

# **Radio For Milwaukee**

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## **NEWS RELEASE**

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## **NEW, MUSICIAN-RUN FM STATION PLANS MUSIC RADIO REVIVAL**

**Milwaukee, Wisconsin** (December 9, 2004) – A group led by two nationally known musicians has been awarded a contract to operate the Milwaukee Public Schools' FM station, WYMS-FM (88.9), and is developing a format to support musicians and restore creativity to music radio.

The non-profit group, Radio For Milwaukee, was founded by Peter Buffett, national recording artist and producer and son of investor Warren Buffett; Grammy Award winner Joe Puerta, founding member of Ambrosia and Bruce Hornsby and the Range; and Todd Broadie, former marketing director of Narada Records.

Under the contract, signed this week, WYMS-FM will possibly be the only station in the country operated by a musician-controlled group.

Radio For Milwaukee's new format will address concerns about music radio increasingly leveled by listeners, musicians and music-industry critics.

"Radio generally doesn't support musicians and plays the same artists and songs over and over," Buffett said. "With radio industry people calling good songs 'too good for radio,' you know there's got to be a better way."

The lead consultant for the programming design and re-launch of WYMS is radio veteran Mike Henry, CEO of Colorado-based Paragon Media Strategies. Henry is also a partner in Media Mechanics with industry stalwarts Paul Marszalek and Ben Manilla, who are also consulting for the station.

"The opportunity to create a new radio station for Milwaukee is exciting, and the ability to do it without typical radio boundaries and creative handcuffs is unbelievable," Henry said.

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“I’ve been waiting for years for the chance to start a new type of radio station from scratch,” Henry said. “We’re starting with a blank canvas, so the results will be surprising, colorful and groundbreaking. The new WYMS will not be your father’s public radio station.”

Marc Hand, co-managing director of Public Radio Capital, helped negotiate the Radio For Milwaukee contract and said the arrangement was the best ever between a non-profit group and school-owned station.

“This contract provides a new partnership standard for other public-school owned non-commercial stations around the country,” Hand said. “The agreement will result in exciting new public radio programming, important media training opportunities for students and a unique, Internet-based programming service run by students. The partnership will make the most effective possible use of WYMS and of school district resources.”

The MPS School Board and Finance Committee last month unanimously approved the contract for an initial seven-year term turning over day-to-day operations, all operational funding and programming responsibilities to Radio For Milwaukee.

Acting General Manager Todd Broadie will coordinate a comprehensive research project and local focus groups to help develop programming. He will also be advertising nationally to hire station management, on-air staff and education experts. Interested applicants should contact Broadie at (414) 372-5368 or [todd@RadioForMilwaukee.org](mailto:todd@RadioForMilwaukee.org).

Broadie said that listeners will benefit from the new WYMS-FM format, which will fill a critical programming gap in radio around the country.

“Commercial radio caters to the lowest common denominator, and public radio caters to the very highest common denominator,” Broadie said. “That eliminates the majority of music and ideas from radio.”

Radio For Milwaukee plans to begin broadcasting the new format in mid-2005.

For more information, visit [www.RadioForMilwaukee.org](http://www.RadioForMilwaukee.org).

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