



FOR IMMEDIATE RELEASE:

88NINE RADIO MILWAUKEE JOINS VUHAUS VIDEO PLATFORM

Boulder, CO (May 18, 2017) – VuHaus is excited to announce the addition of its newest affiliate, 88Nine Radio Milwaukee (WYMS-FM) in Milwaukee, WI. VuHaus, the music discovery video platform for public media, is a growing network of public media organizations that share a common mission to support emerging and local artists. Community-funded 88Nine Radio Milwaukee joins the nationwide collective of the most influential public media stations that showcase their music video content at VuHaus.com and on the new locally-curated Milwaukee page [<https://www.vuhaus.com/happening/Milwaukee>].

"We're excited about this new partnership with VuHaus as it offers a new opportunity to get Milwaukee musicians on a bigger platform with a national audience," said Jordan Lee, Programming Director at Radio Milwaukee. "The video platform is an important focus for us as it allows our listeners to build a deeper connection with new and emerging artists."

Radio Milwaukee joins the VuHaus network stations as they live stream from the 2017 NON-COMMvention in Philadelphia May 17-19, 2017. NON-COMM attendees represent some of the country's most notable public media music stations, record labels, talent and touring managers, marketing and promotions companies, media, and WXPB members. Performers this year include: Blondie, Pixies, Mondo Cozmo, Laura Marling, Chicano Batman, Benjamin Booker, Real Estate and more. Watch live at RadioMilwaukee.org or VuHaus.com.

"Radio Milwaukee is an original pubradio Music Discovery station and a recognized format leader," said Mike Henry, Brand Manager at VuHaus. "Their impact on Milwaukee's local music scene, cultural scene and even in bridging gaps across communities is well-known. VuHaus is honored to have Radio Milwaukee join public media's new music discovery platform."

About 88NINE RADIO MILWAUKEE:

A non-profit, community-funded radio station, 88Nine Radio Milwaukee (WYMS-FM 88.9) has been a part of Milwaukee since 2007. Learn more about 88Nine and stream the station at <http://www.radiomilwaukee.org> or via the 88Nine mobile app.

About VuHaus

VuHaus (pronounced “view house”) is a collaboration of public radio and television stations from across the country, deeply rooted in their local music communities. We share a common mission to support artists and be a source of music discovery for audiences around the world. VuHaus is a non-profit, non-commercial organization, with an aim to be true partners to artists while providing a unique window into the country's most vibrant music scenes.

The VuHaus network includes public radio stations WFUV in New York City, KCRW in Los Angeles, KXT in Dallas/Ft. Worth, WXPN in Philadelphia, KEXP in Seattle, KDHX in St. Louis, opbmusic in Portland, KUTX in Austin, KTBG The Bridge in Kansas City, Mountain Stage in West Virginia, WGBH in Boston, Houston Public Media, WMOT in Nashville, 88Nine Radio Milwaukee in Milwaukee and Colorado's KSUT, KVNF, KSJD, KRCC, KRFC and The Colorado Sound. VuHaus received initial funding from the Corporation for Public Broadcasting and is operated by its founding partner, Public Media Company, a national non-profit organization focused on maximizing the impact of public media through innovation and strategic partnerships.

Website: www.VuHaus.com

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