

 PBS Wisconsin

70 years
of service

2024 ANNUAL REPORT



TABLE OF CONTENTS

- 3 LOCAL IMPACT
- 4 EDUCATION
- 8 STORYTELLING
- 12 EVENTS & ENGAGEMENT
- 16 NEWS
- 18 PBS WISCONSIN IS IN YOUR NEIGHBORHOOD
- 19 2024 AWARDS & RECOGNITION
- 23 LAND ACKNOWLEDGMENT STATEMENT
- 24 BUDGET IN BRIEF
- 26 DONORS
- 35 HEATHER L. REESE MEMORIAL



8



12



16



Why Race Matters host Angela Fitzgerald (left) with interviewee Tiffany Lee (right) on set.

LOCAL IMPACT

In celebration of [PBS Wisconsin's](#) 70th anniversary, we proudly reflect on our longstanding mission to be Wisconsin's most trusted source of quality, accessible content. For seven decades, PBS Wisconsin has enriched, educated, and entertained diverse audiences across the state through impactful storytelling and

programming. In 2024, we connected with more than 1.3 million monthly broadcast viewers, with an additional 966,000 monthly video streams across our digital platforms. Our PBS KIDS® programming reached new milestones, with an impressive 4.1 million views per month on average across all platforms. From

digital content to classroom education services and community engagement initiatives, PBS Wisconsin continues to deepen its connection with audiences across the state as we celebrate this milestone year.

1.3 million
Broadcast viewers in Wisconsin



EDUCATION

[PBS Wisconsin Education](#) partners with educators by providing high-quality classroom resources and professional learning opportunities. We produce free, standards-aligned, Wisconsin-focused educational media that enhances learning. In 2024, more than 5,000 Wisconsin educators engaged in professional learning through PBS Wisconsin Education, while our Wisconsin-focused media content was accessed in more than 667,000 online sessions by Wisconsin educators, learners, and families. At the 2024 Public Media Awards, PBS Wisconsin Education was honored with the prestigious Overall Excellence in Education Award.

Top: Cast and crew members of *The Look Back*.

“ Love this idea! Social studies is quick to be forgotten because of math and reading, but the length and content of these videos make them perfect for the classroom. - Wisconsin educator

The Look Back

The Look Back is a new collection from PBS Wisconsin Education that explores artifacts and their context to learn about different eras from Wisconsin’s history. Made for learners in grades 4-6 – and anyone who loves history – the collection is hosted by five Wisconsin historians who share the artifacts, ask questions, visit local archives and history museums to connect each object to Wisconsin history, and tell the story of what they’ve discovered. Viewers learn about time periods from across Wisconsin history, beginning before Wisconsin’s statehood with Ho-Chunk dugout canoes and traveling to the modern day with Trek bicycles.

The collection is the first PBS Wisconsin Education production with a dedicated studio set and hosts. Like all of PBS Wisconsin Education’s materials, the series is available for free to educators of all types in Wisconsin.



The Look Back is a collaboration of PBS Wisconsin Education, the Wisconsin Historical Society, University of Wisconsin-Madison Libraries,

UW-Madison’s Rebecca M. Blank Center for Campus History, Wisconsin educators and learners, and museums across the state.

667,000

Online sessions engaging with PBS Wisconsin Education resources

Above: Kacie Lucchini Butcher, public historian and one of the hosts of *The Look Back*, records on set.



Wisconsin Biographies

PBS Wisconsin Education added a new animated story to our [Wisconsin Biographies](#) collection, *Roberto Hernández: Working for La Comunidad*. *Wisconsin Biographies* is a collection of free, educational, online resources to enrich social studies and English language arts curriculum in grades 3-6. Hernández's story

Top left: Illustration from *Wisconsin Biographies* featuring Roberto Hernández with fellow Latino activist Ernesto Chacón.

Top right: Quinn Blackshere, illustrator of Hernández's story.

Bottom right: A Mariachi Monarcas de Milwaukee band member from *Re/sound*.

shines a spotlight on the fight for better educational opportunities for members of Milwaukee's Latino community during the 1960s and 70s.

PBS Wisconsin Education worked with Milwaukee-based Latina artist, Quinn Blackshere, to animate Hernández's story, which also features narration and a digital book in both English and Spanish. The production team consulted and collaborated with a



cohort of educators from across the state, members of Hernández's family, and his fellow activists to help shape the story.

Re/sound

In collaboration with Wisconsin School Music Association, PBS Wisconsin Education expanded our [Re/sound: Songs of Wisconsin](#) classroom media collection to include the Mariachi Monarcas de Milwaukee. *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.



5,000

Educators engaged in professional learning

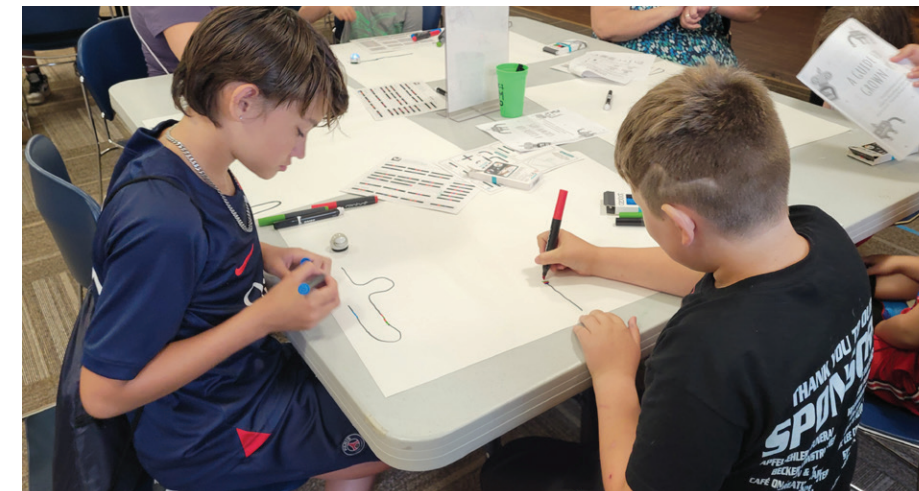
The Mariachi Monarcas is a student-led mariachi band from Milwaukee that shares and celebrates traditional Mexican music in their Wisconsin community and beyond.



This was an excellent experience and a fantastic way to integrate PBS KIDS learning into communities via libraries. I'll absolutely continue to use PBS KIDS as a resource for future educational programs. I've already recommended joining the cohort to other librarian friends from around the state.

- Christopher Olson, PBS KIDS Library and Community Learning Cohort member

Top: Children participate in a PBS KIDS Library and Community Learning program.



Educator Engagement

The PBS Wisconsin Education Engagement team continues to expand its reach, connecting with more than 5,000 educators through professional learning and supporting educators in using PBS resources in learning spaces across Wisconsin. Classroom teachers, out-of-school-time educators, librarians, and early childhood professionals met with our team, participated in hands-on training, and explored ways to utilize PBS educational media to deepen student learning.

PBS KIDS Library and Community Learning Cohort

In 2024, PBS Wisconsin empowered 34 Wisconsin library staff members with innovative strategies for integrating playful learning and meaningful media from

PBS KIDS into community programs. Since its inception in 2021, the program has engaged 94 librarians from every library system in the state, reaching more than 2,000 children and 1,000 caregivers with educationally enriching PBS-connected initiatives.

Media Literacy Cohort

This program has also been pivotal in advancing media literacy among educators in the state. This year's cohort brought together 21 Wisconsin educators to pursue eight media literacy micro-credentials, including hands-on training in video and audio production to enhance student media-making. Since its beginning in 2020, 97 Wisconsin educators have participated, making Wisconsin the second-highest in the nation for PBS Media Literacy Certified Educators.



STORYTELLING

PBS Wisconsin has a strong and substantial tradition of producing content for broadcast and streaming that celebrates the stories of people from every corner of Wisconsin. From breathtaking musical performances such as [Wisconsin Young Artists Compete: The Final Forte 2024](#), to thought-provoking digital series like [Why Race Matters](#), PBS Wisconsin shares responsive local programming that serves diverse communities.

Top: Collage of historical images used for the documentary.

Wisconsin Hometown Stories: Beloit

PBS Wisconsin proudly delivered the 14th installment of our [Wisconsin Hometown Stories](#) series, focused on Beloit. A partnership with the Wisconsin Historical Society, this ambitious television series tells Wisconsin stories, one community at a time, bringing the history of those places to life for a statewide audience.

As a companion to the television program, PBS Wisconsin Education partnered with the Beloit Memorial High School Latino Studies class for

[Wisconsin Hometown Stories: Youth Media](#), a project that co-produced four short documentaries connecting national issues to local experiences. School district staff, students, families, and PBS Wisconsin staff viewed the short documentaries during the Beloit International Film Festival, where students discussed their topic choices and experiences making media.

Before the premiere broadcast of *Wisconsin Hometown Stories: Beloit*, PBS Wisconsin hosted a free preview screening where more than 350 community



members gathered to watch the one-hour documentary and hear from the film's producers, Holly De Ruyter and Kyra Lyons, and PBS Wisconsin Education staff. For the first time at a *Wisconsin Hometown Stories* screening, we presented the documentary with both English and Spanish closed captioning.

“Beloit’s history is so important to me because my family came to this city as part of the migration of Blacks from the South. When I began researching my family history, I found very little documentation on the lives of Blacks in Beloit. So, when I had the opportunity to support this great project, I was on board.”
 - Cheryl Caldwell, *The Jim & Cheryl Caldwell Foundation co-founder and Wisconsin Hometown Stories: Beloit funder*



Top: *Wisconsin Hometown Stories* producers Holly De Ruyter and Kyra Lyons.

Left: More than 350 Beloiters gathered for the highly anticipated community premiere of *Wisconsin Hometown Stories: Beloit* at the Eclipse Center.

“ I really appreciate the program I just saw. It was very educational. I learned very much, in particular about Wisconsin. Thank you for *Wisconsin Life!* Angela Fitzgerald does an excellent job. - Sally Cohen, PBS Wisconsin viewer

Wisconsin Life

PBS Wisconsin’s award-winning [Wisconsin Life](#) series returned for its 11th season. Hosted by Angela Fitzgerald, *Wisconsin Life* celebrates what makes Wisconsin unique through the diverse stories of its people and places. Our producers travel the state in search of stories that are humorous, surprising, emotional, and thought-provoking. All of the stories are rich with the personality of the state we call home.

In 2024, a *Wisconsin Life* segment, “Jack the Magnificent,” about a beloved miniature horse from Eau Claire, won a prestigious national Edward R. Murrow Award from the Radio Television Digital News Association.

Wisconsin Lighthouses

PBS Wisconsin produced [Wisconsin Lighthouses](#), a one-hour documentary that illuminates the power and appeal of the iconic structures by exploring their history, idyllic settings, unique architecture, the people who tended to these lifesaving buildings and called them home, and the light they still shine on a bygone era.

We welcomed more than 250 community members for a free preview screening of *Wisconsin Lighthouses* in Manitowoc. Following the film, guests enjoyed a panel discussion with experts to learn more about the innovative ways people in Wisconsin are telling our state’s rich lighthouse history.

Guests of the screening were also the first to experience the film’s interactive



complement, [Wisconsin Lighthouses: Illuminating Cana Island](#). This 3D feature on [pbswisconsin.org](#) allows digital “visitors” to explore the Cana Island Lighthouse both inside and out. As part of this project, PBS Wisconsin worked with students in the University of Wisconsin-Madison Computer, Data & Information Sciences School on a capstone project exploring how to make a 3D lighthouse experience accessible to everyone.

Top: Angelina Shi, interactive media producer for *Wisconsin Lighthouses: Illuminating Cana Island*.

Right: This artwork was created for the *Illuminating Cana Island* project by Caldecott award-winning illustrator/author of *Hello Lighthouse*, Sophie Blackall.





EVENTS & ENGAGEMENT

PBS Wisconsin engages in the community to ensure those we serve feel represented, valued, and connected through our work. In 2024, PBS Wisconsin criss-crossed the state and hosted 20 in-person events in nine cities with more than 2,000 total attendees. We also hosted two expo-style events with 31,200 total guests in attendance. This work connected communities, amplified local voices, and opened the doors to crucial public conversations.

Top: A featured cook from “Wisconsin Life: Food Traditions” shares a recipe at the 2024 Garden & Landscape Expo. “Food Traditions” is a digital series that shares recipes and stories about dishes from communities across Wisconsin.

“Excellent learning experience for a new gardener. Everyone, from volunteers to vendors and presenters, were helpful, patient, and willingly shared their knowledge and expertise.
- 2024 Garden & Landscape Expo guest

Garden & Landscape Expo

PBS Wisconsin’s [Garden & Landscape Expo](#) is a three-day event celebrating the latest trends in gardening, landscaping, local foods, and ecological sustainability. Marking its 32nd year in 2024, the event offered free educational presentations, an exhibitor mall, University of Wisconsin-Madison Extension Horticulture experts, a floral design competition, and more.

The expo had nearly 15,000 attendees, 115 educational seminars, 35 stage demonstrations, 250 vendor booths representing 160 businesses and organizations, and more than 260 community volunteers.

15,000

Attendees to Garden & Landscape Expo

Top: Aerial view of the vendor mall at the 2024 Garden & Landscape Expo.

Right: Children play in the PBS KIDS Backyard at the expo.



A newly-rebranded PBS KIDS Backyard debuted at the event with educational activities for kids and appearances by Daniel Tiger and Clifford the Big Red Dog. PBS Wisconsin engineering staff also led tours of the PBS Wisconsin production truck, introducing guests to the magic of remote television

production. With a station-wide goal of increasing accessibility in our programs and events, we offered simultaneous American Sign Language interpretation for several presentations each day of the event, and a virtual truck tour was also available via QR code and streaming video.





The Great Wisconsin Quilt Show

The 20th-annual [Great Wisconsin Quilt Show](#) was again one of the largest quilting events in the country, with 16,200 attendees, more than 600 quilts on display, 188 educational classes, 350 vendor booths, and 456 community volunteers. The event's annual community service project, Quilt to Give, again had an enthusiastic response.

Attendees donated and created more than 100 quilts that were included with care packages that PBS Wisconsin Education distributed to refugee children resettling across the state.

The show featured 13 additional special quilt exhibits, including the work of Bonnie LeBeaux, a Lakota and Diné creator of authentic Native American Star Quilts. Another exhibit from Black Threads featured the work of six local artists, including

16,200

Attendees to The Great Wisconsin Quilt Show

Catrina Sparkman, the owner of the Creator's Cottage, a Madison-based maker studio space for women of color.

Carl the Collector

[Carl the Collector](#) breaks new ground as the first PBS KIDS show to feature central characters on the autism spectrum. The series, developed for children ages 4-8, follows the everyday adventures of Carl, a warm-hearted autistic raccoon who enjoys collecting things. In collaboration with the Autism Society of Central Wisconsin, Islands of Brilliance, and the Children's

“**From the volunteers, the vendors, instructors, and the other attendees, it was one of the most welcoming environments I've been in.** - 2024 Great Wisconsin Quilt Show guest

Top: Bonnie LeBeaux presents her Native American Star Quilt at The Great Wisconsin Quilt Show.



Resource Center (North), the PBS Wisconsin Community Engagement team hosted a *Carl the Collector* launch party in Manitowish Waters. The event featured sensory-friendly screenings, hands-on activities for kids and families, and a special family Polaroid photo that kids were able to take home.

StrongBodies

The University of Wisconsin-Extension's StrongBodies Program seeks to catalyze positive change in people of all ages to live stronger, healthier lives. To help make StrongBodies accessible to all, PBS

Wisconsin's [University Place](#) produced three StrongBodies workout classes in three different languages – English, Spanish, and Hmong – adding them to our StrongBodies online collection, available for streaming access from anywhere.

In collaboration with UW-Extension, the PBS Wisconsin Community Engagement team hosted in-person workouts to raise awareness about the expansion of our StrongBodies collection.

The team activated the program at the Green Bay Farmers Market, where a StrongBodies instructor led a workout class and healthy food demonstration in Spanish. PBS KIDS character Stu from *Lyla in the Loop* also made an appearance to help celebrate the farmers market's Kids Day. In La Crosse, a StrongBodies event led in Hmong featured community time and healthy refreshments following the program.



Top: A child strikes a pose with Carl the Collector at the launch party.

Bottom: StrongBodies workout class at the Green Bay Farmers Market.



NEWS

[Our in-depth news](#) programs and innovative documentary investigations have established PBS Wisconsin as a trusted source of quality reporting and information. In addition to comprehensive news coverage that provides a forum for the lively, civil, and meaningful exchange of ideas on issues affecting the people of Wisconsin, PBS Wisconsin also produces complete coverage of state events, including governor’s and other legislative addresses, election debates, and special programs that provide access to the candidates running for office in Wisconsin.

Top: The PBS Wisconsin News Team.

93%

Of viewers surveyed trust *Here & Now’s* news coverage

Here & Now

In a year of elections, PBS Wisconsin’s news and public affairs coverage ensured that Wisconsinites had access to key information about candidates for state and national offices. PBS Wisconsin reporters traveled to the 2024 Republican and Democratic Conventions in Milwaukee and Chicago, offering analysis and commentary that appeared nationally on *PBS News Hour* and locally on *Here & Now*, our flagship weekly news program. Daily comprehensive and trusted election news coverage was also reported on [Wisconsin Vote](#).

PBS Wisconsin News was honored with a national Edward R. Murrow Award for the 2023 broadcast special and *Here & Now* series, [Wisconsin in Black & White](#),

Top: *Here & Now* Journalist Nathan Denzin reports at the Democratic National Convention in Chicago.

Right: Special Projects Reporter Murv Seymour interviews author David Maraniss.



which also received a National Association of Black Journalists Salute to Excellence Award. *Wisconsin in Black & White* is a partnership project with Nehemiah Community Development Corporation.

In Focus with Murv Seymour

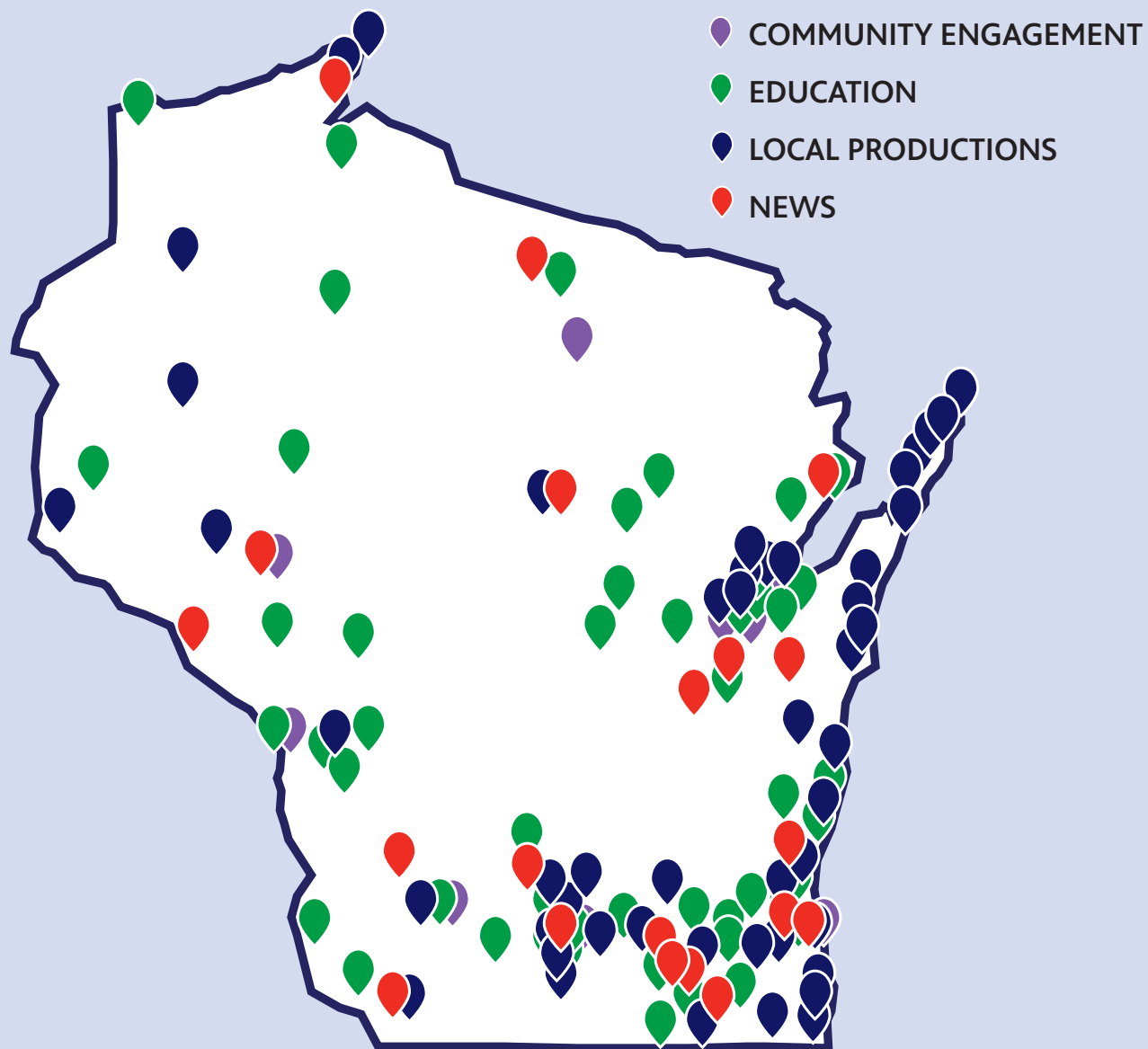
Here & Now produced a new monthly digital series in

2024, [In Focus with Murv Seymour](#). Special Projects Journalist Murv Seymour presents in-depth interviews with community and cultural leaders about their hopes and efforts to impact Wisconsin. These intimate conversations explore a variety of issues and reveal the personalities who help influence the state’s character.



PBS WISCONSIN IS IN YOUR NEIGHBORHOOD

Production shoot locations and events from the past year



2024 AWARDS & RECOGNITION

Around the Farm Table

Midwest Broadcast Journalists Association

1st place - Videojournalism

Here & Now

Midwest Broadcast Journalists Association

1st place - General Reporting

1st place - Talk/Public Affairs

1st place - Team Multimedia Storytelling

1st place - Podcast

1st place - Individual Multimedia Storytelling

Award of Merit - General Reporting

Wisconsin Broadcasters Association

2nd place - Best Series or Documentary

2nd place - Best News Writing

2nd place - Best Continuing Coverage

PBS WISCONSIN WINS 58 AWARDS



26 FIRST PLACE

12 SECOND PLACE

2 THIRD PLACE

18 OTHER AWARDS

Milwaukee Press Club

2nd place - Best Multi-Day Coverage of an Ongoing Story

2nd place - Best Coverage of a Single News Topic or Event Including Breaking News

2nd place - Best Long Hard Feature Story

Holiday Concert from UW-Eau Claire

Emmy Awards, Chicago/Midwest Chapter

Nominee - Outstanding Achievement for Arts/Entertainment



Left: *Holiday Concert from UW-Eau Claire.*

Meet the Lab

Wisconsin Broadcasters Association
2nd place - Best Original Digital Content

PBS Wisconsin Annual Report

Public Media Awards
Finalist - Marketing/Communication

PBS Wisconsin Education

Wisconsin Broadcasters Association
1st place - Early Learning, Best Website

Milwaukee Press Club

1st place - Early Learning, Best Website Design

Public Media Awards

1st place - Overall Excellence
Finalist - Educational Resources for the Community

PBS Wisconsin News Website

Milwaukee Press Club
2nd place - Best Local News or Feature Website

Re/sound: Songs of Wisconsin

Milwaukee Press Club
3rd place - Best Personal Profile

Why Race Matters

Public Media Awards
Finalist - Digital Media

Wisconsin Biographies, Electa Quinney: Mohican Teacher and Mentor

Wisconsin Broadcasters Association
1st place - Best Original Digital Content

Public Media Awards

Finalist - Short Form

Emmy Awards, Chicago/Midwest Chapter

1st place - Outstanding Achievement for Children/Youth/Teen

Wisconsin Foodie

Emmy Awards, Chicago/Midwest Chapter
Nominee - Outstanding Achievement for Lifestyle



Wisconsin in Black & White

Midwest Broadcast Journalists Association
1st place - News Series
1st place - Diversity, Equity & Inclusion Award of Merit - Hard Feature

Wisconsin Broadcasters Association
1st place - Best Series or Documentary

Edward R. Murrow Awards
National and Regional winner - Excellence in Diversity, Equity & Inclusion

Milwaukee Press Club
1st place - Best One-time Special

National Association of Black Journalists
1st place - Documentary
Nominee - General Assignment

Public Media Awards.
Finalist - Cultural Feature

Emmy Awards, Chicago/Midwest Chapter
Nominee - Outstanding Achievement for Diversity/Equity/Inclusion

Above left: Chef Luke Zahm, host of Wisconsin Foodie.

Above right: PBS Wisconsin Reporter Nathan Denzin, left, and Special Projects Reporter Murv Seymour at the Edward R. Murrow Awards ceremony.



Wisconsin Life

Midwest Broadcast Journalists Association
1st place - Weather Feature
Award of Merit - Diversity, Equity & Inclusion
Award of Merit - Videojournalism
Award of Merit - Lifestyle or Specialty Programming
Award of Merit - Digital Shorts - Social Media
Award of Merit - Broadcast Writing

Wisconsin Broadcasters Association
1st place - Best Use of Video
1st place - Best Sports Reporting
2nd place - Best Feature
2nd place - Best Use of Social Media
3rd place - Best Feature



Above: PBS Wisconsin Education was recognized with the Overall Excellence in Education Award at the Public Media Awards.

Right: Wisconsin Biographies, Electa Quinney: Mohican Teacher and Mentor.



Edward R. Murrow Awards

*National and Regional winner -
Feature Reporting*

Milwaukee Press Club

*2nd place - Best Illustration, Cartoon
or Animation*

Emmy Awards, Chicago/Midwest Chapter

*Nominee - Outstanding Achievement
for Magazine Program*

Wisconsin Pride

**Midwest Broadcast Journalists
Association**

1st place - Documentary/Special

Milwaukee Press Club

1st place - Best Documentary

Emmy Awards, Chicago/Midwest Chapter

*1st place - Outstanding Achievement
for Documentary*

**Wisconsin's Scenic Treasures:
Northwoods**

**Midwest Broadcast Journalists
Association**

1st place - Slow TV - Social Media

Wisconsin Broadcasters Association

1st place - Best Specialty Programming

Milwaukee Press Club

2nd place - Best Documentary

Emmy Awards, Chicago/Midwest Chapter

*Nominee - Outstanding Crafts
Achievement for Photography*



Top: Wisconsin Life features a miniature horse and beloved local icon, Jack, and his owner, Rose Johnson, of Eau Claire.

Bottom: The late R. Richard Wagner, author of *We've Been Here All Along: Wisconsin's Early Gay History*, was also a consultant and interview subject in the award-winning *Wisconsin Pride* documentary.



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.

Top: An image from the PBS Wisconsin documentary *Wisconsin's Scenic Treasures: Northwoods*, which celebrates our state's natural spaces.

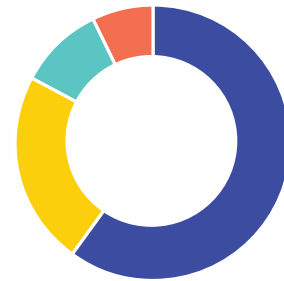
BUDGET IN BRIEF

Revenue

In Fiscal Year 2024 (July 1, 2023-June 30, 2024), PBS Wisconsin reported strong financial outcomes stemming from the generosity of our donors, corporations, and foundations, reinforced by essential grants from the Corporation for Public Broadcasting and careful stewardship.

These results not only enabled PBS Wisconsin to sustain its commitment to creating meaningful content for Wisconsin, but they also empowered us to extend our educational reach, increase engagement, and create more critically acclaimed and community-focused productions.

FY 24 Revenue Overview

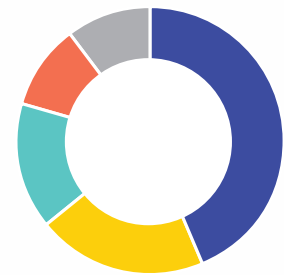


- Community Support 52%
- General Purpose (State) 26%
- Community Service Grant (Federal) 13%
- Production Revenue 9%

Expenses

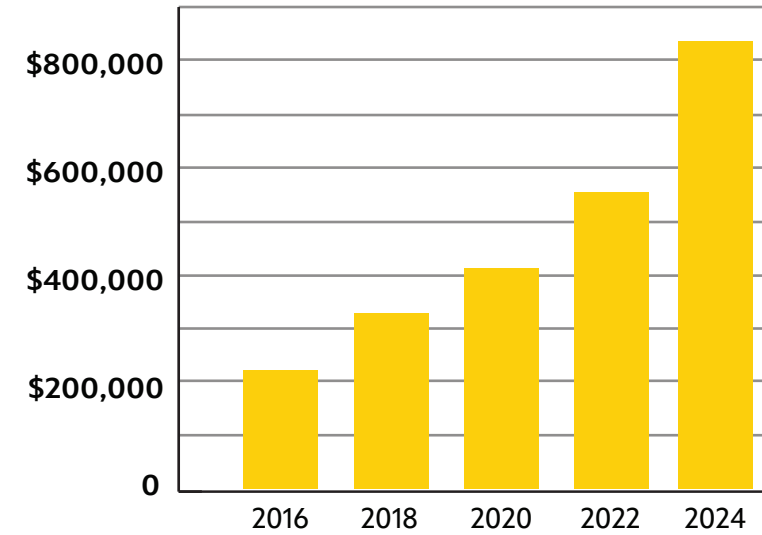
Seventy percent of every dollar PBS Wisconsin raises directly supports television and digital programming, broadcast, and vital educational and community outreach services across the state. The remaining portion of our operating expenses goes toward developing and stewarding donor contributions and general operations in support of PBS Wisconsin's statewide reach and impact, ensuring our continued service to audiences now and in the future. This balanced approach allows PBS Wisconsin to meet current operational needs while also investing in the future.

FY 24 Expenses Overview



- Programming, Production, Education & Community Engagement 40%
- Broadcasting 19%
- Fundraising 19%
- Public Information 11%
- Administration 11%

Friends of PBS Wisconsin Endowment Snapshot



YEAR	AMOUNT
2024	\$813,010
2022	\$560,156
2020	\$403,021
2018	\$326,718
2016	\$206,942

Support from Endowed Gifts

Annual endowment payments to PBS Wisconsin

Through the generosity of our Heritage Society members and prudent board management, the endowment has grown steadily over the years to become a base of everlasting support.

The Friends of PBS Wisconsin Board of Directors' investment policies direct a balanced approach to preserve purchasing power, while providing an accessible, stable stream of revenue to help fulfill PBS Wisconsin's mission and service.

Friends of PBS Wisconsin

The *Friends of PBS Wisconsin* is a 501(c)(3) not-for-profit organization that exists to support PBS Wisconsin through securing financial support, positive community relations, a strong and effective volunteer system, and related administrative services. Meetings of the board and most of its committees are open to the public.

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

THANK YOU!

We are honored to thank and acknowledge the more than 77,000 members and sponsors that generously supported PBS Wisconsin during the 2024 fiscal year (July 1, 2023 to June 30, 2024). The following pages highlight leadership donors and businesses who made gifts to support our daily work, funded special projects, or designated future gifts to grow our endowment.

\$1,000,000+ Lifetime Giving

Monroe E. & Sandra L. Trout
Wooden Nickel Fund

Leadership Circles

The Leadership Circles recognize donors who make annual gifts of \$1,000 or more. Their generosity drives innovation, supports new programs and educational projects, and helps shape PBS Wisconsin's future.

\$25,000-\$999,999

Dr. Henry A. Anderson & Shirley Levine
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DeAtley Family Foundation
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W. Jerome Frautschi & Pleasant T. Rowland
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Obrodovich Family Foundation
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Mary Ellyn & Joe Sensenbrenner
Paul & Coe Williams
Pat Powers & Tom Wolfe
Anonymous (6)

\$10,000-\$24,999

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Sandra & Thomas Lothar
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Sentry Insurance Foundation
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Roger & Lynn Van Vreede
Mary Zaborski
Anonymous (5)

\$2,500-\$9,999

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Ron & Patty Anderson
Francis A. & Georgia F. Ariens Fund
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Jill Storms Ball
Keith & Sue Baumgartner
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Brian & Amy Kobishop
Marion D. Kobow
Alfred H. & June E. Kohlwey Foundation
Brian & Sara Koopman
Bonnie J. Kraft
George Kress Foundation
Karen & James Krueger
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Mae J. Laatsch
Jeanne LaForce & James Kleinhans
Mary Lang Sollinger
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Jack R. Lawton & Bonnie R. McMullin-Lawton
David R. & Darlene A. Lee
Drs. Martha & Douglas Lee
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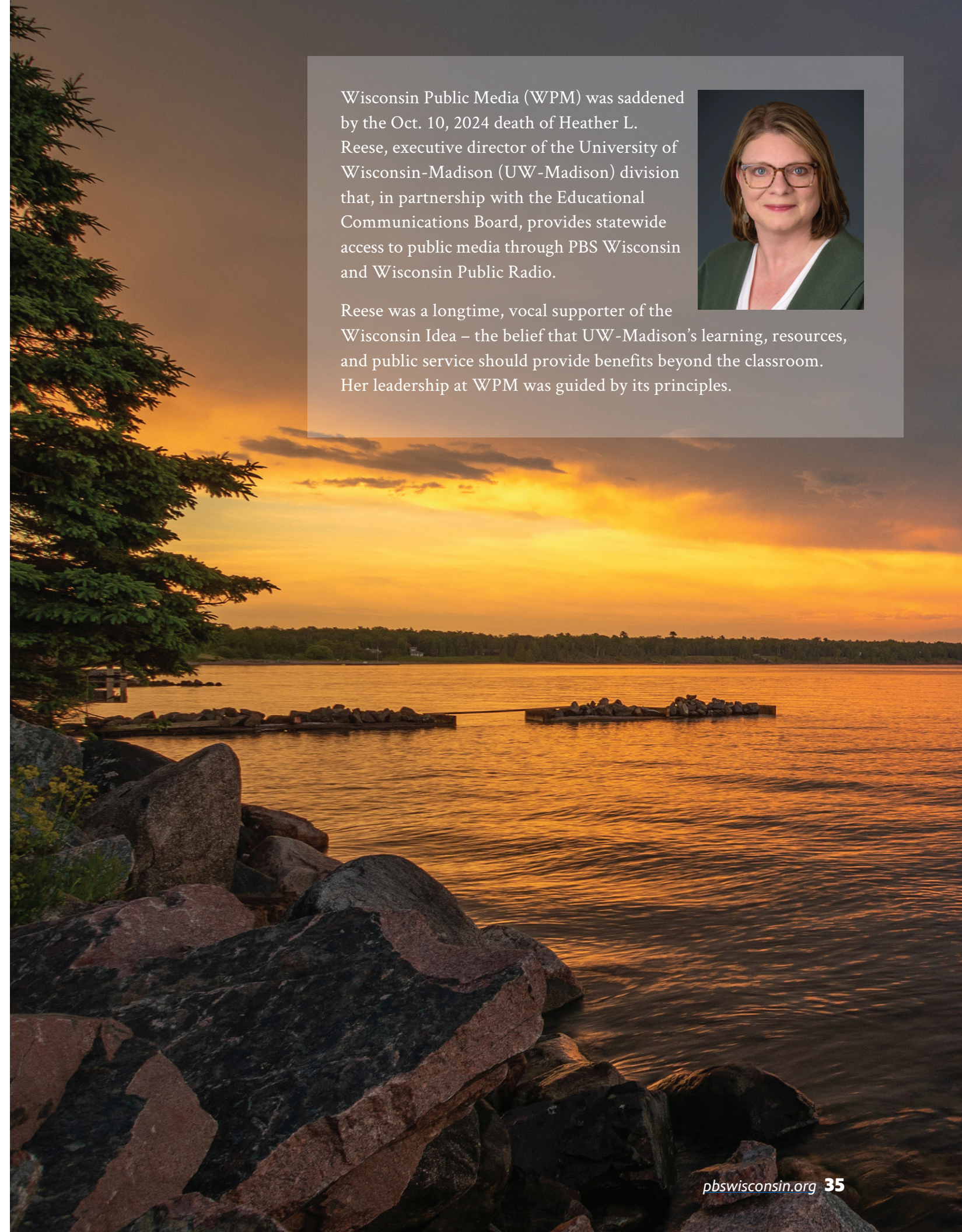
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Wisconsin Public Media (WPM) was saddened by the Oct. 10, 2024 death of Heather L. Reese, executive director of the University of Wisconsin-Madison (UW-Madison) division that, in partnership with the Educational Communications Board, provides statewide access to public media through PBS Wisconsin and Wisconsin Public Radio.



Reese was a longtime, vocal supporter of the Wisconsin Idea – the belief that UW-Madison's learning, resources, and public service should provide benefits beyond the classroom. Her leadership at WPM was guided by its principles.



Cover image: PBS Wisconsin Videographer
James Donovan goes to great depths to
capture film for *Wisconsin Life*.

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