





Angela Fitzgerald is host of Wisconsin Life.

PBS Wisconsin

PBS Wisconsin was founded to connect the people of Wisconsin through the public service mission known as The Wisconsin Idea. That philosophy 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 everyone may take full and equal advantage of civic and economic opportunity, make broad and deep social connections and strengthen our democracy. PBS Wisconsin 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 our communities and online.

Local Impact

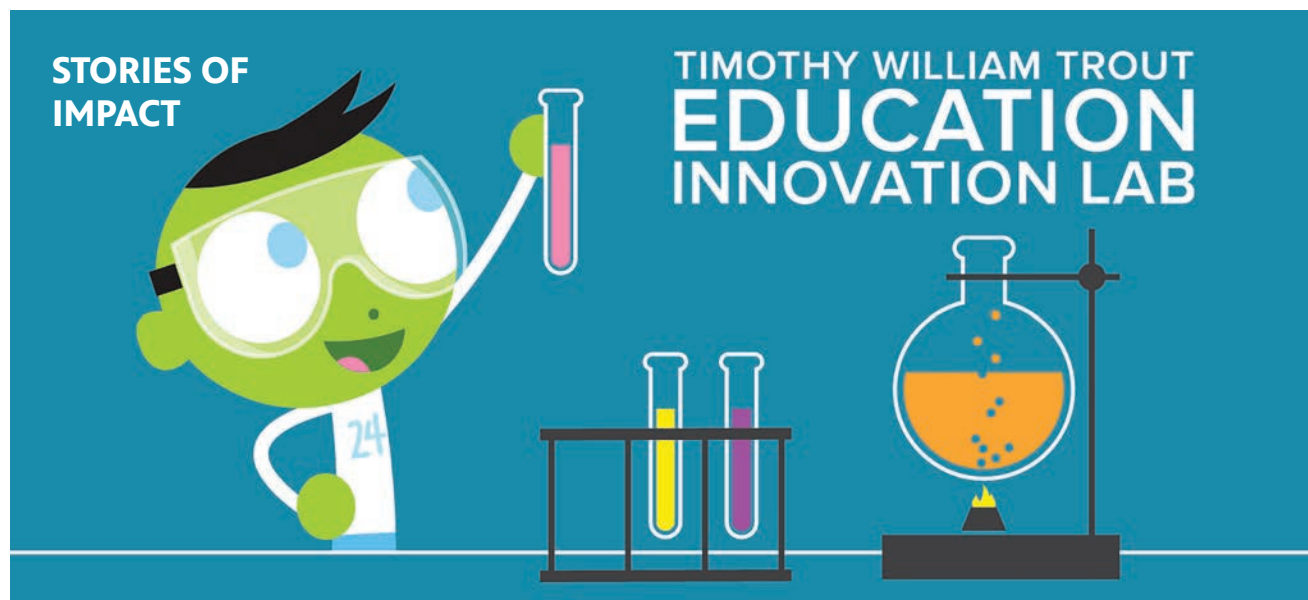
PBS Wisconsin tells the story of our state through the many voices of its residents. Through our programs and educational and community initiatives, we share the history, culture, news and educational resources that make Wisconsin unique.

As service providers, we use all available platforms to reach all of our communities, uniting Wisconsin's diverse residents, including Wisconsin's 60,000 K-12 teachers. PBS Wisconsin's four broadcast channels, plus our digital content, classroom education services and community engagement programs serve more than 1.4 million people across Wisconsin each month.

PBS Wisconsin Shares, Serves, Informs, Educates, Entertains and Connects

2019 stories of impact focus on:

- **Serving Youth:** Youth services through high-quality early-learning programming, spotlighting young performers, educator resources, school readiness, early literacy opportunities and a comprehensive K-12 education unit.
- **Building Community:** Online and in-person engagement that explores new ways to reach new audiences and brings people together to share stories, learning and fun!
- **Sparking Conversation:** Unbiased news and public affairs programming that delves into the issues and topics affecting local communities most, giving Wisconsin residents fact-based starting points for conversation.
- **Bridging Wisconsin's Past and Present:** Shining a spotlight on Wisconsin, sharing and preserving our rich history, and building bridges of understanding and compassion across the state's diverse communities.



Tim's Lab: A Visionary Investment in Science, Technology, Engineering, Arts, and Mathematics (STEAM) Education

PBS Wisconsin launched the Timothy William Trout Education Innovation Lab (Tim's Lab) in 2019 in partnership with the University of Wisconsin-Madison. Working with the university's prestigious Wisconsin Institutes for Discovery, PBS Wisconsin employs the resources of public media to connect world-class research to teachers and students. We are creating experiences and content to build science, technology, engineering, arts and mathematics (STEAM) identity, illuminate STEAM career pathways; and support the teaching of STEAM concepts, practices and ways of thinking.

- **Tiny Earth** is a global network of students and instructors dedicated to discovering new antibiotics through student-sourced field research. The **Tiny Earth Lab**, housed at the Wisconsin Institute for Discovery,

seeks to inspire students to pursue careers in science through original laboratory and field research, while also aiming to address a worldwide health threat: the diminishing supply of effective antibiotics.

- **Meet the Labs** is a series of mini-documentaries and supplemental classroom materials developed to activate student discovery by engaging with the research conducted by labs housed at the Wisconsin Institute for Discovery, Wisconsin Alumni Research Foundation, the Morgridge Institute for Research and beyond.

- **Future Self** will be designed to support career-choice initiatives in classrooms across Wisconsin. The interactive project features short videos of Wisconsin professionals working in or pursuing careers in STEAM fields. Middle school students, using their own interests as a foundation, will explore videos and profiles of the featured individuals' personal journeys and make connections based on shared interests, beliefs and experiences. **Future Self** seeks to help students answer the question: "How am I like a scientist?"





Family fun time at Family and Community Learning workshops in Cashton and Westby.



Lasting Impact for Early Learners in Cashton and Westby

Through a federal **Ready to Learn** grant, PBS Wisconsin is working in two rural communities northwest of Madison to support early learning through development of a Community Collaborative for Early Learning and Media. PBS Wisconsin partnered with educational and community leaders in the village of Cashton in Monroe County and the neighboring city of Westby in Vernon County. These communities have little access to regulated childcare centers, private pre-schools or collaborative partners such as a YMCA or a Boys and Girls Club. The majority of early childcare providers are unregulated and may not be equipped to build school readiness.

Members of the PBS Wisconsin Education team have been working closely with the Westby Area School

District, Westby Bekkum Library, Westby Lutheran Church, Cashton Area School District and the Cashton Public Library to facilitate enriching family engagement events. In 2019, partners hosted 28 events, with an emphasis on STEAM, literacy and play-based learning.

Westby Elementary principal Bruce Peterson said that the successful implementation of Ready to Learn programming at his school helped “light the schoolhouse,” keeping the school open beyond school hours. This partnership allowed the school to introduce more afterschool family engagement opportunities that have had great success. For example, they recently hosted a Math Night and had more than 70 attendees. Additionally, the school is building a “STEAM Closet” that has Ready to Learn activity-specific supplies in it for teachers to activate this learning in their own classrooms.

In an effort to promote STEAM play and learning, PBS Wisconsin Education set up mini makerspaces for community use at both libraries and the Westby Lutheran Church. Librarians have used these makerspaces for hands-on, engaging tools during storytime. They are also utilized during their after-school programs.



“I cannot wait to share this with my students. This is another resource that we can use in our Hmong culture class! Truly, this is a great project, and I especially love how the animation turned out. I felt like cheering at the end!”

—Pua Song, Hmong Culture Specialist at the American Hmong Peace Academy



The design of Joe Bee Xiong: War to Peace was inspired by story cloths, a distinctive textile used in Hmong storytelling.

“Your team has done an amazing job with the Joe Bee Xiong project. The website has a perfect combination of text, images and video so students have many ways to access the story (and at many levels).”

—Joel Raney, Former Eau Claire Area Hmong Mutual Assistance Association Culturally Responsive Coach

Partnering with Eau Claire Educators to Create Needed Hmong Cultural Resources



Joe Bee Xiong

The **Wisconsin Hometown Stories** series is a multimedia project profiling key regions in Wisconsin through television documentaries and local history resources tailored to meet community educational needs. In the development of the project in Eau Claire, educators emphasized a need for more digital learning

resources – especially biographies and curriculum materials about the area’s Hmong community.

Together with these educators, PBS Wisconsin Education created **Joe Bee Xiong: War to Peace** as a suite of culturally responsive digital resources available on pbswisconsineducation.org and pbslearningmedia.org for all students to use in their classrooms or other learning environments.



PBS Wisconsin’s Kindness in the Classroom video series is designed to help pre-k and kindergarten students.

Planting the Seeds of Kindness

PBS Wisconsin teamed up with the Center for Healthy Minds at UW-Madison to activate the research-backed *Kindness Curriculum* in the video series **Kindness in the Classroom**.

Kindness in the Classroom is a multi-part video series designed to empower educators who want to bring mindfulness into their classrooms. The series starts with insight into the positive impacts of teaching mindfulness, and then demonstrates implementation of the Kindness Curriculum: a free 24-lesson mindfulness guide designed for early learning classrooms.

“This curriculum teaches the most important skills children need to do well in school and in the world.”

—Rena Henning, Community Care and Preschool in Beaver Dam



“I appreciated all of the workshops and seminars around the video production process. The team-building activities in the beginning of the workshop were KEY to the success and the camaraderie that was created. I have never attended a PD [professional development] session that was so built around relationships as this one was!

You did a phenomenal job modeling the strategies that you presented to us I plan on taking those with me back to my school. The mentoring by PBS Wisconsin and PBS Student Reporting Labs staff was key in the success of this! It was incredibly hands on and engaging. I LOVED that we created a piece about one another. It was a lot safer than having to go out and find a story on the streets and we got a great piece to treasure. THANK YOU!”

–Andi Kornowski, Click Teacher Summer Camp Attendee



Video Production Immersion Summer Camp for Educators

The Click Youth Media program supports educators in teaching digital literacy and media production. The program also develops the ability of students to understand and interpret media, engage with it through critical dialogue and produce their own media, building a critical 21st Century skill set.

In August 2019, PBS Wisconsin Education hosted the first **Click Teacher Summer Camp: A Video Production Immersion**, a three-day professional development conference for educators looking to implement digital programming, including video production, podcasting and digital storytelling skills in their classrooms.



PBS Wisconsin Education Introduces Bright by Text

Bright by Text is a free educational text-based subscription service that provides parents and caregivers with quality information and trusted links to resources for child learning. The messages are comprised of age-specific, locally and nationally curated, research-based content from Bright by Three and other trusted providers, including PBS Wisconsin, PBS Kids, PBS Parents, Vroom and Sesame Workshop. Available in English and Spanish, these tips, games and free events are for children ages 0-8.



Parents can subscribe with their child's age and zip code to receive relevant messages delivered directly to their phone.

“My daughter said more to Daniel Tiger in the last ten minutes than she’s said to me in the last ten years.”

—a mother who participated in PBS Wisconsin’s Sensory Friendly Time at Get Up and Go!



Twenty-one Years of Get Up and Go! Two Years of Sensory-Friendly Time

PBS Wisconsin’s longstanding **Get Up and Go! Day** active-lifestyle event and live broadcast turned 21 this year. The event teaches pre-school kids and their families about healthy choices and active lifestyles.

Bringing families together with PBS KIDS characters Daniel Tiger and Katerina Kittycat, music from SteveSongs, as well as local health partners and nutritionists, musicians and artists, fitness enthusiasts and local activity-focused youth non-profits, the popular event was held in Madison, Appleton and La Crosse with total in-person attendance of more than 3,000 people.

PBS Wisconsin proudly expanded **Get Up and Go! Day Sensory-Friendly Time** in Madison in 2019 from one hour to two, bringing the event to 30 families with children who need social and sensory accommodations. Collaborating with the Autism Society of Southcentral Wisconsin, PBS Wisconsin strives to make all Wisconsin early learners feel seen and included in PBS Wisconsin’s **Get Up and Go! Day**.

Spotlighting Wisconsin’s Talented Young Performers

PBS Wisconsin has a long tradition of showcasing the creative achievements of Wisconsin’s young performers and the hard work that goes on behind the scenes. The annual broadcast and popular live stream of **The Jerry Awards** celebrates Wisconsin high school musical theater and serves to encourage, recognize, and honor excellence in our young performers in the state. **The 2019 Jerry Awards** was streamed by nearly 7,000 viewers from across Wisconsin and around the world, including the UK, Canada, Brazil, Poland, France, Norway, and Germany. **The Jerry Awards** will be celebrating its 10th year of exhibiting student’s talent in its upcoming 2019/2020 season.

“Programs such as these bring the opportunity to enjoy the talents of young people and listen to music viewers may not have had a chance to hear, hopefully fostering a desire to seek out live performances. Awesome as always!”

—Cynthia from Shawano



Below: The 2019 finalists in the Bolz Young Artist Competition (featured left to right): violinist Monona Suzuki, cellist Grace Kim, flutist Holly Venkitaswaran and pianist Antonio Wu.



The 2019 Bolz Young Artist Competition

The **2019 Bolz Young Artist Competition** was broadcast from the Overture Center for the Arts in March 2019. The four featured musicians included Monona Suzuki, a sophomore from Madison West High School; Grace Kim, a junior from Waunakee Community High School; Holly Venkitaswaran, an

e-Achieve Academy senior from Lisbon; and Antonio Wu, a sophomore from James Madison Memorial High School.

This now-annual broadcast aims to inspire artists, young and old, to explore and share their passions, bringing to life new talent and a refreshing perspective on the love of classical music.

Music from Madeline Island

Music From Madeline Island captured talented young artists and world-renowned musicians performing at Madeline Island Chamber Music, a summer music festival located near the shores of Lake Superior. The program shared the daily life of the festival's young musicians, ages 14-25, as they honed their craft, received intensive training, performed in public concerts and explored the beauty of the island.



BUILDING COMMUNITY



“Very well run with a great assortment of vendors, classes, lectures and quilts on display. The quilts on display were inspiring and breathtaking in some instances. This was my first time attending and I plan to return in future years, even though it was a six-hour drive for me.”

—Feedback from The Great Wisconsin Quilt Show attendee

New Name, Same Quilting Extravaganza

PBS Wisconsin’s **Quilt Expo** changed its name to **The Great Wisconsin Quilt Show** in 2019. Although the name of the popular quilting event evolved, its commitment to serving quilt communities across Wisconsin, the Midwest and across the nation remains unchanged. More than 20,000 quilting enthusiasts joined us this year to enjoy 286 quilts on display in the Quilt Contest exhibit, 239 quilts in 11 special quilt exhibit areas, 41 quilts in the new Log Cabin Quilt Challenge exhibit and 16 quilts in the Modern Mini Quilt Challenge exhibit. The show also included 126 informational lectures, 26 stage presentations and 31 interactive Sit & Sew workshops. More than 30 bed-size quilts and tops were collected and completed for the “Quilt to Give” community service project to benefit Enchanted Makeovers and Domestic Abuse Intervention Services (DAIS). And, more than 500 community volunteers contributed more than 3,400 hours in support of the show.



The Great Wisconsin Quilt Show entertains and educates a group of attendees.



Bill C. Malone, historian and host of the Wisconsin Country Music Minutes series.

Wisconsin Country Music Minutes Gather a Crowd Online and On Air

PBS Wisconsin brought the panoramic view of **Country Music: A Film From Ken Burns** closer to home, offering up opportunities for viewers to connect with the music’s local roots. This work included nine **Wisconsin Country Music Minutes**, featuring historian Bill C. Malone, who introduced viewers to Wisconsin artists who made and continue to make an indelible imprint on this shared songbook. Shared online and on air in conjunction with the documentary’s primetime broadcast, PBS Wisconsin’s **Wisconsin Country Music Minutes** were viewed 27,786 times on Facebook and 1,453 times on [pbswisconsin.org](https://www.pbswisconsin.org).

Leading up to the documentary in May, PBS Wisconsin also hosted the **The Story of Country Music**, a book talk and lecture by Malone. Held as a public event in Madison and a *University Place* recording for broadcast on PBS Wisconsin, the talk was also live streamed to 4,000 viewers.

In November, Malone was on-site to talk about his participation in the film, and experiences working with Burns, at a preview screening of **Country Music** at Madison’s Monona Terrace. This event was also live streamed to 1,600 viewers, with additional viewership coming from [pbswisconsin.org](https://www.pbswisconsin.org).



Keire Johnson (right), featured in Minding the Gap, talks with youth participants of Community Action Inc.'s Fresh Start program in Beloit.

“We need so much help in this area to understand the direction our country is going. The numbers are staggering - incarceration, suicide, bullying, gun violence, mental health issues. We need help. We need resources and programs like this bring us together with shared experiences.”

—Mary from Madison

Beloit Youth Discuss Trauma, Recovery and Redemption

Students from the Beloit Fresh Start Youth Build GED and job-training program led a frank and vulnerable conversation with **Minding the Gap** filmmaker Bing Liu and film subject Keire Johnson at a public screening of the Academy Award- and Emmy Award-nominated documentary that aired statewide on PBS Wisconsin.

Minding the Gap is the directorial debut of Rockford-raised filmmaker Bing Liu. Filmed over a span of 12 years in Rockford, it begins as a skateboarding film and evolves into an exploration of the long-term effects of domestic violence, race, class and education in the Illinois-Wisconsin state line region.

With funding from POV-American Documentary, and in cooperation with enthusiastic local partners that included Community Action, Inc. of Rock County and the Beloit International Film Festival, PBS Wisconsin brought together a broad cross-section of about 130 Beloit-area residents for an evening of food, film and critical dialogue.

Not Enough Apologies: Trauma Stories Explores New Approaches to Trauma

PBS Wisconsin selected May, Trauma-Informed Care Awareness Month, to share the new documentary, **Not Enough Apologies: Trauma Stories**. The program explores the effects of traumatic experiences on children and adults and new responses to it. It tracks survivors of trauma and their lived experiences, including repeated foster care, treatment center and juvenile prison placements.

Not Enough Apologies: Trauma Stories shows how adverse childhood experiences can cause changes in the brain, and can result in cascading behavioral and mental health problems. It takes viewers inside juvenile courtrooms to understand the world of children in need of protection and services.

Wisconsin is regarded as a model for its response to trauma. The documentary explores novel approaches across the state where service providers are working to be responsive to trauma in efforts to change the trajectory for affected children. PBS Wisconsin additionally launched an online resource page with statewide clinical partners to share additional information and provide comprehensive information about available community services.

PBS Wisconsin is working with several partners and communities on an ongoing engagement campaign. The goal is to connect community stakeholders to proactively raise awareness about the impact of trauma, to share best practices for trauma remediation and to provide information about accessing community support.



News, Politics and Public Affairs

PBS Wisconsin is deeply committed to providing trustworthy, unbiased and well-reported news and public affairs programs for Wisconsin residents, along with thoughtful analysis by local and national experts.

Here & Now, our Chicago/Midwest Emmy Award-winning weekly series, provides in-depth coverage of politics, current events, newsmakers and diverse issues from across the state. Viewers can also hear directly from public servants with PBS Wisconsin's live coverage of the State of the State and biennial state budget addresses, as well as the annual State of the Tribes Address and many other civic events.

Beyond television, PBS Wisconsin also provides a number of online news and information services and resources, including *WisContext* and *Noon Wednesday*, as well as a comprehensive voter resource site, *WisconsinVote.org*.



Here & Now anchor Frederica Freyberg.

Here & Now

Here & Now is PBS Wisconsin's weekly news and public affairs series, airing each Friday evening statewide on PBS Wisconsin. Below are a few highlights from 2019.

On Nov. 22, **Here & Now** anchor Frederica Freyberg interviewed Sen. Ron Johnson, R-Oshkosh, in the heat of the House of Representatives impeachment hearings in Washington, where he was frequently mentioned by witnesses because of his role on the Senate Foreign Relations Committee and his work on Ukraine issues.

This year, PBS Wisconsin invested in new *LiveU* technology to facilitate live, on-location broadcast and web streaming features. PBS Wisconsin journalists

plan to make robust use of this technology to interview people throughout the state, as well as for live nightly reporting from the Democratic National Convention in Milwaukee and the Republican National Convention in Charlotte in 2020.

Noon Wednesday

Noon Wednesday, one of PBS Wisconsin's newest News & Public Affairs series, is a weekly digital news interview program livestreamed on Facebook every Wednesday at noon. PBS Wisconsin digital news producer Marisa Wojcik hosts the show and invites guests who speak on diverse issues and topics relevant to Wisconsin. In 2019, **Noon Wednesday** has covered issues of domestic violence, Wisconsin's right-to-farm law, climate change, access to the internet, flood damage, vaccination, and much more.



New “News” Web Page

This year, the PBS Wisconsin News Unit launched a new web page to provide audiences a more integrated and accessible means of interacting with our journalism resources. Found by visiting pbswisconsin.org and clicking on the News tab, the page will continue to be populated with additional assets, including original web articles, long-form original content, partner resources and more.

WisContext: A Multimedia News and Information Service

WisContext is a digital news and information publication, a broadcast partnership and syndication service developed in collaboration between PBS Wisconsin and Wisconsin Public Radio.

WisContext.org explores long-term issues and emerging trends affecting life in Wisconsin, with focuses in 2019 on trauma-informed care, the state’s dairy industry, demographic change and climate science. This content is curated into multi-story series that offer an in-depth and extended look at how



(CREDIT: Sharon Mollerus/CC BY 2.0)

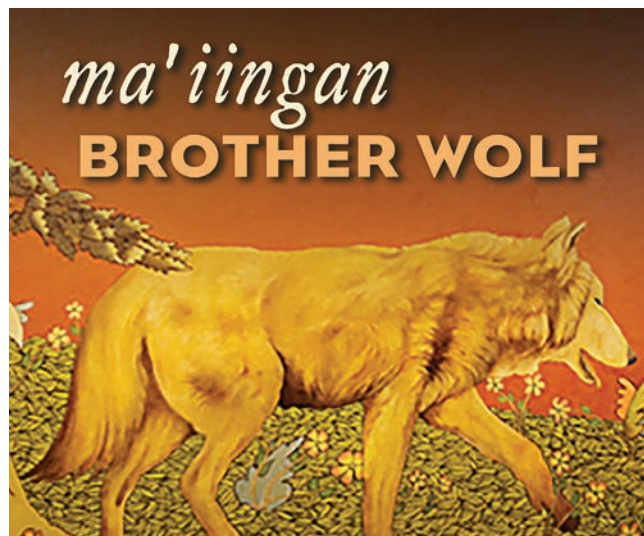


A WisContext report on climate change featured this bridge in Bayfield County overcome by flooding at the end of summer. (CREDIT: Wisconsin Emergency Management)

themes developed in Wisconsin’s history, and the ways they are shaping Wisconsin’s future. **WisContext** also presents original content and important studies and data from academic experts such as the University of Wisconsin’s Applied Population Lab, drawing on their specialized expertise and research.

In 2019, the **WisContext** team worked on two particularly compelling series aimed at informing the conversation about climate change in the Midwest, “Climate Science and Wisconsin” and “Extreme Participation and Wisconsin’s Climate.” From the environment to human health to the economy, gauging the impacts of a changing climate is an urgent scientific endeavor with implications for every Wisconsinite. **WisContext** provides deep exploration of these critical issues and complex systems.

BRIDGING WISCONSIN'S PAST AND PRESENT



Ma'iingan: Brother Wolf

The Ojibwe share a deep connection with Ma'iingan, their name for wolf. Their creation story explains that Ma'iingan was created to be a brother to Original Man. Because their fates are entwined, what happens to one will also happen to the other. Produced with support from elders in several Ojibwe communities, PBS Wisconsin shared the documentary **Ma'iingan: Brother Wolf** in 2019.

With insight from Ojibwe elders, biologists and visionary artist Rabbett Before Horses Strickland, this film captured enduring spiritual connections with Brother Wolf, the lasting bonds and responsibilities shared between native people and the wolf species and the opportunities and challenges presented by

the reintroduction and protection of the animals across reservation lands.

Friends of PBS Wisconsin also commissioned an oil painting titled "*Iskwaaj Nibi* [The Last Waterhole: Creating a New World]" by Strickland, an Ojibwe artist. The creation of Strickland's painting not only serves as a major plot point of the documentary but also as an artifact for educational outreach. In collaboration with the Chazen Museum of Art at UW-Madison, PBS Wisconsin hosted an educational outreach event centered on **Ma'iingan: Brother Wolf** and Strickland's painting.

This project builds on PBS Wisconsin's extensive prior work collaborating with native communities in Wisconsin to provide authentic and accurate information about Wisconsin's First Nations.

"No one else would or could do it. This program added a whole layer of complexity to the controversy over wolves. The Ojibwe have a stake in the debate that very few are aware of."

—David from Marshfield

"There is no other source of programming of this quality. The assistance of the elders to tell the story, the art, and the use of the indigenous language was well used to create a thoughtful and educational program that was beautiful to look at as well."

—Nancy from Wautoma



Jon Miskowski, PBS Wisconsin Director of Television, unveiling Rabbett Before Horses Strickland's painting, which was featured in the documentary, at the premiere screening held at the Chazen Museum of Art in Madison.

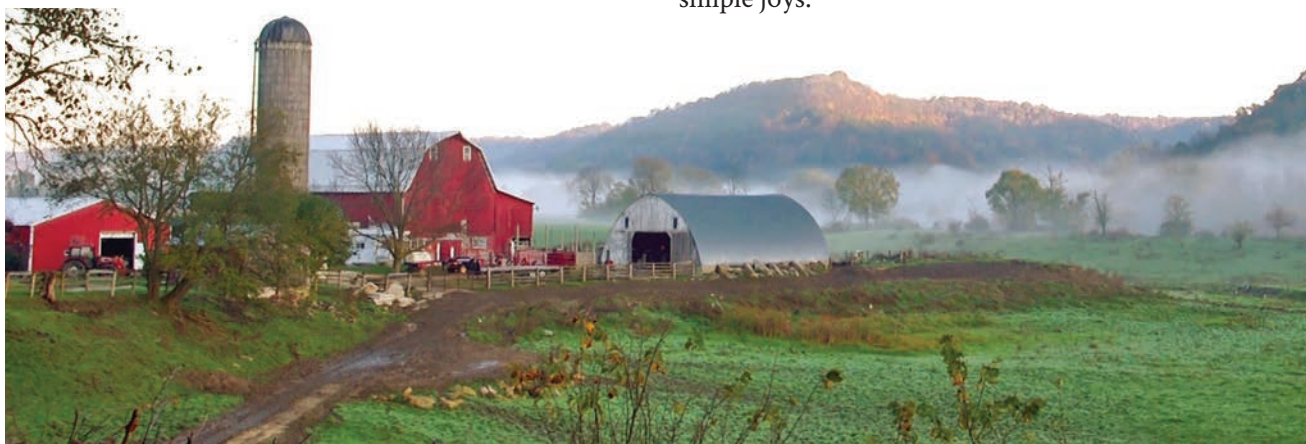


Rabbett Before Horses Strickland



“We are more and more isolated these days, living in our own worlds. Programming like Portraits from Rural Wisconsin offers an opportunity to remember we are all one, and the burden of one is mine, too.”

—Pam from Portage



Sharing Wisconsin's Rural Perspectives

In 2019, PBS Wisconsin built on its long history of providing interesting, innovative and entertaining programs spotlighting rural perspectives.

Portraits from Rural Wisconsin premiered in April, sharing a series of interwoven personal stories that show why some western Wisconsin residents still say that “rural life is the best life”—even in the face of hardship and change. PBS Wisconsin producer and reporter Andy Soth visited rural America to connect knowledge and understanding between Wisconsin residents.

Michael Perry Documentaries

Michael Perry: How Ya Doin’? and **Michael Perry: Where I Come From** are two new PBS Wisconsin documentaries from 2019 featuring Michael Perry, both a rural Wisconsin pig farmer and *New York Times* bestselling author. In much of Perry’s work, you’ll often find the phrase, “Where I come from.” PBS Wisconsin discovered that’s a place of values and hard work and simple joys.



In both of the 2019 films, Perry shared heartwarming, poignant yet humorous stories about his childhood home, his family, grade school, high school, farm work, sports and his life as a writer. These were all woven together by the life lessons that teach us who we are. Four free screenings, including an audience question and answer session with Perry, were held in Wausau, Madison, Green Bay and Eau Claire.

Medicine on Main Street

Medicine on Main Street explored the challenges of living in a rural community. Access to quality health care can be one of these challenges depending on where you live. In rural communities, it is becoming harder to recruit and retain talented health care professionals, specialists and mental health experts.

This documentary shows how pharmacists are working together to provide local residents with high-quality health care.



“The life lessons and Badger spirit that Mike Leckrone has imparted on me and countless others is immeasurable, but this tribute to him, his life, his family and his legacy truly does justice to it all. Thank you so much for producing this incredible program! I loved it! I will be watching it many times!”

—Bridgett from Middleton

Mike Leckrone: Wisconsin's Showman

Premiering in November as a pledge special, **Mike Leckrone: Wisconsin's Showman** reflected on the life and work of this legendary and talented composer, educator, mentor and entertainer. For 50 years, Professor Michael Leckrone led the University of Wisconsin-Madison bands and became the face of Badger school spirit, energy, and pride for fans across the state and country. He cultivated lasting traditions of the annual Varsity Band Concerts and Fifth Quarter after home Badger football games. Both reflective and celebratory, the documentary revealed aspects of Leckrone's life and career that remained surprisingly unknown for someone in the spotlight for so long. Two free screenings were held in Madison, one for the general public and one at a senior residential living community.



Wisconsin Hometown Stories: Sauk Prairie

The **Wisconsin Hometown Stories** series has been a PBS Wisconsin tradition for more than a decade, telling the history of the state one community at a time. PBS Wisconsin was excited to share Sauk Prairie's rich history in 2019.



PBS Wisconsin producers met with many local residents, in community centers, libraries and homes, to recall and recapture Sauk City and Prairie du Sac's past. PBS Wisconsin also worked with local historical societies, the school district and community leaders to identify stories, people to interview, and to secure the visual material necessary to produce the program, revealing a rich and compelling history that informs the present.

“I could not wait to arrive to my desk to send the staff a HUGE thank you for an incredible job done on Wisconsin Hometown Stories. I was amazed for the entire 60 minutes and learned so much. Because of this show, I will never look at places, people or the impact of history the same way. Truly, it changed me for the better last night as the chamber director here. Thank you so much for seeing the potential in Sauk Prairie, and sharing its history.”

—Tywana German from the Sauk Prairie Chamber of Commerce



"I would just like to say thank you so much for Wisconsin Life! Angela Fitzgerald is SO good at her job. I just love her! She has so much enthusiasm when she goes around talks about all the interesting subjects of different people. I cannot tell you how much I enjoy this program. Please keep it on. I love Angela, she's does such a great job. Thank you so much!"

—Caller to PBS Wisconsin Audience Services Department



Wisconsin Life

Angela Fitzgerald explored Wisconsin in the seventh season of **Wisconsin Life** that premiered this fall. Fitzgerald took viewers along with her as she visited Fincantieri Bay Shipbuilding in Sturgeon Bay, tried water skiing with the Plum Ski-ers Water Ski Show, met the Black Arts MKE Performing Arts summer campers as they created a show in Milwaukee and journeyed to Wyalusing State Park to explore hiking trails and appreciate the view. **Wisconsin Life** is one of PBS Wisconsin's most inclusive and collaborative projects. The series celebrates what makes Wisconsin unique through diverse stories of its people and history.

Wisconsin Life's Go With the Flow episode from season six received a Chicago/Midwest Emmy Award this fall for the program's Outstanding Achievement for Magazine Programming. The series' *Coffin Artist* story, which showcased a Ghanaian carpenter living in Madison and crafting a rich African art tradition, also received an Emmy Award.

Around the Farm Table

Inga Witscher hosted the seventh season of **Around the Farm Table**, which premiered this fall. In the show, Witscher's story becomes the vehicle for telling the stories of other interesting small-scale farmers the crew encounters along the way. PBS Wisconsin crews visited a beekeeper in Eau Claire, a dairy goat farm in Cross Plains, a beef cattle farm and rodeo in Hillsboro, a native onion forager in a maple forest outside of Viroqua and many more farmers and agricultural professionals.

Produced by PBS Wisconsin, **Around the Farm Table** is available for nationwide distribution on other public television stations through the National Educational Telecommunications Association. It currently airs on 39 channels throughout the system. The show's Facebook page has received viewer messages from all over the country, from Alaska to Puerto Rico.



"Inga does a lot to support and showcase small, sustainable farming in Wisconsin, and as far as this family is concerned, Around the Farm Table is the most important show you have."

—Family farmer

2019 AWARDS AND RECOGNITION



Chicago/Midwest Emmy Awards

Programming—Documentary—Cultural

Hip-Hop U: The First Wave Scholars

Programming—Human Interest

Program/Special/Series/Feature/Segment

Wisconsin Life: "Coffin Artist"

Programming—Magazine Program

Program/Special/Series

Wisconsin Life: "Go with the Flow"

Crafts Achievement—Off-Air Achievement

Editor —Program (Non-News)

Hip-Hop U: The First Wave Scholars

International Serious Play Awards for Digital Games

Digital Games for K-12—Silver

Jo Wilder and the Capitol Case

Wisconsin Broadcasters Association Awards

Best News Writing—1st Place

Here and Now: "Emerge"

Best Series or Documentary—1st Place

Wisconsin Water From the Air

Sports Reporting—2nd Place

Wisconsin Life: "Talia's Team"

Best Series or Documentary—2nd Place

Jerry Apps "One-Room School"

Best Website—1st Place

WisContext.org

Best Website—2nd Place

Hip-Hop U: The First Wave Scholars

Best Topical Promotion—1st Place

Wisconsin Water From the Air

Eric Sevareid Awards

Talk/Public Affairs—1st Place

Here and Now: "Teen Homelessness Special"

Team Multimedia Storytelling—1st Place

Wisconsin Life: "Food Traditions website"

Soft Feature—1st Place

Wisconsin Life: "Seeds of Hope"

Documentary Special—Award of Merit

Hip-Hop U: The First Wave Scholars

Individual Multimedia Storytelling—Award of Merit

WisContext.org: "Wisconsin's Special Elections Battle (9 URLs)"

Photo Journalism—Award of Merit

Wisconsin Life: "Coffin Artist"

Talk/Public Affairs—Award of Merit

Wisconsin Life: "Go with the Flow"

Team Multimedia Storytelling—Award of Merit

Hip-Hop U: The First Wave Scholars website

Milwaukee Press Club Awards

Best Online Coverage of News—Gold

WisContext.org: "Foxconn and Great Lakes Water (9 URLs)"

Best Use of Multimedia—Gold

WisContext.org: "The Geography of Partisan Gerrymandering"

Best Business Story or Series—Silver

WisContext.org: "The Direct Primary Care Business Model"

Best Investigative Story or Series—Gold

WisContext.org: "Special Elections and Legislative Vacancies"

Best Explanatory Story or Series—Bronze

WisContext.org: "Why and When Flags Fly at Half-Staff"

We are honored to thank and acknowledge the 68,000 members and thousands of donors and sponsors that supported PBS Wisconsin during the 2019 fiscal year (July 1, 2018 to June 30, 2019). 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 PBS Wisconsin can be an indispensable resource for our audiences and an essential public service for our communities.

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Joan Soens
C. K. Sovinski
Richard D. Spencer-Dobson
Brian M. Spindel
Loretta I. Spry
Tony and Jackie Staley
Sharon Stark
Ray and Harriet Statz
Bette Steinbrenner
Bruce and Chris Steinhagen
Judy C. Stevens
Ralph and Melba Stockhausen
Elaine B. Strassburg
David and Dawn Stucki
Judith O. Sutton
Susan R. Sweeney
Kathleen M. Sylvester
Donald and Donna Sypniewski
Kris Knoepke and John Szalkowski
Caryl and Bob Terrell
Elizabeth M. Theisen
Ted Thieme
Rosanne Theis and Dennis Thompson

Jean C. Thompson
Kris Harings and John Tipton
Gary Tritz
Nancy Troller
Ellie Ullrich
Janice R. Ulrich
Matthew Underwood and Chong Lor
Terry and Judy Valen
Lynne and Keith Valiquette
Julia M. Vanroo Bresnahan
Jim Voborsky
Charles Voight
Paul M. Vraney
Bruce A. and Lisa A. Wachholz
Lorelei L. Walczak
Leslie Watkins
Mary E. Watts
Leslie Weber
Dr. Karen L. Wedde
Kathy and David Wellsandt
Nancy L. Wendtland
Frank and Kathy Wermes
Tim and Karen White
Carole Whiteway
Jere Wickens and Carol Lawton
Keith E. Wickert
Roger T. and Kristi A. Williams
Gregg and Lisa Willkom
Jack and Sandy Winder
Helen L. Wineke
Irene Winkler
Kathleen E. Woit
Janet Wood
Helen Wright
Ralph D. Wycoff
Sallie Wylie
Janice K. Zawacki
Lois Zempel
Barbara Zeug
William Zimar and Susan Neitzel
Janice Zindel
Beverly Zulty
Stephen and Ardis Zwicky
Karl Zyhowski
Anonymous (129)

We Remember

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

Helen Boley	Thomas O'Brien
Mary Dee Dupont	Rosemary Pantzlaff
Helen V. Everson	Lewis E. and Mary V. Peckham
Rose Galick	Marilyn M. Potter
James W. Garrity	Robert Resch
Ivan R. Haynes	Wilma Marie Long Scheffner
Phyllis Ruth Helmer	Beatrice Sokol
Frederick Johnson	Adah K. Sorensen
Rita and Harold Kreitz	William J. Wartmann
Marion Lemke	Cheryl R. Weston
Grace Meyer	Dr. Gabriele Zu Rhein

Volunteer of the Year



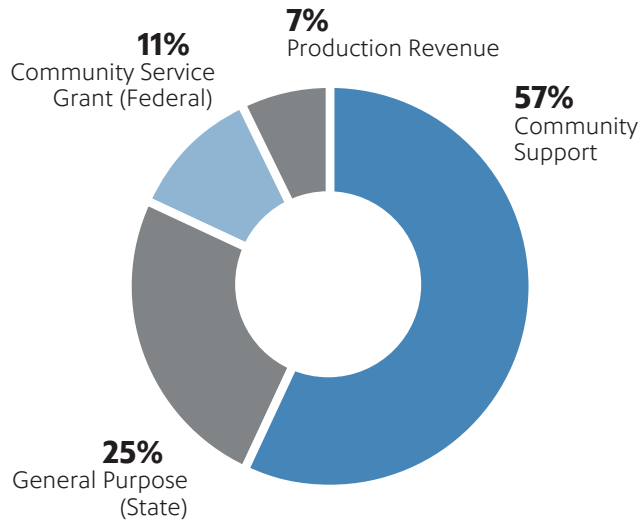
PBS Wisconsin is pleased to recognize Mae Laatsch with the V. Thomas Metcalfe Volunteer of the Year Award for her support of quality public television through her years of volunteer service with Friends of WPT.

Wisconsin Business Support

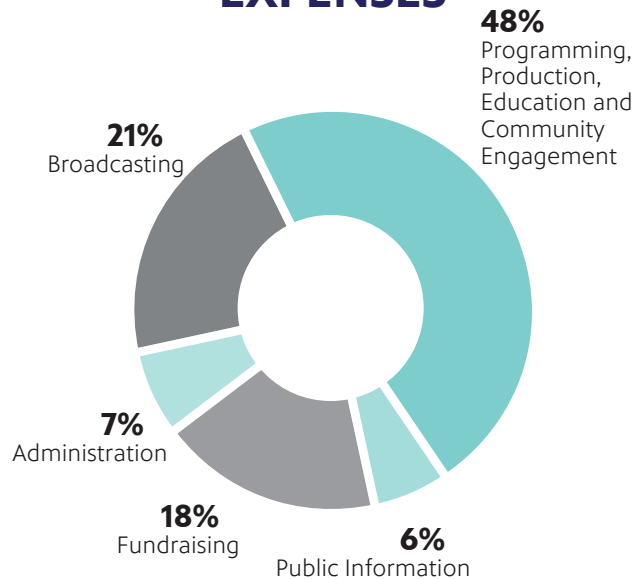
4imprint	International Crane Foundation
Agrace Hospice and Palliative Care	Isthmus Engineering & Manufacturing Cooperative
All Metal Stamping	J.H. Findorff & Son, Inc
Alliant Energy Corporation, Inc.	Janome America
American Provenance	Johnson Financial Group
American Transmission Company	Juki America
Ana's Sewing Studio/Julie's Sewing Center	Kikkoman Foods Foundation, Inc.
APQS	Kitchen Solvers of Madison
Aspirus	Kress Inn & F.K. Bemis Conference Center
At The Heart of Quilting	Legacy Private Trust
Attic Angel Community	Leigh Yawkey Woodson Art Museum
Aurora BayCare	Madison Gas and Electric
Auto Club Group	Madison Opera
Aylward Family Foundation	Madison Sourdough
Baby Lock	Madison Symphony Orchestra
Bank of Prairie du Sac	Mayo Clinic Health System
Bellevue Apartments	Mead Witter Foundation, Inc.
BERNINA of America	Michigan Technological University
Clover Needlecraft Inc.	Midwest Open MRI
Coats & Clark	Mill House Quilts
Colony Brands, Inc.	Mini of Madison
Cost Cutters	Modern Stitching Affair
Cress Funeral & Cremation Service, Inc.	Morgan's Shoes
Dane Buy Local	Mosaic Arts, Inc.
Diventures	My Material Matters Quilt Shop
Eau Claire Jazz Festival	Nancy's Notions
Edvest	National Guardian Life Insurance Company
Epic Systems Corporation	Oakwood Lutheran Senior Ministries
Festival Foods	Olbrich Botanical Gardens
Focus on Energy	Orange Tree Imports
Fond du Lac Dock Spiders	Overture Center
Forward Theater Company	Park Bank
Four Seasons Theatre	Pfaff (SVP Worldwide)
Fox Cities Magazine	Pizza Hut of Southern Wisconsin, Inc.
Fox Cities Performing Arts Center	Pomp's Tire Service
Ganshart Nursery & Landscapes LLC	Price Electric Cooperative
Gruber's Quilt Shop	Qual Line Fence Corp
Gunderson Funeral and Cremation Care	Quigley Cable Rail
Hartje Lumber	Quintessential Quilts
Heartland Credit Union	
Holiday Vacations	
Husqvarna Viking (SVP Worldwide)	
	Retirement Income Planning, LLC
	Reynolds Transfer and Storage
	School Specialty
	Schwarz Insurance
	Sew n' Sew
	SewBatik
	Summers Christmas Tree Farm
	SVA
	TDS Telecom
	The Automobile Gallery
	The Boldt Company
	The Building for Kids
	The Quilting Company
	Thompson Investment Management
	Touchmark Properties
	Trout Museum of Art
	Turtle Hand Batik
	Ulla Eyewear
	UnityPoint Health-Meriter
	University of Wisconsin Foundation
	UW Credit Union
	UW Health
	UW Varsity Band
	Wartmann Chandler
	Appraisal Associates
	WEA Member Benefits
	Weidner Center for the Performing Arts
	Wheeler, Van Sickle & Anderson, SC
	Wisconsin Governor's Conference on Tourism
	Wild Birds Unlimited
	Wisconsin Academy of Sciences, Arts & Letters
	Wisconsin Department of Tourism
	Wisconsin Farmers Union Foundation
	Wisconsin LGBT Chamber of Commerce
	Wisconsin Nursery & Landscape Association
	Wisconsin Public Radio
	Wisconsin Timber Rattlers
	Wollersheim Winery & Distillery

JULY 1, 2018 – JUNE 30, 2019
FISCAL YEAR 2019 AT A GLANCE

REVENUES



EXPENSES



MORE THAN
12,000
HOURS OF
EDUCATIONAL
CONTENT USED IN
CLASSROOMS

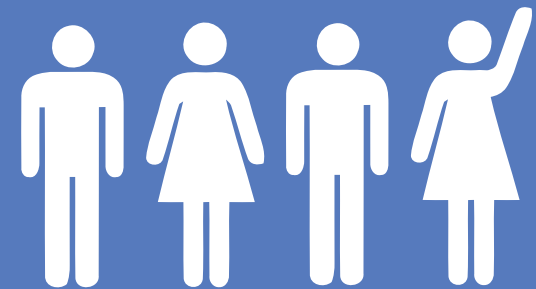


104
COMMUNITY EVENTS
& SCREENINGS

1,741,774
PROGRAMS STREAMED



11,744
VOLUNTEER HOURS



70,138 ♥ **MEMBERS**

Go to pbswisconsin.org for complete financial statements