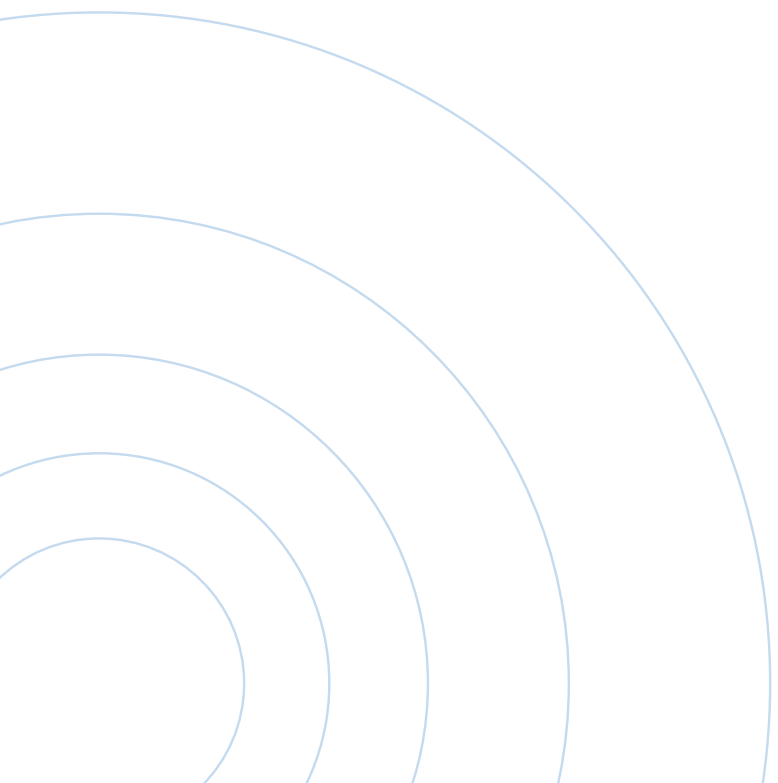


Wisconsin Public Television

# success stories

Annual Report 2001



**T**HIS YEAR HAS BEEN a time of great accomplishment and continued change at Wisconsin Public Television.

WPT continued to lead the way in public service programming, including news and public affairs coverage, community involvement and working with partners to leverage resources and reach new audiences. We take pride in being a catalyst to improve the lives of the people we serve.

In this Annual Report, you will find descriptions of a range of projects that affirm the role we have played in serving and building our communities. Here are just a few highlights:

During the 2000 political season, we provided Wisconsin citizens with the most complete campaign resources on television and beyond through a Web site that included streaming media of candidates.

Our partnership with the State Historical Society of Wisconsin created *Wisconsin Stories*, focusing on the people who have made the state so special. Viewer response tells us this has struck the right chord. Online and WebTV® enhancements moved us closer to the emerging world of digital TV.

Our work paving the way for the next generation of communication has earned national attention.

Community service efforts such as *Creating Health*, which combined broadcasts with supporting materials and events to improve the well-being of Wisconsin women, showed our reach beyond broadcast and our impact on viewers' quality of life.

In these and all of our efforts, everyone at WPT follows a guiding principle: Serve the people of Wisconsin and make the best use of the resources with which we have been entrusted.

Each week, families in nearly 600,000 households watch WPT. Thank you for your trust in us. Rest assured that we will keep working to keep earning your support.



Malcolm Brett  
Director of Television



## Focusing on issues

Every day, WPT provides insight unavailable elsewhere on TV. PBS offerings such as *The NewsHour With Jim Lehrer*, *Frontline*, *P.O.V.* and the *Bill Moyers Reports* deliver thought-provoking perspectives that are hard to come by.

On issues that matter to Wisconsin, no one approaches the breadth and depth of WPT's offerings. This year, *Wisconsin Vote* proved to be a valuable resource for citizens in a crucial election year.

We presented exclusive debates from every congressional district, and *WeekEnd* hit the road for broadcasts from Menomonie, Milwaukee and Green Bay during the election season, with probing coverage of races at all levels. WPT broadcast the only statewide debate in the race for the superintendent of the Wisconsin Department of Public Instruction.

Videotaped statements from candidates let those running for office address citizens directly in a forum that surpassed soundbites, and the *Wisconsin Vote* Web site had those statements indexed so voters could access them any time leading up to election day.

In every way, WPT led the pack from wire to wire.

"The dutiful Wisconsin Public Television has some special efforts going on as Election Day nears."

— Green Bay Press-Gazette

## Focusing on issues

WPT's commitment to public affairs programming can be seen in our national and local offerings that illuminate issues.

WPT premiered the award-winning documentary *Being Hmong Means Being Free*.

The *Wisconsin KidsVote* program demonstrated to youth how the democratic process works.

The *Wisconsin Vote* Web site streamed real-time results on election night. That was one of the many features the site offered throughout the election season.

WPT produced and aired the award-winning *Water Rich, Water Poor* documentary, which stimulated discussion of water issues.

*Teen Connection* offered live discussions addressing raves and the drug Ecstasy, hazing and other timely topics.

*Martin Luther King Jr. Day* activities from the state Capitol were aired exclusively on WPT.

WPT staged and televised the only statewide broadcast in the race for *U.S. Senate*.

*WeekEnd on the Road* focused on issues facing northern Wisconsin.

*The NewsHour With Jim Lehrer* aired five nights a week.

*Frontline* documentaries provided exhaustive background on timely matters.

WPT aired outstanding specials produced by *Bill Moyers*, including one that looked at the precarious state of the world's environment and another about health and safety abuses by the chemical industry.



## Serving the community

Our hallmark effort this year was *Creating Health*, a series of programs and projects designed to improve the health and health practices of Wisconsin women and girls.

*Creating Health* produced in-depth specials, such as one on how to make the most of medical visits. Personal Health Planners helped organize medical histories and serve as diaries. The WPT Women's Health Fair drew women from across the state.

Community discussion groups started crucial dialogs. A detailed Web site provided a path to better health. An inspirational touring photo exhibit profiled women who have contributed to their communities' health.

The effort connected with women of all ages. Women as a group have traditionally been caretakers, often downplaying their health concerns. WPT's effort has been credited with getting women to care for themselves, too.

“What a well-organized program! As a health care provider and a patient with a chronic illness I found it very informative.”

— Deb, an e-mail correspondent

## Serving the community

WPT served communities all around Wisconsin throughout the year.

**Wisconsin PBS Kids** delivered free, non-commercial programming produced with youngsters' development in mind.

The **Wisconsin PBS Kids** Open House celebrated children's programming and entertained hundreds of kids.

The **Ready to Learn** service targeted youngsters with programs designed to help them succeed in school, and WPT sponsored workshops to assist caregivers and teachers in making the best use of the broadcasts.

**First Book** provided children's books to families who could not afford them.

WPT produced a local program on dealing with death to follow *On Our Own Terms: Moyers on Dying*.

*The Whole Child*, focusing on early child development, hit the air, and it was paired with a local training component.

An **Early Childhood** Conference was held in April in Appleton.

The Corporation for Public Broadcasting awarded the **National Center for Outreach** to WPT so we could share our long-term excellence in creating and administering local and national outreach programs.

*Clifford the Big Red Dog* appeared for WPT at the Dane County Kids' Expo.

Wisconsin viewers videotaped reactions to the P.O.V. film *Scout's Honor*, and they were streamed on the national program's Web site. WPT provided a local follow-up program after *Scout's Honor* aired.

The **Reading Rainbow Young Writers and Illustrators contest** spurred youth around the state to put their thoughts into meaningful prose.

## Forging partnerships

Wisconsin Public Television has long provided exemplary models of partnership in action.

This year, WPT and the State Historical Society of Wisconsin joined to create the hugely popular *Wisconsin Stories* series. The first 10-episode season debuted in January.

The series forgoes the “big history” approach in favor of focusing on the real history of real people. The approach and the series received universal praise.

*Wisconsin Stories* featured an expansive Web site. Outreach materials helped youth groups and teachers go deeper into topics.

The *Wisconsin Stories* effort has been a phenomenal success, drawing large audiences to the broadcasts and many visitors to the Web site.

More importantly, *Wisconsin Stories* has inspired people all around the state to come forward with appreciation and their own stories.

“This is Patty. ... This is the kind of programming that makes me believe that it’s a good thing to be a member.”

## Forging partnerships

WPT's work with partners has extended resources, allowed us to reach more people and maximized the impact of projects.

In conjunction with PBS, WPT provided national insight on issues, top-flight entertainment, how-to instruction and more.

*Concerts on the Square* paired WPT with the Wisconsin Chamber Orchestra.

*The Wisconsin Gardener* drew on the expertise of University of Wisconsin-Extension specialists.

*Teaching Through Technology* joined classroom teachers with WPT producers in a well-received series provided through the Wisconsin Educational Communications Board, one of WPT's parent organizations.

*Wisconsin Sports* paired WPT with the UW-Madison Athletic Department.

WPT began developing [portal.wisconsin.org](http://portal.wisconsin.org), an arts, culture, humanities and history Web site that will launch in January 2002. It represents a partnership between WPT and the other members of the Wisconsin Cultural Coalition: Wisconsin Academy of Sciences, Arts and Letters; Wisconsin Arts Board; State Historical Society of Wisconsin; Wisconsin Humanities Council; Wisconsin Public Radio and University of Wisconsin Extension-Continuing Education.

*We the People-Wisconsin*—a civic journalism project that enhances citizens access and involvement with the political process through forums, debates and town hall meetings — partners WPT with Wisconsin Public Radio, the Wisconsin State Journal, WISC-TV/Madison and Wood Communications Group.

## Doing the research

WPT is paving the way for the coming age of digital television with technology that will put vastly expanded video resources at the fingertips of Wisconsinites. A sneak preview was provided during the 2000 election season.

The project, called Video Indexing, made candidates' recorded statements available in an instant through a WPT online database. Internet users could see and hear on their computers, on their own timetable, the candidates make their cases through streaming video.

WPT's Digital Innovations Unit is at work applying video indexing to other projects, such as *Wisconsin Stories* and educational programs for use in K-12 classrooms that WPT serves through the Wisconsin Educational Communications Board. In time, digitized video will be available to multiple audiences to use where they live, learn and work.

WPT is a national leader, as reflected in its video indexing work. We are in a pioneering collaboration in the digital world to develop the methods and standards for indexing video and audio that will make television better for viewers across the nation.

## Doing the research

**WPT made technological advancements that will help create an improved service for the people of Wisconsin.**

WebTV® Plus enhancements provided enriched information and additional Web links to viewers of programs such as *WeekEnd* and *The Wisconsin Gardener*.

WPT's WHA-TV and **University of Wisconsin Learning Innovations** were the centerpieces of a national effort to renew ties between university-licensed public television stations and their campuses. The effort is designed to make the most of digital TV technologies.

WPT produced the first sporting event delivered via **Internet2**, a hockey game between UW-Madison and Alaska-Anchorage.

Longtime WPT leader Byron Knight was awarded the **21st Century Award** from America's Public Television Stations in recognition of his efforts guiding WPT into the future.

Work on **digital TV antennas** began in Madison and Green Bay.

The Wisconsin Educational Communications Board worked toward providing additional educational material as part of the broadcast signal, a service known as **datacasting**. In further service to K-12 classrooms, it will help develop **multicasting**, the delivery of four standard TV channels through one signal.



## Volunteers

Each year, hundreds of people — individually or as a part of larger groups — become a vital part of WPT's success by volunteering their time during membership drives, the WHA-TV Auction and events like the annual Garden Expo.

Organizations and corporate teams involve their members and employees in fun, team-building experiences and raise their profile by volunteering together as groups.

Everyone at WPT is grateful for these dedicated volunteers.

To learn more about volunteering, contact the volunteer manager at 608.262.8508 or [volmanager@wpt.org](mailto:volmanager@wpt.org)

## 2001 awards

### **National Academy of Television Arts and Sciences, Chicago Chapter**

*Beyond the Butterfly*,  
Emmy, Children's

*Gone Fishing*,  
Nominee, Videography

*Indigenous Always*,  
Emmy, Videography

*Indigenous Always*,  
Emmy, Music

*Indigenous Always*,  
Nominee, Editing

*Indigenous Always*,  
Nominee, Documentary

*Indigenous Always*,  
Nominee, Writing

*What Welfare Reform  
Did for Me*,  
Nominee, Audio

*Wisconsin: Prisons & Politics*,  
Emmy, Documentary

*Wisconsin: Prisons & Politics*,  
Emmy, Videography

*Wisconsin: Prisons & Politics*,  
Emmy, Editing

*Wisconsin: Prisons & Politics*,  
Emmy, Audio

*Wisconsin Barns: Stories in  
Wood & Stone*,  
Nominee, Documentary

### **University of Maryland Casey Center**

*What Welfare Reform  
Did for Me*, Casey Medal for  
Journalism on Children and  
Families

### **The Communicator Awards**

*Indigenous Always*, Award of  
Distinction, Videography

*Indigenous Always*, Award of  
Distinction, Documentary

### **Wisconsin Broadcasters Association**

*Water Rich, Water Poor*,  
First Place, Documentary

### **Northwest Broadcast News Association**

*Water Rich, Water Poor*,  
Winner, Documentary

### **CEN Program Awards**

*Step Into My Dream*, Winner

*Being Hmong Means Being  
Free*, Winner

### **Milwaukee Press Club**

*Perrier controversy*,  
Honorable Mention

*Campaign Words*,  
Honorable Mention

### **PBS Communication Awards**

*Creating Health* campaign,  
Winner

*WHA-TV Auction*, Winner

*Wisconsin PBS Kids*  
campaign, Finalist

*Bonhoeffer: Agent of Grace*  
video promo, Finalist

Station break, Finalist

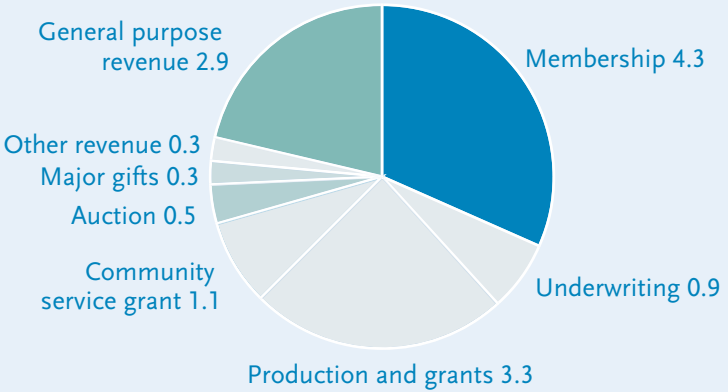
## Funding

WPT is a vibrant organization that draws funding from a number of sources — families, individuals, businesses, granting organizations and state revenue. We never lose sight of our commitment to provide service to communities across the state.

In turn, we draw the largest percentage of our funding from those very same communities through families who become members of WPT. Closely allied with that support is the generous backing corporations and foundations offer to their public broadcasting service.

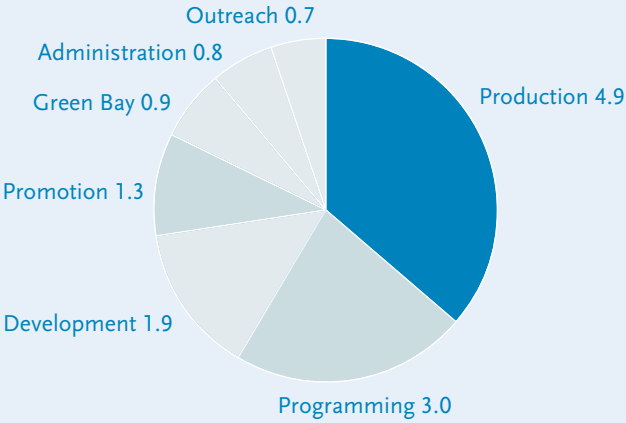
With each and every contribution, we are cognizant of making the most of this valuable resource. We continue to focus on efficient and effective stewardship that manifests itself through the use of cost-conscious fund-raising tools like the Internet and e-mail.

Once in hand, we put those resources to good use. WPT delivers high-quality and essential programming, and extends back into the cities, villages and towns across Wisconsin with its community outreach efforts.



## Revenues

- **Membership** Nearly 55,000 Wisconsin households voluntarily support WPT through annual membership.
- **General purpose revenue** This represents state funding to support infrastructure, programs and educational services.
- **Production and grants** WPT provides video production and teleconferencing services to state agencies and educational organizations on a cost-recovery basis. Foundation grants also support WPT's endeavors.
- **Community service grant** This Corporation for Public Broadcasting grant is based on non-federal revenues generated by WPT.
- **Underwriting** Wisconsin businesses team with WPT to offset the cost to acquire, produce and broadcast varied programs.
- **Auction** For more than 26 years, the Friends of WHA-TV Auction has provided crucial funds as a measure of community support.
- **Major gifts** This represents leadership giving from WPT's Directors Circle, Leadership Circle and Heritage Society.



## Expenditures

- **Production** WPT produces more than 300 hours of local programs per year, in addition to creating programs PBS airs nationally. We produce educational programs for the Wisconsin Educational Communications Board and also offer services to state agencies, the University of Wisconsin System and other non-profit clients.
- **Programming** WPT broadcasts programs 18 hours per day for 365 days of the year.
- **Development** This includes fund-raising expenses resulting from garnering individual, foundation and corporate support, along with the Friends of WHA-TV annual Auction.
- **Promotion** This includes staff and materials required to provide program and other community service news to local and national media organizations, community groups, schools and individual viewers.
- **Green Bay** This represents the costs associated with production operations in Green Bay.
- **Administration** These are costs tied to the general, day-to-day operations of WPT.
- **Outreach** These are the costs—in staff time and materials—to complete WPT’s mission of delivering community-based services that spark citizen engagement, extending the impact of its broadcasts.

## 2001 Program Underwriters

The business community, along with public and private foundations, provides Wisconsin Public Television with essential support. We thank the following underwriters for their dedication to quality television.

AAL Trust Co.  
 Aid Association for Lutherans  
 All Metal Stamping Inc.  
 Alliant Energy Corp. Foundation  
 American Family Insurance  
 An advised fund of the Community  
 Foundation of Southern Wisconsin  
 ANR Pipeline Co.



### Jazz: A Film by Ken Burns

Appleton Papers Inc.  
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 Hurd Millwork Co.  
 International Brotherhood of  
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 Manufacturing Cooperative  
 Isthmus Publishing Co.  
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 Janesville Foundation Inc.  
 Jerry's Sewing & Vacuum  
 Jung Seed and Nursery Co.  
 The Halbert and Alice Kadish  
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 Kitz & Pfeil True Value Hardware  
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 Services Inc.  
 Kress Family Foundation  
 Kraemer Brothers Inc.  
 Landa Cleary Travel Co. Inc.  
 LaserTech  
 Leystra's Venture Restaurant  
 M & I Bank  
 Madison Area Technical College  
 Madison Art Center  
 Madison Chiropractic LLC

## 2001 Program Underwriters *continued*

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 Madison Concourse Hotel  
 Madison Gas and Electric Co.  
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 Manitowoc Co.  
 Marshfield Clinic  
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 Metropolitan Place Condominiums  
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Clifford the Big Red Dog

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 Wisconsin Clearinghouse for  
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 Wisconsin Dental Hygienists'  
 Association  
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 Resources  
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 Wisconsin Energy Co.  
 Wisconsin Farmers Union  
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 Wisconsin Fuel & Light Co.  
 Wisconsin Landscape Contractors  
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 Wisconsin Physicians Service  
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## 2001 Program Underwriters *continued*

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 WMGN Radio Magic 98  
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WWQM Radio Q106 FM  
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 States Power Co.)  
 Zoltan's Sewing Center,  
 Rockford, Ill.

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These dedicated friends of Wisconsin Public Television support our commitment to the highest quality of service through their generous gifts.

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 Tom and Margaret Metcalfe



### The Lost Dauphin

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 Virginia Metcalf and Mary Yeakel  
 Robert G. Zach Family Foundation

More than 60 donors who wish to remain anonymous.

## The Heritage Society

The Heritage Society consists of those esteemed supporters who have designated a special gift through bequests, trusts or other planned giving arrangements to benefit Wisconsin Public Television in the future. These generous gifts ensure WPT's progress well into the 21st century.

Joanne and John Anderson  
 Dr. Ann Bardeen-Henschel  
 Glenn and Anna Benson  
 Vlasta K. Blaha  
 Ione Kulis Carr  
 Richard Damro  
 Mrs. Loren Driscoll  
 Wilbert and Mary Dee Dupont  
 Ted J. Eischeid  
 Colleen and Bill Feist  
 David L. and Judy K. Friebel  
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 David and Dawn Stucki  
 Dennis G. Stuttgen, D.V.M., and  
 Jayne C. Redman-Stuttgen  
 Nevin O. Taylor  
 Joseph W. Walton  
 Helen Wineke  
 70 donors who wish  
 to remain anonymous

The following estates have generously provided gifts of bequest and other planned gifts to WPT. With deepest regards, WPT commemorates those departed friends who have honored us with this most profound commitment.

Mary E. Benson  
 John David "Jack" Harrop  
 Sulo Taisto "Ty" Hayrinen  
 Ethel Groom Scheel  
 Ann Tieman

The following donors have established a Charitable Remainder Trust for Wisconsin Public Television.

Ione Kulis Carr  
 Tim V. and Catherine Hartnett  
 Clarence H. Mitchell  
 Alice Jean Smith  
 Joe and Betty Spradling  
 For information about the Heritage Society, please call Elizabeth Menzer at 608. 262. 5496

The following donors have made project-specific gifts to Wisconsin Public Television.

Biography Book Club  
 Renee and Tom Boldt  
 Dale Druckrey  
 Elizabeth Guenzel  
 Betty Jo Heckrodt  
 Julie and Larry Midtbo  
 Dan Moore  
 Anne M. McCoy  
 Charles and Carolyn Mowbray  
 Robert T. and Betty Rose-Meyer Family Foundation  
 Virginia Metcalf and Mary Yeakel  
 5 donors who wish to remain anonymous

## WHA-TV Auction

Since 1976, Friends of WHA-TV in Madison has staged a live televised auction. In addition to raising funds in support of Wisconsin Public Television, the auction brings together 2,000 volunteers, more than 1,600 businesses and thousands of bidders, forming a substantial public television partnership.

### Major Auction Donors

Academy Electric Inc.  
 AE Business Solutions  
 Allen Kitchen & Bath Center  
 American TV & Appliance  
 Amish Furniture Gallery  
 AnchorBank fsb  
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 Office Today  
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 Premiere Wedding Services  
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Season's Lawn Care and Snow Removal  
 Select Enterprises  
 Sergenian's Floor Coverings  
 Slick Rydr Trailers  
 Smart Motors Inc.  
 Star Cinema  
 State Historical Society of Wisconsin  
 The Stool Store  
 Stoughton Country Club  
 Sub-Zero Freezer Co. Inc.  
 Terry McCaughey Service Center  
 The American Club  
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 United Building Centers  
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Annual Report printing donated by  
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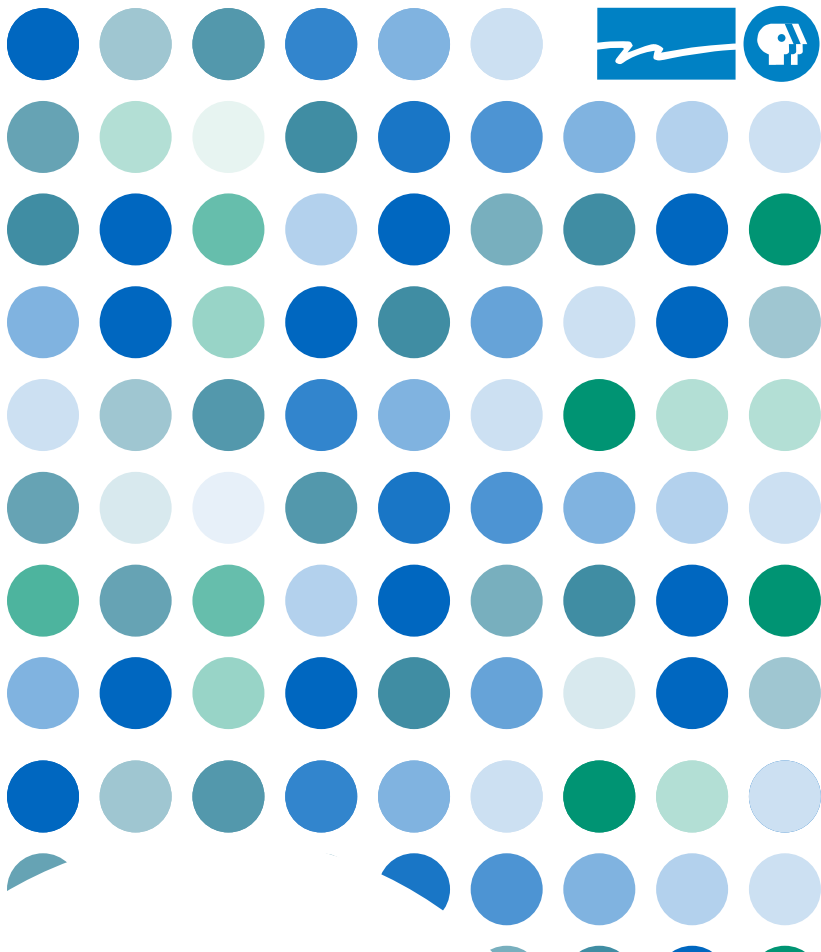
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Wisconsin Public Television is a service of the Wisconsin Educational Communications Board and University of Wisconsin-Extension.





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