



Hello friends-

Our calendars are reminding us that we are nearing the end of the year, marking the close of my first full year as Director of Wisconsin Public Television. Like last year, I am pleased to share the 2016 Wisconsin Public Television Annual Report in the form of a wall calendar that I hope you will find useful. We all use calendars to mark the days we remember and anticipate - anniversaries, birthdays and holidays. I hope this will also remind you

of your impact in your community through the educational and inspirational work of Wisconsin Public Television.

In these pages you'll see programs you've enjoyed on WPT - and maybe a couple that are new to you and sure to engage your imagination. A new program coming at the end of November will show us Wisconsin's beauty like we've only seen once before. *Wisconsin Winter From the Air* - successor to *Wisconsin From the Air* - will celebrate the beauty and activities of winter in Wisconsin. Then in the new year, *Masterpiece* kicks off the year with the stunning new series, *Victoria*. This past year, we've leapt forth in the wondrous nature series *Supernature*, danced along with some of the state's finest young artists in *The Tommy Awards* and celebrated the artistry, passion and culture of so many of our supporters at the annual Quilt Expo - a model for combining fundraising for the essential services of WPT and for fostering the hands-on community engagement and educational work that we've been a part of for years.

We've watched our children and grandchildren learn and grow with the highest quality PBS Kids educational programs - including the all-new undersea adventure, *Splash and Bubbles*, from our friends at Jim Henson Productions - and found exciting new ways to be healthy and active families in four Get Up and Go! events across the state. We honored our state's veterans in a moving, lasting tribute to the men and women who made the ultimate sacrifice in the Vietnam War and we explored the lives of more recent veterans as they work to find their way home after serving our country. And, as our state and country faced the questions that come with important elections, our news staff helped guide us past the talking points with in-depth reporting, candidate interviews and community conversations.

It was a remarkable, inspiring year, reflected in the comments and testimonials that accompany many of the programs in these pages.

2017 marks an important milestone for public broadcasting. It was 100 years ago that public broadcasting began on the UW-Madison campus. That experimental station, 9XM, became WHA radio which led to Wisconsin Public Radio and Wisconsin Public Television. As both the newest Director of Wisconsin Public Television, and a person who has worked here for more than 25 years, I've always been inspired by that legacy and the leadership role we've played in inventing and reinventing this service. It is humbling and inspiring to think that everything that you hear on NPR and everything you see on PBS started right here in Wisconsin. It's an educational heritage that shapes our vision for the future.

Along with plans in place to reinvent our service to Wisconsin schools - enhancing the access that our state's students have to the educational content that has always been a hallmark of our local and national work - 2017 will also feature the launch of an all-new 24/7 PBS Kids channel that will dramatically increase our service to young learners and families. This new educational service is a great way to celebrate our legacy.

Public broadcasting has survived and thrived for one simple reason - the positive impact of our educational work supported by you, the citizens of our state - and beyond. The enclosed report touches on that impact, representing our reach to millions of families in Wisconsin.

As we celebrate our first 100 years of public broadcasting in Wisconsin and the country, we look forward to the next century of stories and the innovations that will help us connect the people of our state. I am eager to work with you as we build that future for Wisconsin Public Television on a foundation that has made us an essential part of our state for the past century. Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Jon Miskowski". The signature is fluid and cursive, with a large loop at the end of the last name.

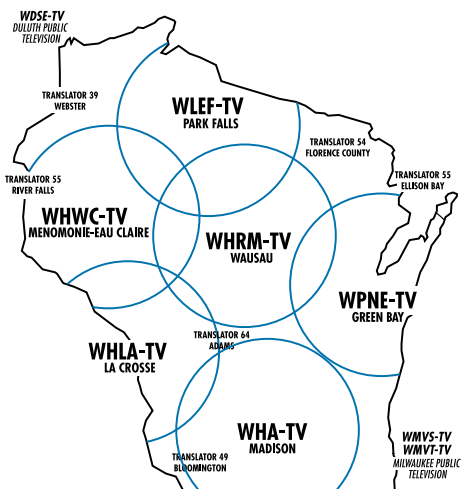
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Director of Television
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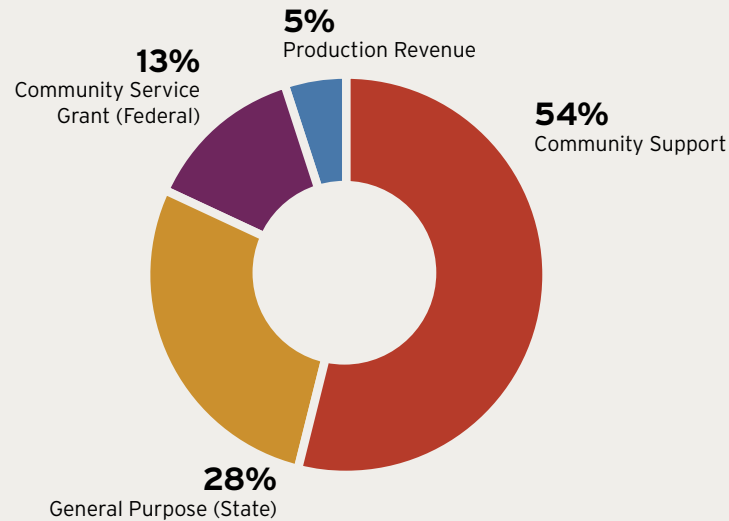
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Major events sponsored by Friends include on-air fundraising campaigns, special events, the televised *Auction*, and annual Garden and Quilt Expos.

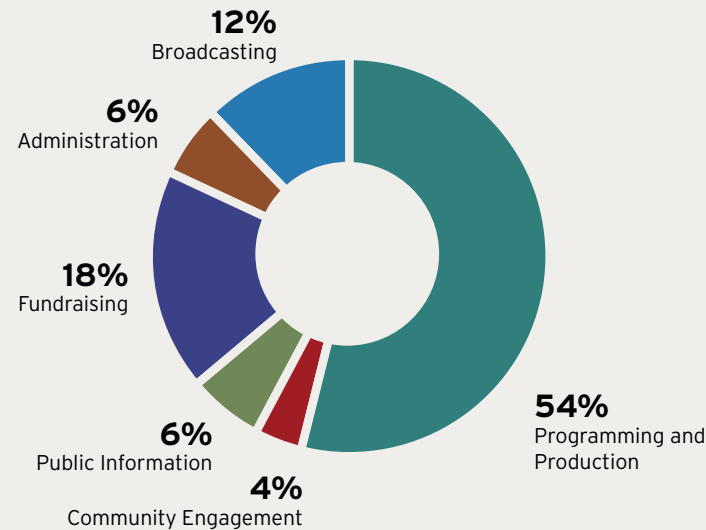
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FY16 REVENUE



FY16 EXPENSES



Awards

July 1, 2015 - June 30, 2016

Wisconsin Broadcasters Association

Wisconsin Winter From the Air, Best Topical Promotion, 1st place

Syrian Asylum Seeker, Best Hard News/ Investigative, 2nd place

Harness Racing, Best Use of Sports Video, 2nd place

Police and Race Relations (Here and Now), Best Significant Community Impact, 2nd place

Midwest Broadcast Journalists Association

Badger Ferry, Broadcast Writing, Award of Merit

Amazing Grace Chorus, Broadcast Writing, Award of Merit

Darth Chief, Photojournalism, Award of Merit

Stanley Theater, Soft Feature, 1st place

Turf Man, Sports Reporting, Award of Merit

Memory Maker, Talk/Public Affairs, 1st place

WisconsinLife.org, Website, Award of Merit

Here and Now #1336, Talk/Public Affairs, Award of Merit

Syrian Asylum Seeker, Talk/Public Affairs, Award of Merit

Jerry Apps: The Land, Documentary/Special, Award of Merit

Milwaukee Press Club

Darth Chief, Best Long Feature Story, Silver

WisconsinLife.org, Best Local News or Feature Website, Bronze

We are honored to thank and acknowledge the 54,000 members and thousands of donors and sponsors that supported Wisconsin Public Television during the 2016 fiscal year (July 1, 2015 to June 30, 2016). The following pages highlight leadership donors and businesses who made gifts to support our daily work, designated gifts to fund special projects or donated funds to help grow our endowment. The extraordinary generosity of our supporters ensures that WPT can be an indispensable resource for our audiences and an essential public service for our communities. Thank you.

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Wisconsin Public Television is pleased to recognize Julie Brockman with the V. Thomas Metcalfe Volunteer of the Year Award for her support of quality public television through her years of volunteer service with Friends of WPT.



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