



Educational Communications Board

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EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room
3319 West Beltline Highway
Madison, Wisconsin
April 17th, 2015
9:30 a.m.

EXECUTIVE DIRECTOR REPORT

Gene Purcell

The cuts to the ECB's budget as outlined in the proposed 2015-2017 State budget is far from good news, and if implemented, will have severe impacts on the Agency's ability to carry out its work.

At the same time, the proposal has provided the opportunity to have important conversations in two broad areas.

The first is a sharp focus on the value of the service provided by ECB to the citizens of Wisconsin. The prospect of cutting 34% of Agency GPR and the subsequent possibility of losing nearly half of the Agency staff has initiated important conversations with members of the State Legislature and members of the public about the scope of that service and the critical nature of state support.

These have been challenging conversations since most of the people I've spoken with are familiar with public broadcasting, K-12 educational media, and public safety efforts such as the Emergency Alert System/Amber. However, not nearly as many of those same people are familiar with the important roles the ECB plays in each of these areas.

The Division reports that follow my comments here outline these areas in greater detail and should provide all of you with an overview of the extraordinary work

The second area of conversation may sound cavalier, but the proposed cuts have also provided the opportunity to raise the profile of the ECB within the Legislature. As I have visited Legislative offices during the past months, I'm reminded of the size of this challenge – there is no shortage of issues facing State Legislators, especially during the “budget season.” And, I've had many opportunities to share ECB's story with the public too

I'd like to close by acknowledging the continuing hard work of ECB staff as well as our colleagues at UW-Extension during what can only be described as challenging times.



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As the Executive Director, I can talk a good game, but it's the staff that does the work, and I'd like to publically thank them for it here.

The results of that work from WPR, WPT, Wisconsin Media Lab, online and over the air, are used by nearly a million Wisconsin citizens every week and I hope you appreciate it as much as I do.