



2018  
Wisconsin  
Public Television  
Annual Report  
Calendar

**Celebrating 100  
years of service  
and innovation.**

Dear Friends-

More than 100 years ago, University of Wisconsin-Madison physics professor Earle Terry began experimenting with a new technology that some called "radio telephone." Even before voice broadcasts were perfected, Terry and his students had a vision for the educational potential of this technology. Those experiments soon led to regular weather reports for farmers; lessons for classrooms; and music, arts and civic dialogue that connected citizens across the state for the first time.



Jon Miskowski circa 1990

Wisconsin was the first state to use the power and reach of broadcast radio - and later television - in educational service. That vision to serve Wisconsin still drives us today. As we celebrate the centennial of the birth of public broadcasting, we also celebrate the unique partnership we have with you: the public we serve. This year's Annual Report calendar looks back at our history, revealing an organization determined to continue to reinvent itself to better meet the needs of our state. And, it reveals how important you are to this work.

Just this year, your generous support helped us celebrate our state dance in *Polka!* - and helped us engage new generations of polka enthusiasts in dance halls around Wisconsin. You helped launch the new Wisconsin PBS Kids 24/7 channel, providing our youngest learners with expanded access to trusted educational content. You brought together Wisconsin Vietnam War veterans to share their personal stories in their communities as we watched *The Vietnam War*, the newest documentary from Ken Burns' and Lynn Novick. And, you helped us create the newest *Wisconsin Hometown Stories: Neenah-Menasha*, a wide-ranging, immersive television program that also inspired a creative teacher-led curriculum that will help students explore their past in exciting new ways.

We invented public broadcasting right here in Wisconsin. As we enter our second century, we will continue to invent the future of public television. We might make our own transmitters by hand like Earle Terry did 100 years ago, but we are inventing new ways to inform, entertain, educate and engage every day.

Thank you for sustaining this important legacy of innovation, public service and lifelong learning for everyone.

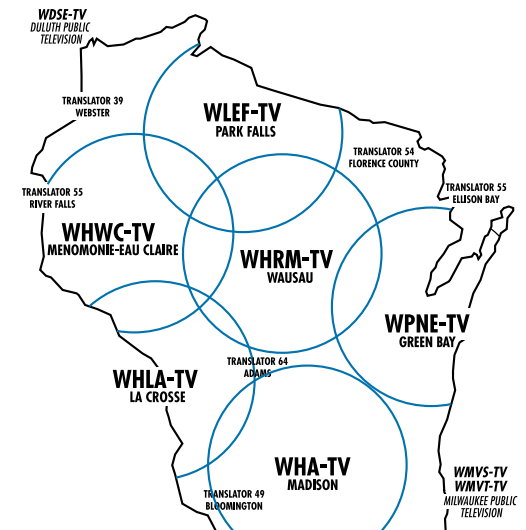
Sincerely,

Jon Miskowski  
Director of Television  
608-263-0299  
jon.miskowski@wpt.org

## Friends of WPT Board of Directors

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

- |   |                                   |
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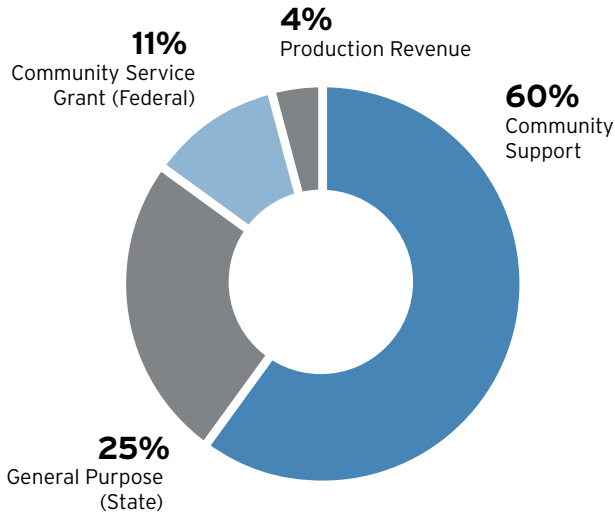


# FISCAL YEAR 2017 AT A GLANCE

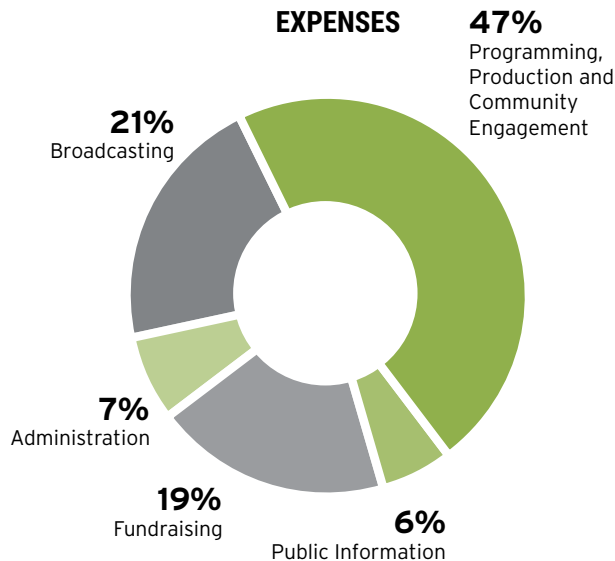
JULY 1, 2016 – JUNE 30, 2017

## CONDENSED FINANCIAL INFORMATION

### REVENUES



### EXPENSES



Go to [wpt.org](http://wpt.org) for complete financial statements

WPT PROVIDES FREE ACCESS TO OVER **120,000** RESOURCES FOR TEACHERS

**1,458,489** PROGRAMS STREAMED



501,000 VIEWERS PER WEEK

### TOP 5 SHOWS

- 1 ANTIQUES ROADSHOW
- 2 VICTORIA ON MASTERPIECE
- 3 PBS NEWSHOUR DEBATES 2016
- 4 AMERICAN EXPERIENCE "THE GREAT WAR" PART 3
- 5 THE WHITE HOUSE: INSIDE STORY



**101** COMMUNITY EVENTS & SCREENINGS

**31,479** AUDIENCE SERVICES CONVERSATIONS

WISCONSIN BOOKWORMS

**750,000** FREE BOOKS



TO SCHOOLKIDS SINCE 1998

**62,198** ♥ MEMBERS

We are honored to thank and acknowledge the 65,000 members and thousands of donors and sponsors that supported Wisconsin Public Television during the 2017 fiscal year (July 1, 2016 to June 30, 2017). 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.

## Project and Event Gifts

Anonymous (3)	Community Foundation for the Fox Valley Region, Inc.	Isthmus Engineering & Manufacturing Cooperative	Lowell and Mary Peterson
AHMC Properties	Mildred and Marv Conney	Janome America	Pfaff (SVP Worldwide)
Allen Centennial Garden	Cost Cutters Family Salons of Southern Wisconsin	Jewelers Mutual Insurance Company	Physicians Plus
Alliant Energy Corporation, Inc.	Stanley J. Cottrill Fund	A. Paul Jones Charitable Trust	Pizza Hut of Southern Wisconsin, Inc.
Alta Resources	James Dahlberg and Elsebet Lund	The Joyce Foundation	Pat Powers and Tom Wolfe
Amazing Designs	Dairyland Power Cooperative	Juki America	Thomas J. Prosser
American Family Insurance Dreams Foundation	Dane Buy Local	Jung Garden Center	Quintessential Quilts
American Provenance	Dwight and Linda Davis Foundation	Alberta S. Kimball - Mary L. Anhaltzer Foundation	Riley Blake Designs
American Transmission Company	John and Katherine Davis	Kimberly-Clark Corporation	Pleasant T. Rowland Foundation
Ron and Patty Anderson	The DeAtley Family Foundation	Koala Studios	Ruder Ware
Francis A. and Georgia F. Ariens Fund within the Brillion Area Family of Funds	Edvest	Irene Daniell Kress	School Specialty
Richard and Amy Jo Aylward and the Aylward Family of Neenah	Evjue Foundation	John E. Kuenzl Foundation	Joe and Mary Ellyn Sensenbrenner
Baby Lock	F + W (QNNtv)	Legacy Private Trust	John and Mary Sensenbrenner
Ira and Ineva Reilly	Festival Foods	The Little Red Hen	Sentry Insurance Company
Baldwin Wisconsin Idea Endowment	First Impressions	Madison Top Company	SewBatik
Diane Ballweg	Pediatric Dentistry and Orthodontics	Magic Pebble Foundation	Estate of Norene A. Smith
Bemis Foundation	First Madco, Inc.	David and Susan Manor in memory of Blaine and Loretta Manor	Judith and Nick Topitzes
Bergstrom Automotive	W. Jerome Frautschi	Julie and Larry Midtbo	Timothy William Trout Education Fund
Bernina	Carol Gainer	MINI of Madison	UnityPoint Health - Meriter
Blain Supply/Blain's Farm & Fleet	Gammill - At The Heart of Quilting	Miron Construction Co., Inc.	UW Health
Mark and Emily Blaskey, in honor of Cheri Uelmen	Greg and Carol Griffin	Elaine and Nicholas Mischler	WCM Quilters Slidelock
Boldt Company	Paul Guthrie, in memory of Ella Guthrie	MMG Foundation	Ron and Colleen Weyers
Mel and Leann Breed	Hampton Inn & Suites Madison/Downtown	Modern Stitching Affair	Wisconsin History Fund - National Endowment for the Humanities
Dick Cable Family	Ann and Roger Hauck	Fred and Mary Mohs	Wisconsin Dells Polka Fest
CastlePierce	Daniel and Mame Heaney	Morgan's Shoes	Wisconsin Department of Tourism
Children's Hospital of Wisconsin	Heartland Credit Union	Stephen Morton	Wisconsin Farmers Union Foundation
The Christmas Shoppe	Bettie Hill	Charles and Carolyn Mowbray	Wisconsin Nursery & Landscape Association (WNLA)
Theda and Tamblin Clark Smith Family Foundation	Hobbs Bonded Fibers	Nancy's Notions	Wood Valley Designs
Clover Needlecraft Inc.	Holiday Vacations	National Guardian Life Insurance Company	
Coats	Husqvarna Viking (SVP Worldwide)	Pablo Properties	
Community First Credit Union	International Polka Association	Kato Perlman	
		John and Carolyn Peterson Charitable Foundation	

## Executive Producers Circle (\$10,000+)

Anonymous (4)	Dwight and Linda Davis Foundation	Magic Pebble Foundation	Tim Reiley and Janet Nelson
Francis A. and Georgia F. Ariens Fund within the Brillion Area Family of Funds	The DeAtley Family Foundation	Julie and Larry Midtbo	Joe and Mary Ellyn Sensenbrenner
Richard and Amy Jo Aylward and the Aylward Family of Neenah	W. Jerome Frautschi and Pleasant T. Rowland	Fred and Mary Mohs	Patricia Stoffers
Diane Ballweg	Greg and Carol Griffin	Morgan's Shoes	David and Dawn Stucki
Dick Cable Family	Daniel and Mame Heaney	Stephen Morton	Monroe E. and Sandra L. Trout
Theda & Tamblin Clark Smith Family Foundation	A. Paul Jones Charitable Trust	Charles and Carolyn Mowbray	Roger and Lynn Van Vreede
Mildred and Marv Conney	John E. Kuenzl Foundation	John and Carolyn Peterson Charitable Foundation	Ron and Colleen Weyers
	Thomas and Sandra Lothar	Mary and Lowell Peterson	Anonymous (9)
		Pat Powers and Tom Wolfe	

## Producers Circle (\$2,500 - \$9,999)

Rajai and Dorothy Atalla	Carl and Barb Drake	Dr. Stanley and Shirley Inhorn	Gabrielle Banick
Jill Storms Ball	Dr. Sharon S. Ehrmeyer	Pauline Jauquet	Joe and Jeanne Silverberg
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Oscar C. and Patricia H. Boldt	Carol Gainer	Norma and Doug Madsen	Rita C. Sweeney and Philip Schoech
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John and Gisela Brogan	H.J. Hagge Foundation Fund	Arlene Meyer	Elizabeth M. Theisen
George F. Brown	Robert and Elke Hagge	MMG Foundation	Michael Thomasgard
Bonnie Bruce	Ann and Roger Hauck	Donald Naseef	Sharon and Tim Thousand
Nancy Lee Carter	Dr. Eric Heaney and Cathleen Murphy	Dollie Newlun	Cheree Tiry
Lau and Bea Christensen	Linda and Karl Heckel	Edward J. Okray Foundation	Carol and John Toussaint
Abigail and Lynn Christiansen	Tom and Marley Herrin	Patricia A. and Joseph J. Okray	The vanKerkhoven Family Fund
Joyce Clark Knutson	Gary Hetzer and Marcia Tepp	Kato L. Perlman	William J. Wartmann
Jeanne A. Clark	Bettie Hill	Don and Roz Rahn	Bill and Patricia Wilde
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Cummings Christensen Family Foundation	Fr. Eugene Horning	Gary Schwager and Dr.	
Dave's Party Fund - Live, Love, Laugh	Robert E. Hughes		

## Directors Circle (\$1,000 - \$2,499)

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		Todd I. and Betty J. Berens	Dr. Charles R. and Joy Boardman
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## Heritage Society

WPT's Heritage Society recognizes the very special donors who have included WPT in their estate plans. We are immensely grateful to these thoughtful donors who have made such a powerful commitment to the future of WPT, our audiences and the community.

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*Heritage Society cont.*

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**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.

Ola S. Adams	Leta Palmer
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**Volunteer of the Year**

Wisconsin Public Television is pleased to recognize Tom McVary 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.



Photo by Ingrid Laas

**Wisconsin Business Support**

We thank the following businesses and organizations for supporting community-minded events and making award-winning programming possible. For information on becoming a sponsor, contact Kathleen Callaghan, Manager of Corporate and Community Development, at [kathleen.callaghan@wpt.org](mailto:kathleen.callaghan@wpt.org), or 608-265-3851.

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4imprint	Dane Buy Local	Madison Gas and Electric	Sew 'n Sew
Agrace Hospice and Palliative Care	DoubleTree by Hilton Madison	Madison Magazine	Summers Christmas Tree Farm
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Bemis Company Foundation	Ganshert Nursery & Landscapes, LLC	National Guardian Life Insurance Company	Wheeler Van Sickle & Anderson SC
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Blain Supply, Inc.	Heartland Credit Union	Oneida Nation Tourism	Wisconsin Chamber Orchestra
The Boldt Company	Holiday Vacations	Orange Tree Imports	Wisconsin Farmers Union Foundation
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Captain's Walk Winery	InBusiness	Park Bank	Wisconsin Landscape Contractors Association
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Crystal Grand Ballroom		Sentry Insurance Company	

# 2017 IN REVIEW: OUR SHARED SUCCESS

## WPT PBS KIDS 24/7 CHANNEL

"This is a great addition for families and kids everywhere in Wisconsin. Thank you, WPT!"  
-Will, via Facebook

## FINAL FORTE

"It was amazing! My immediate thought was 'Who can I call to share this with?'" -Muriel,  
Chippewa County

## POLKA!

"Delightful, entertaining and so much fun! It's a relief from the stress of life. I haven't polkaed since I was a child, but it makes me want to run right out and do it again." - Linda, Viewer



## EDUCATION INNOVATION SUMMIT

"Partnering with WPT and PBS opens up opportunities that I never imagined before..."  
-Julie, high school teacher in Black River Falls

## AL JARREAU: COMING HOME

"Invaluable! The arts and remarkable people like Al are truly inspiring and make a difference for generations to come."  
-Kathy, Dane County

## WISCONSIN HOMETOWN STORIES: NEENAH/MENASHA

"David Hestad's work is exceptional - researching, filming and documenting these important Wisconsin memories and history. This body of work will tell our Wisconsin stories to current and future Wisconsin citizens." -Viewer letter



## WISCONSIN LIFE

"I was so buoyed up by the experience of watching the show. Thanks for the great shows. Wisconsin Life is also my life." -James, Viewer

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC



## GARDEN EXPO

"It's always a great event with lots to see and learn. Plus, it's a great way for us avid gardeners to gear up for the start of spring!"  
-Melinda, via Facebook

## CONCERTS ON THE SQUARE

"Thank you for presenting the Wisconsin Chamber Orchestra this evening; it was very good. I especially appreciate the young soloist getting to share her talents." -Geary, Stevens Point

## UNIVERSITY PLACE

"Carols of Christmas Past' and 'Bach, Scarlatti...' are terrific. They educate with a twist on a common theme instead of the same old information."  
-Sally, via email



## GET UP AND GO! DAY

"We attended your Get Up and Go! Day in Madison. We have gone several years and love SteveSongs! We drive from over an hour one way."  
-Lauree, Attendee

## THE TOMMY AWARDS (LIVE STREAM)

"Can't think of a better way to foster a sense of optimism regarding our young people and the future we're entrusting to them."  
- Viewer email

## AROUND THE FARM TABLE



## QUILT EXPO

"I have attended shows in several different cities ... this is the best of all of them."  
- Attendee, Richland County

## TRIBAL HISTORIES

"I just loved Lac du Flambeau Ojibwe History. I could have listened to that man speak all night. The whole effect was one of peace and stillness."  
- Debora, via email



## OUR HOUSE: THE WISCONSIN CAPITOL

Celebrating the centennial of Wisconsin's statehouse.

## JERRY APPS: NEVER CURSE THE RAIN

"What a wonderful program. It took me back to my childhood and was so thought provoking."  
-Joanne, Janesville