88NINE RADIO MILWAUKEE : IMPACT REPORT
THE WORK THAT WE DO IS INTENDED TO SUPPORT THE PEOPLE THAT LIVE IN MILWAUKEE AND MAKE THE CITY A BETTER PLACE.

Being a non-profit means we continually engage with our community and believe in transparency and impact. So we are offering up this report to show how we are fulfilling our mission to create a better, more inclusive and engaged Milwaukee — none of which we could have done without your support.

“[88Nine] is the source of my new music discovery and the soundtrack to my day. I love the positive vibes and commercial-free music. - Robin F.”

RADIO MILWAUKEE SUPPORTS THE INDIVIDUALS AND ORGANIZATIONS WITHIN OUR CITY THROUGH MUSIC, STORYTELLING AND EVENTS.

As we grow, we are able to connect more people to each other and promote a positive global identity for Milwaukee.
WE ARE HAPPY TO LOOK BACK ON THE GOOD STUFF THAT ALL 6,000+ OF OUR SUPPORTERS HELPED MAKE HAPPEN IN 2018.

TOGETHER, WE CHAMPION MILWAUKEE

I’m so grateful to have a community-supported platform that showcases not only emerging and established artists from around the globe but also Milwaukee’s own. - Joseph B.
MISSION

Through music and stories created for a culturally open-minded community, 88Nine Radio Milwaukee is a catalyst for creating a better, more inclusive and engaged Milwaukee. We reach a new generation of radio listeners with an entertaining and adventurous selection of music and public affairs programming.

We champion Milwaukee—our music, arts and culture, neighborhoods, and community organizations; celebrate diversity; and encourage community engagement—while promoting a positive global identity for Milwaukee.

“Radio Milwaukee’s commitment to the community, MPS and their audience and artists is an essential part of projecting a positive community image in challenging times. - Daniel P.”
WITH YOUR SUPPORT, WE WORKED TO UPLIFT OUR LOCAL MUSIC SCENE AND OPEN MILWAUKEE’S EARS TO NEW SOUNDS THROUGH...

STUDIO MILWAUKEE SESSIONS
We brought in some of our favorite touring musicians and hosted 37 sessions for our members, and streamed them live for our listeners. 2018’s lineup included artists such as:

JD MCPHERSON
PHOSPHORESCENT
KURT VILE
ALVVAYS
DR. DOG
OF MONTREAL

RADIO MILWAUKEE MUSIC AWARDS
Each December, we throw a big party to celebrate Milwaukee music. This year, women ruled the night, winning 7 of 12 awards.

414 LIVE SESSIONS
In 2018, 42 local musicians took to our stage to perform and over 2,000 people came down to enjoy this free, weekly show.

100+
THIS YEAR, WE ADDED OVER 100 NEW MILWAUKEE MUSICIANS TO OUR AIRWAVES.

BACKLINE
New in 2018, this program is working to put Milwaukee’s music scene on the map with funding, mentorship and networking. Our first class included Abby Jeanne, Lex Allen, Crystal Knives, and Zoë Kenzo. Backline will continue in 2019 with a Spring and Fall programs.
SHARING STORIES ABOUT THE PEOPLE IN OUR COMMUNITY CONNECTS US ACROSS NEIGHBORHOODS AND HELPS US SEE THE GOOD HAPPENING THROUGHOUT MILWAUKEE.

PODCASTS
We’re expanding our stories and conversations about Milwaukee with the addition of Podcasts: Urban Spelunking, Tap’d In, Cinebuds and This Bites.

INVISIBLE LINES
Did you know we made a film this year? We created Invisible Lines to tell the personal stories of individuals who live in Milwaukee who have faced prejudice, racism and segregation. It’s a conversation that needs to continue on in our city. We debuted Invisible Lines at the 2018 Milwaukee Film Festival and have been humbled by the response from the community.

We are taking Invisible Lines out into the community. If you’d like to get more information or be involved with a screening, visit www.invisiblenlne.com.
Supporting the future of Milwaukee through...

Music - Grace Weber's Music Lab
A free monthly music program and open mic night for high school students.

Tech - 88Nine Labs
Hackathons, speaker sessions and workshops connecting coding with civic and music solutions. Over 100 students participated in 88Nine Labs this year and we plan to grow attendance in 2019.

Resources - No Empty Backpacks
Thanks to our community and partners, we helped collect over 50,000 items in our school supply drive to benefit MPS students.

Community
Creating experiences that connect our community through the power of music, such as:
- Band Together
- Fall Ball
- Vinyl Comes Alive
- Soundbites

Community Events
At our Walker's Point Studio
Did you know approximately 1,000 community members use our space each month?

If you have not been to any of our events at Radio Milwaukee, please join us in 2019!