
EXECUTIVE DIRECTOR REPORT

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Federal Budget & Advocacy

Now under a continuing resolution through mid-November, there is little to report on the federal funding front. The Corporation for Public Broadcasting was forwarded funded for FY24 in the FY22 budget so that piece of our budget is not impacted by budget delays.

As I reported in July, the House's draft budget excluded any funding for CPB. In August, Roy Christianson, Chair of the Wisconsin Public Radio Association, and Reed Hall, Chair of the Friends of PBS Wisconsin, reached out to radio and TV members with information about the proposed cuts and encouraged them to contact their legislators. I remain in contact with our congressional contingent and national associations as we await the settlement of the federal budget.

State Budget

ECB has been notified that our \$5.3M capital budget request for the 2023-25 biennium has been funded at \$5M. This cycle was very competitive, and we are pleased with this outcome. Capital funds that support ECB this biennium come through the Building Commission's All-Agency and small project allocations. Key projects for the next two years include:

- 5 new radio transmitters
- Guy wire repairs at WHLA
- ATSC 3/NextGen TV equipment
- Statewide alarm and control monitoring equipment

Radio Optimization Update

As agents of the licensees, Heather Reese and I have reviewed and approved implementation of the optimization recommendations that were proposed to enhance radio's broadcast and digital service to the state. We support Sarah Ashworth, her leadership team and all of the staff that will be involved in the project. We appreciate the endorsement of the Wisconsin Public Radio Association in moving this initiative forward.

We have and will continue to support additional investments including retaining consultants for audience research (Jacobs Media), marketing and communications support (KW2), and a website development contractor (Alley) as we step through the significant changes ahead. This next year will be a pivotal and exciting time for WPR!

Broadband Access

I continue serving on Governor's Task Force on Broadband Access, now entering its fourth year. Wisconsin has been allocated over \$1B in federal funding through the Bipartisan Infrastructure Law that will be distributed through the Broadband Equity, Access & Deployment Program (BEAD) program and Digital Equity Act (DEA) programs.

Equity & Inclusion

As directed by [Executive Order #59](#) and the Bureau of Equity and Inclusion (BEI), ECB is responsible for establishing an Equity and Inclusion Program including goals,

timetables, and compliance with all federal and state laws and regulations. The current Equity and Inclusion Plan expires at the end of 2023. We have submitted a new draft plan to BEI for the upcoming three years. The draft expands on our previous accessibility goal and further develops our program for fostering a culture of open communication through staff-wide discussions on topics related to diversity, equity, inclusion and belonging. We are awaiting feedback from BEI before the plan can be finalized.