



the dirt

Driftless Community Radio Newsletter
Fall 2023



JIM HALLBERG, WDRT PROGRAM COORDINATOR, HAS RETIRED AFTER 13 YEARS
ART BY PETE HODAPP

wdrt 91.9 fm fall pledge drive

THURSDAY SEPTEMBER 14 6AM TO 6PM

608-638-9378 ✨ 311 S. MAIN ST



FALL PLEDGE DRIVE HAPPENING THURSDAY SEPTEMBER 14

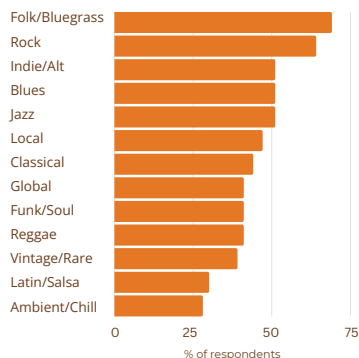
There's so much great programming on WDRT, and listener support makes it all possible. We'll be holding our One Day Pledge Drive on Thursday, September 14th from 6am to 6pm with the goal of raising \$13,000 to support the station. Organic Valley will be providing a \$5,000 match.

You'll hear from your regular Thursday line-up, plus special guests and a few live musical performances. It's also our 13th birthday, so please help us celebrate!

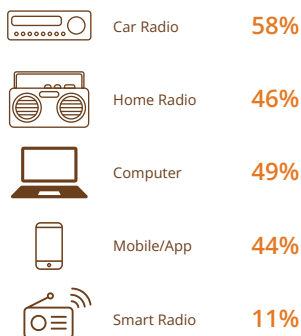
Anyone who pledges \$120 or more will receive our new WDRT baseball cap. Pledges over \$60 can choose from either a WDRT t-shirt or stocking cap. Visit wdrt.org/donate for more info.

WDRT LISTENER SURVEY HIGHLIGHTS

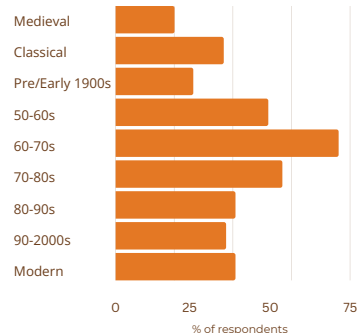
WHAT TYPES OF MUSIC DO YOU ENJOY?



HOW DO YOU LISTEN TO WDRT?



WHAT ERAS OF MUSIC APPEALS TO YOU?



IMPORTANT STAFF UPDATES

There have been some changes behind the scenes: Jim Hallberg, our Program Coordinator, has retired. Jim was instrumental in bringing WDRT to life 13 years ago.

As of today, we remain the only non-commercial, volunteer-based, listener-sponsored community station in southwest Wisconsin. WDRT survives (and thrives), as Jim says, "on volunteer energy and strong community financial support." You'll still catch him as the host of "Driftless Mornings", weekdays at 6am.

Terry O'Connor has been at WDRT for over 10 years, and is excited to transition into the role of Programming & Operations Coordinator. Emily Grantham has also joined the station as WDRT's new Membership & Outreach Coordinator.

Stay tuned for more of what you love about WDRT, as well as some new ideas! If you have any feedback, contact us at 608-638-9378 or staff@wdrt.org.

WDRT BY THE NUMBERS

Community radio wouldn't exist without listeners like you. Here's a look behind the scenes at what is powering our station.

112

VOLUNTEERS

13

YEARS ON THE AIR

520

CURRENT MEMBERS

229

SUSTAINING MEMBERS

**BECOME A SUSTAINER TODAY
@ [WDRT.ORG/DONATE](https://wdrt.org/donate)**

Sustaining Members have automatic monthly donations coming directly from your bank account. Easy peasy!

64%

OF OUR FUNDING
COMES FROM MEMBERS

42%

OF MEMBER FUNDING
COMES FROM
SUSTAINERS

18

UNDERWRITING
BUSINESS SUPPORTERS

19%

OF FUNDING COMES
FROM UNDERWRITING

WHY YOUR SUPPORT MATTERS

As a community radio station, our #1 job is serving the public and giving a voice to the under-served. Listener support gives us editorial freedom and musical independence in ways that other funding models don't. We aren't beholden to shareholders or algorithms, and we like it that way.

When we ask for your donation on September 14th, know that you're not just funding the things you hear on the radio station; you're literally making this kind of radio possible when you support it at whatever level you can. And for that, we thank you!



ON AIR SCHEDULE FOR THE SEPTEMBER 14 PLEDGE DRIVE

TIME	SHOW
6-8	DRIFTLESS MORNING
8-9	PLAYING FAVORITES
9-10	CONVERSATIONS
10-11	QUE SERA SERA
11-12	ECLECTIC WONDERLAND
12-1	DEMOCRACY NOW
1-2	SHAPESHIFTER
2-3	DRIFTLESS WEEKEND
3-4	DRIVETIME CHILL
4-5	BOOTY TUNES FOR THE DAIRY AIR
5-6	MR. KOPPA'S NEIGHBORHOOD

SHOW SPOTLIGHT: “ECLECTIC WONDERLAND”

Have you had a chance to check out “Eclectic Wonderland” Wednesdays at 1pm CT? We recently sat down for an interview with DJ Tea, Mr. Announcer Man and their dog Dewey Louis, and it was truly a delight, much like their show.

What can listeners expect when they tune in?

“Eclectic Wonderland” is a mix of Alternative, Indie, New Wave, Shoegaze, Novelty, Surf and Tiki, Experimental and Electronic, Prog, Goth, Glam, Folk and Bluegrass, A Pinch of Punk and Post Punk, College Radio, my Favorites from the 60’s, 70’s, 80’s, 90’s and The New Century.

I keep the playlists fun, upbeat and positive [with] new, and independent artists in with old favorites, or music that has that familiar feel to it.”

I try to stick to a scheduled format. 1st Wednesday is usually “An Alternate Wednesday” where we play Alternate Versions of Popular Tunes: Covers, Mash Ups, Parodies, or Remixes.

2nd Wednesday is usually a “Better Than K-Tel” show where we try to showcase Independent Artists; I also add in Alternative, New Wave and other music that I feel fits the playlist.

3rd Wednesday is usually a “Themed Playlist” that revolves around a curated theme. That is kind of anything goes.

4th Wednesday is usually an “Audities Show” that we coined from mixing the words, Audio and Oddities. That is a mix of Novelty Music, Sound Collages, Experimental Re-

cordings, Children’s Music That Fits The Theme, Electronic Fun, and anything and everything in-between.

“A Spot Of Tea” means we have a special guest on the show. Usually an independent recording artist.

If there is a 5th Wednesday, that is reserved for special surprises.

I love requests, and love receiving music from recording artists. I have curated playlists around special requests and moments when my inbox is full of New Releases. I try to keep my playlists relevant.

Why did you want to start a radio show on WDRT?

I was born a music junkie and grew up in Record Stores.

In High School, I was in Broadcasting and wanted to DJ, but one of my teachers said I was too mousy for radio. So I put that idea aside while I explored other interests.

From there, I dove into improv and children’s theater, sang in a band, did some voiceover work, and worked as a DJ for parties and clubs.

Mr. Announcer Man had been in college radio as well as commercial radio. He produced a morning show and had his own radio show as well.

We both love radio and had been wanting to do a show. We recorded our first show in February of 2022, and WDRT decided to keep us. We love doing the show and are extremely grateful for the opportunity. We love WDRT and being a part of Driftless Community Radio!



What are your top 3 albums that you are listening to right now?

My Top 3 Favorite Albums change day by day and even hour by hour. It’s usually based on mood, nostalgia, and Current Show Ideas. We put so much heart into every show. (continued on next page)

Eclectic Wonderland

Wednesdays at 1pm CT

DJTea@wdrt.org

wdrt.org/eclectic-wonderland

DJ TEA'S TOP 3 FAVORITE ALBUMS RIGHT NOW



DIMENSION Mix, A Tribute To Dimension 5 Records, The Music of Bruce Haack and Esther Nelson

I love this Tribute to Bruce Haack and Esther Nelson. It is fun, happy, and nostalgic. It is an updated remix of some of the music from The Old Dimension 5 Recordings. I remember some of them from my childhood, and I loved that Bruce Haack created his own electronic Instruments.

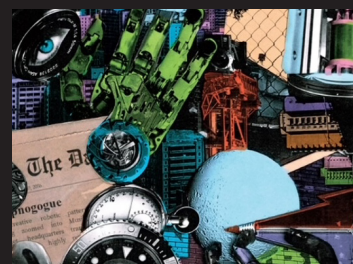
I am desperately in search of their original recordings. I love music that is Quirky, Bright, Happy, Fun, that lifts my mood, and is fun to choreograph dances to.



Hawaii: Part II, Miracle Musical by Joe Hawley from Tally Hall

I love everything about this Album. I think this Album is amazing. I love Album, Albums. Albums that are a listening experience, or albums that take the listener on a journey.

When it comes to the music of the album, it's very different from what you might hear and expect. The album switches genres multiple times including pop, rap, and ballads. Plus, each song has its own tone and theme that makes it different and unique from the last.



Hypnogogue by The Church

I have been a huge fan of The Church, since the early 80's. I actually met Mr Announcer Man through a related band, Kilbey Kennedy.

I have always loved their music, and had been pretty quick to love their new releases. This album took a little more time than usual to grow on me. It is definitely a "Church Album." Some of the original members have left, and they are creating new music that is very much their own.



Lauren West, WDRT Member and owner of Echo Valley Farm, a small bakery and food business, located near Wildcat Mountain State Park in Ontario, WI

LISTENER SPOTLIGHT: LAUREN WEST

Why do you support WDRT?

Staying informed about current events is important to me. I value news that isn't financed by big money like the fossil fuel industry. I learn so much from the news programs I listen to. When I'm driving in my car I often stumble upon radio stations doing their best to evangelize me, then I think about WDRT having that same ability, that same reach, no special membership or technology required. Community Radio is truly accessible and the diversity of thought is much needed.

How long have you been listening to WDRT?

I moved to the area in 2010 right when WDRT was hitting the airwaves! I remember being so excited that there was a community radio station starting.

Favorite WDRT moments?

Listening in to Jim's retirement celebration was a sweet glimpse into the community that co-creates WDRT and the love and commitment that so many have to this endeavor.



Nickbomb and Peter Iwers of The Halo Effect backstage at Milwaukee Metal Fest

“DRIFTLESS DOOM” INVADES MILWAUKEE METAL FEST 2023

On May 26th, 27th, and 28th Milwaukee Metal Fest returned from the grave after nearly twenty years! MMF originally ran from 1987-2004. I attended my first MMF in 1992 at the tender age of 14. To say I was excited by the announcement of MMF's return would be an understatement.

I was only able to attend the fest on Saturday and Sunday. Saturday started off with a proper Death Metal pummeling by Fargo, ND's Phobophilic. Other highlights on Saturday included Ingrown, Blood Incantation, Frozen Soul, Undeath, and Obituary. Thrash legends Anthrax closed the night with an amazing set including a healthy dose of hits from the “Among The Living” album.

Sunday included sets by High Command, Molder, Gatecreeper, Cephalic Carnage, The Halo Effect, Lamb Of God, plus many more. Using my WDRT credentials I was able to head backstage and meet up with the guys from The Halo Effect.

My favorite set of the day was High Command. They destroyed the Martyr Store stage! Over all MMF 2023 was one of the best fests I've ever attended. The bands were great, the atmosphere was laidback, and everyone was having a good time! I can't wait until next year!
-DJ Nick Hotchkiss



HARVEST PARADE HAS A NEW HOME AT WDRT

It's back! After a three year hiatus, the **Viroqua Harvest Parade and Celebration** is excited to find itself nestled into the ever creative and engaged hub of our community and our beloved radio station.

The cornerstone of this parade -- a collection of giant handmade puppets -- has been carefully moved to WDRT, which will now provide studio and storage space.

With this delightful partnership, we look forward to added visibility, community engagement, and many years of fun and puppetry.

The parade will take place on **October 14, 2023 at 3pm CT**. The planned route will go down Main Street, ending at Eckhart Park for a free community celebration, complete with music, food carts, and more!

If you are interested in volunteering please contact: viroquaharvest@gmail.com for more information.



The Viroqua Harvest Parade and Celebration will take place on October 14, 2023 at 3pm. Route runs from Main St. to Eckhart Park.



WELCOME DJ ROOT

Our volunteer DJs make what you hear possible, and we couldn't do it without them! We are thrilled to welcome DJ Root to the WDRT crew.

On Mondays from 10-Noon, check out her new show "The Good Ear", a mix of punk, metal and rock with local and regional artists featured.

You can also catch DJ Root on "Hersong", Wednesdays from 10-Noon, rotating with DJ Nuna.

A Huge Thank You to Our Business Sponsors

The following businesses lend regular financial support to WDRT through Annual Underwriting. Stop in and let them know that you appreciate their support of our local community radio station!

1-2
years

Driftless Integrative Psychiatry
United Country - Oakwood Realty
Soulful Saunas
Hall Realty Co

3-5
years

Edible Madison
Ethos Green Power Cooperative
Ewetopia Fiber Shop & Mill
Vosseteig Funeral Home

6-9
years

Adams Eye Clinic
Westby Cooperative Creamery

10+
years

Bank of Cashton
Organic Valley
Quality of Life Chiropractic
Socially Responsible Retirement Strategies
Vernon Communications Cooperative
Viroqua Food Co-op
Wonderstate Coffee
Lind's Home Center

For information about WDRT sponsorship, email underwriting@wdrt.org or call Ann at 608-638-9378, ext. 4



Driftless Community Radio

311 SOUTH MAIN STREET

VIROQUA, WI 54665

608-638-9378

www.wdrt.org

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wdrt.org/donate

\$5,000 CASH MATCH FROM ORGANIC VALLEY

LIVE

The View from Here. with Ed Holahan

a benefit for driftless community radio

Readings and improvisation from
13 years of essays on WDRT



October 7th at 7:00pm
Landmark Theater

Freewill donation at the door