

NEWS RELEASE

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Elevating Innovation, Diversity, and Community Engagement

Radio Milwaukee Announces Key Leadership Promotions

MILWAUKEE (April 7, 2025) - Radio Milwaukee is proud to announce the promotions of four key organizational leaders, reinforcing its commitment to diverse leadership, innovative programming, and community-driven storytelling. These roles reflect the evolving landscape of Milwaukee and the diverse voices of [Radio Milwaukee](#)'s multimedia platforms, [HYFIN](#) and [88Nine](#), listeners.

- [Jordan Lee](#) has been officially named executive director of Radio Milwaukee. With over 15 years at the organization, including leadership roles, Lee brings a deep understanding of the station's mission and vision, ensuring it remains a cultural force in Milwaukee and beyond. He was a catalyst for creating and launching HYFIN. In addition, he led strategic planning, supported the implementation of new and innovative programming, and developed and implemented community engagement strategies. Jordan has been serving as interim executive director since January.
- [Tarik Moody](#), director of HYFIN/digital operations, has been promoted to director of strategy and innovation. During his tenure with Radio Milwaukee, he has been responsible for many strategies, including the development and launch of HYFIN and strategically creating engaging content to elevate HYFIN's digital platforms. His experience, which includes 18 years at Radio Milwaukee. In the new role, he will expand creative initiatives and drive forward-thinking programming that reflects the city's rich musical and cultural diversity.
- [Element Everest-Blanks](#) has been named program director of HYFIN, a Black-led digital-first media platform. A trailblazer in the city's arts and culture scene, Everest-Blanks will continue to amplify Black voices and elevate HYFIN as a hub for Black music and culture, fostering creativity and innovation. She also serves as a voting member and district advocate for the recording artist, amplifying artists and creatives globally as part of her duties as a professional member of the Recording Academy. She



will continue hosting her on-air program on HYFIN Monday through Friday from 4:00 to 8:00 pm, as well as *Mic Drop Moments* on Sundays at 8:00 pm on both HYFIN and 88Nine.

- [Kenny Perez](#) steps into the role of program director of 88Nine, bringing his extensive experience and passion for music discovery to the forefront of the platform's programming. His leadership ensures that 88Nine continues to be a dynamic and inclusive space for music lovers. He will continue hosting his show on 88Nine Monday through Friday from 9:00 pm to midnight, *In the Mix* on Saturdays from 9:00 pm to midnight on 88Nine, and *La Alternativa* on 88Nine on Sundays from 5:00 to 6:00 pm and HYFIN from 10:00 to 11:00 pm.

Radio Milwaukee remains a leader in arts and culture, continuing to evolve as a platform for community connection and deepening its impact and roots in the city. Lee's vision will focus on expanding innovative initiatives and programming, amplifying the diverse voices of the community, and reinforcing its partnerships to deepen the community impact of Radio Milwaukee. The new promotions highlight bold leadership that will chart a path for a more inclusive and bold organization.

"These promotions represent the strength and stability of Radio Milwaukee's leadership, as well as our dedication to reflecting the diversity and pride of our city," said Radio Milwaukee board chair Al Orr. "Jordan, Tarik, Element, and Kenny are not just leaders within our organization. They are innovators who understand and embody the voices of our community and the arts and culture within our city. We're committed to keeping Radio Milwaukee, HYFIN, and 88Nine at the heart of the city's cultural landscape."

"I'm incredibly honored to step into the role of executive director at Radio Milwaukee, an organization that has always stood for innovation, inclusion, and community," said Lee. "This moment is not just about my promotion but about the collective growth of a team that reflects the vibrant diversity of our city."

As Radio Milwaukee enters this new era of leadership, listeners and supporters are invited to be part of the 2025 Spring Membership Drive.

Listeners and community members can contribute today at radiomilwaukee.org or tune in to 88Nine and HYFIN until next Friday, April 11. This community-powered organization thrives because of the generosity of members who believe in the power of music, storytelling, and local impact.



Radio Milwaukee has been a long-time champion of inclusion, representation, and local storytelling. With this leadership team in place, the organization is poised to further amplify voices that reflect the authentic, dynamic, and evolving identity of Milwaukee.

About Radio Milwaukee:

Radio Milwaukee (WYMS-88.9FM) has been a positive force for Milwaukee on air, online, and in the community since its 2007 launch. Through its creative programming and content, the station is committed to providing a platform for music discovery, local stories, and engaging content that reflects the community it serves. Radio Milwaukee seeks to inspire and connect its audience through the power of music and storytelling. Its two primary stations feature a unique blend of musical styles and provide a critical platform for Milwaukee artists, with 88Nine focusing on indie alternative and HYFIN spotlighting the urban-alternative sound. In addition to 88Nine and HYFIN, Radio Milwaukee also hosts an HD-3 all-local station, 414Music.FM, and a youth-focused arts and culture education program, Grace Weber's Music Lab. Learn more about Radio Milwaukee and stream the station at RadioMilwaukee.org or the Radio Milwaukee mobile app.

[Leadership Headshots](#)