



Hello friends –

We are sharing our annual report in the form of a wall calendar with images from the educational, engaging and entertaining programs you make possible. I hope it will be useful for you throughout the year and remind you of the impact you have through your leadership contributions to Wisconsin Public Television.

It is that impact shared with me as I travel the state, and at WPT events like Quilt Expo, Garden Expo and

PBS Kids Get Up and Go! Day – and through the calls and emails we receive every day – that makes me excited to serve as the new Director of Wisconsin Public Television.

I started at Wisconsin Public Television as a volunteer to support the programs I loved and now am excited, and a bit humbled, to lead public television in Wisconsin, where public broadcasting was invented and has such a long and distinguished history.

From Wisconsin programs like *Vel Phillips: Dream Big Dreams* to *Jerry Apps: A Farm Story*, favorites like *Masterpiece: Downton Abbey* to *NOVA* and our essential non-commercial educational PBS Kids shows like *Daniel Tiger's Neighborhood* – a program that continues the work of Fred Rogers for a new generation – this calendar is a reminder of the critical and consistently high quality work that WPT brings into every home in Wisconsin, even in a year with challenges.

This year Wisconsin had a significant debate about the value of public broadcasting and the role of state support. We are proud of the tens of thousands of people who participated in advocating for public broadcasting. We are also pleased that the number of contributing Friends increased this year. Our summer pledge drive was the best summer drive in our history. And, many leadership donors have increased their support.

We hear from viewers every day telling us how WPT impacts their lives. A small sampling of those comments are included in the pages of this calendar as a reminder of how your contributions serve your family and neighbors who watch WPT.

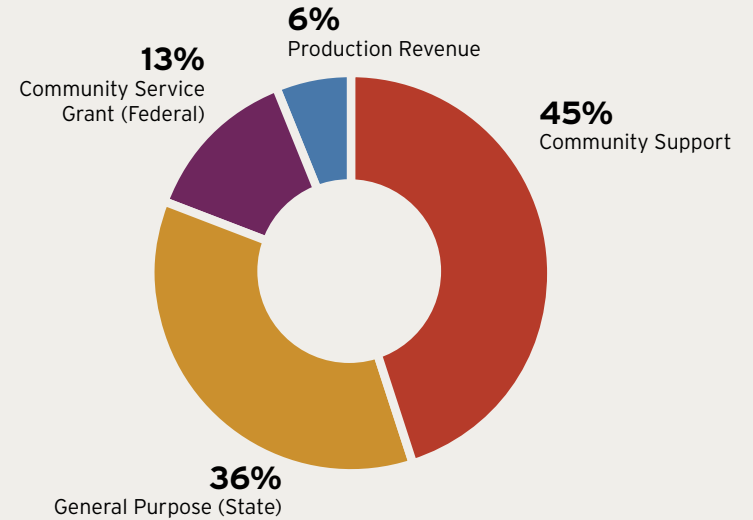
Thank you for your generous ongoing support of WPT. Together, we will ensure that our work continues to engage minds, connect communities and inspire people across our state.

Thank you.

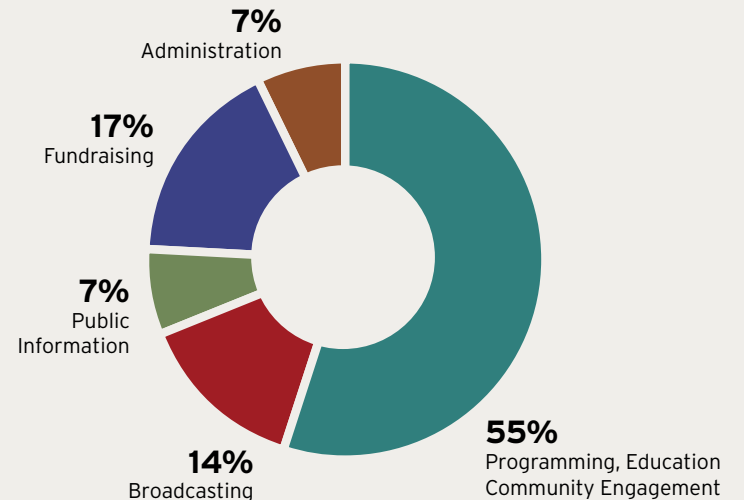
Sincerely,

Jon Miskowski
Director of Television
608-263-0299

FY15 REVENUE



FY15 EXPENSES



We are honored to thank and acknowledge the 54,000 members and thousands of donors and sponsors that supported Wisconsin Public Television during the 2015 fiscal year (July 1, 2014 to June 30, 2015). 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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Civic Symphony of Green Bay

Clover Needlecraft, Inc.

Coats and Clark

Colony Brands

Community Foundation for the Fox Valley Region, Inc.

Cost Cutters of Madison
CraftOptics

Cress Funeral and Cremation Service, Inc.

CUNA Mutual Group

Cutting Edge, The

Dairyland Power Cooperative

Dane Buy Local

Elna USA

Exerstrider

F + W (QNNtv)

Fabric Fanatics

J.H. Findorff and Son Inc.

First Madco, Inc.

Floriani Quilting and Embroidery Products

Forward Theater Company

Four Seasons Theatre

Fox Cities Magazine

Fox Cities PAC

Frank Productions

Freund Law Office

Gammill - At The Heart of Quilting

Ganshert Nursery and Landscapes LLC

Gaylord Catering

George Kress Foundation

Great Lakes Romances

Hartje Lumber Inc.

Hobbs Bonded Fibers

Holiday Vacations

Hooper Corporation

Horn

Husqvarna Viking (SVP Worldwide)

Iola Old Car Show, Inc.

Isthmus Engineering and Manufacturing Cooperative

Isthmus Green Day

Janome America Inc.

Johnson Bank

Juki America

June Tailor

Jung Garden Center

Just Coffee Cooperative

Keleny Top Soil, Inc

KK Sew and Vac II

Klasse'

Koala Studios

Kolosso Toyota-Scion

Kress Inn and F. K. Bemis Conference Center

Kwik Trip, Inc.

Madeira

Madison Childrens Museum

Madison Concourse Hotel

Madison Gas and Electric

Madison Symphony Orchestra

Mayo Clinic Health System - Franciscan Health Care

Mead Witter Foundation

Meriter-UnityPoint Health

Milwaukee Art Museum

Mini of Madison

Ministry Door County Medical Center

Ministry Health Care

Morgan's Shoes

Nancy's Notions

New Visions Gallery

Oakwood Lutheran Senior Ministries

On Deck Clothing Company

Orange Tree Imports

Oshkosh Grand Opera House

Overture Center for the Arts

Paine Art Center and Gardens

Pellon

Pfaff Sewing Machines (SVP Worldwide)

Pizza Hut of Southern Wisconsin, Inc.

Platte Branch Design Co.

Pomp's Tire Service

Qual Line Fence Corp.

Quilter's Club of America (Fons and Porter)

Quilter's Thread

Scandinavia Corn Roast

Sentry Insurance Foundation

Sew 'n Sew

SewBatik

Stafford Rosenbaum LLP

Summers Christmas Tree Farm

TDS

Thompson Investment Management

Thrivent Financial

UW Band

UW-Madison Division of Continuing Studies

UW Health

UW Platteville, Center for the Arts

Wartmann Chandler Appraisal Associates

Weidner Center for the Performing Arts

Wheeler Van Sickle and Anderson SC

The Whole Country Caboodle

Whole Foods Market

Wisconsin Academy of Sciences, Arts and Letters

Wisconsin Chamber Orchestra

Wisconsin Farmers Union Foundation

Wisconsin Landscape Contractors Association (WLCA)

Wisconsin LGBT Chamber of Commerce

Wisconsin Master Gardener Association

Wisconsin Mathematics Council

Wisconsin Nursery and Landscape Association (WNLA)

Wollersheim Winery

We Remember

The following have honored WPT with gifts in their estates. With deep regard, we remember these friends for their special commitment to sustaining WPT for future generations.

Anonymous (3)
Ola S. Adams
A H. Bova
Elizabeth Cason
Ellen D. Fluck
James Engeseth
John R. Gasser
Andrea Goudie

Louis A. Haas
Lorraine Heise
Charlene Hueckman
Mary V. Kahrs
Lawrence Lasage
Edith Meerdink
Louis A. Reetz
Beverly Mae Renier

Janet M. Rusch
Alice Sampson
Shirley Seireg
Sharon L. Sites
Ruth Wawirka
Margaret Welke
Rose Zerwick
Wesley Zulty

Friends of WPT Board

Friends of Wisconsin Public Television provides citizen support through diversified fundraising, community relations, volunteer networking and administrative services.

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

Linda Prehn, President Wausau,	Terry Heinrichs, Madison
Ron Anderson, Cable	Walter A. Koskinen, Neenah
Nancy Lee Carter, Appleton	Judith LeRoy, Luxemburg
Greg Dombrowski, Verona	John McHugh, Sparta
Sheehan Donoghue, Sayner	Mary Mohs, Madison
Phil Hansotia, Ellison Bay	Thomas Schober, Green Bay
Roger Hauck, Madison	

Awards

July 1, 2014-June 30, 2015

Wisconsin Broadcasters Association

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

Veterans Coming Home, Best Public Service Announcement, 1st place

In A New Light (Wisconsin Life), Best News Writing, 2nd place

Woven Together (Wisconsin Life), Best Use of News Video, 3rd place

Mad Wreckin Dolls (Wisconsin Life), Best Use of Sports Video, 1st place

Vet to Vet, Social and Digital Media, 2nd place

Midwest Broadcast Journalists Association

Huey Crew, Broadcast Writing, Award of Merit

Venture Capital, General Reporting, Award of Merit

Counties That Win, Hard Feature, Award of Merit

Common Core, Hard Feature, 1st place

Woven Together, Photojournalism, Award of Merit

In A New Light, Soft Feature, 1st place

Mad Wreckin Dolls, Sports Reporting, Award of Merit

Here and Now #1309, Talk/Public Affairs, Award of Merit

Wisconsin Life #207, Talk/Pulbic Affairs, Award of Merit

Milwaukee Press Club

Woven Together, Best Long Feature Story

Sheepshead, Best Illustration or Cartoon, Gold

American Advertising Awards Madison (Addy's)

Wisconsin From The Air, Self-Promotion Regional/National Campaign, Gold

Volunteer of the Year

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



Credits

Writer/Editor
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