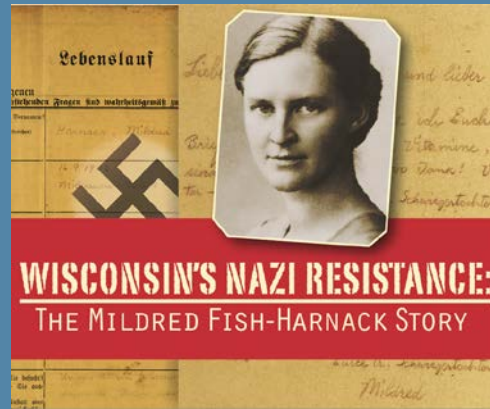




2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Wisconsin's Nazi Resistance is a milestone, but just as impressive is your exhaustive website, offering access to primary documents, interviews with family and with historians and much more."

- Dan Wikler, UW Prof. Emeritus

Wisconsin Public Television is an essential resource that brings a balanced and independent perspective to news and documentaries; inspires learning to broaden personal horizons; exposes new generations to music, art, theater and dance; and opens children's minds to new worlds of discovery



Wisconsin Public Television researches, produces and tells the stories of the people, history and spirit of our state.

We are leaders in using emerging technologies to bring benefits in the new digital world and inspire traditional community building with Wisconsin programs as catalysts for community conversation.

Born of the Wisconsin Idea and approaching 100 years of service beginning with radio station 9XM in Madison, we act on the belief that place and community matter.

In 2011, Wisconsin Public Television provided these key local services:

- Teacher resources easily accessible, free of charge, and helping to build the classrooms of tomorrow, today.
- News and Election coverage providing a trusted source of in-depth news and information.
- Arts and Culture programming that celebrates the creativity and performance of Wisconsin citizens.
- Wisconsin stories sharing our history and legacy of innovation and service.

Wisconsin Public Television's broadcast, web, formal education services and community engagement serve more than 1.3 million people in Wisconsin each month.

Our partnerships in the K-12 community, University of Wisconsin System, dozens of community service organizations and with our broad reach through public television and radio, make up the most extensive educational and community service organization in Wisconsin.



2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Wisconsin Public Television's "More Wisconsin" Idea

For more than 50 years, Wisconsin Public Television (WPT) has been a leader in public television with a distinguished history of innovative service. WPT continues to pursue our passion for community service responding to the changing needs of the people of Wisconsin. WPT connects the people of Wisconsin and facilitates participation in community and citizenship. Through a unique partnership with Wisconsin's Educational Communications Board (ECB), a state agency that ensures that our public media reflects and responds to the educational and cultural needs of the residents of Wisconsin, WPT continues to extend its impact deep into communities and classrooms. Below are brief descriptions of WPT's major initiatives.

- ▶ **Young Performers Initiative:** Partnering with schools, local communities and youth arts educators statewide, WPT will continue to televise gifted youth performing classical music, jazz, spoken word and more in a series intended to inspire and inform all who watch. Our pilot concert from the Birch Creek Music Performance Center, which included both teachers and young performers, resonated powerfully with viewers, participants and funders, giving us the inspiration to continue our work with Wisconsin's young performers.
- ▶ **Wisconsin History: Veterans Stories, Hometown Stories & Tribal Histories:** WPT recently completed its most extensive community engagement venture, the *Wisconsin Vietnam War Stories* project, through which communities throughout our state joined together to honor and thank our Vietnam Veterans. WPT continues our focus on Wisconsin veterans with *Wounded Warriors*, which shares the stories of Vietnam veterans of the Menominee nation working to help veterans of current wars deal with PTSD and the aftermath of serving in combat.
- ▶ WPT also continues its work with Wisconsin's Native American nations through **Tribal Histories**, in which each Nation's stories are uniquely and powerfully brought to life. Elders from each Nation are working with WPT producers to share their history and culture in the purest of storytelling traditions—first person narrative—to a broad audience through Wisconsin Public Television.
- ▶ **News and Public Affairs:** WPT has a long-standing commitment to Wisconsin news, issues and public affairs. Our weekly public affairs program *Here and Now* brings current events, newsmakers and issues from across the state to the forefront of public discussion. In partnership with Wisconsin Public Radio, WPT continues its award-winning coverage of statewide news and events, including campaign and election coverage. That work expands beyond broadcast to the web with the 24/7 reach of WisconsinVote.org a website that offers immediate access to voting information, candidate statements and WPT's and WPR's extensive coverage of important issues.

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2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Recent political interest has generated hundreds of thousands of visits to the WisconsinVote.org site by Wisconsin citizens seeking unbiased, trustworthy information and context for their voting decisions. With an eye toward enhancing our public affairs programming, WPT's new mobile production capacity continues to enable us to travel the state to present citizen discussions, candidate debates, and political and issue forums that will increase citizen engagement in their communities and in Wisconsin elections.

WPT is now developing a new series that will focus on the people and places that make us uniquely Wisconsin. That new series is anticipated for broadcast in 2012.

- ▶ Through *Wisconsin Bookworms*™ WPT and our statewide community partners have to date delivered free books to more than 500,000 young children (and counting) who would not otherwise have a chance to own books of their own. The *Wisconsin Bookworms*™ project reaches out to children ages 2–5 in families of financial need and gives them tools to learn through a supportive network of parents, care providers and child care associations. *Wisconsin Bookworms*™ builds on our longstanding commitment to preparing children for school. This effort is furthered with events such as our annual *Young Writers and Illustrators Contest* that inspires children across Wisconsin to tell their own stories through the creation of books.
- ▶ **Early Childhood Literacy:** WPT supports child-care professionals through workshops, online materials and newsletters that help them conduct early childhood literacy activities around PBS program content, books and reading. Each year WPT training sessions reach nearly 1,000 daycare providers and more than 7,500 at-risk children. This work leads up to our annual *Wisconsin Early Childhood Conference*, which offers more than 200 daycare providers a day of training, inspiration and orientation to the resources available through WPT.
- ▶ **kidStrong:** Focusing on the families of men and women in the military and the upheaval deployment causes for everyone, WPT's *kidStrong* project brings together a number of statewide and national organizations to address the needs of pre-school children whose parents are either deployed or reintegrating to civilian life. Using local resources and Sesame Workshop materials, this project seeks to mitigate the stress of a generation of children whose lives have been impacted by current military conflicts.
- ▶ **Get Up and Go Day in Wisconsin:** This past summer, several thousand kids and adults explored ways to “get up and go” on the campus of the University of Wisconsin-Madison, and at the Family Resource Center in Appleton, playing games from their favorite PBS Kids shows, singing and dancing along with PBS's Mr. Steve, shaking a hand, or maybe a paw, with PBS characters Martha, Clifford and the Cat in the Hat. The event, which was broadcast live statewide during our morning kids' programs, will be back again this summer!

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2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

- ▶ **The Wisconsin Channel:** This program channel introduces one of the most extensive educational efforts in our history. Along with a daylong focus on Wisconsin content, we introduced *University Place*, a program series which provides a daily presentation of University of Wisconsin faculty and guest lecturers on subjects from agriculture to zoology to the state's life-long learners. Working with cultural and educational partners throughout the state, WPT fulfills its historic purpose to offer traditional and non-traditional educational services. Whether through broadcast or digital streaming media, this programming is a resource for schools and an inspiration for anyone with a passion for learning.
- ▶ **Professional Development for Educators:** This ongoing service includes activities such as in-school professional development workshops and presentations at state, regional and national conferences as well as demonstrations of educational technology designed to enhance teachers' professional knowledge are offered through our partnership with ECB.
- ▶ **ECB LearningMedia:** ecb.pbslearningmedia.org features tens of thousands of digital instructional resources for cost-free use by educators, ECB LearningMedia is comparable to commercially available educational streaming media services and is available to Wisconsin schools without a fee. Teachers can create class-specific Web pages to easily share standards-based and lesson-centered media with their students and fellow educators.
- ▶ **Into the Book:** This innovative video series is available through broadcast on WPT, online at ECB VideoLink, and on DVD, and is designed to help elementary students learn strategies to improve reading comprehension while sparking their imagination and joy of learning. The nine *Into the Book* episodes feature an extraordinary classroom where a group of ordinary students use powerful learning strategies like visualizing, inferring, evaluating and synthesizing. This project now has more than 1 million student and teacher users.
- ▶ **Financial Literacy: TEACH IT!** This Web-based multi-media professional development resource for educators is designed around Wisconsin's Personal Financial Literacy standards. *TEACH IT!* helps K-12 teachers integrate relevant concepts into their respective subject areas and demonstrates how this instruction can connect from grade to grade. Twenty-one short videos illustrate effective teaching of the seven content standards in elementary, middle, and high-school classrooms. Additional resources include links to lesson plans and online resources for each standard, as well as information for parents and a place for educators to share their experiences teaching financial literacy.

WPT continues to use public television programs as a tool for community engagement and discussion. Examples include our community screenings of *Wisconsin Vietnam War Stories* and *Wisconsin's Nazi Resistance*. A partnership with the Wisconsin Library Association dramatically expands the reach of this work by making it available to libraries across the state to use to inspire conversation and community.

Wisconsin Veterans Job Fair

Held in the Atrium of Lambeau Field in Green Bay, more than 85 businesses offered job interviews and provided application information to more than 500 Wisconsin veterans.

Wisconsin Public Television, in partnership with Wisconsin Department of Veterans Affairs, Wisconsin Department of Workforce Development and the University of Wisconsin – Extension, also offered 8 workshops on job search skills such as resume writing, interviewing and information on starting a business or returning to school.



Wisconsin Get Up and Go Event

In August 2011, Wisconsin Public Television and partners including the Madison Children's Museum, invited families to the campus of the University of Wisconsin-Madison, and the Family Resource Center in Appleton for a morning focused on being active. Attendees danced and played and met University of Wisconsin athletes who encouraged them to get active and stay active. The event was also broadcast statewide on WPT with PBS children's programs and segments focused on being active.

Comments from parent event evaluations: *"We love PBS."*
"I loved the event. Great fun and lots of kids." *"Wow – what a great turnout!"*



Wisconsin Quilt Expo

In September 2011, 17,297 people from across Wisconsin and the Midwest attended a weekend of quilting, community and creativity. The 10th Annual Wisconsin Quilt Expo included:

- 641 quilts on display in seven exhibit areas
- Educational offerings including 144 informational lectures
- 54 stage presentations and 42 hands-on workshops
- Participation of 195 businesses and non-profit organizations
- Creation of 40 bed-size quilts for the community service project
- More than 500 community volunteers organizing the show

Comments from attendees: *"Great event and appreciate the lectures, workshops and vendors – and it's in Wisconsin!"* *"I loved seeing new fabrics, color and quilt inspirations."* *"Three great days spent with friends talking and thinking about nothing but quilting."*



Global Wisconsin

Testimonials from education, business and community leaders make the case to educators that an internationally focused education is essential in today's world. Ten videos featuring innovative practices in Wisconsin schools provide administrators, school board members, teachers and students tools for easily integrating global perspectives into current teaching practices.

"Students who are competent across the globe, and who have an understanding of how other cultures work and how other people think, are absolutely critical."

- Tony Evers, Wisconsin State Superintendent, endorsing *Global Wisconsin*

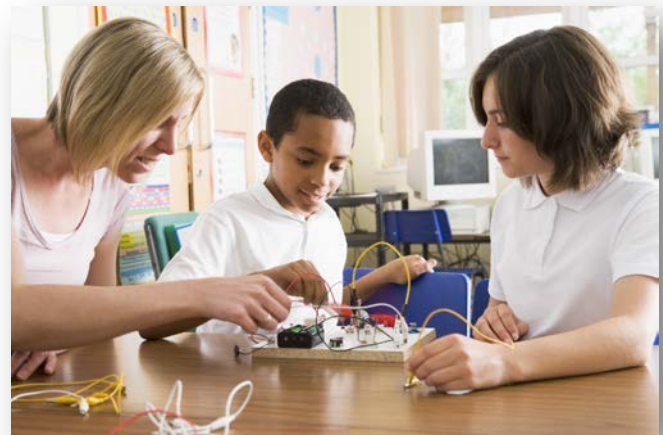


Response to Intervention

Response to Intervention (RtI) is an online professional development resource including videos showing educators putting RtI into practice through collaboration, balanced assessment, and quality instruction. These professional development materials offer a rare opportunity to observe the real successes and challenges of other schools. Each video includes a conversation guide to facilitate learning and planning.

"This resource provides a great opportunity to see real school teams working through RtI processes."

- Julia Hartwig, School Administration Consultant, Wisconsin Department of Public Instruction



Climate Wisconsin

This Emmy-winning educational multimedia project features ten video stories and two online interactive tools produced to support teaching and learning about climate change in the Midwest region of the United States. Each story is supported by research conducted in collaboration with the Wisconsin Initiative on Climate Change.

"Well-done . . . my kids will have a better understanding of climate change as they see how it affects their lives in such relevant ways."

- Danielle Balistrieri, 7-12 Science Teacher, Fennimore Middle/High School



Wisconsin's Nazi Resistance

This one hour documentary introduced audiences to Mildred Fish-Harnack—a Wisconsin native who resisted Adolf Hitler and became the only American woman executed on his direct orders.

Reach in the Community:

WPT created a companion curriculum and distributed DVD copies to every high school in the state providing the first curriculum materials for Wisconsin's designated Mildred Fish-Harnack day in Wisconsin's schools. The Jewish Museum Milwaukee organized sessions with teachers to introduce them to the materials and ways to use the documentary in the classroom.

WPT organized community screenings and community conversations attended by more than 1,000 participants. The companion website compiles the most comprehensive public information about the almost forgotten American hero.

The U.S. Embassy in Berlin and the U.S. National Memorial Holocaust Memorial have expressed interest in using the documentary and distributing it in Germany.

Partnerships:

The documentary was possible through the close collaboration with the archives of the University of Wisconsin and the German Resistance Memorial Center in Berlin. A documentary screening was a key programming element of the Mildred Fish-Harnack exhibit in the fall of 2011 at the Jewish Museum Milwaukee. In addition, popular community screenings and conversations were held in collaboration with the Wisconsin Alumni Association, UW Hillel and the Madison Jewish Federation.

Impact and Community Feedback:

Broadcast of the documentary reached an audience of more than 82,000 Wisconsin viewers in its first week.

In a survey of viewers, 89% found the documentary enjoyable throughout the hour; 92% thought it had a good balance of information and interest; 99% would recommend the program to friends.



Producer Joel Waldinger works with teachers to use the documentary film, curriculum and ancillary materials.

"Really amazing story."

"As a Wisconsin teacher I had the responsibility to inform students and recognize Mildred Fish-Harnack Day. Resources to educate others adequately were scarce. This documentary will be a wonderful record of her life and contributions. It is superbly done and has given me a feeling of personal connection to Mildred and a deeper respect for her talents, compassion, and commitments. I extend my appreciation to all involved in the creation of this documentary."

"I am a former American enlisted man stationed in Berlin and thank you for presenting this program to the public."

"It was informative ... a powerful story. I wondered if we will be brave enough to stand against such foes. Our debts are large. Thank you for bringing this home."

"I was impressed with the careful research and how well-balanced it is. Saying I "enjoyed" it is not exactly the response I felt--I was more horrified by the manipulation of facts to fit the political situation of the time."



Wisconsin Hometown Stories: Wausau

Reach in the Community:

Informed by listening sessions conducted in the community and shaped by extensive participation of staff and volunteer representatives from the Marathon County Historical Society, this was a multi-faceted, multimedia project to preserve and share the stories of Wausau built around a one hour documentary.

To extend the impact of the program, educators and school administrators from Wausau and Wisconsin Public Television created cross-curricular resources for teachers of elementary, middle and high school students.

Preview screenings at The Grand Theater in January 2011 honored those who have preserved Wausau history and shared the documentary film with more than 1,000 attendees.

Full video interviews and extensive footage of Wausau are all preserved and shared as new archival resources. Dozens of extended interviews with leading citizens and area historians sharing memories and stories of Wausau's key people and events now enrich the Marathon County Historical Society's and the Wisconsin Historical Society's permanent archives.

Partnerships:

This project was a partnership of Wisconsin Public Television, the Wisconsin Historical Society and the Marathon County Historical Society. The Hometown Stories series is a ten year effort to tell the history of Wisconsin one community at a time. Wausau is the fifth in the series.

Impact and Community Feedback:

A survey of viewers showed that more than 95% of respondents judged *Wisconsin Hometown Stories: Wausau* as very good or excellent for historic content and viewing interest.

More than 90% of respondents told WPT that they would recommend the program to a friend.

100% of respondents would like to see more *Hometown Stories* programs from Wisconsin Public Television.



"I will use this with my classes at school and also recommend it to other teachers. Thanks so much for such a wonderful program."

"I liked the treatment of the Hmong. It got into their more recent arrival and made parallels to previous ethnic immigrants in Wisconsin."

"I saw a screening at The Grand Theatre. I very much enjoyed the film! Being a native and life-long resident, it held my interest and made clearer some vague ideas of its founding."

"There was so much I did not know, and the program explained questions I'd had for years. It lets Wausau's past set a model and a standard for the state's future."

"Great to watch. It has brought many historical items together—they will survive for future generations."

"Saw it at The Grand Theatre. Very much enjoyed the film! Being a native and life time resident it held my interest and made vague ideas of its beginning clearer."



Viewer comment for *The Final Forte*, WPT's young performer's concerto competition: *"My children were mesmerized by the performances. We attended the concert, listened to the radio broadcast, and watched the television premiere. I was thrilled when after the television show my 8-year old son went to bed humming the cellist's piece ..."*

– Mary from Verona

WPT broadcasts average 1.3 million viewers each month.

WPT's website has more than 2 million page views annually including over 200,000 video streams and over 766,000 page views at our WisconsinVote.org website with election and candidate information.

WPT partners with dozens of community organizations on engagement activities across Wisconsin. Each year more than 40,000 people participate. Recent focus has been on our veterans community, children's literacy and encouraging an active and healthy lifestyle, along with our popular quilting and gardening events.

Last year 1,913 volunteers contributed their time and 44,983 families contributed with



Wounded Warriors, a 30 minute documentary film and community engagement events, continues a ten year effort to preserve and share veteran's stories, including *World War II, Korea* and *Vietnam*.

Wounded Warriors tells the story of the veterans of the Menominee Indian Nation and how they continue their ancient warrior traditions working with Iraq and Afghanistan veterans to heal from the lasting emotional and physical wounds of battle that affect warriors and their families on the home front.

WPT will actively engage Wisconsin viewers through television programming. We will seek community partners to extend the value of our broadcast programming through engagement efforts that draw Wisconsin together to consider the important issues of our state. WPT will continue to be a vital resource for Wisconsin schools by providing tools and training through our educational partners the Educational Communications Board and the University of Wisconsin Extension.
