



THE YEAR IN REVIEW

**91.1**  
THE AVENUE

**2022**

*Let it Play!*



## **RADIO BUILT BY COMMUNITY**

*What your support did in*  
**2022**

# THE AVENUE 2022

*Our story in numbers*

3

**Successful pledge drives.** Listeners raised over \$388,000 in 2022, to sustain The Avenue.

19

**Live Music Events.** 5 signature concerts and 14 free on-location broadcast events presenting national and regional artists.

27

**Artists Hired.** Through 19 events, your support gave 27 different musicians or bands the stage and a paycheck.

47

**Mile of Music Artist Interviews.** Supporting the festival by showcasing artists and bringing the Mile to those who cannot attend. No one covers Mile of Music like we do.

13

**Years on the air.** A proud accomplishment for independent, nonprofit, listener-supported radio.

100

**Percent Grateful...** to you for your commitment to, and investment in, The Avenue. We are radio built by community.

127

**Nonprofits Served.** Fulfilling our mission to give voice to nonprofits, we awarded air time through grants and extended segments to more area organizations than ever before.

71

**Artists in Studio.** We introduced more artists and their music to our audience through broadcast interviews this year. We are committed to supporting our amazing music community.

24

**Exclusive Tracks.** The Avenue's annual compilation album showcased the work of 24 artists who have been on our stage or in our studio

1

**Thrill of a lifetime, being quoted in Rolling Stone.** We were honored to be included in the magazine's story on Mile of Music and Appleton.

"A community that supports  
**independent radio**  
is a special place to live and work."



## Our Mission

91.1 The Avenue is an independent, nonprofit, noncommercial, listener-supported radio station, whose mission is to create a dynamic, nonprofit radio station dedicated to building and reflecting community through:

- 1) Providing a one-of-a-kind playlist and programming.
- 2) Giving nonprofits unprecedented access to the airways for the greater good of our community
- 3) Supporting local and regional artists by giving them a platform for their music.



# PLEDGE DRIVES

*Community Supported*

We say it all the time, and it's true – every day we are on the air is a day given to us by our listening community.

Through two pledge drives, a Monthly Donor campaign, Giving Tuesday, and the End-of-Year campaign, The Avenue's listening community raised \$388,525 in 2022, to sustain this station.

The generosity doesn't end with a donation. During pledge drives, hundreds of kind comments pour in from listeners across the country, sharing stories of what The Avenue means to them.

We are radio built by community, and we are humbled to be your radio station.



**"I'm new to the area and love how The Avenue makes me feel connected to the community."**

**Mackenzie, Oshkosh**

"I have come to love The Avenue! The deep cuts, the blends of genre and style are diverse and obviously thoughtfully curated. I have said Wow! to my radio more since listening to The Avenue than to any radio station ever!"

Al, Larsen

"During a recent drive out of the area, I kept scanning my radio for a station with the same quality of music. I could not find anything like 91.1 and I was amazed by the number of commercials on other stations. Thank you 91.1 for spoiling your listeners! Pledge your support to keep the Avenue something special!"

Colleen, Winneconne

"Thank you for enriching my life, every single day. I love that you are a grassroots organization. I love that you are local. I love that you play music that I love as well as music that my children love! And, especially, I love that you are a stalwart supporter of nonprofits in your area. Thank you!"

Denise, Vero Beach FL

"Yeah, I could listen to any radio station on the planet but 91.1 The Avenue is the only one I listen to here in Franklin, TN. Have loved your station since hearing it the first time back in September 2016. Let It Play!"

Pete, Nolensville TN

"Always happy to support my favorite radio station. Thanks for turning me on to new music from great local artists, and making our communities stronger! Thank you for your great selection of music, and for keeping our communities strong through your grant program. Let's keep The Avenue vibe going!"

Mel, Fond du Lac

"You are a constant companion as I drive ride share. I introduce local passengers to The Avenue on a regular basis."

Steve, Neenah

"As recent transplants to the Fox Valley, we're so glad our son turned us on to The Avenue! We've recommended the station to many of our friends and family around the country. We've been to many shows at August Haven, love the artists! 91.1 is the only station we listen to and we're happy to support your mission!"

Karen & Tom, Fond du Lac

"The Avenue's presence – on air and in the community – contributes so much to the area's quality of life! A long-time follower, our recent move to the area will allow us to more fully enjoy the Avenue experience. Thank you and Let It Play!"

Brian, Menasha

"I'm SO glad my friends told me about The Avenue! I love your music, your culture, your mission – don't change a thing! I'm SO impressed that this station is from Appleton! an adoring Manhattanite,"

Megan, NY, NY

"Thanks for all you do. It is very special to have a resource like The Avenue in such a small market."

David, New London

"This community would lose so much more than music if The Avenue would disappear. Thank you for all your hard work."

Maryann, Appleton

"A friend kept hounding me to listen to The Avenue. Finally, one Sunday morning I did. It's now the only radio station I listen to and I, in turn, have hounded all of my friends to tune in and see what I'm so crazy about! Thank you!!!"

Kate, Milwaukee

# PLAYLIST & PROGRAMS

*One-of-a-kind, Handcrafted*

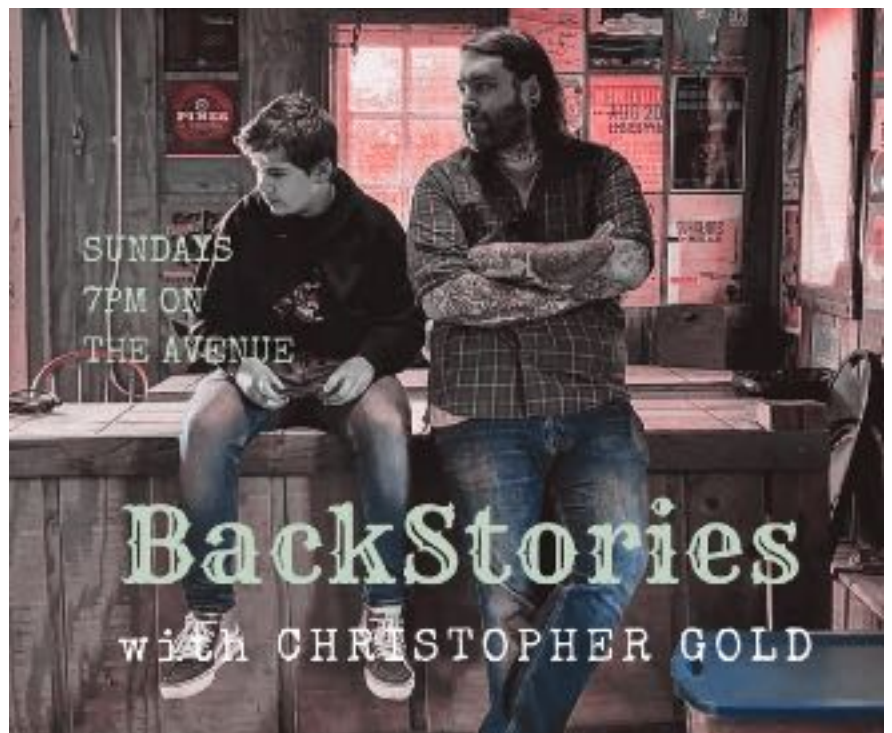
First and foremost, community support keeps The Avenue's one-of-a-kind playlist and programming available 24/7, 365 days a year.

"I love Backstories with Christopher Gold! I'm originally from Appleton so it's nice to get that taste of home every week."

Steve, St. Paul, MN

The Avenue is handcrafted. Programmed by people not algorithms, to reflect our community, the artists that live and work right here. The nonprofits who make this area a great place to live. We curate the best tracks and artists including forgotten classics, unknown gems, new artists, alternate takes, and local favorites. Things you just won't find anywhere else. And then there are the things you won't hear on The Avenue – no heavy repetition, no commercials, no news, no politics. All of this possible because we are community supported.

New to The Avenue's lineup in 2022, is **Backstories with Christopher Gold**. The local singer/songwriter adds his voice to The Avenue, curating an hour of music and conversation reflecting a life of making and loving music.





**Wisconsinology on Music**

Wisconsinology on Music by Frank Anderson focusses on Wisconsin’s considerable contributions to music history. Anderson creates Wisconsinology, a blog about the unique stories of Wisconsin—the deeds & misdeeds of our citizens. This music version of Wisconsinology is created specifically for broadcast on 91.1 The Avenue.

According to Anderson, “All the best things about music have roots in Wisconsin.” Anderson keeps Wisconsin’s rich music history alive by unearthing stories of long-forgotten artists, writers, producers, studios and record labels. From Helga to Liberace, Les Paul, the Bodeans & Butch Vig, there’s seemingly no end to Wisconsin’s contribution to music.

**Friday Night Spotlight**

Hosted by Rob Moore, the Friday Night Spotlight gives listeners a deeper look at an artist or album.

**Saturday Night Spotlight**

Hosted by Rob Moore and music enthusiast, Dr. Pat Warpinski, the Saturday Night Spotlight is a night of music focussed on a theme or genre of music

**Sunday Morning Sunrise**

Hosted by Amanda Sharon, the very popular Sunday Morning Sunrise programming is the place to find instrumentals, acoustic tracks, jazz, and standards.

**Voices from the Valley**

Presented in conjunction with Community Foundation for the Fox Valley Region, Voices from the Valley is the public affairs program highlighting the good work being done right here in NE Wisconsin.

**"91.1 gets me through my days. I really enjoy Wisconsinology. The stories are so interesting! I think if you love music, you love 91.1 Thank you!"**

**Andrea, Appleton**





# NONPROFIT MISSION

## *Giving Voice to Nonprofits*

Donations to The Avenue ripple out into our community. In 2022, your support helped further the work of 127 area nonprofits through broadcast grants, in-depth segments, and as mission partners. Air-time awarded to nonprofits increased 31% over 2021.

501(c)3 organizations used Avenue air-time to:

- Raise awareness for their organizations
- Educate the community about what they do
- Promote events
- Find volunteers
- Make our community stronger!

Your support makes all this happen.



**"The Avenue is one of the best things about the Fox Valley. The music hits your soul and the community organizations who get exposure heal the heart. Thanks for making my life a little better everyday."**

**Joe, Appleton**



## **2022 Nonprofit Recipients**

The Automobile Gallery, Feeding America, Thompson Center on Lourdes, Rawhide, Brown County United Way, Acoustic Fest, Lawrence University, Peaceful Purpose, East Shore Humane Association, King Veterans Assistant Fund, Empowered Tutoring, Town of Center Volunteer Fire Department, The Gathering Place, Celebrate Diversity Fox Cities, Big Brothers Big Sisters, Holyland Food Pantry, The ARTS Inc, Hearthstone, St. Vincent DePaul and Pillars Inc., First Five Fox Valley, People of Progression, US Venture Open, Brown County Library, Fox Jazz Fest, House of Hope, CASA Fox Cities, Esther, WOW We Care Inc, Rebuilding Together Fox Valley, Prevent Suicide Fox Cities, Appleton Downtown, S.O.A.R., Samaritan, The Grand Oshkosh, PEO Gallerie of Shoppes, Literacy Green Bay, Cap Services, Saving Paws, Oral Health Initiative, Diverse and Resilient NE Wi, Christine Ann Center, Green Bay De Pere Antiquarian Society, Civic Symphony, Summerfest, Door County Auditorium, Untitled Town Book Festival, Community Foundation of Clark County, The Gray Muzzle Organization, The Women's Fund Monthlies Project, Music Mission, Photo Opp, National Railroad Museum, The Neville Public Museum, Refuge Church, Bravely, Laundry Love Green Bay, Paper Maker Players, Bergstrom-Mahler Museum of Glass, CASA Brown County, NAMI Brown County, Starting Point 2.0 and Empower, Innovative Services, Fox Cities PAC, Agape of Appleton, YMCA, St. Joseph's Food Program, Goodwill, The Weidner Center, The Meyer Theatre, Thelma Sadoff Center for the Arts, Fond du Lac Historical Society, The Teacher's Closet, Junior Achievement Fox Valley, World Relief Fox Valley, Lovin The Skin I'm In, JDRF, Fox Valley Symphony Orchestra, Wisconsin Women's Business Initiative, The Traumatic Brain Injury Support Program, Operational K9 Medical Team of WI, Appleton North High School Theater Dept, The Green Bay Botanical Garden, Girls on The Run of NE W, Wisconsin Humane Society Green Bay, Fox Wolf Watershed Alliance, Reach Counseling, Friends of Winnebago County Dog Parks, Operational K9 Medical Team of WI, The Fond Du Lac County Historical Society, Mosaic Arts, Foundations Health and Wholeness, Fox Valley Humane Society, Bletzinger House, Future Neenah, Apple Valley Pit Crew, Birder on Broadway, World Central Kitchen, Dyslexia Reading Connection, Brown County Historical Society, Boys & Girls Club of Fond du Lac

# SIGNATURE CONCERTS

## *Community Celebration Concert*

Twice delayed due to the pandemic, we were finally able to gather for the evening devoted to celebrating the community that makes The Avenue possible. The Avenue's Community Celebration Concert presented three Wisconsin artists deserving of the big stage: **The Kurt Gunn Band, Listening Party** and **Mike Wheeler with Billy Bronsted and The Loot**. They gave the audience a truly special night of music and made some new fans!

**"The support and airplay independent musicians receive from 91.1 is irreplaceable. Thanks for donating to support them."**

**Kurt Gunn**









# SIGNATURE CONCERTS

*Ledgestone Summer Sundays*

On three summer Sunday afternoons supporters gathered to enjoy music from four national touring artists in the vineyard – including two former contestants from The Voice! Last year's line-up included **Willy Porter, The Brothers Footman, Sarah Potenza, Betsy Ade & The Well-Known Strangers.**

The Avenue's collaboration with Ledgestone Vineyards began during the pandemic lockdown. What began as a creative solution to event and business challenges during Covid has blossomed into a much anticipated annual concert series.

**"Attended my first Avenue show at Ledgestone – so great! Thanks for continuing to add more artists...91.1 just keeps getting better!!!"**

**Kathy, Wausau**









# SIGNATURE CONCERTS

## *Christmas on The Avenue*

Appleton's adopted sons, and champions to this independent radio station, **Jamie Kent** and **Dan Rodriguez** curated an extravaganza for this year's Christmas on The Avenue. **Bascom Hill, Danni Nicholls, Kelsey Miles, Megan Rodriguez, Jackson Mankowski, and Jon Wheelock** rounded out the all-star line-up.

Held at the Fox Cities Performing Arts Center in downtown Appleton, this year's event broke previous attendance records at just over 1,100 seats filled.

Christmas on The Avenue was a magical evening thanks to our many collaborators – the artists, venue, sponsors, in-kind contributors, and mission partners.







# AUGUST HAVEN LIVE

## *Radio in Action*

Wrapping up our 4th year of the monthly series, August Haven Live is our broadcast series where the public is invited to “watch listener-supported radio in action.” And it all happens in a furniture store...

Support for artists is at the heart of the August Haven Live format. Each edition offers a musician a month of on-air promotion, culminating in a 3-hour, on-location broadcast with live interviews and performance at August Haven’s Appleton location. Artists receive audio files and performance videos to use for their portfolio. Each edition similarly highlights a local arts/cultural nonprofit with a monthlong promotion.

In 2022, we added two Sunday Morning Jazz events.

Free, family friendly, and open to all, this event is an opportunity to discover new artists for those who may prefer to experience live music outside of a bar atmosphere.

2022 line-up, **The Short Pay Riders, Listening Party, Amelia Ford, Christopher Gold, Kurt Gunn, Genevieve Heyward, The Honeygoats, Eric Krueger & Marty Paschke, Boy Howdy & The Electric Ranch Hands, Chris Haise Band, Ben Mulwana, Sam Ness, Cat Plan, and Natural Satellite.**









# ARTISTS IN STUDIO

*Supporting the Music*



Artists traveling through town know that The Avenue is the place to find a supportive audience of original music lovers. More artists took the time to stop into the Avenue studio than any other year.

No one covers the Mile of Music like we do on The Avenue – with a month of previews and over 40 in-studio interviews, our 2022 coverage was more comprehensive than ever, serving as an audio guide to festival artists as well as a way to share the festival with those who cannot attend.

**"I really enjoy your selection of music. You support Mile Of Music artists, and that helps Appleton. Thank you!"**

**Mark, Appleton**









# ANNUAL COMPILATION

## *Voices 2022*



Each edition of The Avenue’s annual compilation album creates a snapshot of the year. 2022 was a year that was dizzying – the floodgates of live music were open and everyone seemed to be trying to make up for lost time. It was an embarrassment of riches. Voices 2022 is a reflection of this frantic musical atmosphere.

Recorded at Avenue concerts, monthly August Haven Live broadcasts, studio visits, or during our Mile of Music coverage, the following 24 exclusive tracks create a document of a most unusual year. We’re grateful to the talented and generous artists who live and perform in our area. Their music always makes life better. And that was never more true than during the last year.

The Avenue's annual compilation albums aim to shine a light on the artists and inspire listeners to dig deeper into their catalogs and support their work.



Included are:

- Aaron Lee Tasjan**
- Amelia Ford**
- Beth Bombara**
- Betsy Ade & The Well-Known Strangers**
- Christopher Gold**
- Claire Kelly**
- Garth**
- Genevieve Heyward**
- Good Morning Bedlam**
- Jamie Drake**
- Jamie Kent**
- Jon Tyler Wiley & His Virginia Choir**
- Laney Jones**
- Listening Party**
- Matt Blake**
- Megan Slankard**
- Sarah Aili**
- Seasaw**
- Seth Walker**
- Side Pony**
- Sirsy**
- Matthew Szlachetka**
- The End of America**
- The Honeygoats!**

# THE AVENUE PRESS

*Rolling Stone Magazine*



RollingStone

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CITIES & VENUES

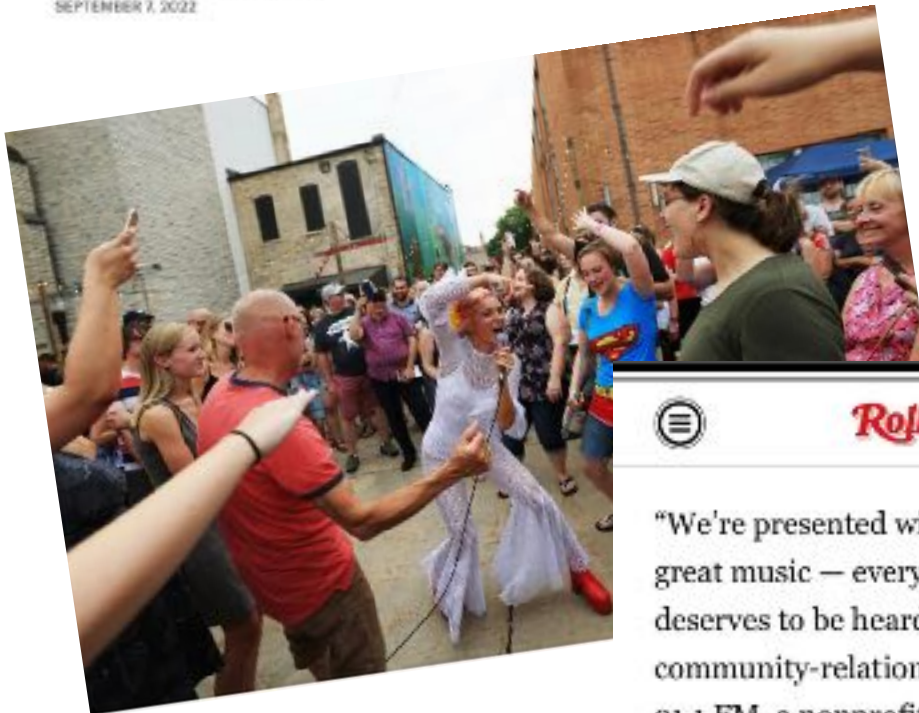
## How a Wisconsin Music Festival Is Making Indie Artists Feel 'Famous for a Weekend'

Mile of Music, a community-supported free fest in Appleton, is becoming the blueprint for how to foster emerging talent

BY GARRET K. WOODWARD

SEPTEMBER 7, 2022

We know that we are so fortunate to play music for an incredible community of listeners who have a big appetite for music discovery. And now **Rolling Stone** readers know it, too! When Garret K. Woodward was writing his Rolling Stone article on small markets that are big for musicians, he got pointed in the direction of 91.1 The Avenue thanks to Nashville musician, **Jamie Kent**. The Avenue was included in the digital version of the September 7, 2022 edition of Rolling Stone.



RollingStone

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"We're presented with such an abundance of great music — every single one of these artists deserves to be heard," says Ann Koenig, community-relations director for the Avenue 91.1 FM, a nonprofit station in Appleton. "Whatever music we discover at the festival gets played on our radio programs throughout the rest of the year. It's what our listeners want, and what music discovery is all about."