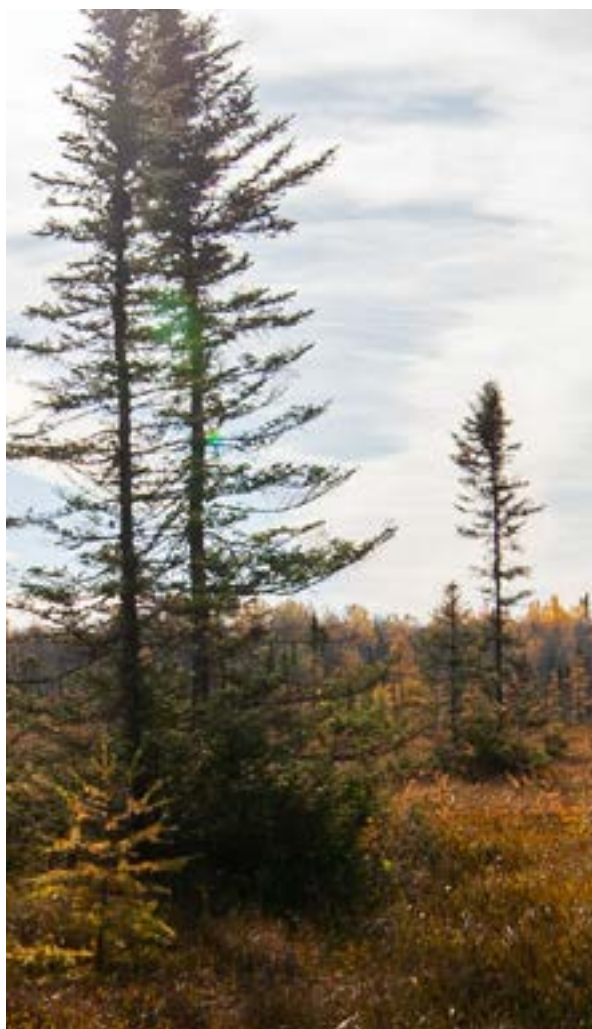




 **PBS Wisconsin**
AN ESSENTIAL RESOURCE
FOR WISCONSIN

2023 ANNUAL REPORT



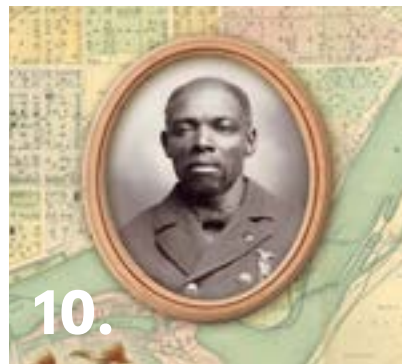


TABLE OF CONTENTS

03.	LOCAL IMPACT
04.	K-12 EDUCATION
08.	WISCONSIN MUSLIM PROJECT
10.	WISCONSIN HOMETOWN STORIES: APPLETON
12.	WISCONSIN PRIDE
14.	NEWS
16.	LAND ACKNOWLEDGMENT STATEMENT
17.	2023 AWARDS AND RECOGNITIONS
22.	2023 FINANCIAL DATA
24.	DONORS



LOCAL IMPACT

[PBS Wisconsin's](#) mission is to enrich, educate, and entertain diverse audiences of all ages. We share the history, culture, news, and educational resources that make Wisconsin unique. PBS Wisconsin had more than 1.4 million broadcast viewers in Wisconsin and averaged 919,357 digital engagements by PBS Wisconsin viewers per month in 2023. Our PBS KIDS® programming had an average of 4,065,950 streams per month across all platforms. Our digital content, classroom education services, and community engagement programs extend our reach and impact even further.

Behind-the-scenes filming of Wisconsin's Scenic Treasures: Northwoods



K-12 EDUCATION

[PBS Wisconsin Education](#) activates resources for the classroom and professional development opportunities for educators. We create free, standards-aligned, Wisconsin-focused classroom media. In 2023, 2,704 Wisconsin educators participated in professional development provided by PBS Wisconsin Education, and Wisconsin educators, learners, and families interacted with our Wisconsin-focused media through 615,974 sessions on PBS Wisconsin Education websites.

Wisconsin Biographies

PBS Wisconsin Education released three new additions to our [Wisconsin Biographies](#) collection, *Geshe Lhundub Sopa: Carrying Teachings from Tibet*; *Mahmoud Othman Atta: A Mosque for Milwaukee*; and *Electa Quinney: Mohican Teacher and Mentor*. Wisconsin Biographies is a collection of free, educational, online resources to enrich grades 3-6 social studies and English language arts curriculum.

A renowned scholar of Buddhist philosophy, Geshe Sopa escaped Chinese-occupied Tibet as a refugee before coming to the University of Wisconsin-Madison to teach. Palestinian-born Mahmoud Othman Atta and his family made Milwaukee their home and worked with others to establish the first mosque in Milwaukee open to all Muslims. Atta's story is also part of the larger *Wisconsin Muslim Project* (see p. 8).



Electa Quinney was Wisconsin's first public school teacher and a member of the Stockbridge-Munsee band of Mohicans. She founded the state's first school to not have an enrollment fee.

Re/sound

PBS Wisconsin Education and Wisconsin School Music Association (WSMA) expanded our [Re/sound: Songs of Wisconsin](#) classroom media collection to include Indian classical musician Lavanyaa Surendar and bluegrass/Americana band Black River Revue. *Re/sound: Songs of Wisconsin* is a multimedia resource designed to help general music educators and learners in grades 4-8 explore the connections between music, culture, and emotion. Like all of PBS Wisconsin Education's material, *Re/sound* is available for free to educators of all types in Wisconsin.



Facing page: Indian classical musician Lavanyaa Surendar from the *Re/sound* collection

Above: Illustration from *Wisconsin Biographies* featuring Electa Quinney

Left: Bluegrass/Americana band Black River Revue from *Re/sound*

Early Learning Educator Engagement

PBS Wisconsin Education launched a new [early learning webpage](#) to connect educators and early childcare providers with engaging professional development opportunities and high-quality PBS KIDS educational media.

Partnering with local community organizations that serve children and families, PBS Wisconsin Education hosted three EdCamp events for early childhood educators in Appleton, Viroqua, and Watertown. An EdCamp is a conference where the agenda is collectively set by attendees to uplift peer-to-peer learning.

The 2023 PBS KIDS Library and Community Learning Cohort welcomed 26 Wisconsin library staff members and shared playful learning and meaningful media integration

lessons from PBS KIDS that librarians can implement into a community program. Since the program began in 2021, 60 Wisconsin librarians have participated, reaching more than 2,000 children and 1,000 caregivers with their PBS-connected community programs.

We also offered 23 PBS KIDS and Sesame Workshop self-paced courses for early childhood educators to receive free credit through the Wisconsin Registry.

This page: PBS KIDS named 2023 PBS KIDS Library and Community Learning Cohort member Alison Loewen an Early Learning Champion. Photo courtesy of Mead Public Library

Facing page: Wisconsin educators working toward their PBS Media Literacy Educator Certification



Media Literacy Certification

PBS Wisconsin Education facilitates a [Media Literacy Cohort](#) to support Wisconsin educators working toward their PBS Media Literacy Educator Certification. This year's cohort included 18 Wisconsin educators, who worked together in pursuit of the required media literacy micro-credentials, including a full-day workshop on video and

audio production basics to support student media-making. Since the Media Literacy Cohort Program began in 2020, 94 Wisconsin educators have participated, and Wisconsin is second in the nation for PBS Media Literacy Certified Educators.

“Keeping abreast of issues and tools for media literacy is essential for educators in today’s world. The format made the learning attainable and flexible and allowed for collaboration.”

– 2023 Media Literacy Cohort participant





WISCONSIN MUSLIM PROJECT

The Wisconsin Muslim Project combines multimedia storytelling, learning resources, and community engagement to encourage critical thought as well as empathy and connection between Wisconsin's Muslim and non-Muslim populations. The project is a collaboration of PBS Wisconsin, Milwaukee Muslim Women's Coalition (MMWC), and We Are Many - United Against Hate (UAH). We are grateful to the Doris Duke Foundation Building Bridges Program for supporting this project.

Wisconsin Biographies

As part of the project, PBS Wisconsin Education produced a new *Wisconsin Biographies* resource titled, *Mahmoud Othman Atta: A Mosque for Milwaukee* (see p. 4). Atta's story is the first Palestinian American portrayal in any PBS Wisconsin Education resource, an identity also under-represented in national classroom media resources. As part of our efforts to work with an inclusive production model, Muslim illustrator Hannah Othmal worked in collaboration with the PBS Wisconsin design team. Further, six Muslim-identifying individuals served as advisors or contributors through the broader project partnership with MMWC and UAH.

Wisconsin Life

We produced four *Wisconsin Life* stories to share the diverse tapestry of Muslim culture in Wisconsin. In consultation with project partners and other community stakeholders, we shared stories about women business owners lifting up Muslim artists, the Milwaukee Islamic Da'wah Center's impactful programming, a Somali district liaison for the Barron Area School District, and a law professor inspiring a love for learning in young people.

Facing page and at top right: Portraits by Lila Aryan from *The Wisconsin Muslim Project* online gallery

At bottom right: Panelists at *The Wisconsin Muslim Project* event in Eau Claire

Photo Gallery & Community Events

Award-winning, Milwaukee-based photographer Lila Aryan created an [online portrait series](#) featuring 16 Wisconsin Muslim families enjoying life and doing the things they love. Her portraits, which traveled the state and can be viewed on *The Wisconsin Muslim Project* website, add yet another layer of nuance to the portrayal of the Muslim experience in Wisconsin, helping to promote understanding and familiarity with Muslim people and culture. Photos from the online gallery were showcased at community events in Madison, Eau Claire, and at the Milwaukee Muslim Film Festival in Milwaukee.





WISCONSIN HOMETOWN STORIES

[Wisconsin Hometown Stories](#) began as an innovative collaboration of PBS Wisconsin and the Wisconsin Historical Society. It is now one of our most-watched local productions. In spring 2023, PBS Wisconsin premiered the latest in the series, *Wisconsin Hometown Stories: Appleton*.

Wisconsin Hometown Stories: Youth Media

A partnership of PBS Wisconsin Education and Appleton West High School, [Wisconsin Hometown Stories: Youth Media](#) gave students the opportunity to create their own short films centered on local history. The project, rooted in historical inquiry, amplified young people's voices, offering a platform to share how they connected their historical research to current issues. The completed *Youth Media* documentaries premiered to family, friends, and community in the Appleton West High School Auditorium. They are also available to watch on PBS Wisconsin Education's YouTube channel, where they have received more than 1,000 views.

Community Screenings

PBS Wisconsin welcomed more than 600 Appleton-area community members to preview *Wisconsin Hometown Stories: Appleton* before the premiere broadcast. Guests watched the 60-minute documentary, heard from Holly De Ruyter, the film's producer, and PBS Wisconsin Education staff, and received additional context and stories from local historians. Attendees of the screening at Poplar Hall also got to sip on PBS Wisconsin's first-ever *Wisconsin Hometown Stories* beer, Adler Brau, which was brewed by Stone Arch Brewpub and based on a recipe from 1946.



Facing page: *Wisconsin Hometown Stories: Appleton* community premiere screening at Poplar Hall

Above, at left: Stone Arch Brewpub's historical Adler Brau beer

Above, at right: Historical images from the documentary



WISCONSIN PRIDE

WISCONSIN PRIDE

Wisconsin Pride presents our state's history through a new lens, bringing hidden LGBTQ+ stories forward and reconsidering Wisconsin history in that light. The two-hour documentary is a groundbreaking collaboration of PBS Wisconsin and the Wisconsin Historical Society. A team of LGBTQ+ historians and journalists advised the project from its inception, bringing a breadth and depth of experience in preserving and interpreting the LGBTQ+ past for present day and future audiences.

Digital Resource

Wisconsin Pride is available to stream anytime for free at pbswisconsin.org/wisconsin-pride, along with a collection of LGBTQ+ resources and curated content, partner and advisory board biographies, and a hub for community events celebrating the project. The film is also available to stream from anywhere in the PBS App on all steaming devices. During the month of June alone, the *Wisconsin Pride* webpages had 11,664 pageviews, and people engaged with the video more than 800 times.



Community Celebrations

PBS Wisconsin and local community partners brought *Wisconsin Pride* around the state. From a red carpet premiere and screenings in local theaters, to gatherings that celebrate local historical LGBTQ+ figures, there were many opportunities to experience the film and celebrate our state's LGBTQ+ history this year. To date, engagement efforts have brought together more than 1,350 community members, with free events in Green Bay, Milwaukee, Madison, Mineral Point, La Crosse, Rhinelander, Appleton, and more to come.



Facing page: Collage of images from *Wisconsin Pride*

Top right: *Wisconsin Pride* features the late Dick Wagner's work as a historian and author. His two-volume history from the Wisconsin Historical Society Press provided guidance and inspiration for the program.

Bottom left: PBS Wisconsin's remote production truck and staff attending PrideFest Milwaukee to promote *Wisconsin Pride*

NEWS

PBS Wisconsin News

continued to provide in-depth and unbiased news and essential information on the issues that matter most to Wisconsin.

Online audiences for PBS Wisconsin News continued to expand in 2023. Views of *Here & Now* reporting published to pbswisconsin.org grew by nearly 30%, while total users increased by about 50%, extending a multi-year growth trend. These types of coverage emphasize video reports and interviews, as well as written journalism, including original and syndicated reports.

Statewide Election Coverage

The news team produced extensive coverage on Wisconsin's 2023 spring election, including a contentious race for a Wisconsin Supreme Court seat that would determine the ideological balance of the court. With record-breaking voter turnout for the election, PBS Wisconsin News kept viewers up to date with election previews and results on PBS Wisconsin and online at pbswisconsin.org/news.

Wisconsin in Black & White

Nehemiah Community Development Corporation (Nehemiah) and PBS Wisconsin partnered to create [*Wisconsin in Black & White*](#), a

one-hour broadcast special and seven-part series on *Here & Now*, PBS Wisconsin's flagship weekly news program. The productions combine an explanation of the historical context of racism with contemporary examples of Wisconsinites putting their knowledge into action to create change. External advisory committee members Angela Russell and Dr. David Hart guided producers on an accurate and effective presentation of the topics. Intentional community engagement in collaboration with Nehemiah extended the reach of the project beyond the screen.

“As a lifelong viewer and proud Wisconsinite, I’m grateful your organization has aired the documentary *Wisconsin in Black & White*. In times of division and political strife, it would be a lot easier to leave these important conversations on the margins. Partnering with the Nehemiah Center to create a film that, I believe, can foster further conversation, is brave and appreciated.”

– Viewer from Madison

Facing page: The Wisconsin State Capitol building

At left: PBS Wisconsin Reporter Murv Seymour moderating a round-table discussion for *Wisconsin in Black & White*





LAND ACKNOWLEDGMENT STATEMENT

PBS Wisconsin broadcasts to the homelands of 12 Native American nations and their people. We acknowledge their resilience, ingenuity, contributions, and inherent sovereignty. We remain committed to collaboration with these nations to ensure the public media landscape includes these stories and perspectives now and in the future. Learn more at pbswisconsin.org/land.

Above: Still image from the PBS Wisconsin documentary *Wisconsin's Scenic Treasures: Northwoods*, which celebrates our state's natural landscapes and treasured 'Up North' wonders

"It's important to protect these special places from development and to introduce people to the beauty of rural Wisconsin."

– Wisconsin's Scenic Treasures: Northwoods viewer from Sturgeon Bay

2023 AWARDS

Wisconsin Broadcasters Association Awards for Excellence

Best Use of Video (1st Place)
Wisconsin Life: Beevangelist

Best Website (1st Place)
Wisconsin Biographies

Best Hard News/Investigative (1st Place)
Voters with Disabilities Fight to Cast Ballots in Wisconsin

Best Significant Community Impact (1st Place)
Here & Now: Young and Rural

Best Topical Promotion (2nd Place)
Jerry Apps: Food and Memories

Best Sports Reporting (2nd Place)
Wisconsin Life: The Eau Claire Project

Best Web Story (3rd Place)
Nelsonville's Water Woes

Best Sports Reporting (3rd Place)
Wisconsin Life: Cricket



Best Image Promotion (3rd Place)
PBS Wisconsin Made in Wisconsin

Best Use of Social Media (3rd Place)
Wisconsin Life

Best Use of Video (3rd Place)
Wisconsin Life: Net Zero Farmer



Midwest Broadcast Journalists Association Eric Sevareid Awards

Hard Feature (1st Place, Medium Market Television)

Redeveloping Madison's Bayview
Community with Design Justice

General Reporting (1st Place, Medium Market Television)

Here & Now 2022

Photojournalism (TV) (1st Place, Medium Market Television)

Wisconsin Life: The Eau Claire Project

Sports Reporting (1st Place, Medium Market Television)

Wisconsin Life:
UW-Oshkosh Dance Team

Team Multimedia Storytelling (1st Place, Medium Market Mwedia)

Wisconsin Responds to War in Ukraine



Individual Multimedia Storytelling (1st Place, Medium Market Media)

Nelsonville's Water Woes

Broadcast Writing (Award of Merit, Medium Market Television)

Evers, Michels and Culture Wars Over Education in Wisconsin

Talk/Public Affairs (Award of Merit, Medium Market Television)

Here & Now: November 11, 2022

Social Media (Award of Merit, Medium Market Television)

Wisconsin Life Instagram

Soft Feature (Award of Merit, Medium Market Television)

Door County Candlemakers Mobilize for Ukraine

Documentary/Special (Award of Merit, Medium Market Television)

Jerry Apps: Food & Memories

Radio Television Digital News Association Edward R. Murrow Awards

Feature Reporting (Regional Winner)

Wisconsin Life: Sneakerheads

Excellence in Writing (Regional Winner)

Wisconsin Life Composite:
Joel Waldinger

Excellence in Video (Regional Winner)

Wisconsin Life: The Eau Claire Project



Milwaukee Press Club Awards for Excellence in Wisconsin Journalism

Video: Best Long Hard Feature (Gold)

Redeveloping Madison's Bayview
Community With Design Justice

Video: Best Short Soft Feature (Gold)

Wisconsin Life: Gameboy Camera

Video: Best Editing (Gold)

Wisconsin Life: Sneakerheads

Online Exclusively: Best Local News or Feature Website (Gold)

PBS Wisconsin News

Video: Best Long Soft Feature (Silver)

Wisconsin Life: The Eau Claire Project

Video: Best Short Hard Feature (Silver)

Voters with Disabilities Fight to Cast Ballots in Wisconsin

Online Exclusively: Best Online Coverage of News (Silver)

Wisconsin's Covid Condition

Online Exclusively: Best Use of Multiplatform Reporting (Bronze)

Nelsonville Water Woes

National Educational
Telecommunications
Association Public Media
Awards

**Bobbi English Champion for Children
Award (Winner)**
PBS Wisconsin Education

**Marketing/Communication:
Promotion (Finalist)**
Made in Wisconsin

Content: Performing Arts (Finalist)
Michael Perry: On the Road

Content: Short Form (Finalist)
Wisconsin Life: The Eau Claire Project

Content: Historical Feature (Finalist)
Wisconsin Pride

**Community Engagement: Local Project
(Finalist)**
Wisconsin Pride

**Education: Educational Resources for
the Community (Finalist)**
Welcome Neighbors

**Overall Excellence: NETA Excellence in
Education (Finalist)**
PBS Wisconsin Education



MICHAEL PERRY: ON THE ROAD



BOBBI ENGLISH CHAMPION FOR CHILDREN AWARD

National Academy
of Television Arts &
Sciences, Chicago/
Midwest Chapter Emmys

**Outstanding Achievement Magazine
Short Form Content (Winner)**
Wisconsin Life: Sneakerheads

**Outstanding Achievement for
Children/Youth/Teen Short & Long
Form Content (Winner)**
Wisconsin Biographies - Geshe Sopa

**Outstanding Crafts Achievement for
Writing - Long Form Content (Winner)**
PBS Wisconsin Producer Ryan Ward



WISCONSIN LIFE: THE EAU CLAIRE PROJECT

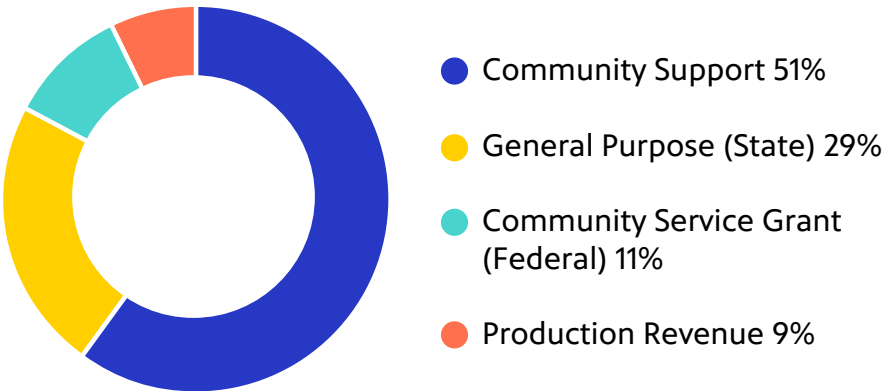


Nike Air Force
1 (Custom)

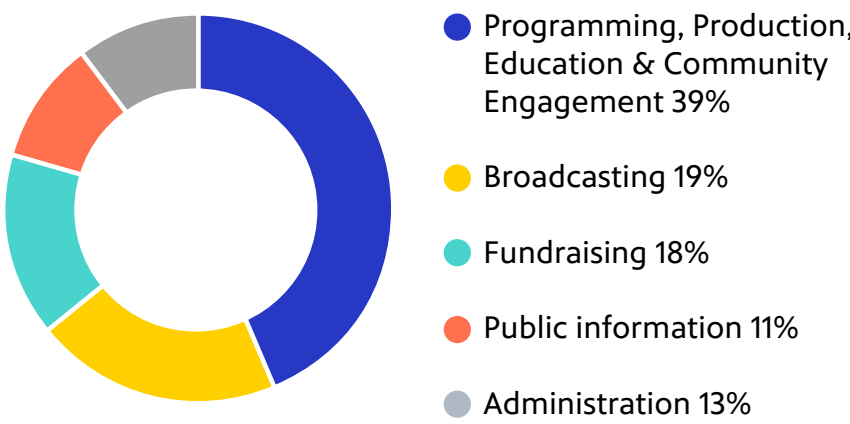
WISCONSIN LIFE: SNEAKERHEADS

FINANCIAL DATA

REVENUE

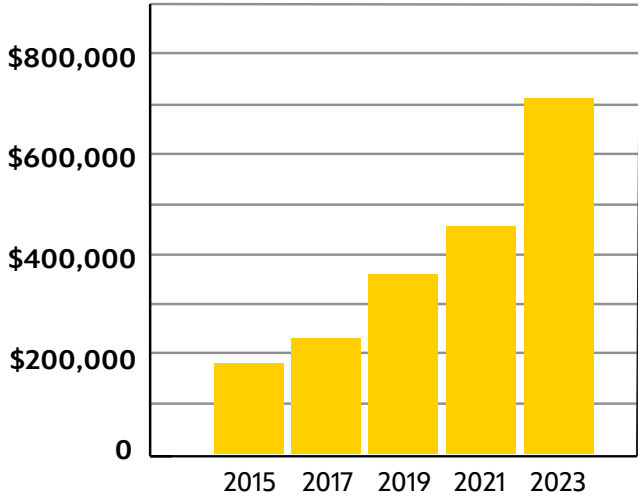


EXPENSES



FRIENDS ENDOWMENTS

INTEREST INCOME PAYMENTS TO PBS WISCONSIN



YEAR	AMOUNT
2015	\$180,000
2017	\$227,000
2019	\$355,000
2021	\$447,000
2023	\$707,000

For detailed financial information, visit pbswisconsin.org/financials.

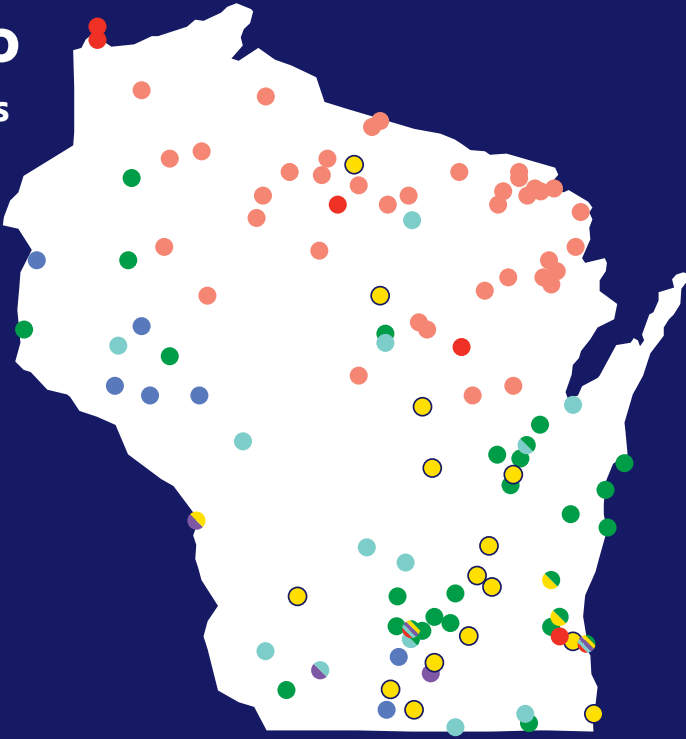
2023 BY THE NUMBERS

11	COMMUNITY ENGAGEMENT EVENTS AND SCREENINGS
2,222	HOURS OF LOCAL TELEVISION PROGRAMS BROADCAST
2,422	AUCTION ITEMS SOLD
2,704	ATTENDEES TO PBS WISCONSIN EDUCATION PROFESSIONAL DEVELOPMENT EVENTS
12,248	VOLUNTEER HOURS
13,584	ATTENDEES TO GARDEN & LANDSCAPE EXPO
15,200	ATTENDEES TO THE GREAT WISCONSIN QUILT SHOW
76,782	MEMBERS
615,974	VISITS TO ONLINE PBS WISCONSIN EDUCATION RESOURCES (WITHIN WISCONSIN)
62.5 MILLION+	STREAMING ENGAGEMENTS ACROSS ALL PLATFORMS

The State is Our Studio

Production shoot locations and events from the past year

- HERE & NOW
- WISCONSIN PRIDE
- WISCONSIN LIFE
- WISCONSIN SCENIC TREASURES: NORTHWOODS
- AROUND THE FARM TABLE SPECIAL
- EDUCATION PRODUCTIONS
- EDUCATION ENGAGEMENT EVENTS



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Debra Weitzel
Charles & Christine Wellington
Kathy & David Wellsandt
Nancy L. Wendtland
Frank & Kathy Wermes
Tim & Karen White
Carolie Whiteway
Jere Wickens & Carol Lawton
Craig Williams
Richard K. & Judith A. Williams
Roger T. & Kristi A. Williams
Charles R. & Anita B. Williams
Gregg & Lisa Willkom
Jack & Sandy Winder
Helen L. Wineke
Steve & Janet Wissink
Kathleen E. Woit
Wayne & Joan Spieker
Wojciechowski
Janet Wood
Helen Wright
Ralph D. Wycoff
Sallie Wylie
Janice K. Zawacki
Lois Zempel
Barbara Zeug
William Zimar & Susan Neitzel
Janice Zindel
Beverly Zulty
Stephen & Ardis Zwicky
Karl Zyhowski
Anonymous (152)

We Remember

Cynthia Bayless
Susan Blumer
Mary Anna Breister
Margaret Carroll
Faith Caskey
Craig Challoner
Linda L. Clauder
Bernice E. DiVall
Nancy R. English
Glen Gadberry
Shelley Grob

David Ford Hansen
David E. Hodge
Victoria K. Julson
Ben J. Kidwell
John Kies
Elaine T. Kotlarek
Scott Kramer
Charlotte Anne Lemke
Peter Livingston
Clair R. Martin
Richard McCoy
Gary J. McGoey
Richard Nawratil
Christina Orling
Sandra Osborn
Clara Joyce Paske
Rodney Pflaum
Cathy A. Rasmussen
Lois F. Roets
Janet Mary Schabell
Donald J. Schimmel
Jane Simmons
Frank J. Smith
John W. Somerville
Richard P. Staedtler
Judy Strack
Allen Struemke
Adolf & Ursula Walser
Leslie Watkins
Maurice R. Webb
Joan Wenzel
Barbara Westhofen
Irene Winkler

Wisconsin Business Support

4imprint
Agrace
All Energy Solar
American Players Theater
Aspirus
Auto Club Group
Bellevue Apartments
The Boldt Company
The Building for Kids
Cap Times Idea Fest
Capitol Lakes
Children's Theater of Madison
Colony Brands, Inc.
Community First Credit Union
Cream City Foundation

CUNA Mutual Group
Dane Buy Local
Dave's Party Fund
Door County Maritime Museum
Epic Systems, Inc.
Forward Theater Company
Four Seasons Theatre
Fox Cities Performing Arts Center
Frank Lloyd Wright Trail
Ganshert Nursery & Landscapes
Gunderson Funeral &
Cremation Care
Hooper Corporation
International Crane Foundation
Isthmus Engineering &
Manufacturing Co-op
KOS A Gastropub
Legacy Private Trust
Leigh Yawkey Woodson
Art Museum
Madison Ballet
Madison College
Madison Community Foundation
Madison Gas & Electric
Madison Museum of
Contemporary Art
Madison Opera
Madison Symphony Orchestra
Mead Witter Foundation
Midwest Open MRI
Municipal Electric Utilities
of Wisconsin
National Guardian Life Insurance
Company
Natural Resources Foundation
of Wisconsin
The Nature Conservancy in
Wisconsin
Oakwood Village
Orange Tree Imports
Overture Center for the Arts
Park Bank
PETA
Pomp's Tire Service
Rawhide Youth services
Retirement Income Planning
Ruder Ware
Sentry Insurance Foundation
Sew n' Sew
Summers Christmas Tree Farm
Supporting Families Together
Association

Thompson Investment
Management
Town Counsel Law & Litigation
Trust Point
Ulla Eyewear
UnityPoint Health - Meriter
UW Health
Viroqua Food Co-op
WEA Member Benefits
Willy Street Co-op
Wisconsin Academy of Sciences,
Arts & Letters
Wisconsin Chamber Orchestra
Wisconsin Department of
Children and Families
Wisconsin Department of
Natural Resources
Wisconsin Farmers Union
Foundation
Wisconsin Greenhouse Company
Wisconsin LGBT Chamber of
Commerce
Wisconsin Veterans Chamber of
Commerce
Wisconsin's Green Fire
Wollersheim Winery
WPS Health Insurance

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format, please contact us.

“You do a fantastic job with this perennial favorite, complex event! Honestly, it’s part of the fabric of our community.”

– *PBS Wisconsin Garden & Landscape Expo* guest



“When you live in a place and see it every day, it’s easy to stop seeing it at all. I’m excited to walk past the landmarks I’ve taken for granted, so many of which are now colored with context I would have never discovered.”

– *Wisconsin Hometown Stories: Appleton* community premiere guest

“Beautiful show - always a highlight of my YEAR!! So glad to see it coming back even stronger after COVID.”

– *The Great Wisconsin Quilt Show* guest



“It is so inspirational for me to share passages, the books, and the lessons for my high schoolers. They are more inspired by hometown folk, like **Michael Perry**. So, programs like this are a win-win.”

– *Educator from Appleton*

 PBS Wisconsin

