



 **PBS Wisconsin**
AN ESSENTIAL RESOURCE FOR WISCONSIN

2022 ANNUAL REPORT





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LOCAL IMPACT

[PBS Wisconsin](#) tells the stories of our state through the many voices of its residents. We share the history, culture, news, and educational resources that make Wisconsin unique. PBS Wisconsin programs had more than 1.4 million broadcast viewers in Wisconsin and 550,000 streaming views per month in 2022. Our digital content, classroom education services, and community engagement programs extended that reach even further. Our PBS KIDS programming had an average of 4,569,177 streams per month across all platforms.



EDUCATION

PBS Wisconsin Education activates powerful and practical events and resources to support educators, and creates free, standards-aligned, Wisconsin-focused classroom media. In 2022, 2,554 Wisconsin educators participated in professional development provided by PBS Wisconsin Education, and Wisconsin educators and learners interacted with our Wisconsin-focused media through 618,309 visits to PBS Wisconsin Education websites.

The Legend of the Lost Emerald

In the point-and-click online adventure game, [The Legend of the Lost Emerald](#), players use critical thinking and history skills when they step into the shoes of Jules, a maritime archaeologist.

Designed for students in fourth through sixth grades, players dive underwater and gather clues to build evidence and uncover the real treasure – the stories of shipwrecks inspired by Great Lakes history. The PBS Wisconsin [Shipwrecks!](#) project also includes a 60-minute documentary and a virtual reality experience exploring the depths of the Great Lakes. In addition to rave reviews from teachers and

students, *The Legend of the Lost Emerald* received a gold medal from the 2022 International Serious Play Awards in the K-12 Education category.

Ready to Learn in Beloit

In Beloit, PBS Wisconsin Education is collaborating with Community Action Inc., the Beloit Public Library, and early learning experts on a project called [Ready To Learn \(RTL\)](#) Learning Neighborhoods. Now in its second year, the partnership's vision is to empower and equip parents, caregivers, and communities to create experiences that help young children build literacy, critical thinking, and collaboration skills.

“RTL continues to be such a blessing for our community. I am overjoyed that Beloit children and Beloit families have these opportunities.”

-Marc Perry, Community Action Inc. executive director

Top, center right: Screen captures from *The Legend of the Lost Emerald*.

Bottom left: RTL in Beloit is part of a five-year grant awarded to CPB and PBS through the U.S. Department of Education's Ready To Learn Initiative.



Corporation
for Public
Broadcasting



Welcoming New Neighbors

In the past year, Wisconsin has welcomed many new neighbors from Afghanistan, Ukraine, and other countries to our communities. [PBS Wisconsin Education collaborated with resettlement agencies and other community organizations in Wisconsin to find a meaningful way to help.](#) The start: a backpack filled with PBS KIDS resources and age-appropriate books for recently resettled refugee children. In addition to giving children materials to be ready to learn in school, the backpacks also contain a comfort item such as a plush toy or [handmade quilt created and donated by many generous attendees of PBS Wisconsin's 2022 Great Wisconsin Quilt Show.](#) The project has initial funding to put together 500 backpacks to welcome children to Wisconsin and aims to continue this work indefinitely.



Media Literacy Certification

PBS Wisconsin Education's 2022-23 [Media Literacy Cohort](#) included 27 Wisconsin educators working toward their PBS Media Literacy Certification. Cohort members met with instructors to learn how to critically evaluate and analyze media, create audio and video for instruction, and build lesson plans that help students become thoughtful media consumers and creators. Since the Media Literacy Cohort Program began in 2020, 76 Wisconsin educators have participated. Wisconsin is now second in the nation for PBS Media Literacy Certified Educators.







DIGITAL SERIES

New episodes of PBS Wisconsin's digital series [*Quick Fit With Cassy*](#), [*Why Race Matters*](#), and [*Let's Grow Stuff*](#) built on past successes. Total engagement of these series increased 78.5 percent in the past year. [*Let's Grow Stuff*](#) blog articles also saw a 150 percent increase in online readership.

Why Race Matters

Why Race Matters, a series elevating issues of importance affecting Wisconsin's Black communities, returned this fall to PBS Wisconsin with a second season that can be watched online at [whyracematters.org](https://www.pbs.org/shows/why-race-matters/) and on the free PBS Video App. Host and producer Angela Fitzgerald (pictured in cover image) connects in conversation with people whose work and commitments center on race, identity, and achieving racial equity in the state. Season two featured a [new set designed by PBS Wisconsin Environment Designer Cailin Short with artwork created by acclaimed Wisconsin artist Mike Lroy](#) (artwork featured on p. 3). Supporting and highlighting just one of the many talented Black

artists who call Wisconsin home is one way PBS Wisconsin is collaborating with BIPOC (Black, Indigenous, and People of Color) communities and artists across the state.

Let's Grow Stuff

The newest season of *Let's Grow Stuff*, hosted by gardeners Ben Futa and Qwantese Winters, is designed to help gardeners learn the tools of successful vegetable and herb gardening. Qwantese, who joined Ben as a new co-host in 2022, hopes she can empower people who never knew gardening was for them. "I'm looking most forward to inspiring new growers to get out there and create their first garden in low cost, accessible ways," she said.

Cover image: *Why Race Matters* season one received a regional Edward R. Murrow Award for Excellence in Diversity, Equity, and Inclusion. Left: *Quick Fit With Cassy* host Cassy Vieth. Top right: *Let's Grow Stuff* host Qwantese Winters. Bottom right: The 2022 season of *Let's Grow Stuff* featured illustrated blog posts by Sigrid Peterson.





BROADCAST CONTENT

PBS Wisconsin continued its strong tradition of producing content that celebrates the stories of people from every corner of Wisconsin. [*Wisconsin Life*](#), a statewide storytelling project co-produced with Wisconsin Public Radio, premiered its ninth season. The food and farming adventure, [*Around the Farm Table*](#), shared three new episodes in 2022, and renowned Wisconsin author Jerry Apps returned with a new broadcast special.

Jerry Apps: Food & Memories

In November, PBS Wisconsin offered viewers the opportunity to experience history through the eyes of beloved storyteller, Jerry Apps. Inspired by the book *Old Farm Country Cookbook*, written

by Jerry and his fellow author and daughter, Susan Apps-Bodilly, [*Jerry Apps: Food & Memories*](#) details Jerry's upbringing on a Wisconsin farm in the 1930s and 1940s. As Jerry writes, "For me food will always be associated with times of good eating, storytelling, laughter, and good-hearted fun."

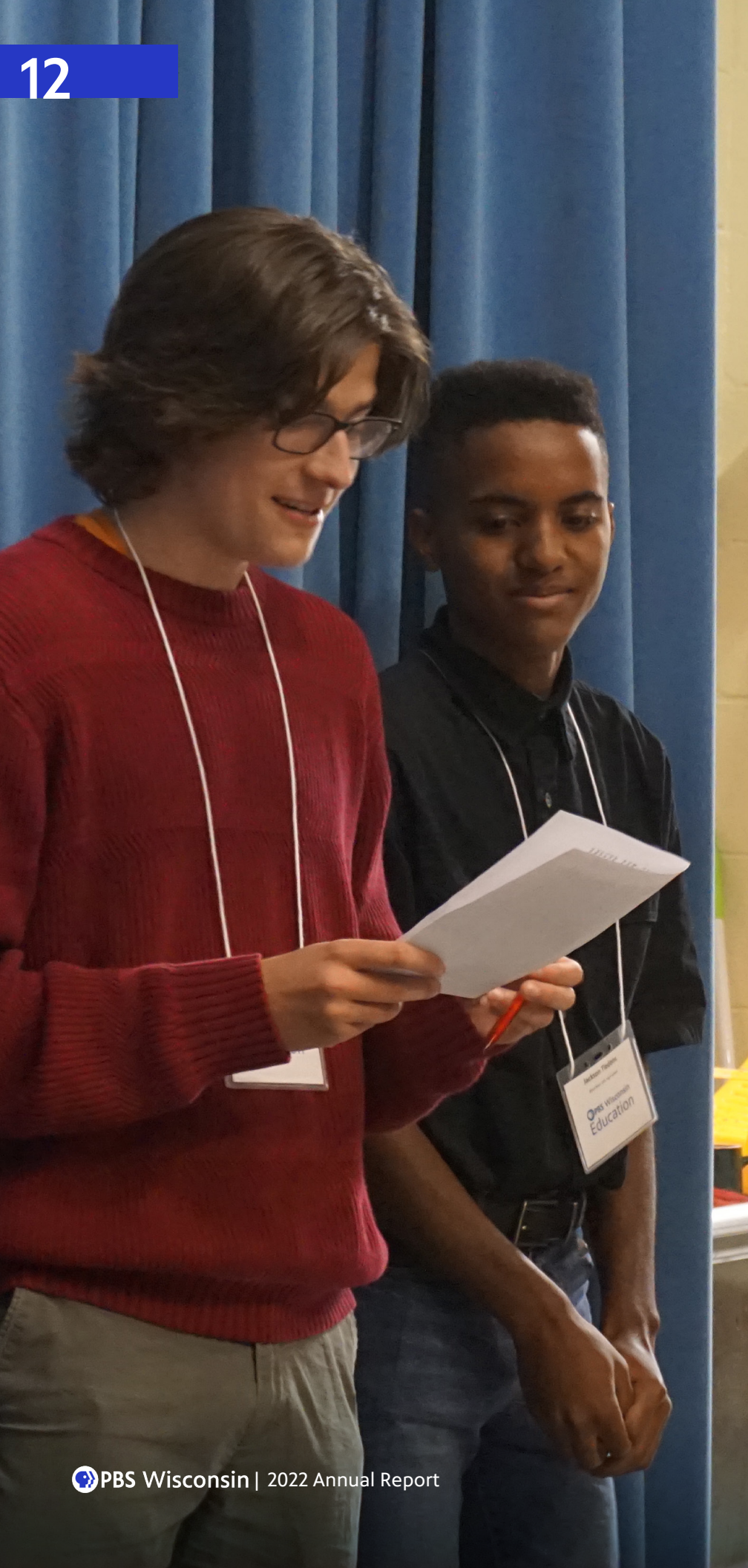
Seasoned with personal stories and menus, Jerry recalls a time when electricity hadn't found its way to the farm, making sauerkraut was a family endeavor, and homemade ice cream tasted better than anything you could buy at the store.



Cover image: *Around the Farm Table* host Inga Witscher. Above: Authors Jerry Apps and Susan Apps-Bodilly appeared in *Jerry Apps: Food & Memories*, which premiered in fall on PBS Wisconsin.

"As with all of Jerry's video essays, the warmth and excitement he evokes about growing up in Depression-era rural Wisconsin is a big reason why I return to these special productions again and again. My late mother's growing up experience was very similar; I think of her whenever I watch these shows. I will be buying the cookbook and trying some of the recipes. We greatly appreciate PBS Wisconsin!"

-Elizabeth from Poynette



ENGAGEMENT

Community engagement supports and strengthens PBS Wisconsin as a community institution that is essential to a healthy society. PBS Wisconsin collaborates with experts, community members, leaders, educators, and other advisors to ensure our work accurately and authentically represents the diversity of Wisconsin. Advisory teams collaborated on *Why Race Matters* and will continue to inform new productions coming in 2023.

Next Generation Internship

PBS Wisconsin recognizes the importance of selecting diverse talent to support the organization. The Next Generation Internship Program creates a pipeline for PBS Wisconsin to recruit and hire more people from diverse backgrounds. University of Wisconsin-Madison students Sophia Abrams and Lita Elkendier completed their spring 2022 semesters with the program, and summer 2022 recruitment resulted in the hiring of Saemee Kim as the 2022-23 Next Generation Intern.



Above: Next Generation Intern Saemee Kim is a senior at UW-Madison, studying communication arts. She has chosen to focus her internship on local production work. Bottom right: PBS NewsHour Anchor and Managing Editor Judy Woodruff. Bottom left: Woodruff interviewed a panel of first-time voters for PBS NewsHour.

Judy Woodruff Visits Wisconsin

[*PBS NewsHour*](#) Anchor and Managing Editor Judy Woodruff visited PBS Wisconsin in October ahead of her retirement from the anchor desk at the end of the year. Woodruff met with PBS Wisconsin donors, reported on the Wisconsin election, and [spoke to a panel of first-time voters](#), which aired on *PBS NewsHour*. She was joined by Executive Director of [Student Reporting Labs \(SRL\)](#) Leah Clapman, who led a hands-on media workshop for SRL high school students.



Garden & Landscape Expo

After a year-long hiatus due to the COVID-19 pandemic, [Garden & Landscape Expo](#) returned as an in-person event with 10,784 attendees, 109 educational classes, 170 vendor booths, and more than 200 community volunteers. With a stationwide goal of increasing accessibility in our programs and events, multilingual signage debuted at this year's Expo. The event also featured a [Virtual Spring Kickoff](#) including educational presentations with live Q&A and a 360-degree video garden tour.

"I really liked the speakers. So much diversity in subject as well as inclusiveness of speakers."

-2022 Garden & Landscape Expo attendee



The Great Wisconsin Quilt Show

The first in-person Great Wisconsin Quilt Show in three years was one of the largest quilting events in the country, with 15,400 attendees, 622 quilts on display, 182 educational classes, 250 vendor booths, and more than 460 community volunteers. The show's virtual offerings created access to event content, including 20 interviews that were livestreamed on the Quilt Show website, Facebook, and YouTube, as well as four recorded educational lectures that continue to engage quilters throughout the year.





The backpacks that PBS Wisconsin Education distributed to refugee children (p. 6) included donated quilts from the Great Wisconsin Quilt Show.

The event's annual community service project, Quilt to Give, had an incredible response. Attendees donated and created more than 230 quilts and 101 quilt tops that were included with the backpacks that PBS Wisconsin Education distributed to refugee children resettling across the state.

Also featured at this year's show was ["Uncovered: The Ken Burns Collection,"](#) a special exhibition

of the documentary filmmaker's private collection of historic American quilts organized by The International Quilt Museum at the University of Nebraska-Lincoln.

"Fabulous exhibits, creative people, great ideas and connections."

-2022 Great Wisconsin Quilt Show attendee



NEWS

PBS Wisconsin News continued to be a trusted source of unbiased news coverage in Wisconsin, sharing critical public health information on the COVID-19 pandemic and live coverage of the Jan. 6 Committee hearings. This work was never more essential than in an election year, and the news team kept viewers up to date with election previews and results on PBS Wisconsin and online at pbswisconsin.org/news and wisconsinvote.org.

Youth Journalism Here & Now

Through a generous gift from the Otto Bremer Trust, PBS Wisconsin expanded its journalistic coverage of rural issues while building on the success of its youth media programming, including [*PBS NewsHour Student Reporting Labs*](#) (SRL). Our staff collaborated with and mentored high school students in Black River Falls, Minocqua, Appleton, and Wauwatosa to elevate their perspectives for our local audiences.

In addition to providing in-depth and unbiased news and essential information on the issues that matter most to Wisconsin, [*Here & Now*](#) covered the war in Ukraine and how it affected Wisconsin communities. In March, *Here & Now* shared how [an artisan candle business based in Sturgeon Bay moved to sell a blue-and-yellow solidarity candle to raise money for a Ukrainian emergency aid charity.](#) The piece aired nationally on [*PBS NewsHour*](#).

“Here and Now staff, led by Frederica Freyberg, did an excellent job of covering the 2022 election results. I have never seen such thorough, unbiased television coverage of a statewide election. Freyberg is a seasoned Wisconsin journalist at the top of her game. Wisconsin is privileged to have her guidance and calm during a time when our democracy has been challenged to its core.”

-Margo from Menomonie

Top right: Wisconsin high school students appeared on *Here & Now*, on PBS Wisconsin’s digital outlets, and on its social media sites. Bottom right: A *Here & Now* piece inspired a viewer from California to fly across the country to Wisconsin to help the candle business for two weeks.



LAND ACKNOWLEDGMENT STATEMENT

PBS Wisconsin and Wisconsin Public Radio acknowledge that we occupy or broadcast to the lands of 12 Native Nations. We acknowledge the resilience, ingenuity, and contributions of these nations and their people:

- Bad River Band of Lake Superior Chippewa
- Brothertown Indian Nation
- Forest County Potawatomi
- Ho-Chunk Nation
- Lac Courte Oreilles Band of Lake Superior Chippewa Indians
- Lac du Flambeau Band of Lake Superior Chippewa Indians
- Menominee Indian Tribe of Wisconsin
- Oneida Nation
- Red Cliff Band of Lake Superior Chippewa Indians
- Sokaogon Chippewa Community
- St. Croix Chippewa Indians of Wisconsin
- Stockbridge-Munsee Community Band of Mohican Indians

They are sovereign nations who have helped build Wisconsin and helped defend the United States. We acknowledge the history of genocide and the forced cessation of their lands throughout Wisconsin and the active effort to exterminate the people and erase their culture. For generations, Native Americans have been – and continue to be – omitted, marginalized, and stereotyped in education and media.

We are committed to reflecting diverse perspectives, experiences, and identities in all that we do. On air, online, and in schools and communities across the state, our education service strives to overcome ignorance with accurate, authentic, and inclusive content.

We remain committed to collaborating with First Nations to ensure that their stories and perspectives are authentically included and reflected in Wisconsin's public media landscape – now and in the future.

Learn More

In December 2022, PBS Wisconsin and Wisconsin Public Radio presented this Land Acknowledgment Statement. This was the culmination of a cross partnership effort between Wisconsin Public Media and the Educational Communications Board, who jointly operate PBS Wisconsin and Wisconsin Public Radio. The important and challenging work of developing a statement began nearly two years ago and involved many consultations with indigenous community members, academic experts, authors, and others reviewing drafts and advising on language. It is a living, evolving statement, as is WPM's work with these sovereign nations. Read the statement, learn about the process, and [visit the collection of First Nations resources and content at \[pbswisconsin.org/land\]\(https://pbswisconsin.org/land\)](https://pbswisconsin.org/land).

2022 AWARDS

2022 AWARDS



WISCONSIN BROADCASTERS ASSOCIATION AWARDS FOR EXCELLENCE

BEST SPORTS REPORTING (1ST PLACE)

Wisconsin Life: Para Nordic Skier

BEST WEBSITE (1ST PLACE)

Meet the Lab

BEST ORIGINAL DIGITAL CONTENT (1ST PLACE)

Why Race Matters

BEST ORIGINAL DIGITAL CONTENT (3RD PLACE)

aka Teacher

BEST IMAGE PROMOTION (2ND PLACE)

PBS Wisconsin – Anywhere

MIDWEST BROADCAST JOURNALISTS ASSOCIATION ERIC SEVAREID AWARDS

PHOTOJOURNALISM (1ST PLACE, MEDIUM MARKET TELEVISION)

Wisconsin's Scenic Treasures: Southern Vistas

SOFT FEATURE (AWARD OF MERIT, MEDIUM MARKET TELEVISION)

Wisconsin Life: Barn Artist

SPORTS REPORTING (AWARD OF MERIT, MEDIUM MARKET TELEVISION)

Wisconsin Life: Para Nordic Skier

TALK/PUBLIC AFFAIRS (1ST PLACE, MEDIUM MARKET TELEVISION)

Wisconsin Life: Colorful Collection

TEAM MULTIMEDIA STORYTELLING – NEWS (1ST PLACE, MEDIUM MARKET MEDIA)

*Documenting the Delta Variant's Impacts on
Wisconsin's Hospitals and Schools*

TEAM MULTIMEDIA STORYTELLING – NEWS (AWARD OF MERIT, MEDIUM MARKET MEDIA)

Why Race Matters





MILWAUKEE PRESS CLUB AWARDS FOR EXCELLENCE IN WISCONSIN JOURNALISM

ONLINE EXCLUSIVELY: BEST USE OF MULTIMEDIA (GOLD)

Why Race Matters

VISUAL JOURNALISM: BEST ILLUSTRATION OR CARTOON (GOLD)

*Wisconsin Life: Las Chicas y Chicos de
Blossom Street*

ONLINE EXCLUSIVELY: BEST BLOG (GOLD)

aka Teacher

RADIO TELEVISION DIGITAL NEWS ASSOCIATION EDWARD R. MURROW AWARDS

EXCELLENCE IN DIVERSITY, EQUITY, AND INCLUSION (REGIONAL)

Why Race Matters

VIDEO: BEST LONG HARD FEATURE (GOLD)

Autism Education

ONLINE EXCLUSIVELY: BEST USE OF MULTI-PLATFORM REPORTING (SILVER)

*Gatekeepers of the Criminal Justice
System: District Attorney Candidates
Dwindle in Wisconsin, Even As Office
Grows in Scrutiny*

**VIDEO: BEST DOCUMENTARY
(SILVER-TIE)**

Shipwrecks!

**VIDEO: BEST DOCUMENTARY
(SILVER-TIE)**

*Wisconsin Scenic Treasures: Southern
Vistas*

**VIDEO: BEST SHORT SOFT
FEATURE (SILVER)**

Mountain to Mountain

VIDEO: BEST EDITING (BRONZE)

*One Year Since the Blake Shooting in
Kenosha*

**INTERNATIONAL
SERIOUS PLAY AWARDS**

K-12 EDUCATION GAMES (GOLD)

The Legend of the Lost Emerald

**MIDWEST VIDEO
POETRY FEST**

ACCEPTED FILM

*Wisconsin Life: Las Chicas y Chicos de
Blossom Street*

**NATIONAL
EDUCATIONAL
TELECOMMUNICATIONS
ASSOCIATION PUBLIC
MEDIA AWARDS**

**CONTENT: DIGITAL MEDIA
(WINNER)**

Shipwrecks! The Immersive Experience

**EDUCATION: EDUCATIONAL
RESOURCES FOR THE CLASSROOM
(WINNER)**

The Legend of the Lost Emerald

**MARKETING/COMMUNICATION:
PROMOTION (WINNER)**

Shipwrecks!

**EDUCATION: LEARNING EVENTS
(FINALIST)**

*PBS Wisconsin Education's Media
Literacy Production Workshop*

**MARKETING/COMMUNICATION:
SPECIAL EVENT (FINALIST)**

*Centro Hispano Evening of Dreaming -
Decolonizing Dinner*

**OVERALL EXCELLENCE: NETA
EXCELLENCE IN EDUCATION
(FINALIST)**

PBS Wisconsin Education

**NATIONAL ACADEMY
OF TELEVISION ARTS &
SCIENCES, CHICAGO/
MIDWEST CHAPTER
EMMY AWARDS**

CRAFT/DIRECTING

Colin Crowley, Around the Farm Table

CRAFT/EDITING

*Colin Crowley and James Donovan,
Around the Farm Table*

CRAFT/PHOTOGRAPHY

*Colin Crowley, James Donovan, and
Ethan Freel, Around the Farm Table*



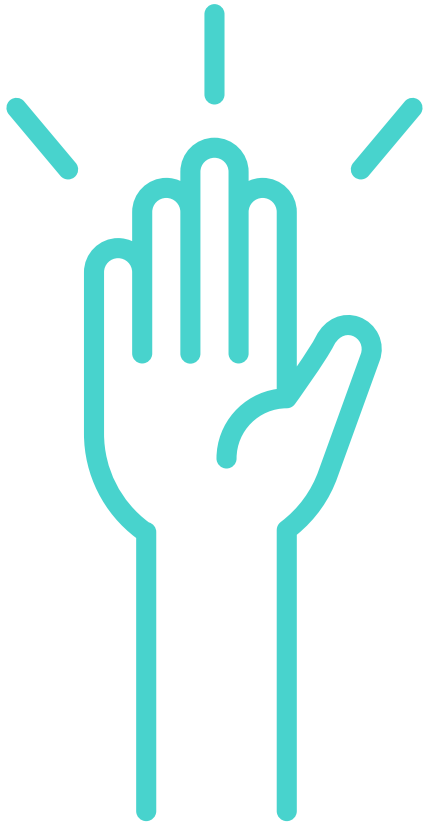


MORE THAN
650,000

VISITS TO ONLINE PBS WISCONSIN
EDUCATION RESOURCES

OVER
62 MILLION
STREAMING ENGAGEMENTS

FINANCIAL



2,282

HOURS OF LOCAL TELEVISION
PROGRAMS BROADCAST

71,830

MEMBERS

2,641

VOLUNTEER **HOURS**

DATA

REVENUES

- 60% Community Support
- 23% General Purpose (State)
- 10% Community Service Grant (Federal)
- 7% Production Revenue

EXPENSES

- 43% Programming, Production, Education and Community Engagement
- 20% Broadcasting
- 15% Funding
- 12% Administration
- 10% Public Information

WE ARE HONORED TO THANK AND ACKNOWLEDGE the 73,629 members and sponsors that supported PBS Wisconsin during the 2022 fiscal year (July 1, 2021 to June 30, 2022). 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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Paul M. Gross
William J. Hewitt
Frank Hranicka
Frederick Johnson
Matthew N. Kurtz
David Mitterreiter
Roger W. Novy
Norma J. Panka
Gordon E. Parks
Mel Peters
Bruce B. Runnels
Marlene Webb
Debra Webb
Anonymous (2)

Wisconsin Business Support

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Agrace Hospice and Palliative Care
Alliant Energy Corporation
American Players Theater
American Transmission Company
Aspirus Health
Auto Club Group
Beloit International Film Festival
Cap Times Idea Fest
Children's Theater of Madison
City of Sheboygan
Community First Credit Union
CUNA Mutual Group
Dane Buy Local
Department of Health Services
Door County Maritime Museum
Forward Theater Company
Four Seasons Theatre
Fox Cities Performing Arts Center
Ganshert Nursery & Landscapes LLC
Gunderson Funeral & Cremation Care
HomeLight
Hooper Corporation
International Crane Foundation
Isthmus Engineering & Manufacturing
John Michael Kohler Arts Center
Kikkoman Foods Foundation, Inc.
KOS A Gastropub
Legacy Private Trust Company
Leigh Yawkey Woodson Art Museum
Madison College
Madison Ballet
Madison Community Foundation
Madison Gas and Electric
Madison Gas and Electric Foundation
Madison Museum of Contemporary Art
Madison Opera
Madison Symphony Orchestra

Mead Witter Foundation, Inc.
Midwest Asset Management
Midwest Open MRI
Milwaukee Institute of Art & Design
Municipal Electric Utilities of Wisconsin
Oakwood Lutheran Senior Ministries
Olbrich Botanical Gardens
Orange Tree Imports
Overture Center for the Arts
Park Bank
PETA
Pomp's Tire Service
Qual Line Fence Corp
Rawhide Youth Services
Red Tail Live LLC
Retirement Income Planning, LLC
Rogers Behavioral Health
Ruder Ware
SC Johnson
Sentry Insurance Foundation
Sew n' Sew
Summers Christmas Tree Farm
Supporting Families Together
Association
The Boldt Company
The Building for Kids
The Nature Conservancy in Wisconsin
Thompson Investment Management
Trust Point, Inc.
Ulla Eyewear
UnityPoint Health-Meriter
University Research Park
US Bank Foundation
UW Health
Viroqua Food Co-Op
Wayland Academy
WEA Member Benefits
Wheeler, Van Sickel, & Anderson
Willy Street Co-Op
Wisconsin Academy of Sciences, Arts
& Letters
Wisconsin Alumni Research
Foundation
Wisconsin Chamber Orchestra
Wisconsin Department of Natural
Resources
Wisconsin Farmers Union Foundation
Wisconsin Greenhouse Company
Wisconsin LGBT Chamber of
Commerce
Wisconsin Veterans Chamber of
Commerce
Wollersheim Winery
WPS Health Solutions
WQED



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