schmidt Judith A Ross Steven Schmidt Ryan P Ross Karl Schmit Russell Rossetto Bill and Kate O'Keefe Rouleau Guy Schmitz Craig Roush Andrea Ruane Ron Schneider Randy Ruege Brenda Rupp Schneider Ron Rutzinski Ronald Rutzinski Joel and Nancy Erik Ruud Melissa Rvan Daniel William Mo-Mo and Rymaszewski Jim Rzepny Scott Sabatke David Sachse Azad Safavi Julie Salek John Schreiber Corey Sampson Angel Sanchez Brett Schuelke Rodney Sanchez Christof Sander Blaine Schultz Paul Sander Lori A. Schultz Pete Sanfilippo Mike Schultz Caraminta Santiago Randy Schultz Heriberto Santiago Robert Schultz John P. Sargent Steve Schultz Rvan Sarnowski David Sassias Seth Schuster Tom Schwark Dick Satan John Saux Mike Schwartz Judith A Savick Jeff Schwarz Kevin Sawicki Jim Schwarz Randall Sawicki Rory Sazama Kate J Schwid Michael Schaefer Terrence Schaefer John Scripp David Schall John Sealey Brenda Scharping Mark B Seibel Joseph Schauer Melissa Seibold Beth Scheibel Frederick Selin Jim Scheidegger Paul Sendry Pete Schemberger Diane Sergio Jennifer Schieffer Chad Severson Dave Schlabowske Jenifer and Ryan Schlegel Sam Sharkev Ryan and Amy Schleicher Katie Shaw Lisa Schlenker Tracey Sheasby Don Schlichting Llovd Sheldon

Curt Eric Schmelz Aaron J Schmidt Cody James Schmitt Elizabeth Schmitt Steve and Linda Schmitt Thomas Andrew William Schoeller Schoenbeck Ronald Schoenrock Grae Schoenung Tanner Schoepp Amalia Schoone Justin Schramm Dennis Schrank Cathy Schroeder Steven Schuknecht Thomas Schultz Kurt Schwengel Rozanne Screven Dvlan Shanahan

Doretta J. Sheridan Brian Shernell Crystell Shibilski Dan Shimek Zac Shipley Vlad Shteyn Daniel Shurilla Ken Siegel William Siegel Linsey and John Sieger Brian Siegl Rita Sieracki Rosemary Silagy James Silberschlag Joel Sills James Silverstone Peg Silvestrini Shawn Simar Alan Simensky John Simms Robert Simms Charles Simonsen Joseph S. Sindric Don Sipe Craig Skala Donna Skalecki Francis Skalecki Steven Skalecki Kathleen Slamka Kim Slaske Jerred and Amanda Slavata Carl and Bernice Smaida Ashlev Smith Barbara Smith Richard and Leila Smith Robert L. Smith Roger Smith Tamara Smith William Smith Christopher Smyczek Duane Snyder Becky Sobczak Tim Sobczak John Soboleski Grace Soma Jane Somers Charles Sommers Linda Sonnen David Speaker Laura Spencer Preston Spencer James Sponholz Michael Spoon Mark Springer Gary Sprong Derek Sproveri Gregg Stachowski Kathryn Stacy Catherine Staeck

Mark Stall

Christine Stanfield

Derrick Stanley Bruce and Sandra Stark Ed and Maureen Staroselec Jeffery Starr Jenny Statza LW Staudenmaier Christopher Stawski James Stearns Mike and Shelley Stefaniak Theresa Stegemeyer Cathy M. and Jeff Stehr Robert Steingart Judy Steininger Cindy Steinle Josh Stelmaszewski Kevin Stelter Shawn Stephany Bret Nathaniel Stepke Douglas Stewart Jack and Anne Stewart Darlene Stimac Benjamin M. Stocks Theresa M Stoll Richard Stollberg Timothy Stone Mr. David F. Stowe, Ph.D. Michelle Straetz Brian Strandt Richard Stranfeld James Strassburg Joshua Stratton Ellen K. Straw-Bogart Steven A Strode David Strommen Paula Strother Stephen Strupp Elizabeth Stull Guy Stuller Chris Sturdevant Bill Suhaysik Trevor Summer Noah Sumner Tom Surges Esther Swan Holly Swanson Gail Sweet Jason Sweet Tim Svth Paul Szedziewski Steven Szklarski Robert Szocik Bruce Szolwinski Michail Takach Arthur Talayko John Tallinger Leo Talsky Jennifer Tamsen Frank Tanzer

Jean Taylor

Jeff Taylor

John Tesensky The Group of Altos Alex Theel Ben Thelen Craig Thibaudeau James P. Thomas Jeffery Thomas Mark Thomas Tracey Thomas Tracy Thomas Bruce Thompson David Thompson Patricia Thompson Kevin Thoreson Mark and May Marie Thoreson Matthew Thorgaard Daniel Thorp Tracey Thurman Aurora Tibbitts Karen Tibbitts Tom Tiedjens Paul Tiffin Rick Tikkuri Jay and Renee Tiller Steve Tillman Steve Tilton Michael Timm **Edward Tippelt** Peggy Tischendorf Scott Tisdel Chris Tishler Robert Tobon Nick Tomaro Michael Torine Robert Torner Angie Tornes Alicia Torres George and Denise Torres Reinaldo Torres Shawn Touney Andrea Toussaint Troy Tower Chris Towns Nancy Townsend Mark Trampe Paul and Vivian Traskowski Mark and Mary Treadaway Mike and Beth Treptow John P. Trevino Jourdan Trice Dwight Trieber Ricardo Trinidad Tom and Nancy Trokan Robert Trujillo Rose Trupiano Lydia Trusso

Rodge Taylor

Tania Taylor

Cory Tcheng

Patricia Tully Bill Tuma Andy and Corri Turner Chris Twining Kerry Twite Matt Tyner Richard Tyszka Molly Ubbesen Cliff and Marie Ulsberger Donald Umhoefer Todd Umhoefer Chicago United David Urban Michael van Akkeren Elizabeth Van Deslunt Antony Michael Van Hart Jeffrey Vandreel Anthony P. Vangroningen Joe VanLanen Scott Vanwhy Kenneth Vasek William Velez Andrea Velic Eric Venci Vincente Vento Jav Verish Dennis Verville Saji Villoth Jeff Vincent Robyn Vinje Charlotte Vitale Joshua Duane Vitek Jen Vivian Dan Vnuk Loretta Voge Elizabeth Vokac Ted Von-Briesen Molly Voorheis Robert Vosters Robert Wagner Rebecca Wainwright John Waigel Michael Waldoch Danny Walker Chip Wall Christopher Wall Lvnn Wall Barbara J Wallner Steven Walloch Andrew Walther Andrzel Walz-Chojnacki Anna Wanderer Melinda and Bill Wanderer Tom and Kelly Wanderer Dominic Wanzer Greg Warchol Christina Ward Kevin Watt Rich Watt Ellen Webb Jov and James Webb

Danielle Weber Jenny Weber Mike Weber Todd Weber Pete Wein Terri Weinberger Gregg Weirauch Sandy Weisto Billy Weller James and Teresa Wells Jean Wells Angel Welniak David Wenstrup James Wentland Wayne and Deb Werner Robert Wernicke Nick Wesselman Barb Wesson Dean West Mike Westfahl John Wettstein Jessica Wetzel Kelley White Randy Whitehall Travis Joshua Whitty Jean Whyte Ricketts Ron Wichinski David Wiener Mary Wierman Joseph Wiesner Jason Wietlispach Thomas Wilcox Tim Wilcox Matt Wild Sean Wiler Glenn Wilhelm Michelle Wilinski Jay Wilkinson Danielle Lynne Williams Szydel Kathleen Williams Tom Williams Justin Williamsen Mark Williquette Fritz Wilmanns Jennifer Wilson Robert Wilson Susie Wilson Justin Wilt Tony Wiltges David and Rebecca Wincell James Wink Mark Winter Theresa Winter Amy Winters Kenneth Wishowski Steve Wnuk Erin Wolf Chris Wood Mike Wood

Ben, Barb and Anneliese Woodford Brian Worth Bob Wright Eric Wruck Erica Wulff Kristina Wurlitzer John Wythes Mark and Lynn Yeoman Robert M. Young Bohdan Zachary Vincent Zager Thomas Zak Mark Zalewski Peter Zanghi Robert and Karen Zastrow Herbert Zautke Jason Zbichorski Mike Zebrowski Elizabeth Zellmer Jennifer Zembruski Dean Zemel Judith Zepplin Cecelia C Zettel Jon Ziegler Peter Ziegler Dori Zielinski Stephen M. Zielke Jim Ziemann Inga Zile Amelia Zimmerman Bryant Zimmermann James Zinda Chuck David Zink Michael Zirbel Scott Zirbes Chris Zito Dori and Milan Zori Steve Zoshke Courtney Zott Paul and Joanne Zovic Jim Zsebe Thomas and Gail Zuleger Donald Zunker

COMMUNITY PARTNERS

Chocolate Chisel ACME Records Hi Hat Alcoholmanac Clark Graphics High Dive Alligator Records Classic Slice Pizza Holey Moley Alternative Concert Group Clock Shadow Creamery Honeypie Cafe & Bakery Alverno College Club Garibaldi Hue Restaurant American Science & Surplus Inc Co.mpany Brewing Hunger Task Force Colectivo Coffee Hupy and Abraham SC Anodyne Coffee Roasting Co. Arte Para Todos Comet Cafe Ian's Pizza Aurora Health Care Custom Grown Greenhouses Illinois Tool Works AVU Milwaukee **Cutting Group** Imperial Beverage Flavors Battomi Oil & Beverage Dickie's BBQ Independent Charities of Company LLC Direct Supply Foundation America Irish Fest Bavette Downer Wine and Spirits Downtown West Allis Inc Ironwood Foundation Bay View Art in the Park Jazz on the Vine East Side BID Beans and Barley Jennifer Janviere Photography Beauty Inc East Town Association Bel Air **Empty Bowls** Jewish Community Foundation Finks of Milwaukee Ben's Cycles Jon Blick, Audio Engineer Black Shoe Hospitality Joseph & Evelyn Richardson First Stage Foundation Inc Blue's Egg Florentine Opera Boswell Books Juniper61 Restaurant and Bar Fondy Farmer's Market Braise Restaurant Forward Courier KKCPA, SC Brass Rooster Fringe Fest La Perla Brewcity Bruisers, LLC FSI foodservice Lakefront Beer Hall **Brewed Cafe** Fuel Cafe Lakefront Festival of Art Brewtown Rumble G-Daddv's BBC Life Navigators **Brighter Connection GE** Foundation Local First Brodersen Up and Under LLC German Fest Lulu Cafe & Bar **Brown Paper Tickets** Girls Rock Milwaukee Lyon Motorsports Build Milwaukee Cooperative Good Harvest Market M Magazine Cactus Club Great Northern Distilling Mad Planet Cafe Centraal Mama Tried Show LLC Great-West Life and Annuity Cafe Corazon Marcus Center for Insurance Company Café LuLu Grohmann Museum the Performing Arts Camino Gruber Law Offices LLC Maxie's McBob's Pub & Grill Castella Imports Inc Gypsy Taco Caterpillar Foundation Haggerty Museum Metal Grill Charles Allis & Harley Davidson Motor Co. Metro Bar & Cafe

Hector's A Mexican Restaurant

Villa Terrace Art Museums

Milwaukee Ale House

COMMUNITY PARTNERS

Milwaukee Art Museum Potawatomi Bingo Casino Milwaukee Ballet. Present Music Milwaukee Film Festival PrideFest Milwaukee Film Inc Puddler's Hall Milwaukee Fire Department Ravinia Milwaukee Miniature Motors Real Chili Inc. Milwaukee Public Museum Red Bar Milwaukee Public Television Reggae Jam Milwaukee Record Riverwest Co-op and Cafe Milwaukee Repertory Theater Riverwest Public House Milwaukee Symphony Orchestra Riverwest Tattoo Company Milwaukee Torrent Riverwest Theater MKE Brewing Co. Rocket Baby Bakery MKE Punk Fest Rockwell International Monroe Balloon & Blues Festival Sabbatic Mos Irish Pub SALA MOTOR Bar & Restaurant Santiago Insurance Agency Music Go Round Saz's State House Musical Memories Schauer Arts Center New Glarus Chamber Sentry Insurance of Commerce, Inc. Shank Hall Northern Lights Theater Sharon Lynne Wilson Center Odd Duck for the Arts Old German Beer Hall Shepherd Experss OnMilwaukee Smoke Shack Open Productions Sofritos Vega **Outpost Natural Foods** South Milwaukee Pabst Theater Foundation Performing Arts Center Palomino Sprecher Brewery Peck School of the Arts Sprecher's Restaurant and Pub People's Books Cooperative St. Francis Brewery & Pepi's Pizza Restaurant Pie Inc. Stack'd Burger Bar Pizza Man Story Hill BKC

Stubby's Gatrogrub & Beer Bar

Swiss Town

The Brass Rooster

The Exclusive Company

The Bay

Pizza Shuttle

Polish Fest

Plant Land Inc

Points East Pub

Polish Heritage Alliance

The Garage The Rave The Soup House The Standard Tavern The Tin Widow The Wicked Hop The Winchester Tip Top Atomic Shop Tonic Tavern Transfer Pizzeria Cafe Troubadour Bakery Up and Under Pub Urban Milwaukee US Bank Foundation Vanguard von Briesen & Roper sc Washington County Ag & Industrial Society Water Street Brewery WE Energies Foundation West Bend Riverfest Whole Foods Market Wisconsin Center District Wisconsin Foodie Wisconsin Gazette Wisconsin State Fair Woodman's Markets Y-Not II Young Urban Jazz Cafe Zoup Zymbiotics

DONATION, VOLUNTEERING

INDIVIDUAL DONORS

1,840

HOURS VOLUNTEER DJS GAVE

8,136

BUSINESSES/COMMUNITY ORGANIZATIONS

215

HOURS EVENT VOLUNTEERS GAVE

1,188

% OF SOUND CITIZENS

42%

\$\$\$ SAVED USING VOLUNTEERS AT EVENTS

\$27,989

AVERAGE DONATION SIZE

\$128

\$\$\$ SAVED USING DJ VOLUNTEERS

\$191,684

NUMBER OF VOLUNTEERS

291

TOTAL \$\$\$ SAVED USING VOLUNTEERS

\$219,673

LISTENERSHIP STATS



9,500+ Twitter followers **1,800+** Instagram followers **11,200+** Facebook followers



353 On-Air Guests



3,552 Pieces of Music added to library

LISTENERSHIP STATS



24,000 Weekly Listeners



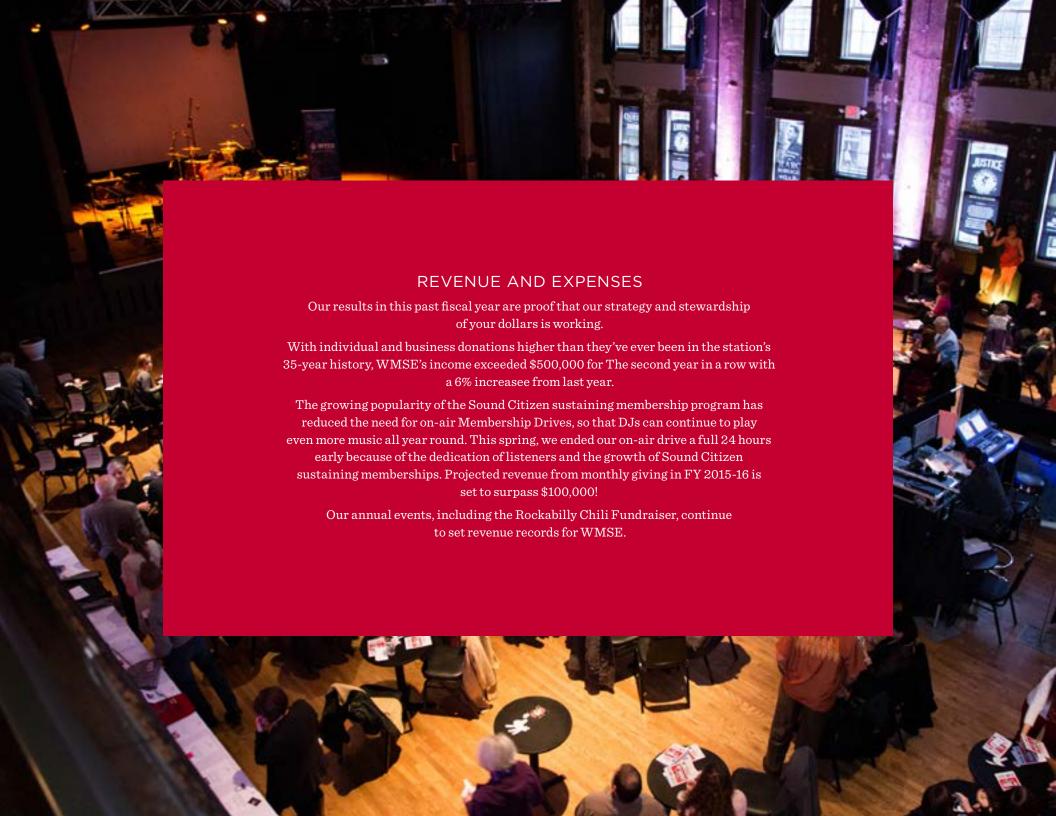
637,889 Webpage views

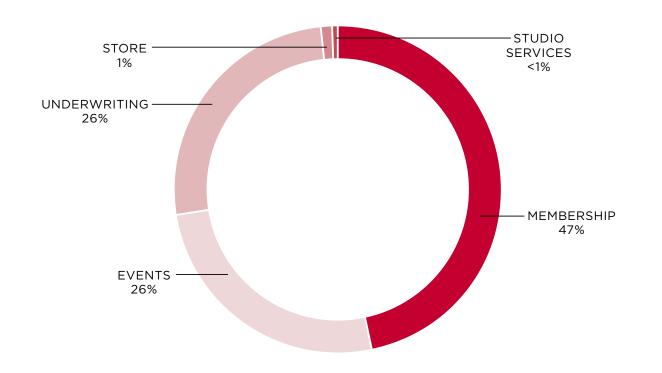


68,023 Archive Streams & Downloads



47,243 Live stream listens





REVENUE

TOTAL.	ф	E26 664 00
Studio Services:		300.00
Store sales:		7,001.00
Underwriting:		135,433.00
Events:		136,611.00
Membership:	\$	249,519.00

TOTAL: \$ 528,864.00

EXPENSES

Salaries:	\$ 253,870.17
Outside Services:	88,752.43
Advertising and Promotions:	56,493.71
Equipment:	56,077.23
Events:	46.305.06
Mail and Printing:	24,395.00
Capital:	13,396.42
Travel and Meetings:	5,185.17
License and Legal:	4,150.39

TOTAL: \$ 548,425.58

WMSE OFFICE STAFF

Tom Crawford, Station Manager
Jay Burseth, Development Director
Erin Wolf, Music Director
Sidney McCain, Promotions Director
Ryan Aschebrook, 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
Angela Jaeger, MSOE Student Employee

And, an especially large thank you to the more than 290 volunteers that keep the station running year round!



THANK YOU

Tom Crawford, Station Manager crawford@msoe.edu (414) 277-7247

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