

















91.7 FM WMSE 2017-18 FISCAL YEAR ANNUAL REPORT



REDUT 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.









MISSION

- WMSE supports and extends the MSOE strategic plan by entertaining and educating 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.

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.



THAMK YOU

Thank you for making WMSE possible!

Members are the cornerstone of WMSE. The pure love of music and YOUR generosity is the reason WMSE exists. Because of you, WMSE celebrated its 37th year of being free-form, independent, and community-powered. WMSE's fiscal year ended June 30 and it was an extremely successful year.

On behalf of the staff and the volunteer DJs, I would like to express our gratitude for the opportunity you have provided us to serve our community. Our mission is reaffirmed daily through member support and engagement with our community. It is humbling to know how many lives WMSE touches daily.

I need to also recognize our hundreds of hardworking volunteers that contribute their time, effort, and sweat to make WMSE happen every day. Volunteers do everything that our small staff cannot and that is truly amazing.

Your support meant the successful completion of several major projects, which will have a lasting effect on the future of WMSE. Most visibly, our website got a huge makeover for the first time since 2013. Totally unshackled, our website is a reflection of our 37 years of free-form programming. Playlists and programs are now integrated providing listeners with a better experience.

WMSE also converted to a new membership software that cut down on administrative work, reduced overhead, and provides more options for WMSE members. MyMSE was also launched, a place for members to view and manage their contributions. Over the next fiscal year, WMSE will be strengthening our infrastructure. Fantastic videos of are being filmed each week documenting every Local/Live.

This year brought some big programming changes on WMSE. Several DJs are no longer with us and they will be missed dearly. Also, several new DJs joined the WMSE family. WMSE DJs continue a tradition of curating phenomenal shows each week. In every show, our DJs continuously push boundaries. Mindwebs was also launched this summer.

Member support means WMSE can continue to bring Milwaukee the best, most interesting, and broadest programming on the dial. WMSE has become an integral and irreplaceable piece of Milwaukee's music scene over the last 37 years. WMSE flourishes because of the powerful enthusiasm of its loyal members, supporters, volunteers, and staff. We cannot say thank you enough.

Thank you for being part WMSE.

Thank you,

Tom Crawford

WMSE Station Manager







WMSE IN THE COMMUNITY

Since 1981, WMSE has been an essential part of the local music scene and the Milwaukee community. We strive to be the best possible partner and support our community. Here are a few examples of how WMSE has partnered with nonprofits in our community:

- Assisted MSOE Servant-Leadership with Milwaukee Empty Bowls, an event on MSOE's campus to combat hunger in Milwaukee.
- Donated a portion of the Rockabilly Chili Fundraiser proceeds to the Milwaukee Fire Department Warm Up Winter program.
- Provided food collection opportunities for Hunger Task
 Force at the Rockabilly Chili Fundraiser (They collected
 more than 3,400 pounds of donated food—an increase of
 100 pounds over last year)
- Invited Artists Working in Education (AWE) to provide art activities for kids at Rockabilly Chili Fundraiser, creating a more family-friendly environment
- Proud to partner with Roots Recovery House, an organization teaching young people how to recover from drug and alcohol addiction.

WMSE was a media partner for various area nonprofits in Milwaukee, including the Carnival of AWE, Chill on the Hill, Midwest Renewable Energy Association's Energy Fair, and many others. For the 10th consecutive year, WMSE partnered with Milwaukee Film to sponsor the Sound Visions Documentary Series at the Milwaukee Film Festival. WMSE was proud to also partner with organizations putting on events like Brewtown Rumble, Flat Out Friday, Pride Fest, Girls Rock, Locust Street Days, Summer Soulstice, Bay View Bash, Chill on the Hill, Summerfest, Pitchfork, Riot Fest, Black Arts Festival, Triple Eye Industry Fest, Psych Fest, MKE Punk Fest, Pabst Street Fest, Mitten Fest, Fat Fest, and many more.

WMSE also aired more than 17,500 public service announcements this fiscal year. Additionally, the pool of public service announcements has been greatly expanded and focused on local nonprofit groups in southeastern Wisconsin.













BACKYARD BBQ

The WMSE Backyard BBQ is our way of saying "thank you" to the community that supports us year-round. The seventh annual Backyard BBQ was held in Humboldt Park in Bay View for the second year. At the 2017 Backyard BBQ we saw amazing performances from The Koch-Marshall Trio, Whiskey of the Damned, Twin Brother, Diego's Umbrella, and Alejandro Escovedo. The 9th Annual Backyard BBQ will be Aug. 24, 2019 at Humboldt Park.









BIG BAND GRANDSTAND

On Dec. 3, WMSE returned to the Turner Hall Ballroom to present the 4th Annual Big Band Grandstand Gala and Silent Auction with Dewey Gill presented by Jenny and Bob Hillis, in honor of Bob and Genie Friedman. The Tommy Dorsey Orchestra headlined this year's event and put on quite the show. The Milwaukee Youth Symphony Orchestra's jazz band, composed of middle and high school students in the MYSO Jazz Studies Program, opened this incredible night and celebration of jazz.

The Big Band Grandstand supports WMSE's jazz preservation project for the upkeep of more than 25,000 CDs, 33s, 45s and 78s in the station's jazz library, and digitization of new acquisitions. The event also supports the Jazz Now streaming 24 hours a day, seven days a week stream with 5,200 of hours of jazz streaming worldwide at *wmse.org/jazzstream*. The Big Band Grandstand helps to preserve and celebrate the music on WMSE's weekly jazz programs and "The Sunday Big Band Show" with Dewey Gill. Thank you for joining us for an evening of celebration and preservation of the unforgettable era of big band jazz and making WMSE's live jazz stream possible. We look forward to seeing you again at this annual celebration of jazz on Dec. 9, 2018.













ROCKABILLY CHILI FUNDRAISER

On March 11, approximately 4,000 people

attended our 2018 Rockabilly Chili Fundraiser, hosted at MSOE's Kern Center. The event featured a chili contest between some of Milwaukee's top restaurants for best meat, best heat, best veggie, best display, and most unique. The separate contest between Milwaukee Fire Department firehouses for the best Firehouse Chili helped draw attention to MFD's Warm Up Winter program—collecting coats for children who need them. Milwaukee Brewing Company provided thirst-quenching beer to sooth burning mouths. The Hunger Task Force collected over 3,400 pounds of nonperishable food to help end hunger in the greater Milwaukee area! The arts and crafts area for kids was provided by our good friends at AWE. 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 more than \$68,000 toward supporting the independent music programming on WMSE.

16TH ANNUAL ROCKABILLY CHILI FUNDRAISER WINNERS:

Best Meat: Kettle Range Meat Company **Runners up:** The Wicked Hop, Puddler's Hall

Best Veggie: Beans and Barley

Runners up: Riverwest Co-op, Hi-Hat/Garage

Most Unique: Dan Dan

Runners up: Hue Vietnamese Restaurant,

The Soup House

Best Display: Brewed Cafe

Runners up: The Vanguard, McBob's

Best Heat: Lakefront Brewery

Runners Up: Cafe Corazon, Good Harvest Market

Best MFD Firehouse: Station 8











ART & MUSIC

WMSE's second Annual Art & Music Fundraiser and Auction was held April 6 at the Historic Pritzlaff building and was a resounding success with more than 1,200 people in attendance. Over 250 artists created a piece on one of the 12-by-12-inch wooden boards or painted live at the event. The Erotic Adventures of Static Chicken provided live music for the event and Reggae Vibration DJ, Robert G. spun in the other room. Miss Molly's Cafe, Café Lulu, Nightmares Food Truck, the Hi Hat/Garage, Dan Dan and Transfer Pizzeria and Café provided complimentary food. Craft cocktails were provided by Great Northern Distilling and Enlightened Brewery provided the beer. WMSE was able to raise over \$41,000 during this event. We are looking forward to next year on April 5, 2019.

















OTHER SIGNIFICANT HIGHLIGHTS

OF WMSE'S 2017-2018 FISCAL YEAR:

Drew, MSOE alumnus and host of Poundcake Punk on Thursday mornings, collaborated with Company Brewing to produce our fourth version of WMSE's SMASH, a single malt and single hop beer. Throughout the summer, WMSE featured SMASH at parties with various partners. SMASH 2018 officially launched in June and was brewed with Wisconsin hops and malt.

WMSE's fourth Record Store Day release is a 7-inch featuring Milwaukee's Abby Jeanne on blue and yellow vinyl.

WMSE hosted many other noteworthy events including the fourth annual Rock N Roll Bowl, a Dance Retrospective at Mad Planet, and WMSE broadcasted live from the Riverwest 24 for 24 hours straight!

The Friday Night Freak Show is rolling strong! Once a month WMSE DJs spin before a late night showing of a cult classic film at the Times Cinema.

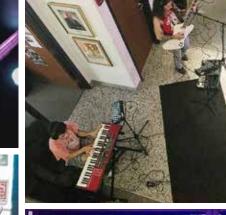
WMSE, along with MSOE, participated in Doors Open Milwaukee, as well as broadcasted remotely from the Grohmann Museum during Gallery Nights.

On the Modern Chamber, WMSE broadcasted MSO on Stage, the country's longest-running national classical radio series, featuring the Milwaukee Symphony Orchestra 2016-17 seasons, courtesy of WFMT.

WMSE launched a new website in May along with MyMSE.













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.

The hosts collaborate to book, curate, feature, and converse with musicians primarily from the Milwaukee area. WMSE engineer Billy Cicerelli is at the helm of each weekly band performance, creating an unbelievable live sound. We saw a great variety of bands come into WMSE's studio and Club Garibaldi, including Liv Mueller, Snag, GGOOLLDD, Juiceboxxx, Bo & Airo, Devil's Teeth, Fox Face, Northless, King Eye & the Squirts, Altered Five Blues Band, Nickel & Rose, Xposed 4Heads, Pleasure Thief, Dead Horses, Field Report, Slow Walker, Klassik, Buffalo Gospel, Tigernite, Greatest Lakes, Gas Station Sushi, Shle Berry, Paper Holland, Sista Strings, and many more!

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Peter Abbott Jason Abele Carol Abing Gary Abplanalp Claudia Abrams Betsy Abroe David Acevedo William Acuff Anthony Adamski Hannah Ader Tyler Aiello Patti and John Alar Paige Alfuth Marilyn and John Allen

Tim Allen Mike Alm John Altmann Joseph Alvardo Geoff Amateau Risë Andersen Alan Anderson Alfred and Jacquelyn Anderson David Anderson

Jim Anderson Paul Anderson Roy Anderson Steven Anderson Deb Andraca Paul Anshus Donald Anspach Alan Anthony Mary Aprahamian Meg Arbeiter Nancy Argubright Matthew Armbrust Dawn Armstrong Jennifer Arnold Meghan Arnold

Jeff Arp and Sangita Nayak Carmen Arroyo

Jodi Artac David Aryan

Michael Arnold

Dena Aronson

Jill and David Aschebrook Ryan and Crystal Aschebrook

Amber Ascher Paul Atwater John Averbeck Aiden Avila

Tito and Galdvs Avala

Tony Ayala Toby Babb Marshall Babbitz Michael G. Babich Louise Bach Renee Bach

Margaret Bacik Bill and Jane Backes Carl and Ellen Baehr Barry Bahe and Julie Salek

Jamie Baird Emma Baker Holley Bakich Mark Bakula Lindsey Baldewicz Michael Bansemar Michael Baran

Monica and James Baran

Ben Barb and

Anneliese Woodford Luis and Patricia Barbosa

Thomas Barham Evan Barnes Joseph Barney Cayetano Barranco Gregory Barrows Kirk Barrows Jill Barry Kathleen Barry Barbara R. Barth Alfred E. Bartosik Angela Bartosik Jon Bass Robert Bassett Tom Bassing Stacey Bast **Dustin Batterman**

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Eric Beaumont Christopher and Jill Bebeau

Fred Becker Linda Beckstrom Mark Bednarek Bill Begos Sean Behling Joseph Behmke David Behrel Clarence Behrend Brian Belfield James Bell Peter Bell Allison Bellingham Susan Bellm Travis Beltz Eston Bennett Katherine Bennett Tim Benson

David Benton

Peter Bentz Fred and Jenna Benz Susan Berce Mike Bereiter Bryan Berg Craig Berg David Berg Keith Berg

Martha and Kenneth Berg Anthony Berger

Jov Bilicki

Jack Bills

Jim Bolstad

Carl Bolton

Jack Birr and Pam Long

Justin Bittenbender

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Linda Binder Robert and Karen Brunow

Stephen Bruns

Kevin Brown

Sam Brown

Andre Bosseau Kenn Both

Michael Bourdo

Alexander Boyes Deborah Bozewicz

Fred Brandenburg

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Morris Steve Nodine James Pekkarinen Jennifer Pruess Pat and David Rierson Jill Sahagian Scott Melzer Robert Pelowski Phil Puerling Daniel Rindt Corey Sampson Katherine Menacher John Moss Peggy Noonan Terry D Rindt Danielle Sampson Rich Merkel Graham Motzing Jake Noreen Venessa Pena Terry Puhek-Sandberg Karen Muehlbauer leva Norvelis Jim Pendergast Todd R. Ringe Lindagale Sampson Frederick Pyter Craig and Meredith Mertes Nicole Penegor **Chad Quates** Eric Risse Rodney Sanchez Christopher Messer Fred Mueller Garry Nowak Remy Perez Stephen Quinet James Rittenhouse Paul Sander Rachel Messinger Kent and Linda Mueller Audrey Nowakowski Rob Messinger Mark Mueller John Noves Carlos Perez-Pena Elaina Qureshi William Rivera Wendy Sanderson Mary Mueller Kent Nueller Albert Pergande Clare and Nick Raasch Cal and Jennifer Roach Pete Sanfilippo Garv Metzger Gordon Meyer Matt Mueller Anne O'Boyle Jenna Perucco Sean and Tony Raasch Chrisanne and Matthew Harry and Annette Santiago Kendall Meyer Pete Mueller Dennis O'Bovle Thomas Peschona Beniamin Rader Robertson John P. Sargent Sarah Mever James Muench Tanva O'Brien Kevin Petajan Adam Radford Esha Robinson Rvan Sarnowski Suzy Meyer Sarah Muench William Patrick O'Brien Robert Peter Arthur F. Radke Jim Robinson Maggie Sasso-Jonws Jane Meythaler Jacob Mulcahy Rick Ociepa Dan Peters Robert Radke Margaret Robinson Mike Sauter Brian Michel Mark Mull Roland Ode Paul Peters John S. Radtke Dave Rochester John Saux Keith Michels Scott Radtke John Roddy David Munzinger David Oden Stephen Peters Denna Savage Pat Michels Eric Munzinger Matt O'Donnell Kent Peterson **Edward Raether** Kevin Rodgers Randall Sawicki Corey Mielcarz Steve Murdock Thomas Oechler Lillianna Petsch-Horvath Dan Rambo Jason Rodon Dave Schabla Brian Pfeifer Brenda and Carlos Wayne Mike Adam Murphy Eric Olsen Manuel Ramirez Michael Schaefer Anthony Mikkelson **Daniel Murphy** Rusty Olson James Pfingsten Peter and Debbie Ramirez Rodriguez Michael Schaefer Christopher Miller Lawrence Murphy Scott Olson Andy Phillips Mary Randall Maria Rodriguez David Schall

Brenda Scharping Joseph Schauer Jim Scheidegger Pete Schemberger Dean Schlabowske Don Schlichting Bill Schlise Matthew Schmeling Curt Eric Schmelz Ava and Oliver Schmidt Bart Schmidt Craig Schmidt David Schmidt Gerald Schmidt Jeff Schmidt Kirk Schmidt Steve Schmidt Steven Schmidt Steve and Linda Schmitt Christine Marie Schmitz Matt Schoeffler Ronald Schoenrock Robyn Schoenung Melanie Schoepp Amalia Schoone and John Frankovic James Schreiber John Schreiber Cathy and Joel Schroeder Brett Schuelke Steven Schuknecht Blaine Schultz Dan Schultz Gary Schultz JJ Schultz Kathleen Schultz Mike Schultz Randy Schultz Steve Schultz Jenny Schurk Mitch Schuttke Tom Schwark Jim Schwarz Jeff Schwarz Brian Schwebel Rozanne Screven John Scripp John Sealey Karen Seeliger Mark B. Seibel Frederick Selin Eric Semelroth Carol Semrad Brian Senn Matthew Senn Chad Severson Don Severson Eric Severstad

Sam Sharkey Priscilla Sharpless and Gretchen Fairweather Joseph and Mary Shea Tracey Sheasby Doretta J. Sheridan **Brian Shernell** Dan Shimek Zac Shipley Janis Shogren Daniel Shurilla and Janet Brown Valerie Sichi-Krygsman Dan Sidner Jamie Siegel Ken Siegel Brian Siegl and Anita Jensen John Simms Charles Simonsen Gavle Sionning Craig Skala Steven Skalecki Jen Skladanek John Skonieczny Bridgette Slaby Amanda and Jerred Slavata Classic Slice Inc Bernice and Carl Smaida Eric Smalley Jen Smerchek Ashley Smith Clifford Smith Craig Smith Leila Smith Richard J. Smith Roger Smith Sue Smith William Smith Christopher Smyczek David Snell Duane Snyder Becky Sobczak Tim Sobczak John Soboleski Kevin and Emily Soens Ventura Soltren Jane Somers Deanna Sommerfeld Gill Southwell Elizabeth Sowers Rebecca Spasiano Laura Spencer Randall Spidell Tim Spitz Michael Spoon

Gary Sprong

Derek Sproveri

Shaun Stacev Catherine Staeck Richard Stahle Michael Stahler Mark Stall Christine Stanfield Suzanne and Thomas Stanton Maureen and Ed Staroselec Zachery Staszewski Jenny Statza L. W. Staudenmaier Joe Stawicki Christopher Stawski James Stearns Merle Steelman Allysa Steeno Mike and Shelley Stefaniak Cathy and Jeff Stehr Robert Steingart Cindy Steinle Kari Stelzl Jack Stewart Robert Stichert Susan Stickels Chelsea Stindt Richard Stollberg David F. Stowe Brian Strandt Karen E Strange James Strassburg Joshua Stratton Steven A. Strode David Strommen Paula Strother Stephen Strupp Eric Struve Guy Stuller Anabell Suarez Noah Sumner Trevor Sumner Tom Surges Holly Swanson Gail Sweet Jason Sweet and Sid McCain Hugh Swofford Sandy and Dan Sykora Tim Svth Steven Szklarski Robert Szocik Bruce Szolwinski Thomas Szolwinski Rose Szopinski Michail Takach

Bob Talatzko

Arthur Talayko

John Tallinger

Leo Talsky Frank Tanzer Paul Taschner Melissa Tashjian Karen Tassara Rick Tatera Tom Taubert Jean Taylor Johnny Taylor Richard Taylor Rodge Taylor Cory Tcheng Saj Thachenkary Alex Theel Ben Thelen Dave Thomas James P. Thomas Jeffrey Thomas Mark Thomas Tracey Thomas Tracy Thomas David Thompson Jim Thompson Mike Thompson Kevin Thoreson May and Mark Thoreson Matthew Thorgaard Daniel Thorp Dave Thorpe Aurora Tibbitts Karen Tibbitts Tom Tiediens Rick Tikkuri Renee and Jay Tiller Steve Tillman Steve Tilton Michael Timm Kris Tinsley Peggy Tischendorf Scott Tisdel and Stefanie Jacob Charlotte Tjens Robert Tobon Amanda Tollefson Michael Torine Robert Torner Angie Tornes and Mark Budnik Alicia Torres Jose Torres Juan Torres Trinidad Torres Andrea Toussaint Nancy Townsend Rory Trainor

Paul and Vivian Traskowski

Mark and Mary Treadaway

Mary Jo Travis

Jodi Tremarello Beth and Mike Treptow John P. Trevino Jourdan Trice Dwight A Trieber Tanya Trimborn Ricardo Trinidad Bruce Troeller Tom and Nancy Trokan Rose Trupiano Patricia Tully and Dennis Darmek William Tuma Andy and Corri Turner Luke Turner Chris Twining Richard Tyszka Cliff and Marie Ulsberger Cory Ulwelling Donald Umhoefer David Urban Mary Uttech Jenna Valoe Amber Van Galder Bryan Van Stippen Anthony P. Vangroningen Antonio Vargas Anne Vedder Nelson Velez William Velez Andrea Velic Vicente Vento Jay Verish Dennis Verville Jeff Vincent Phil Vincent and Jane Freitag Robyn Vinje Miguel Vip Jen Vivian Chris Voss Gregg Vosswinkel Robert Vosters Robert Wagner Russell Wagner Michelle Waide Rebecca Wainwright John Wajgel Mark Waldoch Michael Waldoch Dale Waldron Danny Walker Jonathan C. Wall Roberta Wallace Barbara J. Wallner Steven Walloch Riles Walsh

Tiny Green Trees Walther Dennis Waltman Phillip Walzak Anna Wanderer Melinda Wanderer Kevin Ward Ruadhan Ward Paul Warkaske Thomas Wasniewski Kevin Watt Rich Watt Kyle Weatherly Ellen Webb Jov Webb Pete Wein Terri Weinberger Greag Weirauch Sandy Weisto Billy Weller Ann Weninger David Wenstrup James Wentland Jodi Wenzel Julie Werla Zepplin **Doris Wessels** Barb Wesson Mike Westfahl John Wettstein Dione White Randy Whitehall Travis Whitty Jean Whyte Brian Wichman Susan Wichman David Wiener Mary Wierman Joseph Wiesner Rachele Wietlispach Thomas Wilcox Matt Wild Holly Wilde Glenn Wilhelm Nicholas Wilinski Michelle Wilkinson Zachary Willenbrink John Williams Kathleen Williams Justin Williamsen Tom Willkomm and Janet Anderson Fritz Wilmanns

Elly and Tom Wilmeth Jessica and Andrew Jennifer Wilson Sue and Thomas Walther Robert Wilson Tony Wiltges David and Rebecca Wincell James Wink Mark Winter Roger Winter Tom and Kelly Wanderer Theresa Winter **Amy Winters** Dale Wirt Kenneth Wishowski Sue and Steven Waters Michael Wojner Corev Wolf Erin Wolf Jeremy J. Wolf Steve Wolf Patrick Wolfman Mike Wood Kathrvn Mary Vander Woude **Bob Wright** Jerry and Suzy Weisman Pamela Wronski Eric Wruck Erica Wulff Kristina Wurlitzer John Wythes Kelly and David Young Kimberly Young Bohdan Zachary Robert Wernicke and Judith Vincent Zager Mark Zalewski Peter Zanghi Karen and Robert Zastrow Herbert Zautke Mike Zebrowski Bill Zellman Elizabeth Zellmer Jon Ziegler Peter Ziegler Stephen M. Zielke Jim Ziemann Cale Ziemer Inga Zile James Zinda Chuck David Zink Michael Zirbel Elizabeth Zivney Dori and Milan Zori Steve Zoshke Paul and JoAnne Lipo Zovic Jim Zsebe Thomas and Gail Zuleger Donald Zunker

COMMUNITY PARTNERS

ACMF Records Café Corazon Fringe Fest Alcoholmanac Café Lulu FSI Food Service Fuel Cafe Alternative Concert Group Camino American Science and Surplus Castella Imports **GE** Foundation Anodyne Coffee Roasters German Fest Caterpillar Foundation Arte Para Todos Cedar Teeth Pizza Girls Rock Milwaukee Charles Allis Artists Working In Education Gloss Weekend & Villa Terrace Museums Good Harvest Market Bastille Days Chill on the Hill Battomi Oil Great Northern Distilling & Beverage Company Clark Graphics Great-West Life and Annuity Bay View Bash Classic Slice Insurance Company Bay View Gallery Night Clock Shadow Creamery Greater Green Bay Community Foundation Bay View Neighborhood Club Garibaldi Association Grohmann Museum Co.mpany Brewing Beans & Barley Haggerty Museum Coast In Bikes Bel Air Catina Harley Davidson Motor Co. Colectivo Coffee Belle Fiori Hector's A Mexican Restaurant Comet Café Black Shoe Hospitality Hello Falafel Conquistador Blue Ox Fest Hi Hat Custom Grown Greenhouses Blue's Egg Holey Moley DanDan **BMO Harris Bradley Center** Honeypie Cafe & Bakery **Direct Supply Foundation Boswell Books** Hue Restaurant Downer Wine & Spirits Braise Restaurant **Hunger Task Force** Downtown West Allis Business **Brew City Bruisers** Improvement District Ian's Pizza **Brewed Cafe** Dummerfest Illinois Tool Works Brewtown Rumble East Side BID Imperial Beverage Flavors **Brighter Connection** Fast Town Association Independent Charities of America **Brown Paper Tickets Empty Bowls** Indian Summer **Build Milwaukee Cooperative Enlightened Brewery** Irish Fest Femme Fest Burnhearts Ironwood Foundation

Finks of Milwaukee

Forward Courier

Jackson's Blue Ribbon Pub

Cactus Club

Cafe Centraal

Jazz on the Vine	Milwaukee Record	Polish Fest	Smoke Shack	Tonic Tavern
Jennifer Janviere Photography	Milwaukee Repertory Theater	Polish Heritage Alliance	South Milwaukee	ToroToroToro
Jewish Community	Milwaukee Symphony	Potawatomi Bingo Casino	Performing Arts Center	Transfer Pizzeria Cafe
Foundation	Orchestra	Present Music	Sprecher Brewery	Trashfest
Jim Phillips, LLC.	MKE Brewing Company	PrideFest	Sprecher's Restaurant	Triple Eye Industries
Johnson Controls Foundation	MKE Lifestyle	Props Unlimited	and Pub	Troubadour Bakery
Jon Blick, Audio Engineer	MKE Punk Fest	PTG Live Events	St. Francis Brewery & Restaurant	Up and Under Pub
Joseph & Evelyn Richardson	Mo's Irish Pub	Puddler's Hall	Story Hill BKC	Urban Bay View
Foundation Inc	Mojo Fuco	Real Chili Inc.	Stubby's Gastropub	Urban Milwaukee
La Causa	Monroe Balloon	Reggae Jam	& Beer Bar	US Bank Foundation
Lakefront Beer Hall	& Blues Festival	Rexnord Foundation	Summer Soulstice	Vanguard
Lakefront Festival of the Arts	Music Go Round	Riverwest Co-op and Cafe	Synth Fest	VDAC America's
Lazy Susan	Musical Memories	Riverwest Currents	Taco Moto	Best Charities
LocalFirst	Nightmare's Food Truck	Riverwest Public House	Tamarind Studio	von Briesen & Roper sc
Lulu Cafe	Northern Lights Theater	Riverwest Tattoo Company	The Bay	Von Trier
Mad Planet	Odd Duck	Rocket Baby Bakery	The Benevity	VoodooHoney Records
Mama Tried	Old German Beer Hall	Rockwell Automation	Community Impact Fund	Washington County
Marsh Electronics, Inc	OnMilwaukee	International	The Exclusive Company	Ag & Industrial Society
Maxie's	Open Productions	Rush Mor Records	The Farmer's Wife	Water Street Brewery
McBob's Pub & Grill	Oriental Theater	Sabbatic	The Garage	WE Energies Foundation
Merriment Social	Outpost Natural Foods	SALA	The Osthoff Resort	West Bend Riverfest
Mexican Fiesta	Pabst Theater Foundation	Santiago Insurance Agency	The Rave	Wherehouse
Mikey's Milwaukee	Palomino	Saz's State House	The Soup House	Whole Foods Market
Milwaukee Ale House	Paramount Music Association	Schwab Charitable	The Standard Tavern	WI Cheese Mart
Milwaukee Art Museum	Peck School of the Arts	Select Sound Service	The Times Cinema	Wisconsin Center District
Milwaukee Ballet	People's Books Cooperative	Sentry Insurance	The Tin Widow	Wisconsin Foodie
Milwaukee Film Festival	Pie Inc.	Shaker's World Cafe	The Wicked Hop	Wisconsin Gazette
Milwaukee Fire Department	Pitchfork Music Festival	and Cigar Bar	The Women's Center	Wisconsin State Fair
Milwaukee Harley Davidson	Pizza Man	Shank Hall	Third Coast Provisions	Woodman's Markets
Milwaukee Miniature Motors	Pizza Shuttle	Sharon Lynne Wilson Center for the Arts	Ticket King	Zoup!
Milwaukee Public Museum	Plant Land Inc	Conto for the Arts	Tilton & Tilton Law Firm	

Shepherd Express

Milwaukee Public Television

Points East

Tilton & Tilton Law Firm

DONATION, VOLUNTEERING

INDIVIDUAL DONORS

1,913

NUMBER OF VOLUNTEERS

303

PARTNERS

(BUSINESSES/COMMUNITY ORGANIZATIONS/EVENTS)

265

HOURS VOLUNTEER
DJS GAVE

8,790

% OF SOUND CITIZENS

45%

AVERAGE DONATION SIZE

\$153

HOURS EVENT VOLUNTEERS GAVE

1,305

LISTENERSHIP STATS



10,000+ Twitter followers 2,800+ Instagram followers 12,000 Facebook Followers



338 On-Air Guests



121 Live in-studio performances



4,569 Pieces of music added to the library

LISTENERSHIP STATS



28,000 Weekly Listeners



797,462 Webpage views



66,530 Archive Streams & Downloads



151,776 Live stream listens

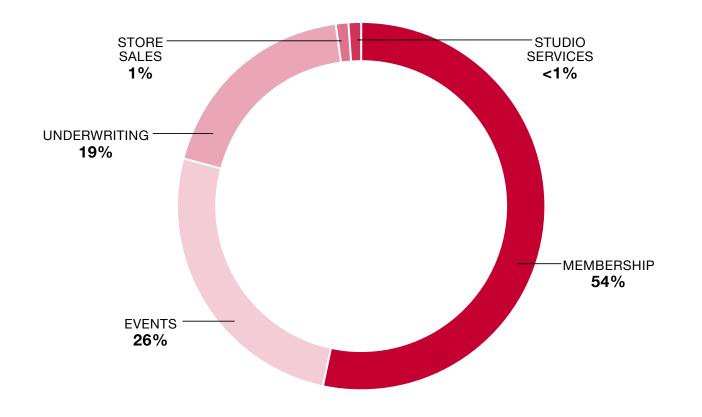
REVENUE AND EXPENSES

This fiscal year success is evidence of belief in our mission and our community's love of music.

Member support keeps us independent and providing amazing programming every day. WMSE's income exceeded \$600,000 this year and was 7% over last year.

Every year, more Sound Citizens join the sustaining membership program. This has reduced the on-air goals of the Membership Drives so that DJs can continue to bring you the music you love. Monthly giving in FY 2017-18 surpassed \$94,000 and has doubled in the past five years.

This fiscal year was huge a year for WMSE to make investment into technology and our infrastructure. WMSE's new website was the first major overhaul in over five years. The new website now integrates the playlists and archive for a better experience, as well as other features. WMSE also made an investment into a new membership system, giving members access to their information through MyMSE, adding Direct Donation, and several other features.



REVENUE

	_	
Studio Services:		400.00
Store sales:		3,967.00
Underwriting:		117,057.00
Events:		161,973.00
Membership:		338,321.00

TOTAL: \$ 621,718.00

EXPENSES

Salaries:	\$ 262,370.00
Outside Services:	105,107.00
Advertising and Promotions:	49,536.00
Events:	86,124.00
Equipment & Maintenance:	44,478.00
Mail:	18,707.00
Capital:	11,250.00
Travel and Meetings:	17,753.00
Legal License:	12,865.00

TOTAL: \$ 608,073.00

WMSE OFFICE STAFF

Tom Crawford, Station Manager
Ryan Aschebrook, Development Director
Erin Wolf, Music Director
Sidney McCain, Promotions Director
Nickie Rouleau, Underwriting Director
Chris DeMay, Volunteer Coordinator
Billy Cicerelli, Live Audio Engineer
Jeremy Kuzniar, Production Engineer
Ericka Sanchez, MSOE Student Employee
John Williams, MSOE Student Employee
Sam Soeder, MSOE Student Employee
Morgan Balog, MSOE Student Employee

And, an especially large thank you to the more than 300 volunteers that keep the station running year-round!



THANK YOU

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

OWNED & OPERATED BY

