

2020 Annual Report



Forced Migration | Social Justice Sewing Academy Summer Artists, 2019, Raw-edge applique, hand embroidered by Kate Godfrey.

AN ESSENTIAL RESOURCE FOR WISCONSIN





PBS Wisconsin

PBS Wisconsin was founded to serve and connect the people of Wisconsin, furthering the 100-year-old philosophy 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, digital content and delivery channels, classroom education services and community engagement programs serve more than 1.4 million people across Wisconsin each month.

Our Work In 2020

- **COVID-19 Response:** The global pandemic required PBS Wisconsin to shift priorities to meet the rapidly changing needs of the state, including education, news and the production of timely content while maintaining safety standards.
- **Anti-Racism and Racial Justice:** Our state and nation also recognized a second serious pandemic of systemized racism after the killing of George Floyd in the neighboring state of Minnesota. PBS Wisconsin continues to use education and human stories to offer new perspectives, examine the historical context of today's issues, connect communities and explore our most challenging issues.
- **Enrich, Educate and Entertain:** PBS Wisconsin's mission is to "enrich, educate and entertain diverse audiences of children and adults." Through our local programming, we share stories that tell the unique story of our state through the many voices of its residents.



AT-HOME LEARNING



The global pandemic required PBS Wisconsin to shift priorities to meet the current needs of the state, particularly in education. This year, **PBS Wisconsin Education** saw that schools and families were juggling a multitude of needs, including equity and access to meaningful at-home learning experiences. One of our top priorities in 2020 was keeping students engaged while learning at home and offering support for educators delivering lessons in new ways.

At-Home Learning

- Our initial COVID-19 response involved dedicating a broadcast channel to providing PreK-12 at-home education programs on-air. The 5 a.m.-5 p.m. daytime weekday schedule on The Wisconsin Channel was used to reach across the digital divide to provide educational content for Wisconsin residents lacking access to high-quality internet services.
- In 2020, PBS Wisconsin Education created and curated content for PreK-12 teachers and students as their **at-home learning** journey continued. This information was compiled in a centralized location and updated regularly.

“Wow! Thank you so much for putting this together! I used to tell my fourth graders on a weekly basis of a program I’m going to watch, so this is perfect. It helps to engage in learning and meaningful conversations, or quick responses about topics or a program they are interested in and watched. Thank you!”

– Maira Rivera, Stephens Elementary School teacher, Madison

“Thank you! Not everyone living in rural areas has access to high-speed internet so online learning has been a challenge. This will be a nice change of pace. No tears over waiting for videos to download!”

– Cindy Fuerstenberg Peters, PBS Wisconsin viewer



Meet the Lab

Meet the Lab is a collection of educational resources for middle school science classrooms and is a collaboration between PBS Wisconsin Education, Wisconsin Institute for Discovery, Wisconsin Alumni Research Association and the Morgridge Institute for Research.

This collection of free resources introduces students to relevant real-world issues, cutting edge research and the human element — the people working together to research, innovate and solve problems using science.

Meet the Lab supports supports national and Wisconsin science education standards, and creates opportunities for learners to develop their STEAM identity (“Who do I think I am? Who can I be? Where do I belong?” in the context of science, technology, engineering, the arts and math).

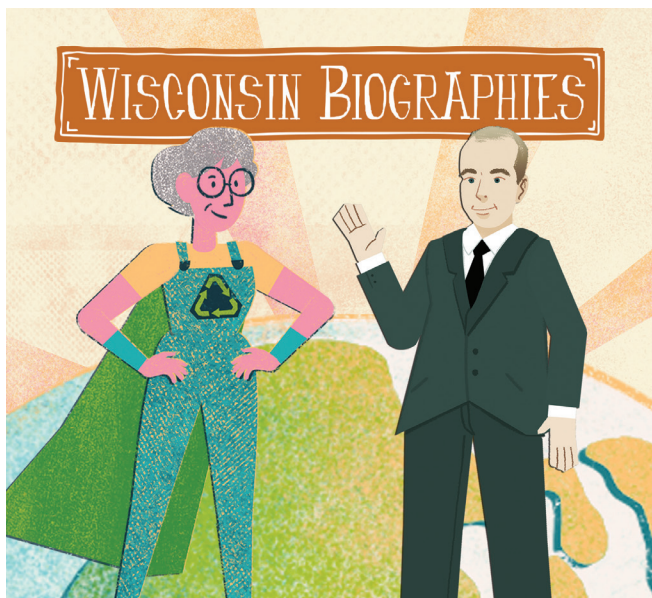
Education Connection Live!

- The PBS Wisconsin Education engagement team hosted weekly webinars connecting Wisconsin educators to digital teaching resources to assist with distance learning. **PBS Wisconsin Educator Connection LIVE!** webinars were followed by virtual office hours with learning specialists who answered questions about our educational content.

A notable guest to this webinar series included Dr. Gloria Ladson-Billings, who presented “**Building Culturally Relevant Schools.**” More than 4,000 registered for her session, 1,500 of whom were Wisconsin educators. Later, Professor Ladson-Billings also participated in a second well-attended **question-and-answer session.**

PBS Wisconsin Education Innovators

- The PBS Wisconsin Education Innovators Facebook group was designed to foster respectful discussion and support among Wisconsin educators about the unique challenges teachers face. The group has been instrumental in connecting educators with each other during this unprecedented time of school closures and new learning models and experiences. PBS Wisconsin Education knows that educators are social workers, counselors, nurses, fundraisers, bodyguards, referees, activists ... a.k.a. Teachers.



Milly Zantow and Gaylord Nelson

Wisconsin Biographies: Bringing Wisconsin History to Life

- In 2020, PBS Wisconsin Education brought two more notable figures in Wisconsin's history to the *Wisconsin Biographies* collection. *Milly Zantow: Recycling Revolutionary* came out of conversations with Sauk Prairie educators during creation of *Wisconsin Hometown Stories: Sauk Prairie* in 2019, and *Gaylord Nelson: A Vision for the Earth* celebrated the 50th anniversary of Earth Day. These multimedia resources, including an animated video, downloadable e-book biographies at three different reading levels and a historical image gallery, are available free online and accessible for all educators and students practicing remote and in-school teaching and learning. In the first three months of their launch, the resources' pages were used over 15,000 times.

One City School Partnership

- PBS Wisconsin partnered with One City Schools in Madison to pilot customized learning experiences for One City Schools' 4K, kindergarten and first grade students. In these half-hour PBS KIDS Lab sessions, students engage in science, technology, engineering and mathematics (STEM) activities that are connected to state and national standards and led by a facilitator from PBS Wisconsin. For hands-on experiments requiring craft or building materials such as playdough or cardboard, PBS Wisconsin staff work with One City to send STEM kits to families to ensure all students can participate regardless of access to materials.



GET UP AND GO! DAY

Virtual Get Up and Go! Day

- Musician SteveSongs and other PBS KIDS friends couldn't come visit our kids here in Wisconsin this summer in person. Instead, PBS Wisconsin hosted the annual Get Up and Go! Celebration with a socially-distanced broadcast and virtual event on August 7. The program featured an engineering-design interactive activity with Miss Mouna, lessons on learning how to make friends without judgement and assumptions with Molly of Denali, and tips for adapting to change with Daniel Tiger.



“Your virtual quilt show was produced at a very high quality. The next best thing to being there – when we all would have loved to be there, but couldn’t. Quilt shows around the country have been cancelled this year due to COVID-19 and the safety of everyone. Thank you for being the first organization to realize how important these shows are, think outside the box and produce a virtual show! Vendors are hurting this year, and hopefully your vendor mall – a brilliant idea – will help them.”

– Virtual attendee

“The virtual Great Wisconsin Quilt show was fabulous! I commend the organizers for quickly utilizing & embracing technology to foster the quilting community through this event. I appreciate the opportunity to attend this well-organized show. Thank you!”

– Virtual attendee



The Great Wisconsin Quilt Show

- **The Great Wisconsin Quilt Show** couldn’t be held in person this September due to COVID-19, especially considering last year’s show drew 20,000 enthusiasts from across the country! Instead, PBS Wisconsin and Nancy Zieman Production created a successful and inspirational virtual experience including an interactive quilt exhibit featuring 339 quilts in 8 different interactive quilt displays, 98 vendors (livestreamed video content of product demos, studio tours, tutorials, etc.) and 76 socially-distanced volunteers. The innovative virtual event drew in 22,565 virtual attendees (representing all 50 states and many countries). Of those virtual attendees, 50 percent had never attended an in-person Great Wisconsin Quilt Show.

One of the event’s quilt exhibits was titled “Youth Expression Through Fiber” and included 11 community quilts from the **Social Justice Sewing Academy**, which aims to elevate youth voices and encourage expression through art. These quilts explore themes including gun violence, deportation and incarceration, as well as hope, peace and love.



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 also hear directly from public servants with PBS Wisconsin's live coverage of the State of the State and biennial state budget addresses, 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**.



During the rapidly evolving COVID-19 crisis, PBS Wisconsin worked to provide our audience with the information they needed to understand and respond to the unfolding situation. We partnered with state officials and local organizations to present relevant and comprehensive coverage aimed at keeping us all safe.

In 2020, PBS Wisconsin created a new **news web page**, pulling together local news assets, election coverage, Wisconsin Public Radio reporting and relevant national PBS content. Organized thematically and geographically, the news page provides a cohesive, comprehensive experience that helps our audience stay informed about important issues.

*Frederica Freyberg,
Here & Now anchor (left);
Gov. Tony Evers (below)*



Here & Now

- As the COVID-19 outbreak in Wisconsin surged in communities across the state, PBS Wisconsin shared critical information from public health officials, medical executives and elected officials, including interviews with Wisconsin Department of Health Services Secretary-Designee Andrea Palm, Dr. Ashok Rai, president and CEO of Prevea Health, Gov. Tony Evers, Sen. Ron Johnson and many others.

Here & Now's coverage of racial justice issues increased this year with an hourlong program addressing reactions in Wisconsin to the killing of George Floyd. Since then, reports and conversations have focused on police reform, police unions, police in schools, and other conversation with key community members and experts.



noon WEDNESDAY HERE & NOW



Marisa Wojcik
Multimedia Journalist and
Producer

Noon Wednesday

- *Noon Wednesday* 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 2020, *Noon Wednesday* rapidly switched from being a live in-person interview to a remote setup. Since then, *Noon Wednesday* has been as responsive as ever to the major topics impacting Wisconsin. *Noon Wednesday* adapted to include more than one guest to add more perspectives to the interviews. Additionally, *Noon Wednesday* explored the topic of representation of Black Lives Matter in the media in a three-part series called *Who Tells the Story*, hearing from different voices in the movement as they intersected with media representation. Overall, the format of connecting with voices remotely through video conferencing software has meant a greater number of voices and perspectives are represented.



WisCONTEXT

WisContext

- **WisContext**, our multimedia news service that connects state-related current events to the research and expertise of the University of Wisconsin, created a series named *The Novel Coronavirus, COVID-19 and Wisconsin* on the brink of the pandemic in Wisconsin starting at the end of January. This content offers an in-depth and extended look at Wisconsin's history, and how the present is shaping our state's future. **One piece**, which is updated on a regular basis, provides explanations for common questions and reports COVID-19 diagnosis, positive percentage of tests and deaths in the state.

No Place Like Home

- COVID-19 inspired a new PBS Wisconsin digital series called *No Place Like Home*. This project introduces the world to fellow Wisconsinites and explores the ways their life has been changed by the COVID-19 crisis.



“...the Out of the Woods webcasts are an easy way to make the acquaintance of a theater company whose excellence is not sufficiently recognized elsewhere in the U.S. They made me long to return after the pandemic releases its hold on American theater and spend a week or two watching American Players Theatre work its magic in person.”

– Terry Teachout, Wall Street Journal arts critic

“Thanks PBS Wisconsin for partnering with APT to make available the readings/ plays this year. We have watched many if not all the productions, sometimes twice. Each time, tears of laughter, tears of sorrow and sadness, and tears of gratitude. Tremendous work – well done – APT and PBS Wisconsin.”

– Steve, Lac du Flambeau

COVID-19 affected PBS Wisconsin in a multitude of ways, including the way we produce local content. In March, PBS Wisconsin employees began telecommuting from their homes. Scheduled in-person shoots and interviews were canceled until summer when production resumed on a limited basis following strict safety protocols. New production techniques, including remote and virtual interviews shaped many new productions through the year as we continued to tell the state’s stories in innovative ways. PBS Wisconsin continues to adapt its approach to serve our audience.

Out of the Woods: A Live Play Reading Series

- PBS Wisconsin partnered with American Players Theatre (APT) to present *Out of The Woods*. In a series of six play readings, actors performed in isolation, from their own homes, playing to their computer cameras on a Zoom stage. No longer being able to go to the theatre during COVID-19, this collaboration offered our audience a safe and new form of theatregoing.
- The successful *Out of The Woods* collaboration prompted the partners to undertake a second series of play readings made available for free streaming in December. In this series, APT interrogates the idea of what makes a “classic” and focusing on plays by playwrights who are Black, Indigenous and People of Color (BIPOC), collaborating with BIPOC directors and artists.



Verona Area High School graduates



Cassy Vieth, professional fitness trainer

Celebrating Wisconsin's Graduates

- In-person high school graduations couldn't happen this year due to COVID-19. PBS Wisconsin could not let this important life event be missed for the Class of 2020. ***Celebrating Wisconsin's Graduates*** featured the stories of 10 different graduating high school seniors from all over the state. It also features an amusing graduation speech from entertainer Charlie Berens and several music performances from Wisconsin students. The show is an uplifting look at how seniors transcended what was a tumultuous year and the inspiring take they have on their futures.
- *"I was truly inspired by the youth in this program, and my heart was filled with pride. I have a grandson who graduated from high school in Kansas and a granddaughter who graduated from Ripon College this year with no ceremonies. It was surreal not to celebrate their accomplishments. Thank you for this program."*
– Celebrating Wisconsin's Graduates viewer

Quick Fit With Cassy – Live Better. Longer

- With gyms closed and exercise classes cancelled, Wisconsinites were left to their own devices to begin working out at home. With the home now also being work and school for many, forcing a sedentary lifestyle, motivation to stay active is challenging. ***Quick Fit With Cassy*** started production at PBS Wisconsin in the spring at a perfect time, making healthy movement accessible for everyone by incorporating stretching and action into everyday routines. The program is an inclusive program to all abilities and ages, empowering people to take realistic action towards better health through movement.

Let's Grow Stuff

- With COVID-19 leaving more people at home for long periods of time and grocery shopping trips limited, Wisconsinites picked up many hobbies. One of them was gardening. In collaboration with the University of Wisconsin-Madison's Allen Centennial Gardens and its director, Ben Futa, ***Let's Grow Stuff*** is designed to help the beginning gardener learn the tools of successful vegetable and herb gardening. Futa leads viewers through watering your garden, composting, controlling weeds and more.



Ben Futa, director, UW-Madison's Allen Centennial Gardens

PBS Wisconsin stands against racism, and in the wake of the killing of George Floyd and the continuing public outcry, we knew we can, and must, do better and more in our commitment to diversity, including justice and accountability. Our organization addressed this commitment in the “**Statement to the Communities We Serve.**” In 2020, we began working to ensure we no longer teach, or tolerate, racism.

Racial Justice and Anti-Racist Digital Resource

PBS Wisconsin built, published and continues to curate and promote an evolving **collection** of national and local on-demand media from PBS and PBS Wisconsin to begin (un)learning racism together. More than 150 selections lends particular focus to the Black experience in America and in Wisconsin, and the persistence of

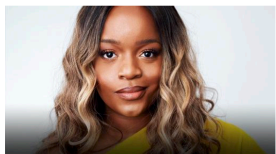


anti-Black racism. It speaks to the institution of slavery in the United States from 1619 and through its manifold echoes that fuel widespread inequality and injustice today. These resources also see and celebrate Black lives — our American history and present suffused with Black excellence, resistance, joy, love and liberation.



State Street Mural Project

- The **Downtown Street Art and Mural Project** was formed in May 2020 in Madison following local peaceful protests against police brutality and the killing of George Floyd by Minneapolis police. Civil demonstration in Madison — part of a global cascade of public protest in support of Black lives — was followed by social unrest resulting in property damage to State Street businesses. Developed in response to business owners shuttering their damaged storefronts with plywood on Madison’s signature pedestrian thoroughfare, the Downtown Street Art and Mural Project is part of an Artist Relief initiative that was established to support artists who have lost income due to the COVID-19 pandemic and prioritizes artists of color affected by racial violence and injustice. Artists created 70 commissioned murals conveying urgent demands for change and inspiring community dialogue.



AMERICAN MASTERS

An Interview with Activist Brittany Packnett Cunningham

Brittany Packnett Cunningham is a leader at the intersection of culture and justice.



PBS WISCONSIN ORIGINALS

Wisconsin Voter Stories: Christy Clark-Pujara

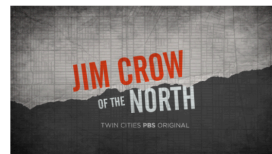
Christy Clark-Pujara feels that, as an African American woman, voting is critical.



AMERICAN MASTERS

Celebrating Bird: The Triumph of Charlie Parker

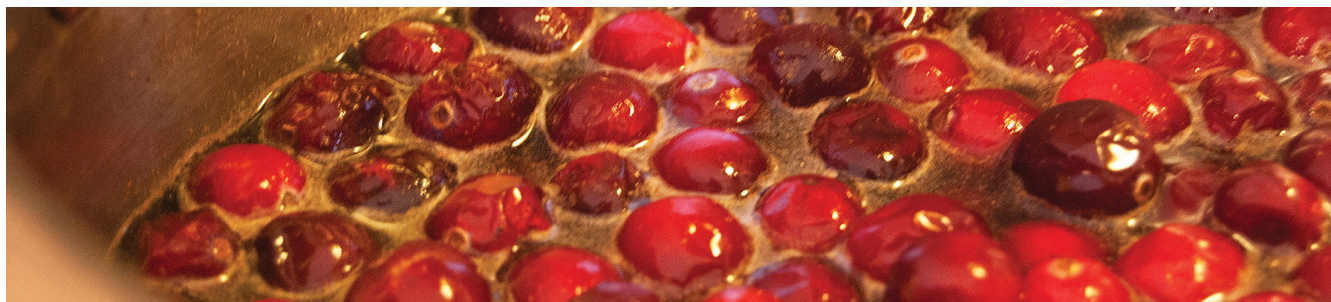
A father of bebop, Charlie Parker influenced generations of musicians.



MINNESOTA EXPERIENCE

Jim Crow of the North

Jim Crow of the North reveals the history and impact of racist real estate covenants.



Food Traditions – Wisconsin Stories Told Though Food

- **Food Traditions** is a *Wisconsin Life* project that is driven by celebrating diversity, diverse traditions and diverse cultures. Searching for recipes and the stories that underpin them, the project encourages the audience to “try them out, break bread with someone, and tell us how it went.” This Wisconsin Public Radio and PBS Wisconsin collaboration launched a second season in June 2020. PBS Wisconsin staff even shared their own food traditions on social media this year.

“It is a fantastic resource that will make it so easy for educators to bring more authentic culturally responsive teaching into their classrooms. I am incredibly honored and proud to have been part of this project.”

–Schuyler Gardner Pietz,
a project educator advisor

Re/sound: Songs of Wisconsin

- PBS Wisconsin, in collaboration with the Wisconsin State Music Association, produced a new digital-media education initiative titled **Re/sound: Songs of Wisconsin**, a resource for middle and high school general music classrooms. The project is a result of surveys and focus groups held throughout the state that illuminated the need for culturally responsive resources that highlight the connection between culture, emotion and music. Featured in this suite of education resources are four unique musicians/music groups, each reflecting the diverse identities and backgrounds of the students we serve, particularly those who are underrepresented in traditional media and education materials.



Maa Vue, Re/sound performer

The Light

- **The Light** tells the story of a girl exploring queer identity at the onset of the 21st century’s evolving negotiation of gender and sexuality. This is a series of three music videos written and performed by Zhalarina Sanders, a rapper, actress and playwright. PBS Wisconsin met in 2017 while producing **Hip-Hop U: The First Wave Scholars**. This piece, at once personal and universal, attends to the complexities of identity, coming-of-age, faith, self-actualization, and the bonds and tensions between parent and child. The project was honored with a Chicagao/Midwest Emmy Award this fall.



Zhalarina Sanders, rapper, actress and playwright



Hip-Hop U

Frederica Freyberg with U.S. Rep. Gwen Moore



"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!"

– Bridgett, Middleton

Wisconsin Women Vote

- In August, PBS Wisconsin celebrated the 100th anniversary of the ratification of the 19th Amendment to the Constitution, which guaranteed the right for women to vote in the United States. Frederica Freyberg sat down with Sen. Tammy Baldwin, U.S. Rep. Gwen Moore, former Lt. Gov. Rebecca Kleefisch and Wisconsin Rep. Jessie Rodriguez in *Wisconsin Women Vote: A Here & Now Special* to commemorate the centennial, but also recognize the complexities, contradictions and connections to historical and contemporary struggles for voting rights.

Mike Leckrone: Wisconsin's Showman

- When the University of Wisconsin-Madison's charismatic Marching Band director, Mike Leckrone, announced he was stepping down at the end of the 2018-19 school year, PBS Wisconsin producers approached him with the idea to follow him around his 50th and final year on campus and create a documentary. *Mike Leckrone: Wisconsin's Showman* is an hourlong program that covers Leckrone's entire life, not just the 50-year chapter spent in Madison. PBS Wisconsin further entertained audiences in August with *Varsity Band Classics*, a compilation from previous band shows created in the absence of a 2020 concert due to the pandemic.



Nancy Zieman: Extraordinary Grace

- In November, PBS Wisconsin premiered *Nancy Zieman: Extraordinary Grace*, which told Nancy's story from her modest beginnings on a Wisconsin farm through her rise to the top of the sewing and quilting world. PBS Wisconsin viewers got to know Nancy throughout her 35 seasons of *Sewing With Nancy*, which became public television's longest running sewing program. More than just an educator to her audience, she was a companion whose encouragement and resilience inspired many.



Rabbett Before Horses

- Ojibwe artist Rabbett Before Horses Strickland first shared his extraordinary work with PBS Wisconsin viewers in the documentary *Ma'iingan: Brother Wolf*, which followed the two-year creation of his oil painting “Iskwaaj Nibi (The Last Waterhole: Creating a New World.)” In that time, we were offered rare insight into his process of creation that would be further explored in *Rabbett Before Horses*, which premiered in March 2020. This new documentary highlights the life and work of this talented Wisconsin artist, musician and theoretical mathematician, whose paintings reflect the culture of his community.

“Rabbett Before Horses is a brilliant artist who I would not have known had it not been for PBS Wisconsin. It is very important to continue to learn about new people and concepts. PBS Wisconsin is one of the few media outlets where we can find new programming of this quality, particularly about First Nations communities. Please continue to produce new programming about First Nations communities and culture.”

– Nancy, Wautoma

A Cappella's New Note

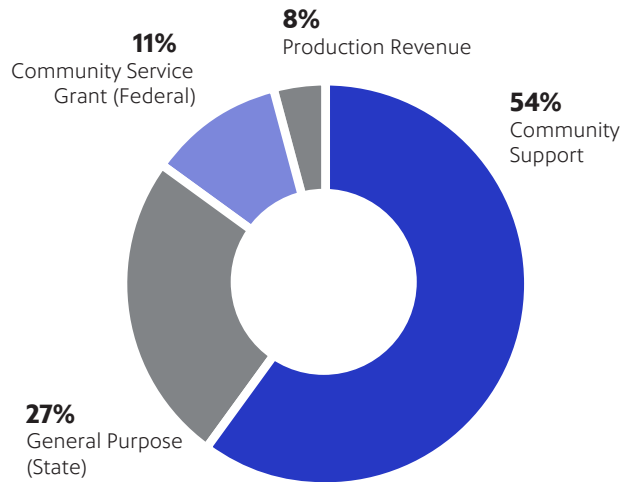
- PBS Wisconsin has a lasting commitment to uplifting the voices and efforts of Wisconsin's young performers. *A Cappella's New Note* shows the performances of several high school musical groups who performed in Port Washington High School's national a cappella festival, Acapocalypse.

“What a lovely way to spend an hour! You couldn't have possibly known what the state of our world would be when you scheduled this, but in this time of fear, loneliness and uncertainty, this is exactly what we need. The music was amazing and the young people are inspiring.”

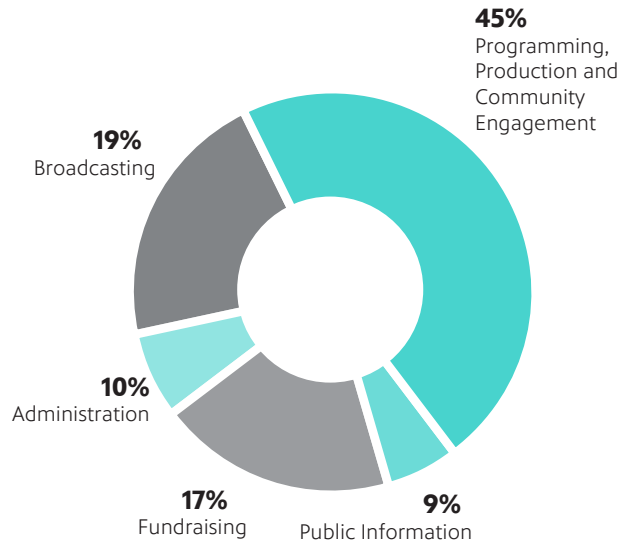
– Jerilyn, Green Bay

FISCAL YEAR 2020 FINANCIAL HIGHLIGHTS

REVENUES

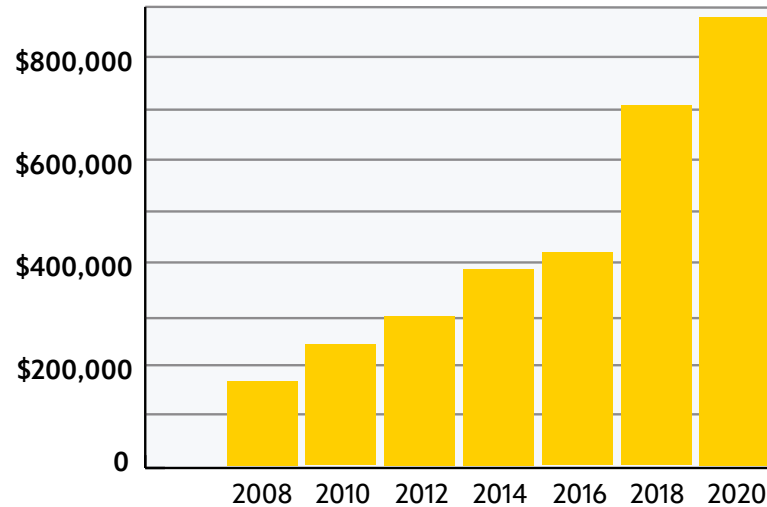


EXPENSES

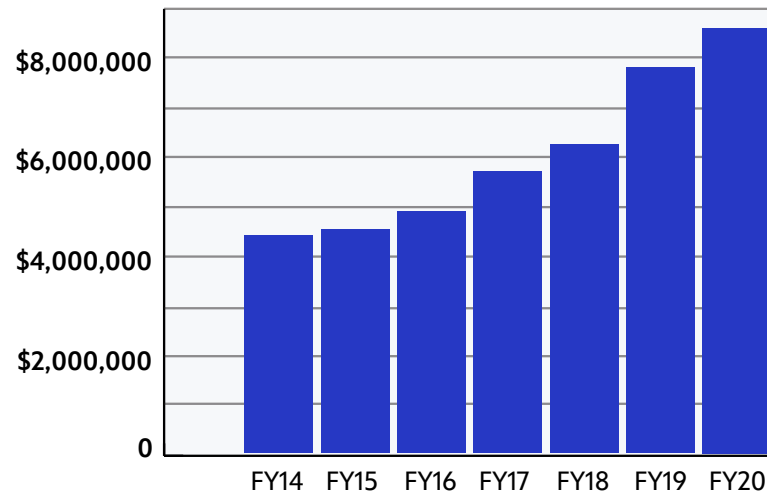


Friends of PBS Wisconsin delivered \$8,441,618 in support to PBS Wisconsin in fiscal year 2020 (7/1/2019– 6/30/2020). Your support is essential in providing PBS Wisconsin the resources necessary to deliver quality public television and to respond to community needs.

ANNUAL ENDOWMENT PAYMENTS TO PBS WISCONSIN



FRIENDS' PAYMENTS TO PBS WISCONSIN



We are honored to thank and acknowledge the 67,868 members and thousands of donors and sponsors that supported PBS Wisconsin during the 2020 fiscal year (July 1, 2019 to June 30, 2020). 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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 BMO Harris Bank
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Ruder Ware
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