



 **PBS Wisconsin**  
AN ESSENTIAL RESOURCE FOR WISCONSIN

# 2022 ANNUAL REPORT





# CONTENTS

## TABLE OF

- 03. LOCAL IMPACT
- 04. EDUCATION
- 08. DIGITAL SERIES
- 10. BROADCAST CONTENT
- 12. COMMUNITY ENGAGEMENT
- 16. NEWS
- 18. LAND ACKNOWLEDGMENT STATEMENT
- 20. 2022 AWARDS AND RECOGNITIONS
- 26. 2022 FINACIAL DATA
- 28. DONORS

# 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](http://whyracematters.org) 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."

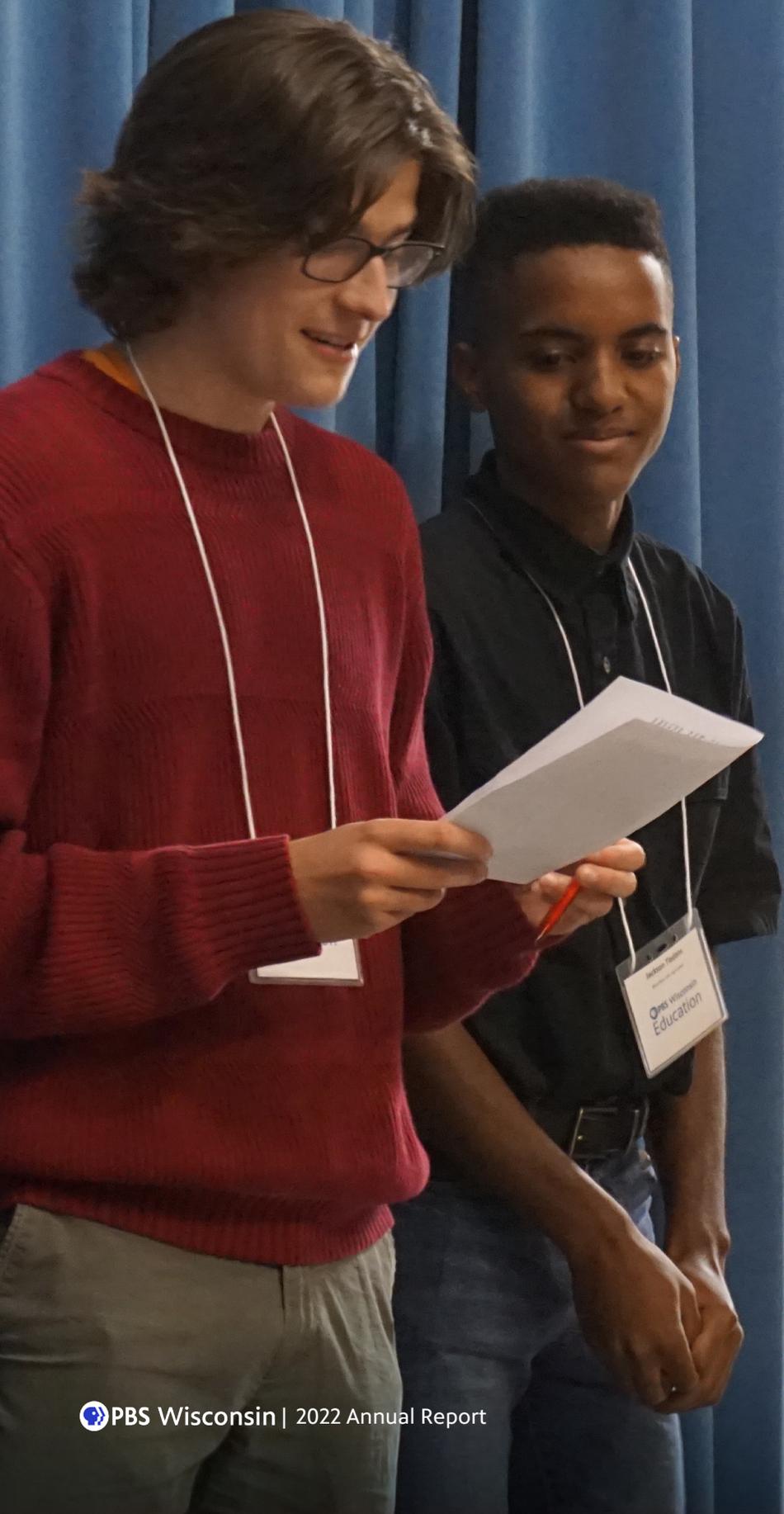
Seasoned with personal stories and menus, Jerry recalls a time when electricity hadn't found its way to the farm, making sauerkraut was a family endeavor, and homemade ice cream tasted better than anything you could buy at the store.



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](https://pbswisconsin.org/news) and [wisconsinvote.org](https://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).



# 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*





**RADIO TELEVISION  
DIGITAL NEWS  
ASSOCIATION EDWARD  
R. MURROW AWARDS**

**EXCELLENCE IN DIVERSITY,  
EQUITY, AND INCLUSION  
(REGIONAL)**

*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*

**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**

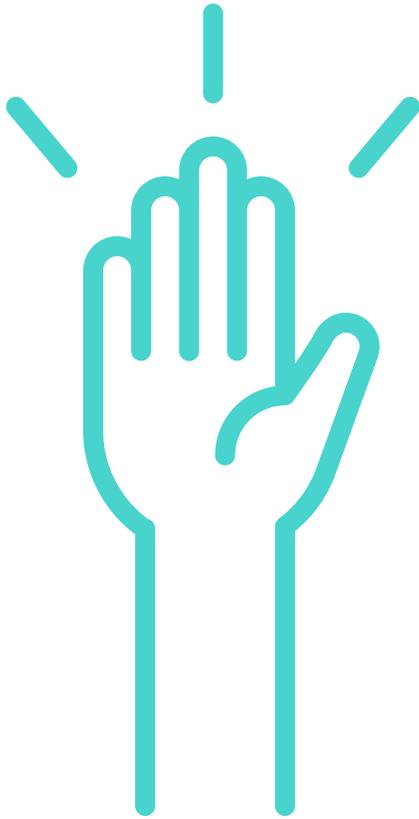
VISITS TO ONLINE PBS WISCONSIN  
EDUCATION RESOURCES

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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Kay Heggestad, MD  
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Carole Wood  
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Suzanne L. Young  
Mary Zaborski  
Susan Zaeske  
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Anonymous (27)

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Zachary Baeseman &  
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Peter F. Hauptmann	Floreine J. Kurtzweil	Geri Naymick	Karen Scheibe

Marilyn J. Schilling  
Donald J. & Frances Schimmel  
Cheryl L. Schoening &  
Terrence R. Schoening  
Clay & Janell Schroeder  
Earl & Priscilla Schroeder  
Davida Schulman & Lawrence  
Schulman Revocable Trust  
Raymond & Patty Schultz  
Sue Schulz  
Tom & Lois Schumacher  
Gary Schwager & Dr. Gabrielle Banick  
Marvin & Dixie Schwenn  
Elmer & Carol Sevcik  
Lorrie A. Shafer  
Pat & Kathy Shaw  
Gail Shearer  
Karen R. Shevet Dinah  
Jordan L. Siegler & Lukas P. Dietz  
Joe & Jeanne Silverberg  
Michael Skaer  
Claudena Skran & David Duncombe  
Judith N. Snavely  
Brook Chase Soltvedt & David L.  
Nelson  
Stephanie L. Sorensen  
C. K. Sovinski  
Richard D. Spencer-Dobson  
Brian M. Spindel  
Loretta I. Spry  
Richard P. Staedtler  
Tony & Jackie Staley  
Sharon Stark  
Ray & Harriet Statz  
Bette Steinbrenner  
Bruce & Chris Steinhagen  
Judy C. Stevens  
Ralph & Melba Stockhausen  
Elaine B. Strassburg  
David & Dawn Stucki  
Judith O. Sutton  
Susan R. Sweeney  
Kathleen M. Sylvester  
Donald & Donna Sypniewski  
John Szalkowski  
Caryl & Bob Terrell  
Rosanne Theis & Dennis Thompson  
Elizabeth M. Theisen  
Ted Thieme  
Jean C. Thompson  
Dr. Carrie Thoms  
Samuel & Carin Tijan  
Kris Harings & John Tipton  
Gary Tritz  
Nancy Troller  
Ellie Ullrich  
Janice R. Ulrich

Matthew Underwood & Chong Lor  
Terry & Judy Valen  
Lynne & Keith Valiquette  
Julia M. Vanroo Bresnahan  
Jim Voborsky  
Charles Voight  
Paul M. Vraney  
Bruce A. & Lisa A. Wachholz  
Lorelei L. Walczak  
Marianne Walker  
Leslie Watkins  
Mary E. Watts  
Maurice R. Webb  
Dr. Karen L. Wedde  
Charles & Christine Wellington  
Kathy & David Wellsandt  
Nancy L. Wendtland  
Frank & Kathy Werme  
Tim & Karen White  
Carolie Whiteway  
Jere Wickens & Carol Lawton  
Craig Williams  
Richard K. & Judith A. Williams  
Roger T. & Kristi A. Williams  
Gregg & Lisa Willkom  
Jack & Sandy Winder  
Helen L. Wineke  
Irene Winkler  
Steve & Janet Wissink  
Kathleen E. Woit  
Wayne & Joan Spieker Wojciechowski  
Janet Wood  
Helen Wright  
Ralph D. Wycoff  
Sallie Wylie  
Suzanne L. Young  
Janice K. Zawacki  
Dr. Jeffrey & Bonita B. Zdrle  
Lois Zempel  
Barbara Zeug  
William Zimar & Susan Neitzel  
Janice Zindel  
Beverly Zulty  
Stephen & Ardis Zwicky  
Karl Zyhowski  
Anonymous (156)

### **We Remember**

Gary Arciszewski  
Oscar C. Boldt  
Mrs. Patricia A. Byrne  
Ann Cameron  
Glenda Carryl  
Marv Conney  
Mary J. Creske  
Douglas M. Eastman  
Kristin Falk

Marylou Finnegan  
Ruth French  
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)

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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 Sickle, & Anderson  
Willy Street Co-Op  
Wisconsin Academy of Sciences, Arts  
& Letters  
Wisconsin Alumni Research  
Foundation  
Wisconsin Chamber Orchestra  
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Resources  
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Commerce  
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