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.
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.

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.
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 River Show.

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

WMSE fans show their support in the community!
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!

Local band, Devil Met Contention, playing their unique brand of Americana at the Backyard BBQ
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](http://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!
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
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!"
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 B&R Ginsburg, Dr. Shrinker, and many more!

Tontine Ensemble played live at Club Garibaldi for the 35th Anniversary performance on Local/Live
ACME Records
Alcoholmanac
Alligator Records
Alternative Concert Group
Alverno College
American Science & Surplus Inc
Anodyne Coffee Roasting Co.
Arte Para Todos
Aurora Health Care
AVU Milwaukee
Battomi Oil & Beverage Company LLC
Bavette
Bay View Art in the Park
Beans and Barley
Beauty Inc
Bel Air
Ben’s Cycles
Black Shoe Hospitality
Blue’s Egg
Boswell Books
Braise Restaurant
Brass Rooster
Brewcity Bruisers, LLC
Brewed Cafe
Brewtown Rumble
Brighter Connection
Brodersen Up and Under LLC
Brown Paper Tickets
Build Milwaukee Cooperative
Cactus Club
Cafe Centraal
Cafe Corazon
Café LuLu
Camino
Castella Imports Inc
Caterpillar Foundation
Charles Allis & Villa Terrace Art Museums
Chocolate Chisel
Clark Graphics
Classic Slice Pizza
Clock Shadow Creamery
Club Garibaldi
Co.mpany Brewing
Colectivo Coffee
Comet Café
Custom Grown Greenhouses
Cutting Group
Dickie’s BBQ
Direct Supply Foundation
Downer Wine and Spirits
Downtown West Allis Inc
East Side BID
East Town Association
Empty Bowls
Finks of Milwaukee
First Stage
Florentine Opera
Fondy Farmer’s Market
Forward Courier
Fringe Fest
FSI foodservice
Fuel Cafe
G-Daddy’s BBC
GE Foundation
German Fest
Girls Rock Milwaukee
Good Harvest Market
Great Northern Distilling
Great-West Life and Annuity
Insurance Company
Grohmann Museum
Gruber Law Offices LLC
Gypsy Taco
Haggerty Museum
Harley Davidson Motor Co.
Hector’s A Mexican Restaurant
Hi Hat
High Dive
Holey Moley
Honeypie Café & Bakery
Hue Restaurant
Hunger Task Force
Hupy and Abraham SC
Ian’s Pizza
Illinois Tool Works
Imperial Beverage Flavors
Independent Charities of America
Irish Fest
Ironwood Foundation
Jazz on the Vine
Jennifer Janvier Photography
Jewish Community Foundation
Jon Blick, Audio Engineer
Joseph & Evelyn Richardson Foundation Inc
Juniper61 Restaurant and Bar
KKCPA, SC
La Perla
Lakefront Beer Hall
Lakefront Festival of Art
Life Navigators
Local First
Lulu Cafe & Bar
Lyon Motorsports
M Magazine
Mad Planet
Mama Tried Show LLC
Marcus Center for the Performing Arts
Maxie’s
McBob’s Pub & Grill
Metal Grill
Metro Bar & Cafe
Milwaukee Ale House
COMMUNITY PARTNERS

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

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 35-year history, WMSE’s income exceeded $500,000 for the second year in a row with a 6% increase from last year.

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. This spring, we ended our on-air drive a full 24 hours early because of the dedication of listeners and the growth of Sound Citizen sustaining memberships. Projected revenue from monthly giving in FY 2015-16 is set to surpass $100,000!

Our annual events, including the Rockabilly Chili Fundraiser, continue to set revenue records for WMSE.
**REVENUE**
- Membership: $249,519.00
- Events: $136,611.00
- Underwriting: $135,433.00
- Store sales: $7,001.00
- Studio Services: $300.00
- **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

OWNED & OPERATED BY