Wisconsin Public Television is an essential resource that brings a balanced and independent perspective to news and documentaries; inspires learning to broaden personal horizons; exposes new generations to music, art, theater and dance; and opens children’s minds to new worlds of discovery.

“Thank you so much for the wonderful opportunity for staff to participate in the Wisconsin Hometown Stories: Door County project, [as well as] the great materials and the great press coverage. What a fantastic opportunity to partner with educators and with your organization. It has been an exemplary experience from beginning to end.”
Patricia Vickman, Superintendent Southern Door County School District Brussels

In 2016, Wisconsin Public Television provided key services:

- Classroom and teacher learning tools provided statewide without cost to educators that are keyed to curriculum and are unique to Wisconsin Public Television
- Unbiased news and public affairs programming that delves into issues and elections that impact local communities most
- Arts programming and community engagement activities that celebrate Wisconsin performers, particularly student artists
- Preserving and sharing Wisconsin’s rich history, including that of our native tribes and bands

Wisconsin Public Television’s broadcast, web, education services and community engagement programs serve more than 1.4 million people across the state each month.

Our diverse work, including our focus on sharing and preserving Wisconsin voices, showcasing the state’s young performers, promoting children’s health and supporting veterans, along with our partnerships with schools, universities and non-profits throughout Wisconsin, make us one of – if not the – most broadly used educational and community services in the state.
Wisconsin Public Television Connects Communities

Wisconsin Public Television (WPT) was founded to connect the people of Wisconsin, furthering a 100-year-old philosophy known as “The Wisconsin Idea.” The “Idea,” which sits at the heart of WPT’s mission, states that knowledge and education should be freely shared among all citizens, specifically by extending the learning, resources and expertise of the University of Wisconsin, so that all may take full and equal advantage of civic and economic opportunity, make broad and deep social connections and strengthen our democracy. WPT is proud to have been a rich part of that tradition since its inception. Now, as then, we continue to pursue our mission of community service on the air, in the streets and online. Our significant and expanding web presence has helped us reach a larger and more diverse audience than ever before, further extending access and opportunities to communities around the state.

We are constantly evolving as a public media service, responding to the changing needs of the people of Wisconsin, as well as the ever-changing technological landscape. WPT brings citizens together around issues and ideas, facilitating civic participation and creating an effective, participatory and informed citizenry.

In addition, WPT is jointly licensed by the University of Wisconsin Board of Regents and the Wisconsin Educational Communications Board. The Wisconsin Media Lab is an educational unit within WPT, which provides free teaching materials aligned to academic standards for all of Wisconsin’s K-12 schools. This service is critical to our state, forges deep and meaningful relationships between WPT and the community and is important to donors, who are moved by the impactful results.

Below are brief descriptions of WPT’s major initiatives:

- **News and Public Affairs**: WPT is committed to Wisconsin news, politics and public affairs. Here and Now, our Regional Emmy-winning program, provides in-depth coverage of current events, newsmakers and diverse issues from across the state. Viewers can also hear directly from public servants with our live coverage of the State of the State and budget addresses, as well as the annual State of the Tribes Address and many other civic events. Beyond television, WPT also provides comprehensive campaign and election coverage through the Wisconsin Vote project (Wisconsinvote.org). In cooperation with Wisconsin Public Radio (WPR), this in-depth resource supplements broadcast coverage and includes a highly interactive election toolkit that attracts hundreds of thousands of users. During the 2016 election season WPT and WPR took their coverage on the road for a three-week series of live broadcasts and community conversations in Wausau, La Crosse and Green Bay. Each tour stop featured live broadcasts of WPR’s The Joy Cardin Show and WPT’s Here and Now. Two special community question and answer sessions with reporters and hosts from both organizations were held in each region, where listeners and viewers could pose their questions about the state and national races and learn how to fact check on the issues in their communities.

- **University Place**: The very embodiment of the Wisconsin Idea, this series connects the work and research of UW-Madison and UW-System institutions with audiences across the state. Each week, University Place broadcasts more than 45 hours of lectures and presentations which are broadcast on the Wisconsin Channel. More than 1250 episodes are archived and available to stream for free at WPT.org.

- **PBS LearningMedia**: wimedialab.pbslearningmedia.org features thousands of digital instructional resources available free of charge to Wisconsin’s schools. Comparable to commercially available educational streaming media services, teachers can create class-specific Web pages and easily share standards-based and lesson-centered media with their students and fellow educators.
Young Performers Initiative (YPI) is a statewide project that celebrates Wisconsin’s youngest musicians along with the teachers who inspire them. YPI launched a new web resource in 2015 Wisconsinperforms.org which includes standards-based curriculum material and videos featuring Wisconsin performers. Annual broadcasts included the UW-Varsity Band Spring Concert, State Honors Concerts, and the Madison Symphony Orchestra’s Final Forte. Last year, YPI also produced a variety of one-time-only performance events and created new curricular resources for the website. These include the Eau Claire Jazz Fest, the Wisconsin Youth Symphony Orchestra’s 50th Anniversary, and Making Jazz—an all-new web series following 20 students from nine Wisconsin high schools as they work together as part of an esteemed Jazz ensemble at the University of Wisconsin-Madison.

WPT has a strong history of honoring the state’s veterans and continued that important work with Veterans Coming Home, a national effort designed to bridge the military civilian divide, facilitate dialogue, and connect more veterans with local resources and support. During 2016, this national effort captured more than 122 stories about the veteran experience and connected thousands of veterans, their family members and supporters with resources and services. WPT is also committed to the memory of fallen service members. Through a statewide partnership with radio, newspapers and other television stations, the Face for Every Name project successfully located a photo for every Wisconsin service person listed on the Vietnam Veterans Memorial Wall. In 2016, WPT and WPR co-hosted an event with the Wisconsin Veterans Museum and Memorial Union to premiere Veterans Coming Home content and to preview Wisconsin Remembers, a traveling exhibit displaying photos of all 1,161 Wisconsinites listed on the Vietnam Veterans Memorial in Washington, DC. About 75 attendees, including veterans of all generations attended the event.

Vel Phillips: Dream Big Dreams: This documentary film and statewide community engagement project, that premiered in February 2015, celebrates the accomplishments of civil rights leader Vel Phillips and sparks conversations about equity and civil rights in the 21st century via a new freely distributed statewide school curriculum. In 2016 the documentary was picked up for national distribution by PBS and is being broadcast in states across the country.

Working in collaboration with the University of Wisconsin’s School of Education, the Wisconsin Media Lab and Wisconsin’s Act 31 Initiative partners, WPT provides Wisconsin’s K-12 teachers and pre-service teachers with resources to teach the history and cultures of Wisconsin’s sovereign nations, which was legislatively mandated but never funded. In 2016, Act 31 partners began redesigning the robust, multi-media web resource, WisconsinAct31.org. The site features video, curriculum materials, scholarly research, archival documents, photos and other resources for schools and the public. Segments from WPT’s Tribal Histories—a multi-part television series featuring first-person narratives by elders from each of the Native Nations located within Wisconsin—are among the site’s content. The first six programs broadcast in 2014 and 2015. The three newest programs aired in 2016—featuring the Red Cliff Ojibwe, Lac Du Flambeau Ojibwe and Brothertown tribes. The final three are in production.

The Wisconsin Media Lab is now housed within WPT’s Education Department. The Media Lab and WPT’s broader educational efforts begin with pre-K and extend to lifelong learning opportunities. Examples include WPT’s work around projects like Vel Phillips: Dream Big Dreams, Wisconsin Hometown Stories, Act 31 Coalition teacher resources, Young Performers Initiative, the Media Lab’s Into the Book, The Ways and Wisconsin Biographies. The educational work is deeply interwoven with WPT initiatives to better tap into programming, production, development, design and web resources that shape our broadcast and online services.
Continued,

- **Wisconsin Public Television’s Wisconsin Bookworms™ program** promotes early exposure to reading, especially for at-risk students. WPT connects with families, educators and care providers of young children through partnerships with Head Start, Family Resource Centers, the Wisconsin Early Childhood Association and Wisconsin’s public libraries. In 2016, the program provided over 40,000 books to 5,041 children ages 2-5 years in predominately low-income households in 41 counties across Wisconsin.

- **Wisconsin Hometown Stories-Door County** premiered in June and voiced unique stories of the beloved region and the role its history played in shaping a county that is still a manufacturing and agricultural hub, as well as a vacation haven. Viewers explored ethnic heritages that still thrive across the land, the roots of Door County’s growth as a center for the arts, and efforts to preserve the land and the natural beauty that defines one of Wisconsin’s most charming places. WPT engaged local educators to develop a standards-based curriculum and community engagement kit to accompany the broadcast extending the reach and value further into the community and into classrooms.

- **Wisconsin Life** is a multi-platform collaboration between WPR and WPT. With stories airing on television, radio and online, Wisconsin Life received a national award of merit from the American Association for State and Local History for excellence in preserving and sharing local history and culture. Producers travel Wisconsin to introduce viewers to the people who uniquely contribute to and shape what it means to live in or be from Wisconsin. Some stories are colorful, humorous, and surprising. Others are emotional and thought-provoking. All are personal, engaging and rich with the personality of the state.

- **The Wisconsin Channel** remains one of the most extensive educational efforts in our history. Along with a focus on Wisconsin content, we produce University Place, a series that provides daily, curated access to lectures by University of Wisconsin faculty and special guests on subjects ranging from medicine to literature, from economics to climatology. Working with educational partners throughout the state, WPT fulfills its historic purpose to offer traditional and nontraditional educational services to the state’s lifelong learners. Whether through broadcast or streaming media, this programming is a resource for schools and an inspiration for anyone with a passion for learning and has proved so popular that future plans include increasing the number of episodes by 50 percent.

- **Professional Development for Educators:** This ongoing service designed to enhance teachers’ continued professional development includes activities such as in-school professional workshops, as well as presentations at state, regional and national conferences. Our YPI program also provides workshops and training tools for music educators statewide.

- **Wisconsin Homegrown Farmer:** Produced through a partnership between WPT and University Communications at UW-Madison, this program explored the changing faces of agriculture through the stories of three Wisconsin farm families, showing the challenges these families face and how they’re adjusting to modern farming with assistance from educators at UW-Madison.

- **WisContext** is a digital news and information publication, a broadcast partnership and syndication service developed in collaboration between WPT, WPR and University of Wisconsin-Extension. Its mission is to draw upon reporting and educational materials created by its three partners and synthesize these resources to inform original reporting and provide additional context to existing content. WisContext covers urgent and emergent issues that affect life in Wisconsin, such as drinking water quality, the opioid epidemic, and demographic changes as they relate to the economy, health outcomes and natural resources. These original stories, and content sourced from partners, are published on wiscontext.org and are free for other media and educational organizations to use as well.

- **Around The Farm Table** serves up an intimate look at Wisconsin’s farming landscape by shining a spotlight on Midwestern farmers and artisan food producers. Hosted by fourth-generation organic dairy farmer, Inga Witscher, at her organic dairy farm and other locations across Wisconsin, the show demonstrates sustainable farming practices through stories, recipes and information—all delivered with a hearty dose of fun.

Continued on next page
Wisconsin Winter from the Air

WPT flew over some of Wisconsin’s most beloved landmarks and celebrated pastimes that bring us out into the cold to explore. From Racine’s Lake Michigan shoreline to the ice caves of the Apostle Islands National Lakeshore, the program featured running rivers and frozen fields, lighthouses and cityscapes, skiers traversing snow-covered hills and snowmobiles exploring trails and icy lakes.

Celebrated Wisconsin author Michael Perry narrated the film and Janesville composer Matthew Hollingsworth returned to reprise his score from Wisconsin From the Air with an all-new soundtrack of inspiring music to accompany the film.

Treasured Quilts of Wisconsin

In 2016 WPT enlisted quilters across Wisconsin, and drew upon significant connections from Quilt Expo, to create Treasured Quilts of Wisconsin. This program shows quilting as an evolving art form that preserves history, records events and tells stories reflecting many facets of American life. Hosted by Sewing With Nancy’s Nancy Zieman, the program introduced viewers to contemporary quilters who take traditional quilting to new levels, innovative quilters who use unconventional techniques to push artistic boundaries, and inspirational quilters who explore the richness of life and its many lessons through their craft.

Additionally, the record-breaking 2016 Quilt Expo featured over 20,000 attendees, 865 volunteer shifts, 622 quilts on display, 396 vendor booths, 200 educational lectures, workshops and stage presentations and 171 press releases sent to hometown papers of contest participants.

Vel Phillips: Dream Big Dreams Curriculum

This multimedia educational resource engages students in the exploration of equality and civil rights issues, providing educators with a robust, active and customizable set of tools and discussion starters. Based on the TV documentary, this resource provides the full film plus distinct segmented video clips that tell the story of Wisconsin civil rights activist Vel Phillips and the campaign she led for fair housing.

The curriculum provides historical context for Wisconsin’s civil rights struggles, and frames the continuing national civil rights discussion with a forward-facing series of activities designed to help students understand the greater role of community and the impact of individuals in the quest for equality. This resource is available at http://wimedialab.org/vel-phillips-dream-big-dreams. WPT mailed 2,183 flash drives containing the curriculum to elementary library media specialists and high school and middle school social studies educators in Wisconsin in September 2016.
Get Up & Go! Day

In August 2016, WPT and friends celebrated the 18th annual Wisconsin PBS Kids event with a live statewide broadcast of the Madison festivities from the Kohl Center. Events were held the next day in Appleton, La Crosse and Eau Claire. PBS Kids Host Mr. Steve, Nature Cat and Clifford the Big Red Dog, along with dozens of community organizations joined WPT to provide activities focusing on health and fitness.

The Madison event was broadcast live. The 2016 show drew in the biggest, earliest, and longest lasting crowd. Between the four locations we estimate a total attendance of 5,000. Get Up & Go! Day is a critically important part of WPT’s ongoing outreach to WPT’s youngest audience members and their families – instilling important messages about staying active and making healthy choices in life.

Door County Exploration Kit

Wisconsin Hometown Stories is an innovative project that includes a television broadcast, online components and K-12 local history curriculum. In Door County, educators identified a need for digital materials and tangible, hands-on resources in formats that did not depend on internet access. In addition, teachers emphasized the need for biographies accessible to young learners to serve as inspiration for deeper exploration of the County’s history.

WPT convened seven Door County educators to build the companion curriculum for Wisconsin Hometown Stories: Door County. More than 800 of these multimedia kits were provided cost-free to every educator in Door County’s private schools and each public school district of Door County. Kits were also distributed to homeschooling families, libraries, historic societies, museums and Leadership Door County participants.

Yahara Watershed: A Place of Change

The Yahara Watershed consists of the chain of lakes at the heart of Dane County, Wisconsin along with the springs and streams that feed them and their surrounding landscape. Over the past several years, the Yahara 2070— a research project through UW-Madison’s Limnology Department—has explored the environmental systems that define the watershed. During that time, a WPT documentary team followed the project, tracking the scientists who are investigating interactions between the lifeforms sustained in the water and the soil. This work is presented in the 2016 WPT documentary Yahara Watershed: A Place of Change.

The documentary shared complex science/social science research with public audiences in engaging and entertaining ways. Viewer survey feedback indicates that 92% of respondents agree or strongly agree that the scientific aspects of the program were explained with clarity and accessibility.
This is My Wisconsin Life…

Telling the Story

Wisconsin Life is one of the most inclusive and collaborative things we do at WPT. The series celebrates what makes Wisconsin unique through the diverse stories of its people. Award-winning WPT producers travel the state in search of stories that are humorous, surprising, emotional, and/or thought provoking.

It’s not just the producers who play a role in Wisconsin Life though. The project strives to reach out to people within the organization who have unrealized creative talent. The structure makes it easy for people to dip in and out of the project. For instance, if a staff member has a good story, but doesn’t know how to run a camera, they are paired with a producer and videographer.

It is intentionally set up with plenty of entry points, allowing staff to engage even if they don’t have a full producer skill set. Extensive mentorship is provided around script writing, interviewing. This opportunity provides practical production experience for entry level staff or staff that have different roles within the organization.

Wisconsin Life is a co-production of Wisconsin Public Radio and Wisconsin Public Television. The radio show existed for several years before WPT joined the collaboration in 2013. WPT staff knew from the start that they wanted animation to be part of the process. The best radio stories evoked a clear mental picture. WPT decided to invest in professional development opportunities for staff to learn how to do animation.

WPT is very proud of an animation piece released in 2016 called “Big Mama.” This is WPR commentator Cynthia Woodland’s story about the woman she calls “the last of the big mamas” — the matriarch of her family. WPT had its animation student intern take the lead on this project. WPT provided mentorship and support. The finished product is incredible and a powerful demonstration of the great benefits of utilizing an inclusive process.

Call and Response

As important as it is to give different voices the opportunity to tell the story, it is equally important that Wisconsin Life be an outlet for capturing the diversity of our state. Wisconsin is a complex tapestry of racial, ethnic, gender, age and geographic diversity. Each show tells five stories on average. Senior production staff take great care in “stacking the show” for balance and diversity.

Stories come in through all routes, but most often through email. When the television show first began, about one email a month would come in. In 2016 it was often three or four emails a day.

The program closes with this request “Tell us about your Wisconsin life.” The emails typically begin “My Wisconsin life is like…” It very much feels as though people are answering our call to share their stories.

Wisconsin Life has been recognized with numerous awards from the American Association for State and Local History, the Midwest Broadcast Journalists Association, the Wisconsin Broadcasters Association, the Milwaukee Press Club, and the Chicago/Midwest Emmy Awards.
"We gather with far too many candles …"

Those are words of grief shared at a citywide vigil in Milwaukee for victims of gun violence. As the number of murders in the city has spiked in the past year, community members, police officials and city leaders are trying to answer questions that seem unanswerable as the dreams of more and more young people fall silent to a growing epidemic of homicides in the streets.

In this 2016 documentary, award-winning journalist Frederica Freyberg explores the pain inflicted by the scourge of violence, law enforcement response to the rise in violent crime, and new programs providing hope for a city working to empower communities to reverse systemic forces of poverty, incarceration and crime that are tearing families and neighborhoods apart. In the search for answers, Freyberg interviewed community members, public officials, church leaders and members of the families who have been directly affected by gun deaths in the city.

WPT did a deeper exploration of the effects of gun violence in the United States by airing Too Many Candles in conjunction with two powerful Independent Lens documentaries—Peace Officer which explored the effects of our increasingly militarized policing through the eyes of a former sheriff and The Armor of Light which followed an evangelical minister and the mother of a teenage shooting victim who ask, is it possible to be both pro-gun and pro-life? At the conclusion of each Independent Lens film, WPT showed PBS’ town hall conversation on the topics explored in the documentaries.

"This is a superbly done documentary that deserves an award of some kind!! It is difficult to watch, but so very important for as many people as possible to do so. Congratulations on such a high quality piece. And thank you for having the courage and persistence to make it happen. Show it again!"

-Kathy from Green Bay, Wisconsin

Behind the Scenes

For the production of Too Many Candles, the reporter and videographer worked as a two person team. There were certain elements that had to be captured to tell the full story of gun violence in Milwaukee. The team detailed this process. The three basic story elements included perpetrators, victims and police. Specific to victims, sadly, there are hundreds. The question was which family or families to focus on?

The often random gun violence perpetrated over simple disputes devastate families and communities. This was encapsulated in the story of the 14 year old boy, shot dead at a public holiday event, who died as his brothers tried to save him as their mother drove to pick them up. Finding a way to even contact the 14 year old’s family proved daunting. Finally, a contact with a teacher led to a private message on Facebook and many, many texts and calls later – a meeting.

After at least two re-schedules on his mother’s part (due to a grueling work schedule), when the crew arrived at her home, they had to return later in the day due to a loud and physical fight she was having with her fiancé. They wondered if they should call the police. Instead, they lingered in a marked car on the curb for a long time, checking in occasionally by text with the mother to her assure that she was safe. One can only imagine the distress she lives under and how it translates in her life. Several hours later they were able to conduct the interview. They made no mention of the earlier altercation, except to inquire gently if she was okay.

She suggested she was as “okay” as any mother whose youngest child was murdered would be. Her surviving sons also agreed to be interviewed. They all seemed stunned – as if the murder of their son and brother had just happened. It had been months. It took great courage to allow strangers in to document their grief. WPT staff did their best to acknowledge their grief without exploiting it, except to the extent that it became the focal point of the documentary. We hoped that focus would allow viewers to better understand the human toll of gun violence.
WisContext is a reinvention of our work.

Activities
SOURCE AND SYNTHESIZE PARTNER NEWS AND INFORMATION
REPORT ORIGINAL STORIES ACROSS PLATFORMS
SYNDICATE CONTENT TO MEDIA AND EDUCATORS

Impacts
UNLOCK UNIVERSITY AND PUBLIC MEDIA RESOURCES
SERVE AUDIENCES ACROSS ACCESS POINTS
EMPOWER AND ENGAGE WISCONSINITES THROUGH KNOWLEDGE
First Wave Partnership

YPI recently launched a project supporting culturally relevant and responsive music education programs. This project extends the YPI collaboration to include the University of Wisconsin’s Office of Multicultural Arts Initiative (OMAI) and School of Education.

In 2016, YPI sponsored eight Wisconsin music teachers to attend OMAI’s Hip-Hop in the Heartland conference—a weeklong program teaching best practices in hip-hop and spoken word pedagogy. This event brings together the leading educators, professors, emcees and activists utilizing the media of spoken word and hip-hop as relevant, dynamic and necessary educational tools to engage students across multi-disciplinary curricula.

The educators had this to say about attending the conference:

"I enjoyed meeting the clinicians and learning from their different teaching styles. I also valued being funded by Wisconsin Public Television. We spend so much of our own money in the music classroom and it was great to be treated and feel like our contribution is valued for a change."

"Every teacher should be required to attend a conference like this one."

"Really made me change my attitude on how I view my students!"

"It helped me to better understand my students’ perspective and the value of music in their lives. It gave me viable tools and activities to engage them in my music classroom."

"I could not have afforded to attend without this assistance. My school district does not pay for me to attend professional development because I am a music teacher and funds are reserved for math and reading teachers."

Young Performers Initiative

Young Performers Initiative (YPI) is a statewide effort to raise the visibility of the arts, celebrate the creative achievements of Wisconsin’s young people and support arts education.

Wconsinperforms.org includes standards-based curriculum material and videos featuring Wisconsin performers. Its web traffic since launch, includes:

Sessions: 7,560
Pageviews: 14,363
Users: 5,588

WPT produced six YPI broadcasts in 2016, and broadcast dozens more national and international youth-related arts and culture programs over the year. YPI also added about 40 new pieces of educational content to Wconsinperforms.org in 2016. Many current youth performers cite watching YPI performances as their inspiration for dedicating themselves to greater artistic achievement.

Eau Claire Jazz Fest

The 2016 Eau Claire Jazz Festival featured workshops on careers in music, improvising, empowering women in jazz and more. Seven workshop videos are available online at Wisconsinperforms.org. The full show, Jazz Fest in Eau Claire, aired in December and is also available online.
Wisconsin Public Television broadcasts reach an average of 537,000 viewers each week.

In 2016, Wisconsin Public Television’s website experienced more than 6.5 million page views and hosted more than 1.7 million unique visitors.

48% of WPT’s visitors used a mobile device to access the site, up more than 5% from the previous year.

More than 800,000 videos were viewed in WPT’s online library in 2016; and the station’s YouTube Channel netted thousands more views.

In 2016, WPT projects and staff traveled around the state bringing communities together, engaging more than 70,000 people throughout Wisconsin in non-broadcast projects and activities.

Sharing, Serving, Informing, Educating, Entertaining, Connecting

This is what WPT does every day for the people of Wisconsin whether in big cities or down rural country roads, in living rooms and in school rooms. Public broadcasting was born in Wisconsin nearly 100 years ago, an innovation that would revolutionize the way information would be shared and communities built.

Today, ten decades later, WHA is the oldest continuously operating station in the nation, and innovation and service are still the cornerstones of Wisconsin Public Television. From classroom resources and teacher trainings, to the high-quality entertaining programs on our air, to community conversations on topics that matter and the educational and entertaining events we develop for the community – Wisconsin Public Television is a trusted, valued service statewide.

WPT will actively engage Wisconsin viewers through television programming. We will seek community partners to extend the value of our broadcast programming through engagement efforts that draw Wisconsin together to consider the important issues of our state. WPT will continue to be a vital resource for Wisconsin schools by providing tools and training through our educational partners the Educational Communications Board and the University of Wisconsin-Extension.