

VIP Update



A WUWM Member Benefit

VIP INSIDER

Tune in to WUWM's "AT TEN" the week of March 29 to LEARN MORE about the candidates for Milwaukee Mayor and County Executive. Hear Dave Edwards talk with each candidate about the issues affecting Milwaukee. (Below: Candidate David Reimer and County Executive Scott Walker)



EDWARD R. MURROW SOCIETY LEVEL CHANGES

As a member of the Edward R. Murrow Society, you are one of a select group of public radio listeners who has led the way with your financial support of WUWM-Milwaukee Public Radio.

We are grateful and hope you will continue to rise to this challenge.

After assessing our plans for the future of WUWM--a future that includes digital equipment, new programming, and more local news--we have decided to raise the minimum donation for new members of the Society to \$1000 per year. This change will take effect on July 1, 2004, the beginning of our fiscal year. All current members can remain members at the current level through the 2004-05 fiscal year.

This is the first increase in Edward R. Murrow Society membership in the almost 10 years of the Society's existence. We hope you will understand that this increase is part of our effort to bring you the best in news, entertainment, and information that radio has to offer.

At the same time, we've revamped benefits that we offer you for membership in the Society. Your benefits will include:

- * An annual donor recognition dinner.
- * Invitations to other station events.
- * Chances to meet NPR journalists and hosts.
- * Recognition in WUWM's annual report.
- * Two days for personal on-air messages.
- * A Newsworthy Card for discounts at local businesses and cultural events.
- * A subscription to our quarterly newsletter, In Tune.
- * Bi-monthly insider updates from General Manager, Dave Edwards.

Please feel free to call me at 414-270-1122 with any questions. As always, thank you for your support of WUWM-Milwaukee Public Radio.

Susan Baran

Susan Baran
Director of Development

WUWM BRINGS YOU MORE IN-DEPTH LOCAL NEWS

Tune in to WUWM weekdays from 5AM-10AM during Morning Edition for enhanced local coverage from WUWM's award-winning news team. Join Bob Bach and Marti Mikkelsen in the morning for the latest local coverage and Southeastern Wisconsin's most in-depth look at the stories affecting you.



WUWM BRINGS YOU MUSIC YOU CAN RELATE TO

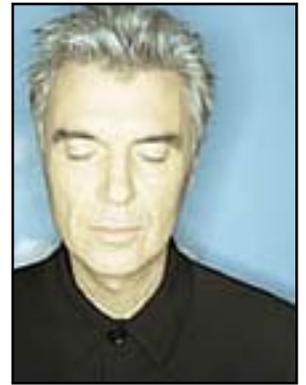
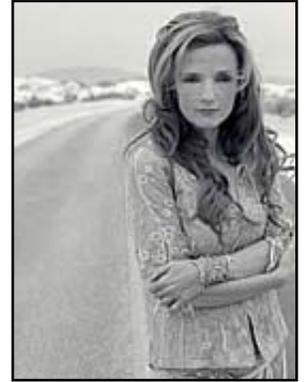
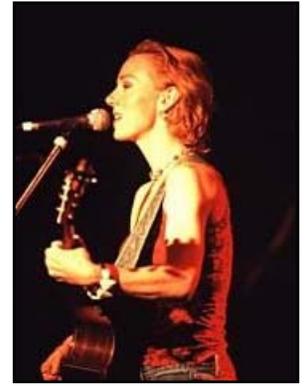
Coming Up In The WUWM Performance Series at The Pabst:

Jonatha Brooke, Patty Griffin and David Byrne

Recently, after Jonatha Brooke performed live in the WUWM studio for "Saturday At The Cafe," WUWM Program Director and Host Bruce Winter said "I felt so ordinary in her presence because she is *so* talented." Brooke's folk music is thought provoking and poetic. Her music relates to adult trials and tribulations or as Winter told Cafe listeners Brooke "talks about things we can all understand." The singer/songwriter/guitarist has been issuing albums that merge folk and pop since the early '90s; first as a member of a duo called "The Story," and then later as a solo artist. Brooke currently owns her record label, *Bad Dog Records* and continues to write, record and perform her music. Hear Jonatha Brooke's performance and interview on "Saturday at the Cafe" at www.wuwm.com and experience her in-person at The Pabst Theater on Saturday, April 3 at 7:30 pm.

WUWM is also proud to present Patty Griffin on May 17 at 8 pm. Griffin is a relentlessly talented singer/songwriter. Her acoustic performance last October at The Pabst's sold-out show with Mary-Chapin Carpenter, Shawn Colvin and Dar Williams set her apart. Griffin is a powerful, moving performer. She wowed the audience with her insightful lyrics and emotionally charged singing. If you missed her the first time around, you do not want to miss her again.

And on June 20 at 7:30 pm, WUWM welcomes David Byrne. Known as the force behind "The Talking Heads" and later as creator of the highly-regarded record-label *Luaka Bop*, Byrne also works as a photographer, film director, author, and solo artist. Byrne's performance at The Pabst features the Tosca Strings from Austin and promises to be an unforgettable event. To buy tickets for all of these events in the WUWM series, call 414.286.3663 or online at www.pabsttheater.org. WUWM receives a portion of the ticket sales for each of these events at The Pabst.



Sponsored in part by:



YES! I'D LIKE TO SUPPORT HIGH QUALITY PROGRAMMING ON 89.7 WUWM MILWAUKEE PUBLIC RADIO. VIP03.04

Please accept my special gift.

\$75 \$100 \$150 \$ _____ Other

Check enclosed (Payable to WUWM Friends)

Charge MC/VISA Account Number _____ Expiration _____

Signature _____

Please send me information about planned giving.

Name/s: _____

Address: _____

City/State/Zip: _____

Home phone: _____ Work phone: _____ Email: _____