



AN ESSENTIAL RESOURCE FOR WISCONSIN

# 2021 ANNUAL REPORT





*Wisconsin's Scenic Treasures: Southern Vistas*

**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.” This philosophy expounds 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. We continue to pursue our mission of community service: on the air, in our communities and online.

**Local Impact**

PBS Wisconsin tells the stories 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 our communities, uniting Wisconsin’s diverse residents, including Wisconsin’s 997,308 K-12 learners. PBS Wisconsin’s four broadcast channels serve more than 1.4 million people across Wisconsin each month. Our digital content, classroom education services and community engagement programs extend that reach. In just the month of October, our PBS KIDS 24/7 viewership included 165,622 users and 4,647,421 streams!

**Looking Back at 2021**

PBS Wisconsin’s mission is to “enrich, educate and entertain diverse audiences of children and adults.” In 2021, our work also focused on COVID-19 response. The ongoing pandemic required PBS Wisconsin to adapt and invest in new technologies to meet changing needs of the state, including education content and engagement, news reporting, and the production of timely content while maintaining safety standards. PBS Wisconsin continues to deepen and expand its commitment to anti-racism and racial justice, using education and human stories to offer new perspectives, to examine the historical context of today’s issues, to connect communities and to explore our most challenging issues.

<b>Contents</b>	
Education	3-5
Content and Engagement	6-11
News	12
2021 Awards and Recognition	13-14
Fiscal Year 2021 Highlights	15
Donors	16

PBS Wisconsin's investment in educational programs increased during the pandemic. [PBS Wisconsin Education](#) prioritized offering accessible broadcast and online resources that connect to Wisconsin's state academic standards for in-person and remote learning. A fundamental priority of 2021 was creating and delivering meaningful and engaging educational programs to support educators and learners.

## SUMMER OF POSSIBILITIES

 PBS Wisconsin Education

### A Summer of Possibilities!

Our services transitioned from At-Home Learning to imagine a Summer of Possibilities for our children, grandchildren and communities, reimagining opportunities for learning long before the pandemic. From [PBS KIDS](#) to [PBS NewsHour Student Reporting Labs](#), we use technology to spark curiosity and learning.



*In Meet the Lab, firefighter and EMT Adam Perez, shares how important virology research has been for his community and family.*

### Meet the Lab Collection Expands

[Meet the Lab](#) is a collection of educational resources for middle school science classrooms, and is a collaboration between PBS Wisconsin Education, the Wisconsin Institute for Discovery, the Wisconsin Alumni Research Foundation, and the Morgridge Institute for Research.

The newest additions to the collection include:

- “Nervous System Engineers: Superpowered by Stem Cells,” which brings stem cell research to life.
- “Virus Investigators: Superpowered by Electron Microscopy,” which describes the tools of virology and demonstrates how a virus replicates itself.

- “Data Decoders: Superpowered by Computers,” which explores how computer modeling can help society by processing and making meaning of big data.

*“Prior to this, talking about COVID-19 was really relegated to prevention — six feet apart, masks, etc. — and not really on how the virus works. So, yesterday we talked about how it actually is affecting the cell. They knew it affected the body — they mostly thought the lungs — but by the end, they realized that the reason people get sick is because of the damage to the cell, but more importantly because viruses use the energy of the cell to replicate.”*

*—“Virus Investigators” feedback from educator who shared with 5<sup>th</sup> grade students*



### **aka Teacher**

The [aka Teacher](#) blog presents monthly posts containing videos and educator-authored essays. This content celebrates and offers stories from these educators — plus advice, strategies and resources for continued learning — back to the educator community as peer to peer professional development.

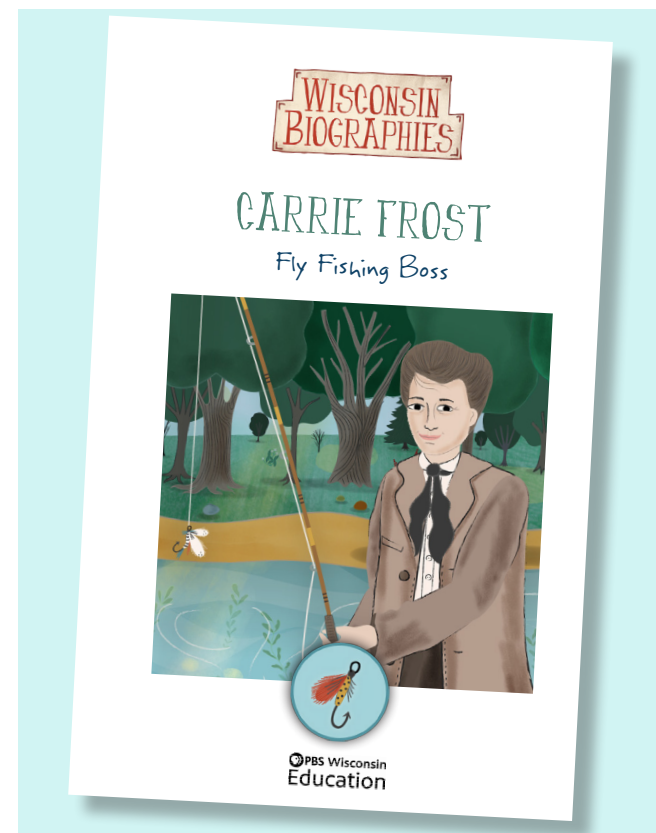
“You have to accept the disquiet of never being done with this work. The day I retire, I won’t be done with this work. I can’t attend a personal development class and be done with this work. It’s going to be career-long. It’s going to be lifelong. And as teachers... we like to feel like we have the answers, and this is an area where we’ll never have it. We’ll never stop learning and becoming better.”  
– *aka Teacher* educator feedback on anti-racist teaching practices

### **Carrie Frost: Fly Fishing Boss**

The *Wisconsin Hometown Stories: Stevens Point* history project introduced viewers to the story of Carrie Frost and encouraged educators to share her inspiring story with their students.

In 1885, Frost moved to Stevens Point with her family. A dedicated and skilled fly fisher, Frost started making her own ties after European flies were not attracting the Wisconsin fish. Eventually, she founded her own fly-tackle business, the C.J. Frost Tackle Manufacturing Company. The company continued to grow and eventually put Stevens Point on the map, helping make it the “Fly Tackle Capital of the World.”

In collaboration with local historians and 3rd-6th grade educators, PBS Wisconsin Education brought the story of the barrier-breaking fly fishing entrepreneur to life. [Carrie Frost: Fly Fishing Boss](#) — which was awarded a Chicago/Midwest Emmy Award for Outstanding Achievement for Children/Youth/Teens — is the newest chapter of *Wisconsin Biographies*, a collection of free, educational online media resources that shares the stories of notable Wisconsinites and enriches grade school social studies and literacy curriculum.



“Natural resources and the preservation and appreciation for them have a great impact on our community. Sharing Carrie Frost’s story of how she impacted the fishing world, especially at a time when that was not the typical role for a woman, is great knowledge for students to learn about and relate it to their community today.”

– *Stevens Point educator*



## Media Literacy Cohort

PBS Wisconsin Education also piloted the [Media Literacy Cohort](#) during the 2020-21 school year. The education team planned and organized virtual professional development programs for 12 educators to become PBS Media Literacy Certified Educators. Uniquely, PBS Wisconsin's cohort is entirely local.

Peg Billing, a PBS Wisconsin-certified educator offered the following as testament to her experience in the cohort:

*"This program gives an amazing opportunity in today's world of instant news and information. It can be very challenging for both students and*

*teachers to both locate and rely upon valid digital information and messaging... Working with students on the method of information seeking using lateral searching is very valid for today's information age... The materials I gained from this micro-credential are certainly useful and relevant to teaching today."*

## Ready To Learn in Beloit

The [Ready To Learn](#) grant is awarded to PBS stations in five-year grant cycles by the U.S. Department of Education and is administered by the Corporation for Public Broadcasting. In Beloit, the Ready To Learn program will build a network of partnerships to advance school readiness and build the confidence of parents and caregivers in supporting their children's learning in literacy and career exploration.

Working in Beloit provides a unique opportunity to create spaces that facilitate community connection, providing an avenue to build trust between families and Beloit community institutions through an anti-biased, anti-racist perspective that seeks to honor families' knowledge and create spaces within community programming for that acknowledgment. Beloit Public Library and Community Action, Inc. are PBS Wisconsin's lead partners in this project.

## Centering Black Excellence

In 2021, PBS Wisconsin Education hosted 24 webinars, including ["Centering Black Excellence."](#) More than 1,000 educators registered to attend at least one event in the series. The four-part learning series started in February to honor and expand knowledge about Black History Month and to allow educators the opportunity to converse about equitable teaching practices.

*"Diversity and inclusion are very important topics. Everyone should have the opportunity for this discussion."*

– PBS Wisconsin webinar attendee

*"PBS Wisconsin Education's professional development offerings are super relevant in supporting the crucial equity work educators are doing across the state."*

– PBS Wisconsin webinar attendee



## **Why Race Matters**

*Why Race Matters* amplifies systemic issues impacting the Black community in Wisconsin. Host and producer Angela Fitzgerald converses with Wisconsinites whose work and priorities focus on race, identity and obtaining racial equity.

*Why Race Matters* shares the multifaceted, lived experiences of Black people in Wisconsin to investigate systemic issues while offering optimism, guidance and resources to obtain success.

After the murder of George Floyd, Fitzgerald created *Why Race Matters* to localize conversations about race in Wisconsin. *Why Race Matters* is an extension of Fitzgerald's activism to create work that aids to dismantle systemic racism and achieve equity for Black people in Wisconsin.

"I received an email from PBS Wisconsin today, and it had information about *Why Race Matters* and Angela Fitzgerald. I am excited to watch/listen to this... I think Wisconsinites need to hear the topics Angela is bringing to light as I am guessing not many know the problems/issues that African Americans or any BIPOC have in this predominantly white state. I want to help change those problems and bring those issues to the forefront of our state and the residents."

– *Why Race Matters* viewer



Angela Fitzgerald

"Good! Public broadcasting needs to interweave the Black, Indigenous, Hispanic, Asian and all minority experiences. Let's broaden our awareness comprehensively! We need to decolonize our thinking and conversation. Narrow focus on one group fragments our society and delays proper and healthy response."

– *Why Race Matters* viewer



## **Sifting and Winnowing**

In April, PBS Wisconsin collaborated with the University of Wisconsin-Madison Public History Project to present a virtual screening of *Sifting and Winnowing and Film Burning*. More than 1,000 people registered to attend this online event, which presented film footage exposing housing discrimination in 1960s Madison. Originally suppressed by the university, the film footage was presented for the first time at this event, along with a panel discussing the history of housing discrimination in Madison and the United States.

## Advisory Groups

To ensure that our work accurately and authentically represents the diversity of Wisconsinites, we work with experts, community members, leaders, teachers and other advisors. Our advisors are sources of connection, informing the creation of content and community engagement, including:

[Why Race Matters](#) — This multimedia series elevates issues of importance affecting Wisconsin’s Black communities. PBS Wisconsin created a three-person advisory team that worked closely with host and producer Angela Fitzgerald to identify topics, guests and resources for the series. They included mental health professional Jacquelyn Hunt, University of Wisconsin-Milwaukee professor David J. Pate Jr., PhD, and Solomon Roller, a UW-Madison graduate and First Wave Scholar.

[Meet the Lab](#) — This winter, PBS Wisconsin worked with an advisory group of educators to create new additions to PBS Wisconsin Education’s content, and to build upon the existing *Meet the Lab* collection. The advisory group emphasized the importance of diversity and representation in STEAM, both in the professionals they saw and the content they learned.

*Wisconsin Pride* — In conjunction with the Wisconsin Historical Society, PBS Wisconsin is working on a documentary on the state’s LGBTQ+ history. Helping to guide the production is a diverse advisory group made up of academic historians, an LGBTQ+ archive co-founder, and the publisher of the state’s sole remaining LGBTQ+ print magazine.

*Building Bridges* (working title) — PBS Wisconsin is in the very early stages of this project. In partnership with the Milwaukee Muslim Women’s Coalition and We Are Many–United Against Hate, the project will combine multimedia storytelling and learning resources with engagement strategies to encourage critical thought, empathy, appreciation and connection between Wisconsin’s Muslim and non-Muslim populations.

*Centering Black History to Build a Stronger Wisconsin* (working title)–PBS Wisconsin and the Nehemiah Community Development Corporation have begun a partnership project focusing on racial justice, racism, and anti-racism. The project models behavior and strategies to bridge the gap between learning about these subjects and taking meaningful action for change.

## Next Generation Internship

PBS Wisconsin recognizes the importance of diverse talent to support the organization in all of its functions. The *Next Generation Internship Program* creates a pipeline for PBS Wisconsin to recruit and hire more people from diverse backgrounds.

In 2021, we welcomed Sophia Abrams and Lita Elkendier. Sophia is a senior majoring in journalism and Afro-American studies who has been involved with WSUM Student Radio, hosting a radio show called *Modern Girl*. She has also worked as the student historian for the University Archives, creating an oral history project on Black artists who went to UW-Madison. Lita is a junior majoring in journalism and digital cinema studies who writes for the *Badger Herald*. She “grew up watching PBS KIDS” and has volunteered in the past with the Wisconsin Youth in Government Program and the Asian Pacific Islander Desi American Student Center.



Sophia Abrams



Lita Elkendier

## Digital Engagement

Continuing our innovation and investment in digital engagement, PBS Wisconsin built immersive online experiences in 2021 that sought to deliver value to guests through education, inspiration and community making. These events featured and highlighted BIPOC presenters, cultural traditions and stories. Our two expo events, Garden & Landscape Expo and The Great Wisconsin Quilt Show, are the most visible demonstrations of these efforts.

### Virtual Garden & Landscape Expo

[Garden & Landscape Expo](#) is a beloved community event with a 27-year history. More than 12,000 people attended the Virtual Garden & Landscape Expo in 2021. For two full days, live and interactive educational sessions and curated episodes of PBS Wisconsin's gardening programs were central to the event. More than 50 businesses and organizations participated in a virtual exhibitor mall and live-streamed video demonstrations. The expo featured an open Q&A forum with experts from the UW-Madison Division of Extension. More than 40 percent of the attendees said that it was their first time attending the event. Also, more than 40 percent of our educational presentations featured BIPOC presenters.

[“As a beginner \(gardener\), I was happy to hear from a range of people with different knowledge and experiences on a variety of topics! I thought the talkbacks at the end of the lectures were great and](#)

[well moderated. I loved the garden tours section as well. This turned out to be a very valuable resource for me.”](#)

[– Virtual Garden & Landscape Expo attendee](#)

[“I thought the educational offerings were wonderful and so diverse. It was fun and different to be able to see it at home any time of day.”](#)

[– Virtual Garden & Landscape Expo attendee](#)

### Great Wisconsin Quilt Show

[The Great Wisconsin Quilt Show](#), presented digitally in 2021, had more than 12,000 attendees. More than 300 quilts were on display, and 60 vendors participated in a virtual vendor mall and live streamed video demonstrations and tutorials. Prominently, two community projects included a virtual community quilt and the annual “Quilt

to Give” community service project with bed-size quilts benefiting domestic abuse survivors. A quarter of the educational presentations featured BIPOC presenters. Nearly 90 percent of attendees rated the show as “excellent” or “very good.”

[“I really enjoyed viewing the activism quilts and seeing the cultural perspectives. I was heartened to see more participation by people of color, both instructors and quilters.”](#)

[– The Great Wisconsin Quilt Show attendee](#)

[“For those who otherwise might not be able to attend the live event, this format is a godsend! It helps the viewers connect with the outside world in a meaningful, positive and safe way.”](#)

[– The Great Wisconsin Quilt Show attendee](#)



Nika Vaughan, owner of Plant Salon, an indoor plant and natural skincare boutique in Chicago, Ill. gave a lecture on fearless plant propagation at the 2021 Garden & Landscape Expo Virtual Experience.



*A virtual reality viewer from the Shipwrecks! project.*

### **Shipwrecks!**

PBS Wisconsin's multifaceted *Shipwrecks!* project premiered in November. A television documentary took viewers to the bottom of Wisconsin's Great Lakes to uncover the history behind the wrecks of more than 700 ships. Producer David Hestad sought to inspire viewers to learn more about Wisconsin's maritime history and the impact that Wisconsin divers had on how future generations preserve historical wrecks.

Online, the [\*Shipwrecks! Immersive Experience\*](#) is a collection of three interactive experiences focused on the history and current state of the S.S. Wisconsin, which sank off the coast of Kenosha, Wis. PBS Wisconsin has been developing emerging technologies, including 360 and Virtual Reality (VR) content, as a way to build new and meaningful connections with audiences in our increasingly digital world. This collection includes a 360-degree underwater video and two

VR experiences: one documenting the day of the sinking and the other focused on the shipwreck resting on the lakebed of Lake Michigan. To create this immersive experience, PBS Wisconsin used photogrammetry technology to scan the existing wreck site. In collaboration with the Wisconsin Institute for Discovery, this data was translated into a 3D model and used as a foundation for the virtual shipwreck experience. With the help of the Wisconsin Historical Society, PBS Wisconsin conducted research into the wreck's history and was able to create a historically and visually accurate account of events. Volunteers were able to take part in developing the immersive experiences through "playtests," which helped improve each aspect of this collection. These experiences are hosted on the PBS Wisconsin *Shipwrecks!* webpage and can be accessed from any web browser or VR headset.

*"Loved it. Thank you. We love our Great Lakes and their quiet history. They are a treasure, along with many things about this state. You pulled such wonderful experts in this field. All much appreciated."*

*– Shipwrecks! viewer*

*"Your stories advance tourism, give people ideas of places to travel to and explore, teach scientific research that made the topics become reality, and make us all proud to live here in Wisconsin."*

*– Shipwrecks! viewer*

### **Wisconsin Hometown Stories: Stevens Point**

PBS Wisconsin's ongoing project dedicated to telling the history of our state, one town at a time, *Wisconsin Hometown Stories* tells the story of Stevens Point in the newest installment. The pandemic disrupted the production of [\*Wisconsin Hometown Stories: Stevens Point\*](#) until new safety protocols could be developed. Interviews were conducted outdoors and spaced out to keep everyone safe. Working around COVID-19 posed many challenges, but thanks to the help from the people of Stevens Point and some creative problem solving, the program was successfully completed.

*"So Good! I was born and raised in Stevens Point and learned so much about our history I didn't know. I love how it spotlights so many important aspects from our community."*

*– Wisconsin Hometown Stories: Stevens Point viewer*



*Wisconsin Hometown Stories: Stevens Point*



*Coldwater Canyon, one of the natural places featured in Wisconsin's Scenic Treasures: Southern Vistas.*

### ***Wisconsin's Scenic Treasures: Southern Vistas***

In March 2021, PBS Wisconsin premiered *Wisconsin's Scenic Treasures: Southern Vistas* — a visually stunning trip across the landscapes of Southern Wisconsin's most beautiful natural places. Capturing the sights and sounds of the region's forests, prairies, valleys and shorelines, and the flora and fauna that call these places home, this program is a celebration of the state's scenic southern vistas.

"We spend a lot of time outdoors in Wisconsin's state parks, natural areas and county parks. We enjoy seeing places we haven't visited yet and adding them to our to-do list. The whole family gathered to watch — my husband took notes on his phone and our 11-year-old son made his own list of places he wants to visit. It was a lovely way to spend time together. Thanks for continuing to make amazing programming for our family."

— *Wisconsin Scenic Treasures* viewer

"A beautiful program. My husband and I are no longer able to hike, so your program enabled us to view the beauty of Wisconsin we love. Thank you for the beautiful cinematography, music, editing and everything else that puts together such a lovely piece."

— *Wisconsin Scenic Treasures* viewer

### ***Wisconsin Life***

*Wisconsin Life* is a statewide storytelling project co-produced by PBS Wisconsin and Wisconsin Public Radio. For the eighth season of *Wisconsin Life*, host Angela Fitzgerald explored urban ecology in Milwaukee, the International Crane Foundation in Baraboo, Granite Peak Ski Area in Marathon County and more, and celebrated the stories of people from every corner of Wisconsin whose passions, experiences and expertise showcase the best of Wisconsin.

"There are so many wonderful Wisconsin-based hosts, it is impossible to pick one favorite. However, I could mention one in particular who makes me smile every time *Wisconsin Life* airs: Angela Fitzgerald! She brings intelligence, enthusiasm, curiosity, a gentle warmth and humor to each narrative or interview. This viewer can't help but appreciate and respect Wisconsin's 'melting pot' of talented, resourceful and dedicated citizens and communities. So, a special 'THANK YOU!' to Angela and to all of you at PBS Wisconsin — 'THANK YOU, THANK YOU' for producing so many informative and entertaining programs."

— *Wisconsin Life* viewer

## Food Traditions

Celebrating diversity through food, [Food Traditions](#) is a *Wisconsin Life* project. With recipes and cooking, the project highlights stories of Wisconsinites and their connection to food, encouraging viewers to “try recipes out, cook with someone, and tell PBS Wisconsin how it went.” Its second season debuted in June 2020, and *Wisconsin Life* will release a new set of stories in 2022.

## Decolonizing Dinner

In December, PBS Wisconsin partnered with Centro Hispano of Dane County on their annual Evening of Dreaming event. The event's theme "Decolonizing Dinner" featured a presentation from Wisconsin chefs focused on the importance of indigenous foodways, and the preservation of cultural identity and community roots. Moderated by *Wisconsin Foodie* host and executive chef of the Driftless Café, Luke Zahm, and hosted by executive director of Centro Hispano, Karen Menendez Coller, [Chef Elena Terry of Wild Bearies](#) and Chef Anthony Gallarday of Tavo's Signature Cuisine discussed connection to agriculture, cultural food traditions, and using diet to reclaim agency.



## Let's Grow Stuff

[Let's Grow Stuff](#) provides gardeners helpful lessons and tools for growing their own food and tending to their plants amidst the COVID-19 pandemic. The show's second season, released in February, built on past success with a significant increase in viewership. Drawing on experience, connections and audience from the Wisconsin Garden and Landscape Expo, as well as the previous broadcast series, *The Wisconsin Gardener* (still a popular program online and on streaming platforms), the digital series was developed early in the pandemic, a time of growing interest in home gardening. The series was released regularly via Facebook, Instagram and YouTube.

## Quick Fit With Cassy

Gyms and recreation centers are reopening, but many people are still opting to continue their fitness journeys at home. [Quick Fit With Cassy](#), PBS Wisconsin's free and inclusive fitness program promoting healthy movement, continues to motivate

viewers to stay active. In 2021, Cassy Vieth incorporated more floor exercises into the routines and focused on deepening moves, building upon the “body awareness” developed in earlier episodes. In a time where many things seem out of our control, *Quick Fit With Cassy* reminds viewers that movement and nourishment of their bodies is always something that is within our own power, and that can be incredibly fulfilling in times of uncertainty.

## PBS Wisconsin Remote Production Truck

In November 2019, our organization underwent a name and brand change from Wisconsin Public Television to PBS Wisconsin. Of the hundreds of assets that needed to be updated, our remote production truck was the largest and most complex item to consider. We wanted the design to communicate the breadth of our work across platforms. We wanted the truck to encourage people in our communities to stop and engage with our staff. Most importantly, we wanted the design to communicate who we are, what we stand for, and our commitment to the people of Wisconsin. The concept art is pictured below.



## Noon Wednesday

[Noon Wednesday](#) is a live weekly webcast hosted by multimedia journalist Marisa Wojcik. Since the start of the COVID-19 pandemic, the webcast has worked remotely to focus on the “why” with newsmakers, experts and fellow journalists. These interviews are broadcast live from Wojcik’s office and feature interviews with people from across the state. *Noon Wednesday* has continued to focus on the impacts of COVID-19 and the vaccine roll-out in Wisconsin, and racial justice issues affecting the state, bringing in guests that represent the diverse voices of Wisconsin.

## WisContext

A new PBS Wisconsin and Wisconsin Public Radio [WisContext](#) collaboration launched in June, following district attorney races in Wisconsin. A second reporting collaboration covering the state’s gubernatorial pardons launched in the beginning of October. *WisContext* also continued building its archive of popular and informative reporting on COVID-19 in 2021.

## Here & Now

As schools reopened, COVID-19 cases spiked and battles ensued over mask mandates, [Here & Now](#) shared critical public health information with



*Frederica Freyberg interviews United States Rep. Gwen Moore*

viewers. PBS Wisconsin conducted interviews with numerous government and public health officials and kept the public informed on the newest updates of the delta variant and COVID-19 vaccines.

*Here & Now* also marked and reported on the 10-year anniversary of Act 10, also known as the Wisconsin Budget Repair Bill, which struck down public-sector unions’ ability to automatically collect dues and limited collective bargaining. The program also provided in-depth coverage of investigations into critical race theory, Afghan refugees, police reform and the story of Jacob Blake’s shooting.

## News

In April, *Here & Now* produced two specials dedicated to major topics and issues of the state. One special [provided in-depth coverage of the race for state superintendent of schools](#) with extended

interviews with each candidate, Jill Underly and Deborah Kerr. The special highlighted key issues in the race including the decision to reopen schools and student achievement gaps. It also included political analysis by strategists from two political parties, Democrat Scot Ross and Republican Bill McCoshen.

Following the murder of George Floyd, *Here & Now* dedicated coverage to the Derek Chauvin trial. The show included on-the-ground interviews with people on the streets in Milwaukee, capturing the public reaction to racial injustices.

*Here & Now* continued to cover racial justice issues following the [Derek Chauvin trial](#), creating conversation about injustices by reporting about historical events including Juneteenth and stories about a Madison medical clinic for Black men tucked away inside a barber shop.

## WisconsinVote.org

[WisconsinVote.org](#) is a comprehensive voter resource that provides information on election results, candidates and races, voter questions and educator resources during election season.





## Midwest Emmy Awards

### Children/Youth/Teen (19 and under)

*Carrie Frost, Fly Fishing Boss (Wisconsin Biographies)*

### Documentary – Cultural

*Wisconsin's Scenic Treasures: Southern Vistas*

## Wisconsin Broadcasters Association

### Best Feature—First Place

*Wisconsin Life: A Doll Like Me*

### Best Use of Video—First Place

*Wisconsin Life: Skijoring*

### Best Website—First Place

*WisContext*

### Best Web Story—First Place

*No Place Like Home*

### Best Original Digital Content—First Place

*The Light*

### Best Series or Documentary—Second Place

*Nancy Zieman: Extraordinary Grace*

### Best Website—Second Place

*PBS Wisconsin Education*

### Best Image Promotion—Second Place

*PBS Wisconsin is Made in Wisconsin*

### Best Original Digital Content—Second Place

*State Street Mural Project*

### Best Topical Promotion—Third Place

*Nancy Zieman: Extraordinary Grace*

### Best Specialty Programming—Third Place

*Wisconsin Young Artists Compete: The Final Forte*

### Best Pandemic-Related Service to Community—Third Place

*At-Home Learning*

### Best Election Coverage—Third Place

*Here & Now*

### Best Web Story—Third Place

*WisContext: The Coronavirus Pandemic and Face Masks*

### Social and Digital Media Operation of the Year Award—

**Winner: Medium-sized Television Market**

*PBS Wisconsin*

## Eric Sevareid Awards

### Team Multimedia Storytelling—First Place

*Police Residency, Unions and Oversight in Wisconsin*

### Talk/Public Affairs—First Place

*Wisconsin Life #713: Let It Snow*

### Soft Feature—First Place

*Wisconsin Life: A Doll Like Me*

### Photojournalism—First Place

*Wisconsin Life: Skijoring*

### Individual Multimedia Storytelling—First Place

*Detecting COVID-19 Deaths in Wisconsin*

### Soft Feature—Award of Merit

*Wisconsin Life: You Are the Hero*

### Social Media—Award of Merit

*WisContext: COVID-19 Pandemic Daily Metrics Threads*

### Sports Reporting—Award of Merit

*Wisconsin Life: Fondy Blades*

## Milwaukee Press Club Awards

### Video—Best Short Soft Feature Story—Gold

*Wisconsin Life: Hip-Hop Chess Club*

### Online—Best Explanatory Story or Series—Gold

*Wisconsin's Pandemic Year*

*continued*

**Video—Best Documentary—Gold**

*Nancy Zieman: Extraordinary Grace*

**Online—Best Investigative Story or Series—Gold**

*COVID-19 Data Reporting and Misinformation in Wisconsin*

**Online—Best Local News or Feature Website—Silver**

*WisContext*

**Online—Best Use of Multi-Platform Reporting—Silver**

*Police Residency, Unions and Oversight in Wisconsin*

**Pandemic—Best Pandemic Story in Video—Silver**

*COVID on the Campaign Trail*

**Audio—Best Long Hard Feature Story—Silver**

*Tribal Nations Took Early COVID-19 Precautions*

**Online—Best Website Design—Bronze**

*WisContext*

**Online—Best Public Service Story or Series—Bronze**

*Wisconsin Masks Up*

**Online—Best Hard Feature Story—Bronze**

*How AIDS Pushed Wisconsin To Change Its Approach To Public Health*

**Online—Best Column—Bronze**

*No Place Like Home*

**National Educational Telecommunications Association Awards**

**COVID-19 Content—Winner**

*News coverage — including Here & Now, online news page, Noon Wednesday, No Place Like Home, WisContext.org*

*Wisconsin Life: The Upbeat social media stories*

*Celebrating Wisconsin's Graduates*

**Marketing/Communication: COVID-19 Marketing/**

**Communications—Finalist**

*At-Home Learning*

**Content: Arts/Entertainment—Finalist**

*Acapocalypse! A Cappella's New Note*

**Education: In-Person Learning Events—Finalist**

*Click Teacher Summer Camp*

**Education: Teacher Professional Learning—Finalist**

*David O'Connor Wisconsin First Nations exemplar*

**Radio Television Digital News Association**

**Excellence in Diversity, Equity, and Inclusion—Winner**

*Here & Now*

**Excellence in Writing—Winner**

*Wisconsin Life: You Are the Hero*

**Society of Professional Journalists**

**Television Feature Reporting—Winner**

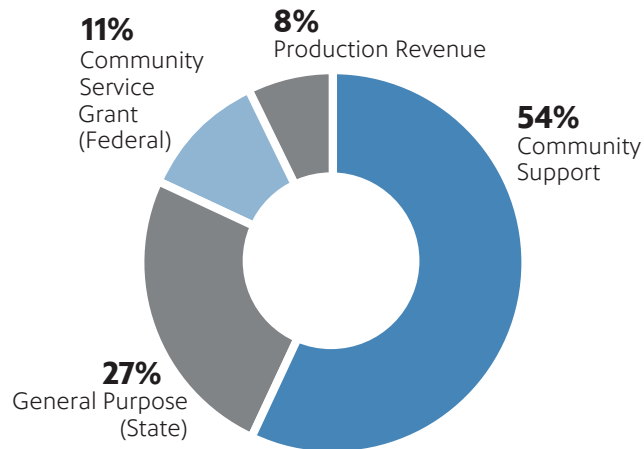
*Wisconsin Life: You are the Hero*

**Slow Food USA**

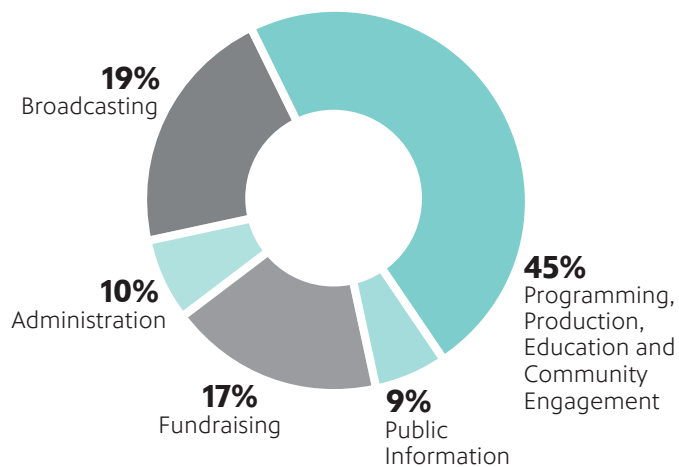
**2021 Food Story Teller Award**

*Inga Witscher, host of Around the Farm Table*

## REVENUES



## EXPENSES



**MORE THAN**  
**650,000**  
**VISITS TO ONLINE**  
**PBS WISCONSIN**  
**EDUCATION RESOURCES**



**2,300**  
**HOURS OF LOCAL**  
**TELEVISION**  
**PROGRAMS**  
**BROADCAST**

**3.9 MILLION**  
**ON-DEMAND VIDEO VIEWS**



**788**  
**VOLUNTEER HOURS**



**71,830**  **MEMBERS**

We are honored to thank and acknowledge the 71,830 members and thousands of donors and sponsors that supported PBS Wisconsin during the 2021 fiscal year (July 1, 2020 to June 30, 2021). 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.

## \$25,000 +

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				Dave George			
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Elizabeth Norton  
Roger W. Novy  
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Elizabeth Olson  
Porter O'Neill  
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Michael & Judith Parrish Trust  
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Stanley Presley  
Ann & Dennis Puser  
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Sam Racine & Michael Lundequam  
Kylee & Melissa Radulovich  
Carol Raeder  
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Fr. John E. Rasmus  
Beverly & Sydney Rauworth  
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Marilyn Rhodes  
Craig & Donna Rider  
Lois Riemer  
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Mary & Chris Sadler  
Cheryl Braun  
Dr. Jim & Marge Sauer  
James L. & Frankie Saxton  
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Gail Shearer  
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Judith N. Snavely  
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Lois Zempel  
Barbara Zeug  
William Zimar & Susan Neitzel  
Janice Zindel  
Beverly Zulty  
Stephen & Ardis Zwicky  
Karl Zyhowski  
Anonymous (167)

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James A. Benson  
Delbert Brandley  
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Douglas L. Dexter  
Betty L. Dickson  
Genevieve Dobratz  
Douglas M. Eastman  
James Freeman  
Mary Clare Freeman

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Hayden D. Groy  
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Qual Line Fence Corp  
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Retirement Income Planning, LLC  
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Wayland Academy  
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Wisconsin Farmers Union Foundation  
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