
EXECUTIVE DIRECTOR REPORT

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Budget & Advocacy

The Federal FY25 budget is now in development. The bill reported by the budget committee to the full House for consideration. on July 10 provides no funding for the Corporation for Public Broadcasting (CPB), effective in FY 2027, a cut of \$535M from the current appropriation, and no funding for public media stations' interconnection system, a cut of \$60M for FY 2025. Level funding (\$31M) has been retained for Ready to Learn in the Education budget. The House Homeland Security Appropriations bill includes \$40M for the Next Generation Warning System.

The Senate Appropriations Committee began marking up its bills on July 11. However, Congress will recess in August and the FY 2025 appropriations process will not be wrapped up until closer to the end of the calendar year at best.

Closer to home, ECB has received instructions from the State Budget Office regarding the 2025-27 Biennial Budget submissions and we are beginning to pull spreadsheets together and analyze data for both our technical and capital requests which will be due in September.

WEPP Launch

WEPP 90.7 FM Rice Lake was turned on by Ruth Purcell in a dedication ceremony on June 13, 2024 that included Gene's family and invited guests along with local dignitaries and press. ECB's Northwest Region staff who were responsible for constructing the site were also on site. Will Loper from the Broadcast I.T. unit recorded and edited a [video of the commissioning](#) for the many staff, retirees and friends that were unable to be included in the event.



ECB's Rudy Listing hangs the sign on the



Family and friends of Gene Purcell gathered in Rice Lake for the dedication ceremony.



Ruth Purcell activates the transmitter switch.

WPR's Marketing team provided support for event planning, photography, a statewide media release, statewide email as well as a special graphic and promotional items. Local promotion of the signal will occur throughout the summer. Coverage included [Current](#), [ABC news in La Crosse](#), and the local [Baldwin Bulletin](#).

Board, staff, friends and family of Gene are invited to purchase items featuring the WEPP 90.7 graphic. Items are print-on-demand through the WPR [Threadless](#) shop and billed directly to the purchaser at cost. Appreciation is due to Grace Lorentz for her creative design and Jeffrey Potter for his work and support.

The FCC approved the license for full-power operations on June 20, which will be valid through December 1, 2028 at which point WEPP will join our regular 5-year renewal schedule. WEPP serves 66,242 Wisconsin residents that did not previously have access WPR's Music network.

Broadband Access

The Broadband Access Task Force has concluded its fourth year; the 2024 annual report will be announced by the governor's office later this summer.

Equity & Inclusion

In the spirit of continuous workplace improvement, ECB is offering all staff a course on Workplace Integrity this summer. The course includes the following modules: Critical Thinking; Courageous Conversations; Qualifying for an Ally; and Cultures of Respect and Trust. The first round of staff has completed the first two modules. It went very well and fostered a lot of fruitful discussion.

We are currently hosting Balaji Abishek ("Abi"), our third summer intern in our Broadcast I.T. unit as part of the State of Wisconsin Student Diversity Internship Program.

The Legislative Audit Bureau is conducting an [Audit of Diversity, Equity, and Inclusion Activities](#) for executive branch agencies and the Universities of Wisconsin. ECB was interviewed on July 1 as the first step of the agency's audit. We then followed up with requested documents related to our Equity and Inclusion Plan and implementation. The agency remains responsive to future requests from the LAB throughout the course of the statewide audit.