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.
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.
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.
The 16th Annual 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 soothe 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, McBobby’s

Best Heat: Lakefront Brewery
Runners up: Cafe Corazon, Good Harvest Market

Best MFD Firehouse: Station 8
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.
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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Carl and Jill Hoffman
Grant Hoffman
Anthony Hoffmann
Todd J. Hoffmann
Elizabeth Jastrab
Charles Joecks
Peter Holtz
Jeffery Holmgren
Kathy Holmgren
Larry Holmberg
Daniel and Anna Hjortland
Jeff and Susan Hoormann
Kathy and Scott Kroeger
Katarina Holmgren
Grace and Alvin Kriger
Ellie Holmgren
Krik Holmgren
Bruce Laing
Deborah Konrad
Carl and Margaret Komp
Michael Krach
Kris Hokanson
Michael Hohensee
Todd J. Hoffmann
Anthony Hoffmann
Charlie Holst
Barry Johnson
Brett Johnson
David Johnson
Christopher J ohns
John Johnsen
Marianne Janka
Sara Jakes
Nina Jakubowski
Kathy Jager
Janet Jackson
Michael Kucza
Lauren Johnson
Evelyn Jones
Kathleen Carr
Steven Johnson
Scott Johnson
Thomas Johnson
Hannah Johnson
Jason Johnson
Joe Johnson
Lauren Johnson
Michael Johnson
Liz Humphrey
Ben Hunsicker
Anthony Hutchison
Victor Huey
Rachel Incenagle
Karen Iken
Maggie Iken
Michael Imp
Indian Indian
Charles and Beverly Ingrelli
Anselm and Abby Inman
Ironwood Family Fund
Richard Kaiser
Jocelyn Jablonsky
Gunnard Jacobson
Tom and Annette Jacobson
Michael Jacobs
Juliet Jaeger
Veronica Jaeger
Jacqueline Jaqmin
Allison Jahn Bluvas
Hannah Jahn
Christopher Janisch
Greg Janisch
Marianne Janka
David M Jankowski
Allan Krezminski
Karl Krueger
Lauren and John Lehnbrem
Bill Krizkowski
Paula Leibeg
Melissa Lempa
Colleen Manak
Angela Mancuso
Lauren Maney
Greg Manlove
Christina Mann
Jerry Masisz
Michael Manks
Connie and Robert Manzke
Art Marburg
David Marheine
Mike and Irene Markevich
Tony Marino
Michael Marle
Richard Marion
Mariani Maris
Raube Marks
Kathleen Marquardt
Kai Marquette
David Marsek
Christyl Marsh
Michael Mathews
John Martin
Kate Martin
Paul P. Martin
Ted Martin
Miguel Martinez
Robert Martinez
John Kenneth Martinson
Jeffrey E Marans
Evans Maruszewski
Ken Marx
Mike Maschek
Rich Mathey
Larry Mathias
Russell Mauger
Kayla Maurer
Darcie S. Maurer
Benjamin Joseph May
Anne Mayer
Lynette and Bill Mayer
Dmitry Mayer
Ray Maynard
Michael Mazik
John A. Mazzone
Ada and Daniel McAdams
Gerald McAdams
Don McAllister
Todd McAllister
Don McAllister
Gerald McAdams
John A. Mazzone
Michael Mayzik
Jim McAlister
James Mahr
Karen Maierle
Rich Majeski
James Makowski
Jim Makowski
Marisol Malavita
Bill Malmstad
Colleen Manak
Angela Mancuso
Lauren Maney
Greg Manlove
Christina Mann
Jerry Masisz
Michael Manks
Connie and Robert Manzke
Art Marburg
David Marheine
Mike and Irene Markevich
Tony Marino
Michael Marle
Richard Marion
Mariani Maris
Raube Marks
Kathleen Marquardt
Kai Marquette
David Marsek
Christyl Marsh
Michael Mathews
John Martin
Kate Martin
Paul P. Martin
Ted Martin
Miguel Martinez
Robert Martinez
John Kenneth Martinson
Jeffrey E Marans
Evans Maruszewski
Ken Marx
Mike Maschek
Rich Mathey
Larry Mathias
Russell Mauger
Kayla Maurer
Darcie S. Maurer
Benjamin Joseph May
Anne Mayer
Lynette and Bill Mayer
Dmitry Mayer
Ray Maynard
Michael Mazik
John A. Mazzone
Ada and Daniel McAdams
Gerald McAdams
Don McAllister
Todd McAllister
Brenda Scharping  
Joseph Schauer  
Jim Scheidegger  
Pete Schmeltzer  
Dean Schlabowske  
Don Schlichting  
Bill Schlise  
Matthew Schmeling  
Curt Schmelz  
Ava and Oliver Schmidt  
Bart Schmidt  
Craig Schmidt  
David Schmidt  
Gerald Schmidt  
Jeff Schmidt  
Kirk Schmelz  
Steve Schmidt  
Steven Schmidt  
Steve and Linda Schmitt  
Christine Marie Schmitz  
Matt Schoeffler  
Ronald Schoenrock  
Robyn Schoenung  
Melanie Schoepf  
Amalia Schoone  
and John Frankovic  
James Schreiber  
John Schreiber  
Cathy and Joel Schroeder  
Brett Schuelke  
Steven Schuknecht  
Blaine Schulte  
Dan Schultz  
Gary Schultz  
JJ Schultz  
Kathleen Schultze  
Mike Schultz  
Randy Schultze  
Steve Schultz  
Jenny Schurk  
Mitch Schultke  
Tom Schwaak  
Jim Schwarck  
Jeff Schwarck  
Dan Schwebel  
Rozanne Screven  
Steve Schutt  
John Scott  
John Sealey  
Karen Seeliger  
Mark B. Seibel  
Frederick Selin  
Eric Semelroth  
Carmen Serrad  
Brian Senn  
Matthew Senn  
Chad Severson  
Don Severson  
Eric Severstad  
Sam Sharkey  
Priscilla Sharpless and Gretchen Fairweather  
Joseph and Mary Shea  
Tracey Sheetsby  
Doretta J. Sheridan  
Brian Sherrell  
Dan Shimk  
Zac Sheepskin  
Janis Shogren  
Daniel Shurilla  
and Janet Brown  
Valerie Sichi-Kryszik  
Kari Siegel  
Ken Siegel  
Steve Siegel  
and Anita Jensen  
Charles Simonsen  
Gayle Sjonning  
Craig Skala  
Steven Skalecki  
John Skladek  
John Skonieczny  
Jana and Jerred Slavata  
Classic Slice Inc  
Barnice and Carl Smaida  
Eric Smalley  
Jen Steck  
Ashley Smith  
Seth Smith  
Cliff Smith  
Craig Smith  
Richard J. Smith  
Mike Smith  
Roger Smith  
Sue Smith  
William Sloth CAP  
Christopher Smyczek  
David Snell  
Dubey Sobczak  
Tim Sobczak  
John Soboleski  
Kevin and Emily Soens  
Ventura Sport  
Jane Somers  
Deanna Sommerfeld  
Gill Southwell  
Elizabeth Sowers  
Rebecca Spasiano  
Laura Spencer  
Randall Spidell  
Tim Spitz  
Michael Spoon  
Gary Spong  
Derek Sproveri  
Shaun Stacey  
Catherine Staeck  
Richard Stahl  
Michael Stahl  
Mark Stall  
Christine Stanfield  
Suzanne and Thomas  
Suzanne  
L. W. Staudena  
Joe Stawicki  
Christopher Stawski  
James Steams  
Merle Stelman  
Alisya Steeno  
Mike and Shelley Stefaniak  
Cathy and Jeff Stehr  
Robert Steingart  
Cindy Steinle  
Kari Stiel  
Jack Stewart  
Robert Stichert  
Susan Stickels  
Chelsea Stindt  
Richard Stollberg  
David F. Stowe  
Brian Stradt  
Karen E Strange  
Thomas Grassburg  
Joshua Stratton  
Steven A. Strode  
David Strommen  
Paula Strother  
Stephen Strupp  
Eric Struve  
Guy Stuller  
Ana A Sture  
Noah Sumner  
Trevor Sumner  
Tom Surges  
Holly Swanson  
Gail Sweet  
Jason Sweet  
and Sid McCa  
Hugh Stanford  
Sandy and Dan Sykora  
Tim Syth  
Steven Szlakarski  
Robert Szocik  
Bruce Szolwinski  
Thomas Szolwinski  
Rose Szopinski  
Michal Tkal  
Bob Talatzko  
Michal Tkal  
John Tallinger  
Leo Talisky  
Frank Tanzer  
Paul Tashner  
Melissa Tashler  
Karen Tassara  
Rick Tatera  
Tom Taubert  
Jean Taylor  
Johnny Taylor  
Richard Taylor  
Rodge Taylor  
Saj Tchegany  
Alex Theel  
Ben Thelen  
Dave Thomas  
James P. Thomas  
Jeffrey Thomas  
Mark Thomas  
Tracey Thomas  
Tracy Thomas  
David Thompson  
Dan Urban  
Mary Uttech  
Jenna Valen  
Amber Van Galder  
Bryan Van Stippen  
Anthony P. Vargoruns  
Antonio Vargas  
Anne Vedder  
Nelson Velez  
William Wetter  
Andrea Veth  
Vicente Vento  
Jay Verish  
Dennis Vervelle  
Jeff Vincent  
Phil Vincent and Jane  
Freitag  
Robyn Vinje  
Miguel Vip  
Jen Vivian  
Chris Voss  
Greg Voss  
Robert Vosters  
Robert Wagner  
Russell Wagner  
Michelle Walde  
Rebecca Wainwright  
John Wagel  
Mark Waldock  
Michael Waldock  
Dale Waldron  
Danny Walker  
Jonathan C. Wall  
Robert Wallace  
Barbara J. Wallner  
Steven Walloch  
Riles Walsh  
Tiny Green Trees  
Jodi Tremarello  
Beth and Mike Trepotw  
John P. Trevino  
Jourdan Trice  
Dwight A Treiber  
Tanya Trimbob  
Ricardo Trinadi  
Bruce Troun  
Tom and Nancy Trokan  
Rose Trupiano  
Patricia Tully  
and Dennis Darmek  
William Tuma  
Lance Turk  
Andy and Corri Turner  
Luke Turner  
Chris Twinning  
Joy Webb  
Pete Wein  
Terri Weinberger  
Greg Weirach  
Jerry and Suzy Weisman  
Sandy Weist  
Billy Weller  
Ann Weninger  
David Wenstrup  
James Wentland  
Jodi Wenzel  
Julie Werla  
Robert Wernicke and Judith  
Zeppelli  
Doros Wells  
Barb Wesson  
Mike Westfahl  
John Wettstein  
Dione White  
Randy Whitehead  
Travis Whitty  
Jean Whyte  
Brian Wichman  
Susan Wichman  
David Wiener  
Mary Wieman  
Joseph Wiesner  
Rachele Wielispach  
Thomas Wilcox  
Matt Wild  
Holly Wilde  
Glenn Wilhelm  
Inga Zile  
James Zinda  
Chuck David Zink  
Michael Ziefke  
Elizabeth Zellmer  
Jon Ziegler  
Peter Ziegler  
Stephen M. Zielke  
Jim Ziemann  
Cale Ziemann  
Musk Zent  
Pamela Wronski  
Bob Wright  
Paul and JoAnne Lipo Zovic  
Steve Zosende  
Dori and Milan Zor  
Steve Zoshek  
Paul and JoAnne Lipo Zovic  
Jim Zsib  
Thomas and Gail Zuleger  
Donald Zunker  
Morena Zucca  
Matthew Zueck  
Michael Zulm  
Jennifer Zwick  
Steve Zuzek  
Musk Zent  
Pamela Wronski  
Bob Wright  
Paul and JoAnne Lipo Zovic  
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Thomas and Gail Zuleger  
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Donald Zunker  
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Matthew Zueck  
Michael Zulm  
Jennifer Zwick  
Steve Zuzek  
Pamela Wronski  
Bob Wright  
Paul and JoAnne Lipo Zovic  
Steve Zoshek  
Paul and JoAnne Lipo Zovic  
Jim Zsib  
Thomas and Gail Zuleger  
Donald Zunker
ACME Records
Alcoholmanac
Alternative Concert Group
American Science and Surplus
Anodyne Coffee Roasters
Arte Para Todos
Artists Working In Education
Bastille Days
Battomi Oil & Beverage Company
Bay View Bash
Bay View Gallery Night
Bay View Neighborhood Association
Beans & Barley
Bel Air Catina
Belle Fiori
Black Shoe Hospitality
Blue Ox Fest
Blue’s Egg
BMO Harris Bradley Center
Boswell Books
Braise Restaurant
Brew City Bruisers
Brewed Cafe
Brewtown Rumble
Brighter Connection
Brown Paper Tickets
Build Milwaukee Cooperative
Burnhearts
Cactus Club
Cafe Centraal
Café Corazon
Café Lulu
Camino
Castella Imports
Caterpillar Foundation
Cedar Teeth Pizza
Charles Allis & Villa Terrace Museums
Chill on the Hill
Clark Graphics
Classic Slice
Clock Shadow Creamery
Club Garibaldi
Co.mpany Brewing
Coast In Bikes
Colectivo Coffee
Comet Café
Conquistador
Custom Grown Greenhouses
DanDan
Direct Supply Foundation
Downer Wine & Spirits
Downtown West Allis Business Improvement District
Dummerfest
East Side BID
East Town Association
Empty Bowls
Enlightened Brewery
Femme Fest
Finks of Milwaukee
Forward Courier
Fringe Fest
FSI Food Service
Fuel Cafe
GE Foundation
German Fest
Girls Rock Milwaukee
Gloss Weekend
Good Harvest Market
Great Northern Distilling
Great-West Life and Annuity Insurance Company
Greater Green Bay Community Foundation
Grohmann Museum
Haggerty Museum
Harley Davidson Motor Co.
Hector’s A Mexican Restaurant
Hello Falafel
Hi Hat
Holey Moley
Honeypie Cafe & Bakery
Hue Restaurant
Hunger Task Force
Ian’s Pizza
Illinois Tool Works
Imperial Beverage Flavors
Independent Charities of America
Indian Summer
Irish Fest
Ironwood Foundation
Jackson’s Blue Ribbon Pub
Jazz on the Vine
Jennifer Janviere Photography
Jewish Community Foundation
Jim Phillips, LLC.
Johnson Controls Foundation
Jon Blick, Audio Engineer
Joseph & Evelyn Richardson Foundation Inc
La Causa
Lakefront Beer Hall
Lakefront Festival of the Arts
Lazy Susan
LocalFirst
Lulu Cafe
Mad Planet
Mama Tried
Marsh Electronics, Inc
Maxie’s
McBob’s Pub & Grill
Merriment Social
Mexican Fiesta
Mikey’s Milwaukee
Milwaukee Ale House
Milwaukee Art Museum
Milwaukee Ballet
Milwaukee Film Festival
Milwaukee Fire Department
Milwaukee Harley Davidson
Milwaukee Miniature Motors
Milwaukee Public Museum
Milwaukee Public Television
Milwaukee Record
Milwaukee Repertory Theater
Milwaukee Symphony Orchestra
MKE Brewing Company
MKE Lifestyle
MKE Punk Fest
Mo’s Irish Pub
Mojo Fuco
Monroe Balloon & Blues Festival
Music Go Round
Musical Memories
Nightmare’s Food Truck
Northern Lights Theater
Odd Duck
Old German Beer Hall
OnMilwaukee
Open Productions
Oriental Theater
Outpost Natural Foods
Pabst Theater Foundation
Palomino
Paramount Music Association
Peck School of the Arts
People’s Books Cooperative
Pie Inc.
Pitchfork Music Festival
Pizza Man
Pizza Shuttle
Plant Land Inc
Points East
Polish Fest
Polish Heritage Alliance
Potawatomi Bingo Casino
Present Music
PrideFest
Props Unlimited
PTG Live Events
Puddler’s Hall
Real Chili Inc.
Reggae Jam
Rexnord Foundation
Riverwest Co-op and Cafe
Riverwest Currents
Riverwest Public House
Riverwest Tattoo Company
Rocket Baby Bakery
Rockwell Automation International
Rush Mor Records
Sabbatic
SALAZanllo
Santiago Insurance Agency
Saz’s State House
Schwab Charitable
Select Sound Service
Sentry Insurance
Shaker’s World Cafe and Cigar Bar
Shank Hall
Sharon Lynne Wilson Center for the Arts
Shepherd Express
Smoke Shack
South Milwaukee Performing Arts Center
Sprecher Brewery
Sprecher’s Restaurant and Pub
St. Francis Brewery & Restaurant
Story Hill BKC
Stubby’s Gastropub & Beer Bar
Summer Soulstice
Synth Fest
Taco Moto
Tamarind Studio
The Bay
The Benevity Community Impact Fund
The Exclusive Company
The Farmer’s Wife
The Garage
The Osthoff Resort
The Rave
The Soup House
The Standard Tavern
The Times Cinema
The Tin Widow
The Wicked Hop
The Women’s Center
Third Coast Provisions
Ticket King
Tilton & Tilton Law Firm
Tonic Tavern
ToroToroToro
Transfer Pizzeria Cafe
Trashfest
Triple Eye Industries
Troubadour Bakery
Up and Under Pub
Urban Bay View
Urban Milwaukee
US Bank Foundation
Vanguard
VDAC America’s Best Charities
von Briesen & Roper sc
Von Trier
VoodooHoney Records
Washington County Ag & Industrial Society
Water Street Brewery
WE Energies Foundation
West Bend Riverfest
Wherehouse
Whole Foods Market
WI Cheese Mart
Wisconsin Center District
Wisconsin Foodie
Wisconsin Gazette
Wisconsin State Fair
Woodman’s Markets
Zoup!
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Donors</td>
<td>1,913</td>
</tr>
<tr>
<td>Number of Volunteers</td>
<td>303</td>
</tr>
<tr>
<td>Partners (Businesses/Community Organizations/Events)</td>
<td>265</td>
</tr>
<tr>
<td>Hours Volunteer DJs Gave</td>
<td>8,790</td>
</tr>
<tr>
<td>% of Sound Citizens</td>
<td>45%</td>
</tr>
<tr>
<td>Average Donation Size</td>
<td>$153</td>
</tr>
<tr>
<td>Hours Event Volunteers Gave</td>
<td>1,305</td>
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</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$338,321.00</td>
</tr>
<tr>
<td>Events</td>
<td>$161,973.00</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$117,057.00</td>
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<tr>
<td>Store sales</td>
<td>$3,967.00</td>
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<tr>
<td>Studio Services</td>
<td>$400.00</td>
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**TOTAL:** $621,718.00

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**EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
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<tr>
<td>Salaries</td>
<td>$262,370.00</td>
</tr>
<tr>
<td>Outside Services</td>
<td>$105,107.00</td>
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<tr>
<td>Advertising and Promotions</td>
<td>$49,536.00</td>
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<tr>
<td>Events</td>
<td>$86,124.00</td>
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<tr>
<td>Equipment &amp; Maintenance</td>
<td>$44,478.00</td>
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<tr>
<td>Mail</td>
<td>$18,707.00</td>
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<tr>
<td>Capital</td>
<td>$11,250.00</td>
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<tr>
<td>Travel and Meetings</td>
<td>$17,753.00</td>
</tr>
<tr>
<td>Legal License</td>
<td>$12,865.00</td>
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</tbody>
</table>

**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 Cicereilli, 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

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