

## **For Immediate Release**

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### **Changes Coming to WPR's Personal Finance Coverage on The Ideas Network "On Your Money" to End Production July 31, 2018**

(MADISON, Wis.) After careful consideration, Wisconsin Public Radio (WPR) will end production of "On Your Money" on July 31, 2018. "On Your Money," featuring financial advisor Kevin McKinley, has been a regular, hour-long Tuesday morning segment on The Ideas Network since 2009. It is also currently heard in repeats on Saturdays at 12 noon. McKinley will continue to be a guest offering financial advice to listeners from time to time.

"This was not an easy decision," noted Sheryl Gasser, director of The Ideas Network. "On Your Money has been a staple of our statewide Tuesday morning line up for nearly a decade. We are incredibly grateful to Kevin for his work and his partnership with WPR. We look forward to continuing to work with him in new ways and to bringing new voices and perspectives on the important topic of personal finance throughout our schedule."

Personal finance will continue to be featured on the network, but it will no longer be limited to Tuesday mornings. "This change will allow listeners to 'The Larry Meiller Show' and 'Central Time' – in addition to 'The Morning Show' - access to a diversity of opinions on savings, investments, retirement and more throughout our schedule," Gasser added.

"I really appreciate the listeners putting up with me for the past 15 years, and especially their generosity towards Wisconsin Public Radio during the 'On Your Money' membership drive shows," McKinley said. "On Your Money" started at WPR's Eau Claire studios as a regional program in 2003 with host Craig Pangallo. In addition to being a regular guest on The Ideas Network, McKinley is an author and public speaker who offers fee-based financial planning services through McKinley Money, with offices in Eau Claire and Madison.

"On Your Money" will continue to be broadcast through July 31 and McKinley's website, OnYourMoney.com, will be available for the foreseeable future. Listeners to "The Morning Show" will hear a diversity of topics – including coverage of emerging issues and news – on Tuesday mornings at 8. WPR will announce a replacement for the weekend re-broadcast of "On Your Money" in late July.

Please listen, and share your thoughts with us by emailing [Listener@wpr.org](mailto:Listener@wpr.org) or by calling WPR's Audience Services at 1-800-747-7444.

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