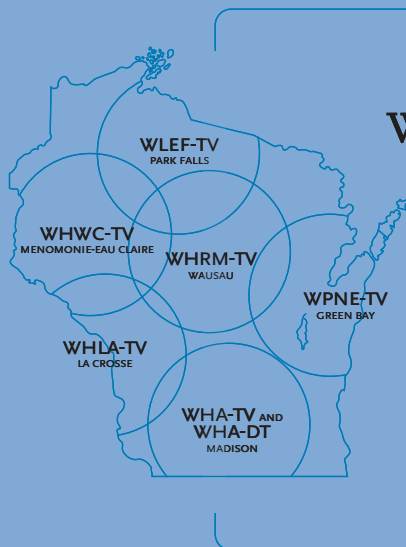




public service public trust

## WISCONSIN PUBLIC TELEVISION ANNUAL REPORT 2002

CHILDREN'S PROGRAMS	NEWS AND PUBLIC AFFAIRS	COMMUNITY OUTREACH	DIGITAL TELEVISION	FUNDING
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WISCONSIN

PUBLIC TELEVISION WEEKEND

public service 

NATIONAL GEOGRAPHIC SPECIALS

NATURE

NOVA

MASTERPIECE THEATRE

MYSTERY!

ANTIQUES ROADSHOW

FRONTIER HOUSE

FRONTLINE

Now With BILL MOYERS

WISCONSIN STORIES

CONCERTS ON THE SQUARE

WEEKEND

THE WISCONSIN GARDENER

A CENTURY OF QUILTS: AMERICA IN CLOTH

public service 

TEEN CONNECTION

READY TO LEARN

FOOD FIGHT: WISCONSIN'S BIOTECH CROPS

SEWING WITH NANCY

FIRST BOOK

THE NEWSHOUR WITH JIM LEHRER

THIS OLD HOUSE

SESAME STREET

CLIFFORD THE BIG RED DOG

MISTER ROGERS' NEIGHBORHOOD

ARTHUR

AUSTIN CITY LIMITS

EVENING AT POPS

AMERICAN EXPERIENCE

AMERICAN MASTERS

MARK TWAIN

SCIENTIFIC AMERICAN FRONTIERS

WISCONSIN

PUBLIC TELEVISION



**Ken Burns**  
Documentary filmmaker of *The Civil War*, *Jazz* and other programs



**Patty Loew**  
Award-winning journalist and co-anchor of *WeekEnd*



**Norm Abram**  
Master carpenter and host of *The New Yankee Workshop*

**Gwen Ifill**  
Moderator and managing editor of *Washington Week*



**Fred Rogers**  
Host of *Mister Rogers' Neighborhood*

public trust



# WISCONSIN



MALCOLM BRETT  
DIRECTOR OF TELEVISION



## PUBLIC TELEVISION

### IN TUMULTUOUS TIMES, PEOPLE FOCUS ON WHAT REALLY MATTERS.

Given the events of the last year, state citizens have been eager to get a better understanding of the world. They have searched for solid sources, voices of experience, with perspective on situations at home and abroad.

They have turned to Wisconsin Public Television.

Our flagship *WeekEnd* series illuminated all manner of issues from the Wisconsin Legislature to the splinter republics bordering Afghanistan.

Seasoned, respected practitioners such as *Frontline* and Bill Moyers provided insight not available anywhere else.

Our children's programming has given youngsters a developmentally sound, noncommercial foundation on which to build a healthy, curious intellectual life.

At home, WPT has mined the state's past and taken bold steps into the future.

The *Wisconsin Stories* series delighted and enlightened viewers with the tales of real people who have made the state what it is. *When Wisconsin Was New France* told of the first European explorations of our region and how interactions occurred between cultures. The *Cultural Horizons* series produced with the Educational Communications Board for classrooms has shined a light on the diversity in our educational settings and how we all can be enriched by it.

Our outreach services reach into communities and give childcare providers, teachers and parents tools to extend the educational power of what WPT has on the air.

And WPT continued to be a national leader in shaping political journalism and developing tools to put knowledge in the hands of citizens.

In May 2002, WPT moved into the digital era with the launch of WHA-DT in Madison. The near future will see a digital channel launched in Green Bay, with the other four WPT stations following shortly thereafter.

The changing economy has challenged all non-profit organizations, and WPT has not escaped untouched. But in response to reduced funding we have made effective long-range plans and decisions to position WPT for a future dedicated to service.

We continue to do our level best every day, and people care. A recent national survey found that the American people value public television and radio as the second best use of government expenditures after defense.

At WPT, we sense that loyalty, the feeling that state citizens appreciate the only television service that belongs to them.

We will keep working to sustain that trust. With your help, WPT will grow even greater as a cherished resource we can pass on to our children and their children.

MALCOLM BRETT  
DIRECTOR OF TELEVISION



WISCONSIN EDUCATIONAL  
COMMUNICATIONS BOARD



WISCONSIN PUBLIC TELEVISION



## At Wisconsin Public Television, the focus is always on service.

Our keystone commitment spells out our philosophy: Providing the people of Wisconsin noncommercial and educational television that delivers important programs not available elsewhere.

That dedication can be seen in our high-quality Wisconsin PBS Kids service, News and Public Affairs programs that provide television's only statewide issues coverage and Wisconsin history explored through the acclaimed *Wisconsin Stories* series.

It can be found in evocative documentaries such as *State Parks, State Treasures*.

It is demonstrated in the forward-looking Web sites that WPT creates, such as [portalwisconsin.org](http://portalwisconsin.org), a hub for state arts, humanities and cultural organizations.

It is evidenced in community outreach services crafted to help youngsters get ready for school, improve residents' health and extend the impact of programs addressing important issues.

It can be seen in a schedule that blends unique Wisconsin offerings with the best of PBS.

The last year has been one of challenge, commitment and concern across the nation, the state and our local communities. At Wisconsin Public Television, we felt those strong winds and rose to the occasion, continuing a decades-long tradition of thoughtful service. That's what we've always done, and will continue to do.



## We shepherd young minds with television's most trusted offerings.

Families with young children seek out WPT and the comfort and confidence that come with Wisconsin PBS Kids, the most popular, enriching children's programs on television.

We also provide tools for parents and caregivers on our Wisconsin PBS Kids Web site and links to PBS' fabulous Web destination for children.

Wisconsin PBS Kids offers programs appropriate to youngsters across the full spectrum of age and development. The series are curriculum-based, achieve concrete educational objectives and are backed up by outreach materials.

Wisconsin PBS Kids is the only TV service for youngsters that is universally available, noncommercial and free of charge.

Beyond being educational, the offerings on Wisconsin PBS Kids are enjoyed by large numbers of children. According to April 2002 figures, the most-watched series on television in the nation among children 2 to 5 years old are *Clifford*, *Arthur* and *Dragon Tales*. *Caillou* is the sixth most popular program with that age group, and *Sesame Street* is eighth.

The series on Wisconsin PBS Kids have won more prestigious awards than those on any other broadcast or cable service. Surveys of parents have consistently ranked PBS as the most-trusted TV destination for their children.

**The children's program *Arthur* airs weekdays on WPT and consistently draws top ratings for children ages 2-11. Its messages include cooperation and problem solving.**

Whether it's Clifford and Emily Elizabeth providing companionship, *Arthur* showing the power of friendship or *Sesame Street* sparking literacy in kids, the programs on Wisconsin PBS Kids enlighten as they entertain.

Wisconsin Public Television aims to start youngsters on a path that will help them find success in school and life. Viewers' positive feedback tells us we're on the right track.

#### VIEWERS RESPOND TO CHILDREN'S PROGRAMS

"I want to take a minute to thank you so very much for the programming you provided immediately following the Sept. 11 tragedy. I have two small children, and it was your continuous kids programming that saved us during those sad and scary days."

**Karin Iverson**

"Thank you for the quality programming that my son enjoys to wake up to. I love watching his eyes light up each time he sees his favorite *Sesame Street* characters."

**Sarah Haynes**

"I am always impressed at how well you schedule the early childhood programming. As a mom with two small children, I greatly appreciate the high-quality programs offered for their age!"

**Amy Schmidt**

"We have a saying at our house: 'If it's not on public TV, it's not on!' With two children under 5, having a station that's safe and educational is important."

**Dean C. Tucker**

"Thank you so much for broadcasting children's shows the weekend following the attack on America. We, as adults, had been watching the news programs during and after the tragic event. It was a wonderful change to be able to turn on the TV for our children so they could watch something suitable for them."

**Mike and Debbe Topel**

"Hi. I just wanted to write to say that as a teen I really enjoy *Teen Connection*. I think it really touches on the issues we need to know about."

**Jenna Quinn**

## Awards 2001-2002

### UNDA/USA: Gabriel Awards

**WeekEnd** *Underground Railroad* Gabriel Award, Feature  
**Being Hmong Means Being Free** Certificate of Merit, Informational Programming

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

**Wisconsin Stories:** *In the Mail, The Limburger Cheese Duel* Nominee, Single Feature

**Water Rich, Water Poor** Nominee, Documentary

**State Parks, State Treasures** Nominee, Audio

**State Parks, State Treasures** Nominee, Writing

**State Parks, State Treasures** Emmy Winner, Videography

**State Parks, State Treasures** Emmy Winner, Editing

### Wisconsin Broadcasters Association

**Creating Health:** *Girls Project* Merit Award, Community Affairs Activity

**Food Fight: Wisconsin's Biotech Crops** First Place Award, Feature Length Documentary

**Wisconsin Stories:** *Really Big Stuff* Merit Award, Feature Length Documentary

**WeekEnd** *Chief Bender* Merit Award, Feature

### Northwest Broadcast News Association

**We the People:** *Powering Wisconsin* First Place, General Reporting

**State Parks, State Treasures** Award of Merit, Documentary

**State Parks, State Treasures** First Place, Broadcast Writing

### Milwaukee Press Club

**WeekEnd** *Uzbek Border Camp* First Place, Background-Investigative Reporting

**WeekEnd** *My Family, My Neighborhood* Honorable Mention, Community Welfare

**WeekEnd** *No Mas* Honorable Mention, Commentary

### The Videographer Awards

**A Century of Quilts: America in Cloth** Award of Distinction, Documentary Videography



## We emphasize news and public affairs to help citizens put issues in focus.

The year provided much to consider.

The Sept. 11, 2001, attacks on America were traumatic for the nation — and for Wisconsin.

WPT responded with the considered news and perspective that is our trademark.

*WeekEnd* held a town meeting soon after the attacks to assess the mood of Wisconsin and serve as a healing force. *WeekEnd's* "Getting Smarter" series delved into Islam, the geography of Afghanistan and its surrounding region, and other salient topics.

Programs such as *Frontline* provided insight into the Muslim faith, how al Qaeda operated and more.

Through these and other offerings, WPT gave state citizens a depth and breadth of information and analysis that was available nowhere else.

At home, tumult in the state Capitol over political scandals and a huge budget hole came to the fore. Throughout, *WeekEnd* was on the scene, with in-depth reports and discussion to put Wisconsin's pressing issues in focus. WPT began gearing up for the campaign season. *WeekEnd* and the entire *Wisconsin Vote* effort (including the acclaimed Web site wisconsinvote.org) began providing the tools for viewers to become informed voters.

Nationally, Bill Moyers joined forces with National Public Radio to produce *Now With Bill Moyers*, a powerful new series tackling issues with vigor in the

**In a post-9/11 world, Wisconsin's citizens continue to have questions and opinions about America's role and reputation. Moderator Jerry Huffman and WPT helped sort through those ideas with town hall forums on international affairs and terrorism.**

public broadcasting tradition, a series Wisconsin viewers have praised. Throughout the year, from the attacks to malfeasance on Wall Street, *The NewsHour With Jim Lehrer* has upheld its role as daily news' most even-handed, thoughtful production.

#### VIEWERS RESPOND TO NEWS AND PUBLIC AFFAIRS PROGRAMS

"I just wanted to thank Jerry and Patty for the *WeekEnd* program, including the firefighters, in terms of the dialogue. I thought it was a very important part of having balance in broadcasting and having all voices represented."  
**Bob Morris**

"Thank you for this evening's well-produced 'Getting Smarter' program; for the clarity of questions asked, the presence of persons of expertise, the inclusion of the public (and the gentle, but firm help to keep on task). Thank you for helping us keep intelligently informed."  
**Ken Gelhaus**

"I want to thank you for such an informative show (*Ojibwe History*). I am a not a Native American and have only been a Wisconsin resident for a year, but I have found Wisconsin Public Television to be the best public television I have seen. I have learned more about Native Americans this past year than I have all my life."  
**Mary Hoffmeyer**

"I very much enjoyed the program regarding Hmong culture, very informative. The young girl did a wonderful job. It has helped us to relate to this population much more. Thank you."  
**Jennifer and Thomas Bolanos**

"As a college English professor, I always recommend the *NewsHour With Jim Lehrer* to my students for in-depth coverage of current events."  
**Lorri Nandrea**

"I just wanted to thank you for that fine Martin Luther King annual tribute. I enjoyed it immensely."  
**Lulu Turner**

## We extend the impact of television and act as a catalyst for action in the community.



**Launched in Jan. 2002, portalwisconsin.org broke new ground for Wisconsin's cultural partners. The site is one place on the Web with a comprehensive listing of cultural, arts, humanities and history offerings.**

Our reason for being extends past the broadcast signal into the community. WPT has a deep commitment to helping Wisconsin citizens improve their lives. Our proud tradition of outreach is respected and emulated across the nation. partnership with the Cultural Coalition of Wisconsin and a grant from the Corporation for Public Broadcasting, WPT launched portalwisconsin.org, a comprehensive Web site covering Wisconsin arts, history and culture. Portal Wisconsin provides "one-stop shopping" for people seeking arts, cultural and history events and programming across the state. The effort has been hailed by artists, editorial writers and the public as valuable and long overdue.

This year, one focus has been *Poetic License*, an effort to reach teens and young adults with poetry and the power of the spoken word. WPT has sponsored poetry slams for youth as well as workshops with established

poets. This project involved nearly 1,000 teens and interested adults across Wisconsin. It tapped into both boys and girls, and across ethnic and socio-economic backgrounds. Poetry has its roots in the rich history of oral tradition, and *Poetic License* engendered in teens a respect for that tradition.

Our targeted outreach efforts demonstrate WPT's strong commitment to children. Preschoolers whose families might not be able to afford books find a helping hand in the First Book program, which provides free books, activity guides and volunteer project mentors. First Book has been embraced in counties all across Wisconsin, and it has been a smashing success, delivering more than 2,000 books a year to youngsters who might not otherwise have them.

Getting youngsters ready for school is the goal of the *Sesame Street* Preschool Education Program, which trains daycare providers and other



WPT partnered with 4-H Youth Development to help teens express hopes, dreams, frustrations and fears through the *Poetic License* project.

caregivers in ways to put WPT's children's series to good use. The effort reaches into every area that WPT serves.

Our success in crafting valued services made WPT the logical site for the National Center for Outreach (NCO). The NCO has served as a catalyst for worthwhile projects across the nation, such as *No Greater Love*, a documentary and related materials to increase organ donation.

Also on the national front, WPT's expertise in election coverage is being shared nationwide with Best Practices in Journalism. Best Practices, funded by a grant from The Pew Charitable Trusts, has been instrumental in fostering new ways of covering politics and public-commercial TV station cooperation in staging debates and candidate forums, a realm in which WPT has been a pioneer.

In these venues and more, WPT has been focused on improving what we do best – placing issues in context and making the lives of Wisconsinites more worthwhile.

#### VIEWERS RESPOND TO COMMUNITY OUTREACH PROGRAMS

"I would like to express my appreciation to those involved in developing such a useful tool as the *Creating Health* health planner. I am a parish nurse at St. John's Lutheran Church in Mattoon, Wis., and feel that this would be something very valuable for many of my clients to begin using."  
**Sarah Haynes**

"I'm an interpreter with the Fond du Lac School District. I just watched *Sound and Fury...* To see this program from the perspective you had, it was just, WOW. I mean having the deaf and hearing parents there, getting all the points of view was very interesting. Just a really great, great show."  
**Mary Wilcox**

"I was just watching the *POV: Promises* program. I think this was absolutely the best show I've ever seen anywhere, anytime on any station! I'm wondering where I can get a video of the program. I work with children through Kids for Peace and Play for Peace-Madison and these are just the very things that we work on. I think it's a show that would be extremely helpful in schools to help them with other cultures."  
**Sandy Miller**

# The Future is Now



more  
ideas

Digital television (DTV) became a reality in the Madison market this year with the launch of WHA-DT. In the next year, the five other WPT markets around the state will see their DTV channels hit the airwaves.

DTV will deliver more information directly to televisions or computers in schools, homes and workplaces. In time, DTV will allow multicasting, the delivery of up to four programs at once, and datacasting, the delivery of computer data at hundreds of times the current rate of Internet service. DTV also gives WPT the

capability of high-definition and widescreen telecasts.

WPT is at the national forefront in developing the technology that will bring datacasting home. Working with other leaders in public television and universities, WPT is leading the Evolving the Links effort, aimed at extending the tools for lifelong learning through new modes of delivery.

WPT also is hard at work on video indexing, a massive database operation that will make our archives readily accessible and searchable.

Whatever developments ensue, rest assured that WPT will continue to lead the way in giving Wisconsin citizens access to the information and programs that enrich their lives.

That's what people expect from Wisconsin Public Television, a cherished resource for today and tomorrow.

## Funding

Public service is at the core of Wisconsin Public Television. It fulfills its mission 365 days a year with an unshakable commitment to effectively managing resources that enable such vital public service.

WPT draws its funding from a mix of foundations, governmental sources, businesses, and families and individuals. It is this last group – families and individuals – that provide the greatest percentage of support.

Yet, whatever its origins, WPT makes the most of funding, expending it on functions – production, program acquisition and community outreach projects – that deliver an educational and entertaining service to Wisconsin's communities.

"I went to my mother's house for Thanksgiving and she has cable TV (we don't) and there was NOTHING worth watching – even with all those channels.... It made me realize what a value Wisconsin Public Television is – without a monthly bill! I have decided I will contribute more to WPT from now on. Thank you."

**Krista Bleich**

**Fiscal Year 2002 Revenues - percent of total**

**Membership 32%**

Nearly 55,000 Wisconsin families voluntarily support WPT through annual membership.

**General Purpose Revenue 19%**

This represents state funding to support infrastructure, programs and educational services.

**Production and Grants 31%**

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 7%**

This Corporation for Public Broadcasting grant is based on non-federal revenues generated in part by WPT.

**Underwriting 6%**

Wisconsin businesses team with WPT to offset the cost to acquire, produce and broadcast varied programs.

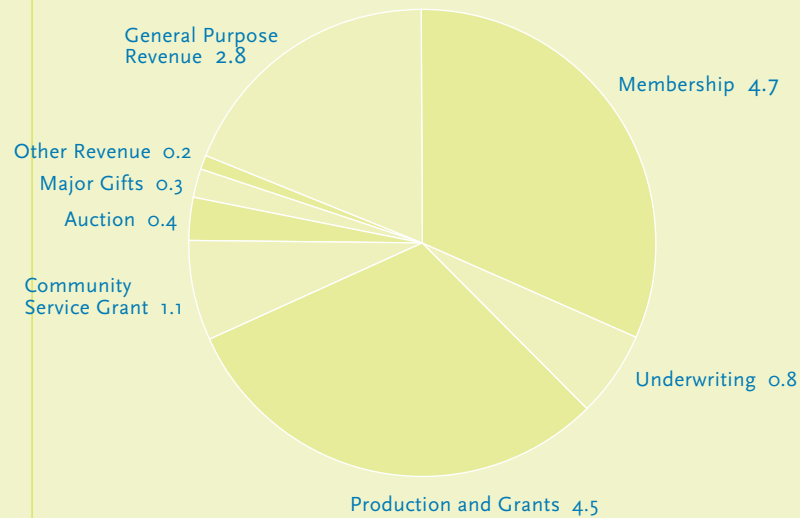
**Auction 3%**

For more than 27 years, the *WHA-TV Auction* has provided crucial funds as a measure of community support.

**Major Gifts 2%**

Leadership giving from WPT's Directors Circle, Leadership Circle and Heritage Society.

in millions of dollars



**Fiscal Year 2002 Expenditures - percent of total**

**Production 33%**

WPT produces more than 300 hours of local programs per year. WPT produces educational programs for the Educational Communications Board, and also offers services to state agencies, the University of Wisconsin System and other non-profit clients.

**Green Bay Production Unit 5%**

This represents the costs associated with production operations in Green Bay.

**Development 15%**

This includes fund-raising expenses resulting from garnering individual, foundation and corporate support, along with the Friends of WHA-TV annual *Auction*.

**Promotion 9%**

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.

**Programming 20%**

WPT broadcasts its own programs, and those from PBS and other sources, 18 hours per day, every day all year.

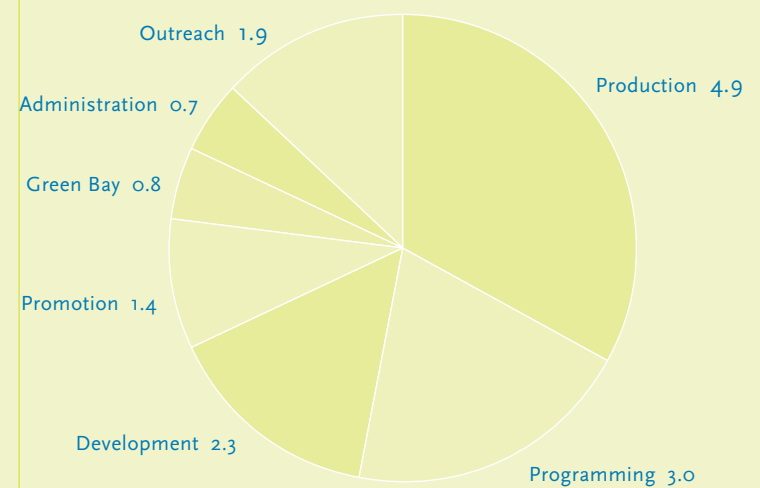
**Administration 5%**

These are costs tied to the general, day-to-day operations of WPT.

**Outreach 13%**

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.

in millions of dollars



## 2002 Program Underwriters

Businesses committed to quality public television in Wisconsin generously support WPT. Public and private foundations also offer invaluable resources.

For information about underwriting, please call Mary Clare Sorenson at 608. 265. 3852.

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## Directors Circle

Taking support to a higher level are the valued members of WPT's Directors Circle. Their leadership giving allows more than 600,000 families across the state to welcome public broadcasting into their homes every week.

For information about leadership giving, please call Diane Agans at 608. 265. 4437.

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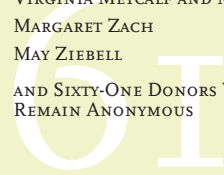
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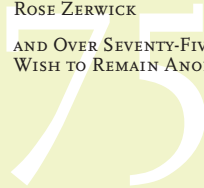
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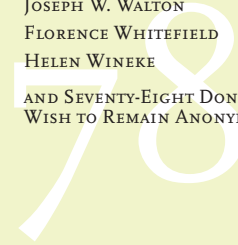
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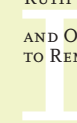


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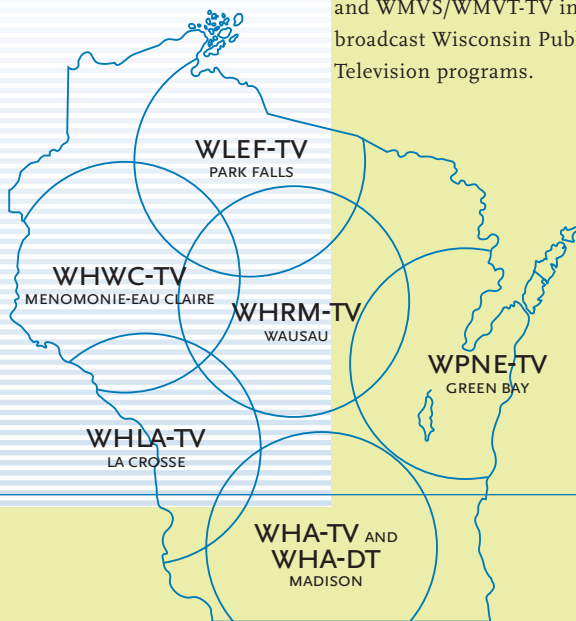
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