



**Wisconsin Public Television**



## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"I am so impressed with the kids' talent, enthusiasm and dedication. And, kudos to all of the professional teachers who worked with them to develop those talents. The program was a wonderful hour of entertainment and served to underscore my belief in this generation of young people"  
- Charles from Cottage Grove, WI

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 tells the story of our state in the voice of its citizens. With our programs, as well as educational and community initiatives, we share the history, culture and news that makes Wisconsin unique.

We are service providers, using all available digital tools to connect and share with all of our communities and to unite those communities with one another, including Wisconsin's 60,000 K-12 teachers.

Born of the Wisconsin Idea, we act on the belief that place and community matter.

In 2015, Wisconsin Public Television provided key services:

- Classroom and teacher learning tools provided statewide without cost to educators that are keyed to curriculum and unavailable elsewhere
- Unbiased news and public affairs programming that delves into issues and elections that impact local communities most
- Arts programming and community engagement activities that celebrate Wisconsin performers, particularly students
- Preserving and sharing Wisconsin's rich history, including that of our native tribes and bands

Wisconsin Public Television's broadcast, web, education services and community engagement programs serve more than 1.4 million people across the state each month.

Our diverse work, including our focus on sharing and preserving Wisconsin voices, showcasing the state's young performers, promoting children's health and supporting veterans, along with our partnerships with schools, universities and non-profits throughout Wisconsin, make us one of – if not the – most broadly used educational and community services in the state.



## 2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### Wisconsin Public Television Connects Communities

Wisconsin Public Television (WPT) was founded to connect the people of Wisconsin, furthering a 100-year-old philosophy known as “The Wisconsin Idea.” The “Idea,” which sits at the heart of WPT’s mission, states that knowledge and education should be freely shared among all citizens, specifically by extending the learning, resources and expertise of the University of Wisconsin, so that all may take full and equal advantage of civic and economic opportunity, make broad and deep social connections and strengthen our democracy. WPT is proud to have been a rich part of that tradition since its inception. Now, as then, we continue to pursue our mission of community service on the air, in the streets and online. Our significant and expanding web presence has helped us reach a larger and more diverse audience than ever before, further extending access and opportunities to communities around the state.

We are constantly evolving as a public media service, responding to the changing needs of the people of Wisconsin, as well as the ever-changing technological landscape. WPT brings citizens together around issues and ideas, facilitating civic participation and creating an effective, participatory and informed citizenry.

In addition, WPT is jointly licensed by University of Wisconsin Board of Regents and the Wisconsin Educational Communications Board. The Wisconsin Media Lab is an educational unit partnered with WPT, which provides teaching materials aligned to academic standards for all of Wisconsin’s K-12 schools and students in every subject absolutely free of charge. This service is critical to our state, forges deep and meaningful relationships between WPT and the community and is important to donors, who are moved by the impactful results.

Below are brief descriptions of WPT’s major initiatives:

- **News and Public Affairs:** WPT is committed to Wisconsin news, politics and public affairs. *Here and Now*, our Regional Emmy-winning program, provides in-depth coverage of current events, newsmakers and diverse issues from across the state. Viewers can also hear directly from public servants with our live coverage of the State of the State and budget addresses, as well as the annual State of the Tribes Address and many other civic events. Beyond television, WPT also provides comprehensive campaign and election coverage through the Wisconsin Vote project ([Wisconsinvote.org](http://Wisconsinvote.org)). In cooperation with Wisconsin Public Radio, this in-depth resource supplements broadcast coverage and includes a highly interactive election toolkit that attracts hundreds of thousands of users. This work continues on our interactive news websites and blogs and in Wisconsin communities through news and election workshops, live political debates and forums, as well as community citizen interviews that focus on the issues that matter.
- **University Place:** The very embodiment of the Wisconsin Idea, this broadcast connects the work and research of UW-Madison and UW-System institutions with audiences across the state. Each week, *University Place* broadcasts more than 45 hours of lectures and presentations which are broadcast on the Wisconsin Channel. More than 1,000 episodes are archived and available to stream for free at [WPT.org](http://WPT.org). Last year, *University Place* hit a new high by recording, captioning and broadcasting 172 recorded programs.
- **PBS LearningMedia:** [wimedialab.pbslearningmedia.org](http://wimedialab.pbslearningmedia.org) features thousands of digital instructional resources available free of charge to Wisconsin’s schools. Comparable to commercially available educational streaming media services, teachers can create class-specific Web pages and easily share standards-based and lesson-centered media with their students and fellow educators.

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## 2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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- **Young Performers Initiative (YPI)** is a statewide project that celebrates Wisconsin's youngest musicians along with the teachers who inspire them. YPI launched a new web resource in 2015 [Wisconsinperforms.org](http://Wisconsinperforms.org) which includes standards-based curriculum material and videos featuring Wisconsin performers. Annual broadcasts included the UW-Varsity Band Spring Concert, State Honors Concerts, and the Madison Symphony Orchestra's *Final Forte*. Last year, YPI also produced a variety of one-time-only performance events. Shows featuring Birch Creek Music Camp were broadcast in June and July. In September, WPT honored Viterbo University's enduring commitment to the arts with an entertaining showcase of song, dance and theater titled *Celebrate Viterbo Arts*.
- WPT's commitment to Wisconsin's veterans continues to grow, both in the state and as a model for PBS stations across the U.S. WPT has a strong history of honoring the state's veterans and continued that important work with **Veterans Coming Home**, a national effort designed to bridge the military civilian divide, facilitate dialogue, and connect more veterans with local resources and support. During 2015, this national effort captured more than 150 stories about the veteran experience and connected thousands of veterans, their family members and supporters with resources and services. WPT is also committed to the memory of fallen service members. Through a statewide partnership with radio, newspapers and other television stations, the **Face for Every Name** project successfully located a photo for every Wisconsin service person listed on the Vietnam Veterans Memorial Wall. Now, WPT is working closely with these partners and the Wisconsin Veterans Museum to create a traveling exhibit that will tour the state and feature all the photos of Wisconsinites listed on the Vietnam Veterans Memorial Wall.
- A project that set out not only to tell the story of Wisconsin's civil rights icon and her rise to fame, but also to engage communities around the state in dialogues about racial equity in the 21<sup>st</sup> century at hyper-local levels, the documentary *Vel Phillips: Dream Big Dreams* was viewed by more than 70,000 people when it premiered in February 2015. Another 5,000 attended viewings and discussions at partner venues all over Wisconsin. Through donor support, more than 1,000 engagement kits containing DVDs and discussion guides were shared through partnerships with public libraries, colleges and universities and other community groups like American Civil Liberties Union of Wisconsin, Black Men of Tomorrow, Legislative Reference Bureau Library, the African American Women's Center, etc.
- Working together in collaboration with the University of Wisconsin's School of Education, the Wisconsin Media Lab and Wisconsin's Act 31 Initiative partners, WPT provides Wisconsin's K-12 teachers and pre-service teachers with resources to teach the history and cultures of Wisconsin's sovereign nations, which was legislatively mandated but never funded. In 2015, the partners created a robust new multi-media web resource. [WisconsinAct31.org](http://WisconsinAct31.org) features video, curriculum materials, scholarly research, archival documents, photos and other resources for schools and the public. Segments from WPT's *Tribal Histories*—a multi-part television series featuring first-person narratives by elders from each of the Native Nations located within Wisconsin—are among the site's content. The first three programs broadcast in August 2014, and three more broadcast in August 2015. Six more are in production. These programs serve as the cornerstone and the beacon to draw audiences for the educational tools our consortium created.
- Wisconsin Public Television's **Wisconsin Bookworms™** program promotes early exposure to reading, especially for at-risk students. WPT connects with families, educators and care providers of young children through partnerships with Head Start, Family Resource Centers, the Wisconsin Early Childhood Association and Wisconsin's public libraries. In 2015, the program provided over 40,000 books to 5,022 children ages 2-5 years in predominately low-income households in 41 counties across Wisconsin.

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## 2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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- **Early Childhood Literacy:** WPT continues to support child-care professionals through workshops, online resources and conferences that help them conduct early childhood literacy activities around PBS program content, books and reading. Each year, WPT reaches nearly 1,000 daycare providers and more than 5,000 at-risk children.
- The latest in WPT's series of *Hometown Stories* documentaries, *Hometown Stories-Oshkosh* premiered in April and told the story of a Wisconsin city with a history marked by innovation and civic pride. Named for the Menominee Chief who worked passionately to keep his people on their native lands, Oshkosh's history has been shaped by its wide-ranging industrial spirit, fierce battles for social justice and its citizens' persistent creativity and determination. WPT created a standards-based curriculum and community engagement kit to accompany the broadcast extending the reach and value further into the community and into classrooms.
- **Wisconsin Life** is a multi-platform collaboration between Wisconsin Public Radio and Wisconsin Public Television. With stories airing on television, radio and online, *Wisconsin Life* received a national award of merit from the American Association for State and Local History for excellence in preserving and sharing local history and culture. Producers travel Wisconsin to introduce viewers to the people who uniquely contribute to and shape what it means to live in or be from Wisconsin. Some stories are colorful, humorous, and surprising. Others are emotional and thought-provoking. All are personal, engaging and rich with the personality of the state.
- **The Wisconsin Channel** remains one of the most extensive educational efforts in our history. Along with a focus on Wisconsin content, we produce *University Place*, a series that provides daily, curated access to lectures by University of Wisconsin faculty and special guests on subjects ranging from medicine to literature, from economics to climatology. Working with educational partners throughout the state, WPT fulfills its historic purpose to offer traditional and nontraditional educational services to the state's lifelong learners. Whether through broadcast or streaming media, this programming is a resource for schools and an inspiration for anyone with a passion for learning and has proved so popular that future plans include increasing the number of episodes by 50 percent.
- **Supper Clubs 101** explores the history and social science of Wisconsin supper clubs and was produced in partnership with UW-Madison University. WPT's creative and skilled production team delivered a program about culture and the science behind the story while providing a fun and informational WPT broadcast that engaged audiences around the state.
- **Professional Development for Educators:** In partnership with Wisconsin Media Lab, this ongoing service designed to enhance teachers' continued professional development includes activities such as in-school professional workshops, as well as presentations at state, regional and national conferences. Our YPI program also provides workshops and training tools for music educators statewide.
- **Wisconsin Women Making History** is the first and only resource that tells the historical stories of Wisconsin women, whose leadership and participation in public life contributed significantly to the making of today's Wisconsin. A website, pioneered and developed by WPT and hosted by UW-Memorial Library's Gender and Women's Studies Office, launched in March 2015 as a growing resource offering biographical information on women who broke ground and made a difference to state history. Visitors to [Womeninwisconsin.org](http://Womeninwisconsin.org) will find links to multimedia materials from WPT, WPR and Wisconsin Historical Society archives and references to other vetted, media and text-based resources. This project encourages school-based research on Wisconsin women for middle school and up, including undergraduate scholarship, and it facilitates independent research for general audiences, libraries and local history organizations.

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## Wisconsin Hometown Stories

*Wisconsin Hometown Stories* uncovers the rich history of our local communities, celebrating the determination and spirit of the people who founded and shaped the places where we live today. Each episode of this ongoing series documents the history of a town or community. Seven have been aired – Oshkosh, Juneau County, Wausau, Manitowoc-Two Rivers, LaCrosse, Green Bay and Janesville – and a seventh is being completed. Each episode begins with listening sessions in the community. Partnerships with local organizations are cemented, and residents come forward with stories, photos and videos of their own. When the series is complete, WPT hopes to have told the full history of the state from our glacial beginnings to the earliest native residents, from immigrant settlers to present day.



## Annual Garden Expo

In partnership with UW-Extension experts and staff, this public favorite draws crowds of around 20,000 annually.

The 2015 Garden Expo included 105 seminars, 35 stage demonstrations and 8 hands-on workshops. The exhibitor floor featured 320 booths representing nearly 200 businesses and organizations. Best-selling author, Joel Karsten, *Around the Farm Table*'s Inga Witscher, national gardening expert Melinda Meyers, WPR's Larry Meiller, and celebrated author Jerry Apps were among the notable guests.



## The Ways

The "Ways" is a media collection of twelve stories that teach students about contemporary Native American cultures. This past year Wisconsin Media Lab released the final story, "Waadookodaading: Ojibwe Language Immersion School." This story shows how an Ojibwe immersion school integrates the tradition of sugaring into their curriculum.

Wisconsin Media Lab is a partner in the Wisconsin Act 31 Coalition. One of Wisconsin Media Lab's roles was to design and distribute a poster that and teaching tool that would help students in grades kindergarten through fifth grade understand and ask questions about their tribal neighbors. The poster was distributed to 1325 Wisconsin schools.

Wisconsin Media Lab presented 32 outreach events in the past year. Outreach events included conferences, workshops and webinars. We reached 22,510 educators at these events.



## Into the Map

“Into the Map” is a collection of five online activities that provide students with the opportunity to apply their geography skills to solve problems, create maps, and gain a greater understanding of the world around them. There is a focus on Wisconsin geography, and this is a cross-curricular resource as students practice both social studies and English language arts skills. “Into the Map” provides teacher resources including lesson ideas, learning targets and academic standards.



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## Into the Book

“Into the Book” is Wisconsin Media Lab’s most popular media resource. “Into the Book” teaches students how to use reading comprehension strategies. The “Into the Book” online activities for students were made available in Spanish this year.

Wisconsin Media Lab listens to suggestions made by Wisconsin educators. The number one request made by educators was to have the “Into the Book” website available in Spanish because Wisconsin has a large Spanish-speaking population.

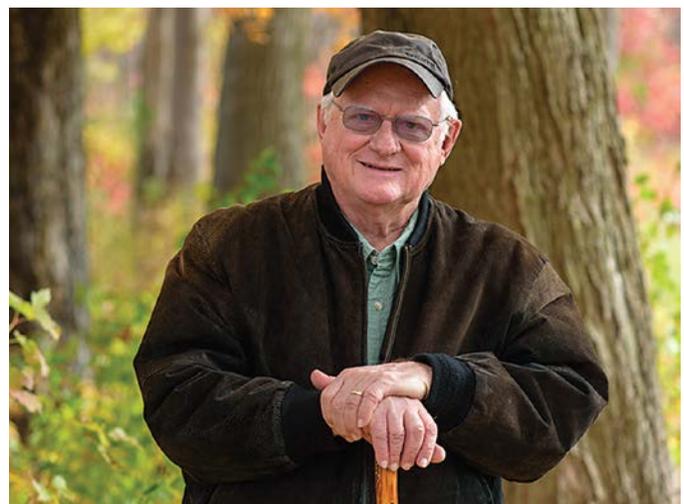


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## The Land with Jerry Apps

Historian, Jerry Apps, walks through the seasons with his grandsons, as he passes along lessons that can be gleaned from listening to *The Land*. With a wit and wisdom inherited from his father on their central Wisconsin farm, Apps recalls stories that unite the generations by informing a shared appreciation for the world around us.

*The Land* aired in December, building upon the successes of *Jerry Apps: A Farm Story* and *A Farm Winter With Jerry Apps*.



## *Vel Phillips: Dream Big Dreams*

The documentary *Vel Phillips: Dream Big Dreams* was created as a springboard to engage communities in recalling the Women's and Civil Rights movements of the 60s and 70s and to promote discussion about the continuing challenges for women and African Americans in achieving equality.

Premiering on February 16, 2015, statewide viewing totals for *Vel Phillips: Dream Big Dreams* included 50,521 households and 70,728 viewers. The story of this Wisconsin trailblazer was made available for streaming online free of charge on WPT's website, significantly expanding the program's reach. The video has been viewed over 1,700 times since it was posted online.

The documentary was a scaffold upon which WPT built community engagement. More than 1,000 engagement kits containing DVDs and discussion guides were shared with an array of community partners. WPT drew heavily on the expertise of a number of community partners to convene community conversations. WPT estimated that a total of 1,500 people would attend screening and discussion events, but attendees actually numbered 2,770.



## Viewer Response

WPT asked viewers what they wanted to say to Vel Phillips. Below is a sample of the over 250 responses:

"Thank you for advancing the cause of fair housing. I viewed the confrontations as a teenager when you were courageously standing up for what is right. Your life story has shown that education for girls is so important to make the societal progress that gives everyone a chance for a better life."

"Vel, thank you for all you did for Milwaukee and our State. After watching the documentary about you I felt great admiration for you and for what you did. I recognized your name but had no idea the extent of the impact your action had in Milwaukee and our state."

"Happy Birthday! Thank you, thank you, thank you for dreaming big, for staying the course, and being persistent in your efforts to do what is right for the people. You have been an inspiration for generations and even for a middle-aged white woman like me, who remembers seeing on TV the marches of the 60's when I was a little girl. You have served with poise and class, and you are appreciated. May your golden years be blessed as you have been a blessing to all!"



“ *Very good. All presented with dignity and depth.*  
-David from Madison ”



Randy Cornelius, Oneida; Kim Vele, Stockbridge-Munsee; Andy Thundercloud, Ho-Chunk

## Tribal Histories

The Wisconsin Tribal Histories Project comprises a series of half-hour programs that present the individual histories, told in their own words, of the sovereign nations located within the boundaries of Wisconsin.

For each program an effort is made to find the appropriate person, usually an elder, within that nation to share their oral tradition. No direction is given to the story-teller beyond the initial request to “tell us about your people,” and no attempt is made to influence the content or structure of the story. That one-voice narrative is then combined with archival paintings and photos, plus dynamic videography of place and contemporary life, to complete a surprisingly intimate portrait of the people. It is a simple concept but quite compelling in its effectiveness, reflecting the power of the oral tradition.

In 2015, the histories of the *Ho-Chunk*, *Stockbridge-Munsee Mohican*, and *Bad River Ojibwe* tribes premiered in August bringing the total number of completed programs to six. *Tribal Histories* was rebroadcast regularly throughout the year. On Thanksgiving Day WPT broadcast all six installments as a full marathon. Screening and discussion events for educators and the general public were held in Brillion, Lac Du Flambeau, Bad River and Tomah with roughly 182 attendees.

“ *It is important for all of Wisconsin’s residents to know about our people.*  
-Kayree from Lake Delton ”

## ACT 31 Initiative

Twelve American Indian nations call Wisconsin home. Each has its own customs, its own identity, its own story.

Wisconsin Act 31 refers to state statutes requiring schools to teach American Indian Studies throughout a students’ career as well as maintain instructional materials, which appropriately reflect diverse cultures.

Working in collaboration with the University of Wisconsin’s School of Education and Wisconsin’s Act 31 Initiative partners, WPT is proud of its role in this important work.

Segments from *Tribal Histories* are now available on the new multi-media web resource which launched in November, 2015. The web site, [WisconsinAct31.org](http://WisconsinAct31.org), is helping educators throughout the state tell the stories of Wisconsin’s tribes to students from kindergarten through high school.

The new web site provides resources on each of the tribal nations as well as suggested lesson plans. The idea is to efficiently help educators provide instruction on Wisconsin’s tribes, past and present, and identify materials and resources illuminating the cultures, languages, histories, and governing structures of local American Indian nations.

## Young Performers Initiative

*Young Performers Initiative (YPI)* is a statewide effort to raise the visibility of the arts, celebrate the creative achievements of Wisconsin's young people and support arts education. Led by WPT, in partnership with Wisconsin School Music Association, this program shines a spotlight on Wisconsin's talented young performers, provides training opportunities for arts educators and rallies whole communities around the students and schools.

Through an ongoing presence of local productions featuring Wisconsin's talented youth, *YPI* brings an abundance of talent from our schools and stages to households across the state. WPT produced seven *YPI* broadcasts in 2015, and broadcast dozens more national and international youth-related arts and culture programs over the year. Many current youth performers, in fact, cite watching *YPI* performances as their inspiration for dedicating themselves to greater artistic achievement.

*YPI* launched a new web resource in 2015 [Wiconsinperforms.org](http://Wiconsinperforms.org) which includes standards-based curriculum material and videos featuring Wisconsin performers.



## Celebrating Viterbo's commitment to the arts

*Celebrate Viterbo Arts*, the joint project between Wisconsin Public Television and Viterbo University, aired on September 21. The program captured wonderful performances from the special 125th anniversary concert at the Fine Arts Center.

As part of WPT's Young Performers Initiative, we're proud to say that *Celebrate Viterbo Arts* was an overwhelming success in raising the visibility of Viterbo's history of excellence. Additionally, the program enhanced public excitement in the achievements of local young performers, as evidenced by the many glowing comments we received from viewers.

## Spotlighting Birch Creek

Birch Creek Music Performance Center is a summer music academy in Door County, and a fantastic musical experience for young artists. Students are taught by nationally-known performers and educators during the day, and perform alongside them in concerts at night.

Over two years, WPT recorded performances from the Jazz sessions and performances from the Symphony and Percussion sessions at Birch Creek, which were broadcast in Spring of 2015.

The Symphony at Birch Creek and Percussion at Birch Creek shows featured a wide variety of music including a Trombone Concerto, Steel Band performance and a Balinese percussion ensemble!



"All of Wisconsin needs to know of the many and varied resources which are available to the citizens of Wisconsin. Programs such as these spread the word quickly. Bravo for Birch Creek, and double bravo for WPT! It was a wonderful program!" -Karen from Ellison Bay

- Wisconsin Public Television broadcasts reach an average of *537,000 viewers each week*.
- In 2015, Wisconsin Public Television's websites experienced more than *6.5 million page views* and hosted more than *2 million unique visitors*.
- More than *930,000* videos were viewed in WPT's online library in 2015; and the station's YouTube Channel netted thousands more views.
- In 2015, WPT projects and staff traveled around the state bringing community together, engaging more than *70,000 people* throughout Wisconsin in non-broadcast projects and activities.



*Votes for Women: Oshkosh, WI*

## Sharing, Serving, Informing, Educating, Entertaining, Connecting

This is what WPT does every day for the people of Wisconsin whether in big cities or down rural country roads, in living rooms and in school rooms. Public broadcasting was born in Wisconsin nearly 100 years ago, an innovation that would revolutionize the way information would be shared and communities built.

Today, ten decades later, WHA is the oldest continuously operating station in the nation, and innovation and service are still the cornerstones of Wisconsin Public Television. From classroom resources and teacher trainings, to the high-quality entertaining programs on our air, to community conversations on topics that matter and the educational and entertaining events we develop for the community – Wisconsin Public Television is a trusted, valued service statewide.

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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.

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