

**Wisconsin Public Radio**  
**For Immediate Release**

Contact: Rick Reyer, Central Regional Manager  
Ph: 715-261-6391 or [rick.reyer@wpr.org](mailto:rick.reyer@wpr.org)

**WPR's BETA Returns October 28 – The Latest Audio Pilot From WPR Next**

Madison, Wis. – *Has America become untethered from reality?; Is Florida weird on purpose?; Is it possible to be nostalgic for a place you have never been?* These just a few of the questions explored on the next *BETA*, available on air and at [wpr.org/next](http://wpr.org/next) beginning October 28.

In this new pilot from WPR Next, producer and host Doug Gordon explores a theory on how America went haywire over the past 500 years, unpacks the reasons why Florida is the epicenter for bizarre news, and talks with a writer who became homesick for another world. Along the way, Gordon navigates through the strange world of *Horror Noire*, unearthing the history of African-Americans in horror films, and investigates Cold War X-ray music.

WPR Next is a content incubator project giving producers the opportunity to explore new concepts and ideas to create the next great WPR programs. Among four programs initially piloted in the spring of 2017, *BETA* was one of two chosen for a second pilot.

“Doug (Gordon) has always been an innovating producer responsible for several popular segments on WPR’s Peabody Award-winning national program *To The Best Of Our Knowledge* and we were excited to see folks engage with his show, *BETA*,” said Adam Friedrich, executive producer of WPR Next. “I don’t believe I’ve met anyone as dedicated to the craft of creating (and redefining) radio as Doug Gordon. His mind is a limitless playground of ideas and curiosity. He’s channeled all of that into *BETA* and I am excited for our audience to hear it!”

Gordon describes *BETA* as a polyphonic mosh pit where high culture and low culture collide. “*BETA* takes an immersive, innovative, intimate and provocative approach to exploring the arts, culture and technology,” said Gordon. “It’s a show in which the past, present and future coalesce into a simultaneous now, filled with mind-bending moments of mirth, mayhem and surprise.”

The pilot for *BETA* will air on both The Ideas Network and the NPR News and Classical Music Network at various times from Saturday, October 28 through Sunday, November 5. Find a schedule of broadcast times or listen on-demand at [wpr.org/next](http://wpr.org/next).

###

Editor’s Note: Following is the list of guests appearing on the program and detail on broadcast times. Also, a royalty-free photo is attached. Caption: WPR Next Executive Producer Adam Friedrich (L) and *BETA* Producer/Host Doug Gordon. Photo Credit: WPR/JPotter.

*BETA* Guests on this episode include:

- [Kurt Andersen](#), host of Public Radio International’s *Studio 360* and author of *Fantasyland: How America Went Haywire: A 500 Year History*
- [Stephen Coates](#), Musician, author of *The Strange Story OF Soviet Music on the Bone* and creator of the X-Ray Audio Project

- [Robin Means Coleman](#), Ph. D., University of Michigan Professor in the Department of Communication and Department of Afro-American and African Studies and author of *Horror Noire: Blacks in American Horror Films from the 1890s to Present*
- [Ottessa Moshfegh](#), writer for *Paris Review* and author of *Homesick for Another World*
- [Craig Pittman](#), author of *Oh, Florida*

#### BETA Pilot Broadcast Schedule

##### Ideas Network:

Saturday 10/28 – 11:00 a.m.

Friday 11/3 – 6:00 p.m.

Saturday 11/4 – 4:00 p.m.

Sunday 11/5 – 10:00 a.m.

##### NPR News and Classical Network:

Saturday 10/28 – 3:00 p.m.

Sunday 10/29 – 9:00 a.m.

Friday 11/3 – 7:00 p.m.

Sunday 11/5 – 3:00 p.m.

#### **About Wisconsin Public Radio**

For 100 years, Wisconsin Public Radio has served the people of Wisconsin with quality news, music, talk and entertainment. On air, online and in the community - we work for Wisconsin. WPR is a service of the Educational Communications Board and University of Wisconsin-Extension. Listen, learn more and donate online at [wpr.org](http://wpr.org)