2017 Local Content Report

Wisconsin Public Television

Celebrating 100 years of service and innovation.
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.

Local Value

Wisconsin Public Television (WPT) was founded to connect the people of Wisconsin, furthering a 100-year-old philosophy known as “The Wisconsin Idea.” The Wisconsin 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 to the borders of the state (and beyond), 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 this tradition since its inception. Now, as then, we continue to pursue our mission of community service: on the air, in the streets and online.

Local Impact

WPT tells the story of our state in the voice of its citizens. Through our programs, as well as educational and community initiatives, we share the history, culture and news that makes Wisconsin unique.

We are service providers, we use all available platforms to reach all of our communities, uniting Wisconsinites with one another, including Wisconsin’s 60,000 K-12 teachers. WPT’s broadcast, web, education services and community engagement programs serve more than 1.4 million people across the state each month.

Our diverse work, 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.

WPT Sharing, Serving, Informing, Educating, Entertaining, Connecting

2017 stories of impact focus on:

• **Serving Youth**: Youth services through high-quality children’s programming, school readiness, early literacy opportunities for at-risk kids, and a comprehensive K-12 education unit.

• **Building Community**: Events bringing people together to share stories, building bridges of understanding and compassion across the state’s diverse communities and giving Wisconsinites a starting point for conversation.

• **Connecting the Arts**: Arts programming and community engagement activities that celebrate Wisconsin performers, particularly student artists, and provide resources to educators.

• **Bridging Wisconsin’s Past and Present**: Spotlight on Wisconsin, sharing and preserving our rich history, including that of Wisconsin’s native nations, while providing unbiased news and public affairs programming that delves into issues and topics that impact local communities most.
STORIES OF IMPACT

SERVING YOUTH

WPT’s Education Department

WPT’s Education team creates and curates high quality educational resources, while connecting with Wisconsin’s most valuable resource – its 60,000 PK - 12 teachers. In 2017, WPT Education focused on increasing awareness and use of classroom resources, building momentum and a network of entrepreneurs through educator engagement as well as partnership building. The WPT Education team logged more than 1,400 direct interactions with educators from around the state.

In March, we held our annual Education Innovation Summit with 35 innovative educators from around the state to bring a high quality professional development experience and build relationships. This event caught the attention of the national staff of PBS LearningMedia, who sent a staff member to observe and create a case study to inspire other stations’ education outreach.

WPT strives to serve teachers and students across the disciplines, including the arts. Our Young Performers Initiative (YPI) promotes and curates broadcasts of youth-focused performances from around the state each year. Our education team is also busy developing much-needed digital resources for music educators and young musicians with our partners at the Wisconsin School Music Association (WSMA). Wisconsinsperforms.org is the home of YPI resources and video tutorials. For more information and examples of this work, see pages 10-11.

We hosted the State Superintendent of Public Instruction Debate in our studios on March 31 with an audience of 30 students from four different school districts. Students worked with their teachers in advance to study the debate and election process and the role of the superintendent and submitted questions. Four student questions were featured in the live debate, which was broadcast on WPT and WPR.
New Wisconsin First Nations Resource

In November, WPT launched the new Wisconsin First Nations website: a rich collection of educational videos, professional development resources for teachers, and lesson plans for all grades, as well as learning tools for classrooms and libraries. The site provides authentic and accurate PK-12 resources addressing current academic standards and enhancing student understanding of Wisconsin Native cultures and communities.

In partnership with Wisconsin Department of Public Instruction, UW-Madison School of Education, the Wisconsin Indian Education Association, the Wisconsin Historical Society, and Wisconsin’s Tribal communities, this project supports schools’ implementation of Act 31 requiring teaching of Wisconsin tribal culture, history, and sovereignty.

The website places two of our video series, The Ways and Wisconsin Tribal Histories, within an intuitive and easy-to-navigate online home along with lesson plans for all grades, teacher professional learning resources, a Frequently Asked Questions section for answering challenging questions you may have when teaching about Native cultures, and exemplar videos featuring Wisconsin teachers modeling how to incorporate American Indian Studies into students’ everyday learning.

Introducing the Click Youth Media network

WPT, in collaboration with the UW-Madison School of Education and PBS NewsHour, is connecting young people with the tools and training needed to amplify their voices while developing 21st century skills for college and career readiness. By pairing community-based teams of educators and digital media professionals with the statewide reach and resources of WPT and Wisconsin Public Radio (WPR), Click bridges the gap between traditional literacies and the emerging digital literacies necessary for young people to shape the future of media.

WPT piloted the program throughout 2017, working with educators at ten different sites around the state and between 75-100 students. Click sites are located in Wausau, Black River Falls, La Crosse, Almond-Bancroft, Green Bay, Sheboygan, Wauwatosa, Racine, and Madison. Between WPT, WPR, PBS NewsHour Student Reporting Labs and the UW-Madison School of Education, more than a dozen media professionals mentor students at these sites.

The WPT Education team has been visiting sites since April, providing workshops on videography, editing, etc. We will host the Click Youth Media Festival in Madison in June of 2018, so teachers and students can meet one another, view public screenings of each other's work, and participate in further workshops and talks.
WPT’s Commitment to Early Learning

In 2017, WPT made a significant investment in Wisconsin’s early learners, welcoming an Early Learning Specialist to our staff. This new role focuses on meaningful impacts for early learners and their parents, caregivers, and educators. One initial project will be leading our Ready to Learn initiative. WPT received a partnership planning grant from the Corporation of Public Broadcasting (CPB) to support early learning in STEM and literacy through development of a community engagement collaborative. CPB is providing toolkits, training, and support for this project, which will help us to leverage the assets of PBS Kids in a impactful way for children in our state.

Wisconsin Bookworms

Now in its 28th year, Wisconsin Bookworms puts books into the hands of young children who may not otherwise have equal access to owning books. WPT partners with the Wisconsin Association for Home and Community Education and UW-Extension Family Living Programs to raise funds and find volunteer literacy coaches for high-need kids, creating authentic connections in kids’ own communities.

Each year, Wisconsin Bookworms distributes more than 40,000 high-quality books across the state. Eight times a year, volunteers go into preschool classrooms to share their love of books by reading aloud to students and completing an activity related to the book. The Wisconsin Bookworms program distributed 38,595 books in 38 counties in 2017. To date, more than 850,000 books have gone home in the hands of children who can return to beloved stories and illustrations again and again. And, more than 500 volunteer reading coaches have participated across the state, forging lasting local relationships and amazing outcomes.

“As the adviser for the Black River Falls PBS NewsHour Student Reporting Lab, and as a classroom teacher, I’ve been able to work with Wisconsin Public Television and PBS NewsHour over the last four years to connect my students to professionals working in journalism and video production. It has opened up learning opportunities that I’d never dreamed of during the previous 15 years of my teaching career. From a behind-the-scenes look at producing live events to on-location workshops with mentors, WPT Education has elevated my students’ self-confidence and skill sets.

One of the best parts about working with students on media projects is the notion that I’m helping them refine a set of skills that can be used in practically any workplace. Whether they decide to stay in the media field or get a business degree, the visual and verbal communication skills they develop in youth media give them a head start and often allow them to fill needs in an ever-evolving workplace.”

—Julie Tiedens, Black River Falls High School

PBS KIDS shows can also be live streamed at wpt.org. This service makes it easy for Wisconsin children to watch their favorite series anytime, anywhere.
"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

STORIES OF IMPACT

BUILDING COMMUNITY

Get Up and Go!

Two days, four communities, three live concerts, nine mascots, thousands of kids and families, scores of volunteers across the state, dozens of vendors and funders, two live-streams, and one amazing live broadcast later – this sums up WPT’s 2017 Get Up and Go! events.

Last August, nearly 1,500 kids, parents, caregivers and friends braved the less-than-ideal weather in Madison to boogie down with SteveSongs; meet Daniel Tiger, Katerina Kittycat, and Clifford; and enjoy dozens more activities. Despite relentless misting and strong winds, we ended up with an enthusiastic and grateful crowd.

Before making the final call to confirm the event that day, phones rang off the hook, and social media users pled with us; "Please don’t cancel this much-beloved event!" So we pushed through. Thanks to a nimble and patient crew who balanced concern for safety with delivering a great event, WPT did both.

Thankfully, the clouds gave way to sunny skies the next day for events in Appleton, La Crosse, and Eau Claire. All told, among the four locations we welcomed about 5,000 guests to the party.
POV, WPT and Community — Madison Dinner Screenings

WPT partnered with the film series POV, to bring films into the community addressing some of our nation’s most critical social issues: race, safety, religion and immigration. Our aim for these events was to create real and respectful conversation among neighbors, though these topics are generally not easy to discuss with neighbors (much less strangers).

But what if we ate dinner together first — like a big family? It’s harder to be adversarial with someone after sharing a basic human interaction like eating, while chatting about smaller things like road construction, your pets, kids, etc.

We found the perfect local partner in the Goodman Community Center on Madison’s East Side. Doesn’t hurt that the talented teens of their in-house Working Class Catering serve delicious food!

Our first event occurred on October 17, with an engaged and humbling crowd of 110 neighbors. POV’s Do Not Resist was not an easy film to digest, yet engrossed viewers took notes and whispered comments to their neighbors throughout. Three weeks later, we screened Dalya’s Other Country with another 110 people.

These events held such promise, deeply impacting all who attended them. “You guys are going to keep doing these, right?” people kept asking. Rest assured that we’re working to make this a statewide model!

Antiques Roadshow

WPT welcomed Antiques Roadshow to a stop in Green Bay during their national summer tour. The appraisal event on June 17 drew a crowd of 5,000. The 70 to 80 appraisers on Antiques Roadshow typically appraise more than 10,000 items at each event. WPT pulled it off with the help of roughly 125 dedicated volunteers. Two donor events held in conjunction with the production drew more than 200 attendees.

Invited guests listen to a presentation by Antiques Roadshow executive producer Marcia Bemko at a special event in Green Bay.

Poster for a free POV film screening at The Goodman Community Center in Madison.
The Great Wisconsin Baking Challenge

The first-ever Great Wisconsin Baking Challenge invited everyone to bake along with *The Great British Baking Show*. The Great Wisconsin Baking Challenge ran parallel to the program each week, with baking challenges related to the baking prompts in each episode.

The Great Wisconsin Baking Challenge wasn’t a competition: Participants were simply encouraged to try something new and share their baking victories and misadventures. Submissions were featured each week on wpt.org.

WPT built this novel audience engagement project around Season 4 of the international phenomenon *The Great British Baking Show*. The intention of the project was to build a digital product where we could grow a unique community, increase excitement and engagement around the season of *The Great British Baking Show* and communicate directly with this new audience.

Plenty of Wisconsinites joined us during the challenge to try a new recipe by baking along with Britain’s best, and add a Wisconsin twist along the way! The Great Wisconsin Baking Challenge was a fun, free baking adventure open to all ages and skill levels.

Throughout the 10-part challenge, WPT featured bakers on the website, as well as in weekly blog posts and on social media. Everyone was welcomed to join us under WPT’s virtual tent.

Our promotion for the project mixed digital and traditional strategy (social media postings, press releases, visibility on wpt.org, WPT blog posts) and new ideas (unique email list, TV promo, direct outreach to WPT staff and on-air talent).

We had:

- 32 bakers on average participate weekly.
- 225 baking stories submitted from all across Wisconsin. We even had entries from Nebraska and Australia!
- 12 incredible bakers completing all 10 challenges throughout the summer! Their profiles were featured in our “Star Bakers” feature after the challenge completed.
- 45,012 unique visitors, generating 59,616 page views when the homepage went live on May 22.
- 365 subscribers to our Baking Challenge email, who received weekly baking updates.

“I have enjoyed this entire challenge and have learned loads along the (delicious) way! I am so grateful I stumbled across this challenge. I have enjoyed seeing everyone’s amazing creations and baking along with all of you!”

— Marie from Sun Prairie

A participant in the Great Wisconsin Baking Challenge displays her entry.
Public Television's Role in Inspiring Conversation

This fall, WPT traveled the state, hosting five panel discussions in conjunction with one-hour previews of *The Vietnam War*, a powerful new film from Ken Burns and Lynn Novick. About 700 Wisconsinites joined us, involving moments of intense emotion, deep contemplation, and, at times, passionate disagreement.

A WPT staff member reflects:

*It all started at our very first screening in Madison. After introducing the veterans who had agreed to volunteer their time to share the stories of their experiences in the Vietnam War, a gentleman raised his hand in the back of the Monona Terrace Lecture Hall. After identifying himself as a war protester, he firmly expressed his concern that the panel onstage was made exclusively of veterans. “I wish to file a protest!” he exclaimed. It was the kind of moment that could have grown into a ball of tension prematurely ending what was designed to be an event of shared memories and experiences. Instead, something else happened that represents the power of thoughtful discourse that public television fosters in our communities.*

After a few moments of uneasy silence, one of the veterans onstage raised his hand toward the protester and said, “I want to thank you, sir.” As the audience listened, the veteran – a medic in Vietnam – said that until that evening, he hadn’t realized what role the protesters had played in ending the Vietnam War. When he returned to the United States from Vietnam, the last thing he wanted to do was hear about the war. He wanted to leave the experience behind and focus on his life back here, so he had shut off any and all news, discussion or action about the war. As large as the anti-war movement was at the time, it is hard for someone who had not experienced the Vietnam War to imagine someone not being fully aware of its significance. But after being in battle for so long, this full removal from any and all media about the Vietnam War was one way that veterans like himself coped with their experience as they rebuilt their lives in America.

Now, some four decades later, he had arrived at Monona Terrace to start learning about the war from outside his own story. This veteran knew his own war – the intimate experience that he shared with the fellow service members who were part of his platoon. But he had never before learned the scope of the full war. And, as the protester spoke out from the audience, the veteran said he needed to thank him for all of the important work that he and his fellow protesters had done to end the war and save the lives of so many of his fellow veterans in country – a role he didn’t truly understand, nor appreciate, until he started seeing the impact of those protests on the screen in *The Vietnam War* preview.

As he said thank you to the protester, the man in the audience thanked him in turn for his service – and for his words. And a thoughtful conversation about the shared and differing experiences in and around the war continued among veterans, protesters and other civilians in the audience and on stage.

*It was just one remarkable moment that represents the power of public television to bring communities together to share stories, inspired by the work we see on our local PBS stations each day.*
The Young Performers Initiative (YPI), a partnership of Wisconsin Public Television (WPT) and Wisconsin School Music Association (WSMA), is a statewide project that celebrates Wisconsin’s talented young musicians, along with the teachers who inspire them. The partners’ goals for YPI are to:

- Showcase the creative achievements of Wisconsin’s young performers and the hard work that goes on behind the scenes
- Communicate the significant value of arts and music in our communities and classrooms
- Offer music educators high quality curriculum resources that enhance learning and inspire learners

YPI partners were busy and successful in 2017. In addition to its regular annual broadcasts including the UW Varsity Band Spring Concert, State Honors Concerts, Wisconsin Young Artists Compete: The Final Forte, and Overture’s High School Musical Theater Awards, numerous new curricula were created by educators and the WSMA for the YPI website, covering a wide variety of topics such as jazz, world music, composition and auditioning. One project honoring the musical contributions of Milwaukee’s own Al Jarreau. YPI also provided professional development opportunities for music educators throughout the state.

The YPI website at WisconsinPerforms.org featured performances by Wisconsin high school and college-age musicians with complementary, standards-based curriculum components. The website debuted in 2015, bringing youth performances from Wisconsin’s schools and stages into classrooms and serving as a place where educators can expand their understanding of music pedagogy.

“IT was amazing! My immediate thought was ‘Who can I call to share this with?’”

—Muriel from Chippewa County
Meeting Needs in Music Education

Through YPI, WPT creates web content geared to meet specific needs and have sustained relevance over time.

In December, YPI posted 108 videos from the 2017 WSMA State Marching Band Championships as a new, interactive media resource on WisconsinPerforms.org.

Twelve bands participating in the competition agreed to be recorded. We then synced video of their performances with audio recordings of each of the eight judges assessing the performance.

Traditionally, audio recordings of performance adjudication would only be made available to individual schools participating in the competition. Schools could learn from their own recorded experiences, but not the experiences of others. Non-participating schools did not have access to this learning at all. However, YPI made these recordings available to the entire state.

Expanding access to this content is highly impactful. It serves to humanize adjudicators, making the competition less intimidating while giving schools and individual performers statewide specific tools to learn from and prepare for future participation in the competition.

YPI partners work in school districts to provide training and professional development opportunities for music educators. In June, 15 educators took part in a composition workshop in Appleton.

In August, YPI partners sponsored a workshop on culturally responsive education specifically in music classrooms. Dr. Constance McKoy, a former public school educator with 19 years of classroom experience and a current professor of Music Education at University of North Carolina-Greensboro, presented to a group of about 50 music educators from Madison and surrounding districts.

Dr. McKoy issued a challenge to the participants: “Can we take the words ‘at risk’ out of our vocabularies as a way to describe children? I propose we use the term ‘at promise’ instead.”

In 2016-17, YPI partners also sponsored 11 Wisconsin music educators to attend UW-Madison’s Hip-Hop in the Heartland conference. 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.
“This inspires you to do your part by volunteering, shopping locally, taking interest as a citizen, paying attention to issues, and supporting local government and institutions. Thank you for this fascinating program!”
- Karen from Neenah

“It’s vitally important that people know the history of their communities to inspire them to continue developing them and to take pride in them.”
- Dennis from Manitowoc

**STORIES OF IMPACT**

**BRIDGING WISCONSIN’S PAST AND PRESENT**

**Wisconsin Hometown Stories: Neenah-Menasha**

**Wisconsin Hometown Stories** is an innovative project that includes a television broadcast, online components and K-12 local history curriculum shared in a free, easy-to-access format. Each town profiled in **Wisconsin Hometown Stories** is a keystone in the state’s history, relevant to the development of the state.

**Wisconsin Hometown Stories: Neenah-Menasha** premiered in July, telling the story of two Wisconsin cities that, despite a contentious beginning, became collaborative communities of innovation and service.

Film, archival images and interviews with historians, local citizens and experts illustrate the two cities’ rich stories and their role in shaping international manufacturing and retailing, which transformed the Fox River Valley into Wisconsin’s “Paper Valley.”

WPT hosted screenings in advance of the broadcast with producer David Hestad, providing opportunities for audiences and friends to come together to watch the program and engage in conversation about the production process. These events, hosted across the state, drew more than 300 people.
Please continue to provide programming on Wisconsin’s tribal nations, especially historical events past and present. We feel tribal communities are such an important part of our country’s heritage then, now, and for our futures."

–Eileen from Porterfield
Angela Fitzgerald is New Host of Wisconsin Life Television Series

In October, the new season of Wisconsin Life on WPT gave the state plenty to get excited about. New adventures brought us closer to the people and places that make our state such a great place to live and explore. And this year, the show added a new host to help guide the way.

Angela Fitzgerald joined Wisconsin Life as the series’ host for its fifth season, inviting viewers along to visit new locations, meet people whose passions, hobbies and expertise celebrate the best of our state, and introduce new stories from every corner of Wisconsin.

“I’m excited to experience the people and places of Wisconsin, while introducing our viewers to the diversity that exists in our state,” Fitzgerald said. “It’s been a blast filming in locations around Wisconsin so far, and I look forward to sharing all those stories with viewers across Wisconsin.”

In addition to her new role as host of Wisconsin Life, Fitzgerald is a member of the Madison College faculty, as well as a professional financial educator with Summit Credit Union. Her work in the field of financial literacy led her to co-found Brown Girl, Green Money - a social network of women of color working to support the achievement and pursuit of personal finance goals.

This award-winning WPT series, dedicated to telling personal and engaging stories about Wisconsin people and places, can be viewed online at WisconsinLife.org.
“History connects us to our roots and reveals how we have changed over time. This show, in particular, inspires me and probably others to value what we have in our state.”

—Joan from Caroline

Our House: The Wisconsin Capitol

Our House: The Wisconsin Capitol revealed the dynamic visual history of Wisconsin’s State Capitol building through dramatic narrative and striking images from our partners at the Wisconsin Historical Society. The program explored the inspiration for the Capitol’s design, the planners and builders (and the challenges they faced), the raw materials used, and the creators of the artwork throughout the Capitol.

The on-air broadcast premiere in November was among the most-viewed programs on Wisconsin Public Television that month. The Facebook preview clip of the program reached an audience of over 8,000 people. During our December pledge drive, the program raised $25,073 with 156 pledges.

WPT Education is currently developing a new, cost-free digital learning game in partnership with UW-Madison’s Field Day Lab, the Wisconsin Historical Society, and the Wisconsin Department of Public Instruction. The game will be built around a rich and contested issue that illustrates the modern governmental functions of the State Capitol, as well as the interplay between state and local governments and the aspects of governance structure that make our state unique. The goal is to provide a new interactive media experience for Wisconsin students that ignites their curiosity and drives deeper learning through the powerful medium of educational video games.

News, Politics and Public Affairs

WPT is deeply committed to bringing Wisconsinites news, politics and public affairs, along with thoughtful analysis by local and national experts. Here & 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 and through our collaborative news and information project, WisContext.
WisContext’s online platform provides trusted content from Wisconsin Public Radio, Wisconsin Public Television and UW Cooperative Extension.

**WisContext: An Integrated News and Information Resource**

**WisContext.org** is a digital news and information publication, a broadcast partnership and syndication service developed in collaboration among Wisconsin Public Television, Wisconsin Public Radio 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, along with content sourced from partners, are free for other media and educational organizations to use as well.

One example of **WisContext** content, developed in collaboration with the UW Applied Population Laboratory (APL), was recently cited in an amicus curiae brief to the Supreme Court of the United States in conjunction to the case **Gill v. Whitford**.
2017 AWARDS AND RECOGNITION

Midwest Emmy Awards
Programming/Documentary/Cultural
Wisconsin Winter from the Air
Crafts Achievement - Off-Air - Graphics Arts/Animation/
Art Direction/Set Design
Wisconsin Life "Big Mama"
Programming - Public/Current/Community Affairs –
Feature/Segment
Here & Now “Milwaukee Mural Controversy”

National Educational Telecommunications Association
Award for Excellence – Content Production –
Locally Sourced
Wisconsin Winter from the Air

Milwaukee Press Club
Best Documentary – Gold
Too Many Candles: Milwaukee Gun Violence
Best Use of Multi-Platform Reporting — Silver
WisContext.org “Voter ID in an Election Year”
Best Public Service Story or Series — Silver
WisContext.org “Understanding Well Water and Improving its Quality”
Best Investigative Story — Bronze
WisContext.org “DNR Lead Pipe Replacement Plan”
Best Local News or Feature Website — Bronze
WisContext.org

Wisconsin Broadcasters Association
Best Specialty Programming – 1st Place
Wisconsin’s Homegrown Farmer
Best News Writing — 2nd Place
Wisconsin Life “Ben’s Grandpa (aka Basketball Grandpa)”
Best Series or Documentary – 2nd Place
Too Many Candles: Milwaukee Gun Violence

Best Feature – 2nd Place
Wisconsin Life “Rube Goldberg”
Best Web Site – 3rd Place
WisContext.org
Best Web Story – 3rd Place
WisContext.org “Elizabethkingia in Wisconsin”

Midwest Broadcast Journalists Association
Documentary/Special — 1st Place
Wisconsin’s Homegrown Farmer
Talk/Public Affairs — 1st Place
Wisconsin Life “Creative Origins”
Web Sites – 1st Place
WisContext.org
Broadcast Writing — Award of Merit
Wisconsin Life “Ben’s Grandpa/Black Cat Alley”
Broadcast Writing — Award of Merit
Wisconsin Life “Crane Migration”
Hard Feature — Award of Merit
Here & Now “Milwaukee Mural Controversy”
Hard Feature — Award of Merit
Here & Now “Election 2016: Live in Green Bay”
Team Multimedia Storytelling-News — Award of Merit
WisContext.org “Elizabethkingia in Wisconsin”
Radio/TV News Directors Association –
Edward R. Murrow Regional Award
Sports Reporting
Wisconsin Life “Ben's Grandpa (aka Basketball Grandpa)”
Excellence in Video
Wisconsin Life “Black Cat Alley”
Feature
Wisconsin Life “Feast of Crispian”