2018 Wisconsin Public Television Annual Report Calendar

Celebrating 100 years of service and innovation.
Dear Friends-

More than 100 years ago, University of Wisconsin-Madison physics professor Earle Terry began experimenting with a new technology that some called “radio telephone.” Even before voice broadcasts were perfected, Terry and his students had a vision for the educational potential of this technology. Those experiments soon led to regular weather reports for farmers; lessons for classrooms; and music, arts, and civic dialogue that connected citizens across the state for the first time.

Wisconsin was the first state to use the power and reach of broadcast radio - and later television - in educational service. That vision to serve Wisconsin still drives us today. As we celebrate the centennial of the birth of public broadcasting, we also celebrate the unique partnership we have with you: the public we serve. This year’s Annual Report calendar looks back at our history, revealing an organization determined to continue to reinvent itself to better meet the needs of our state. And, it reveals how important you are to this work.

Just this year, your generous support helped us celebrate our state dance in Polka! - and helped us engage new generations of polka enthusiasts in dance halls around Wisconsin. You helped launch the new Wisconsin PBS Kids 24/7 channel, providing our youngest learners with expanded access to trusted educational content. You brought together Wisconsin Vietnam War veterans to share their personal stories in their communities as we watched The Vietnam War, the newest documentary from Ken Burns’ and Lynn Novick. And, you helped us create the newest Wisconsin Hometown Stories: Neenah-Menasha, a wide-ranging, immersive television program that also inspired a creative teacher-led curriculum that will help students explore their past in exciting new ways.

We invented public broadcasting right here in Wisconsin. As we enter our second century, we will continue to invent the future of public television. We might make our own transmitters by hand like Earle Terry did 100 years ago, but we are inventing new ways to inform, entertain, educate and engage every day.

Thank you for sustaining this important legacy of innovation, public service and lifelong learning for everyone.

Sincerely,

Jon Miskowski
Director of Television
608-263-0299
jon.miskowski@wpt.org
FISCAL YEAR 2017 AT A GLANCE  JULY 1, 2016 – JUNE 30, 2017

CONDENSED FINANCIAL INFORMATION

REVENUES

60% Community Support

47% Programming, Production and Community Engagement

25% General Purpose (State)

11% Community Service Grant (Federal)

4% Production Revenue

EXPENSES

21% Broadcasting

7% Administration

19% Fundraising

6% Public Information

WPT PROVIDES FREE ACCESS TO OVER 120,000 RESOURCES FOR TEACHERS

1,458,489 PROGRAMS STREAMED

501,000 VIEWERS PER WEEK

1 ANTIQUES ROADSHOW
2 VICTORIA ON MASTERPIECE
3 PBS NEWSHOUR DEBATES 2016
4 AMERICAN EXPERIENCE “THE GREAT WAR” PART 3
5 THE WHITE HOUSE: INSIDE STORY

101 COMMUNITY EVENTS & SCREENINGS

31,479 AUDIENCE SERVICES CONVERSATIONS

62,198 MEMBERS

WISCONSIN BOOKWORMS 750,000 FREE BOOKS TO SCHOOLKIDS SINCE 1998

Go to wpt.org for complete financial statements
We are honored to thank and acknowledge the 65,000 members and thousands of donors and sponsors that supported Wisconsin Public Television during the 2017 fiscal year (July 1, 2016 to June 30, 2017). The following pages highlight leadership donors and businesses who made gifts to support our daily work, designated gifts to fund special projects or donated funds to help grow our endowment. The extraordinary generosity of our supporters ensures that WPT can be an indispensable resource for our audiences and an essential public service for our communities. Thank you.

Project and Event Gifts

Anonymous (3)
AHMC Properties
Allen Centennial Garden
Alliant Energy Corporation, Inc.
Alta Resources
Amazing Designs
American Family Insurance Dreams Foundation
American Provenance
American Transmission Company
Ron and Patty Anderson
Francis A. and Georgia F. Ariens Fund within the Brilliance Area Family of Funds
Richard and Amy Jo Ayward and the Ayward Family of Neenah
BabyLock
Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment
Diane Ballweg
Bemis Foundation
Bergstrom Automotive Bernina
Blain Supply/Blain’s Farm & Fleet
Mark and Emily Blaskay, in honor of Cheri Uelmen Boldt Company
Mel and Leann Breed
Dick Cable Family
Castle Pierce
Children’s Hospital of Wisconsin
The Christmas Shoppe
Theda and Tamblin Clark Smith Family Foundation
Clover Needlecraft Inc.
Coats Community First Credit Union
Community Foundation for the Fox Valley Region, Inc.
Mildred and Marv Conney
Cost Cutters Family Salons of Southern Wisconsin
Stanley J. Cottrill Fund
James Dahilberg and Elsebet Lund
Dairyland Power Cooperative
Dane Buy Local
Dwight and Linda Davis Foundation
John and Katherine Davis
The DeAtley Family Foundation
Devest
Evjue Foundation
F + W (QNNtv)
Festival Foods
First Impressions
Pediatric Dentistry and Orthodontics
First Madoo, Inc.
W. Jerome Frautschy
Carol Gainer
Gammill - At The Heart of Quilting
Greg and Carol Griffin
Paul Guthrie, in memory of Elia Guthrie
Hampton Inn & Suites Madison/Downtown
Ann and Roger Hauck
Dana and Mame Haney
Heartland Credit Union
Bettie Hill
Hobbs Bonded Fibers
Holiday Vacations
Husqvarna Viking (SVP Worldwide)
International Polka Association
Isthmus Engineering & Manufacturing Cooperative
Janome America
Jewelers Mutual Insurance Company
A. Paul Jones Charitable Trust
The Joyce Foundation
Juki America
Jung Garden Center
Alberta S. Kimball - Mary L. Anhalter Foundation
Kimberly-Clark Corporation
Koala Studios
Irene Darliollo Kress
John E. Kuenzl Foundation
Legacy Private Trust
The Little Red Hen
Madison Top Company
Magic Pebble Foundation
David and Susan Manor in memory of Blaine and Loretta Manor
Julie and Larry Midtbo
MINI of Madison
Miron Construction Co., Inc.
Elaine and Nicholas Mischler
MMG Foundation
Modern Stitching Affair
Fred and Mary Mohs
Morgan’s Shoes
Stephen Morton
Charles and Carolyn Mowbray
Nancy’s Notions
National Guardian Life Insurance Company
Pablo Properties
Kato Perlman
John and Carolyn Peterson Charitable Foundation
Lowell and Mary Peterson
Pfaltz (SVP Worldwide)
Physicians Plus
Pizza Hut of Southern Wisconsin, Inc.
Pat Powers and Tom Wolfe
Thomas J. Prosser
Quarteressential Quilts
Riley Blake Designs
Rudr Ware
School Specialty
Joe and Mary Ellyn Sensenbrenner
John and Mary Sensenbrenner
Sentry Insurance Company
SewBatik
Estate of Norene A. Smith
Judith and Nick Topitzes
Timothy William Trout Education Fund
UnityPoint Health - Meriter
UW Health
WCM Quilters Slidelock
Ron and Colleen Weyers
Wisconsin History Fund - National Endowment for the Humanities
Wisconsin Dells Polka Fest
Wisconsin Department of Tourism
Wisconsin Farmers Union Foundation
Wisconsin Nursery & Landscape Association (WNLA)
Wood Valley Designs

Executive Producers Circle ($10,000+)
Anonymous (4)
Francis A. and Georgia F. Ariens Fund within the Brilliance Area Family of Funds
Richard and Amy Jo Ayward and the Ayward Family of Neenah
Diane Ballweg
Dick Cable Family
Theda & Tamblin Clark Smith Family Foundation
Mildred and Marv Conney
Dwight and Linda Davis Foundation
The DeAtley Family Foundation
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Greg and Carol Griffin
Daniel and Mame Haney
A. Paul Jones Charitable Trust
John E. Kuenzl Foundation
H.D. Hagge Foundation Fund
Watch Ad
Robert and Elke Hagge
Ann and Roger Hauck
Dr. Eric Heaney and Cathleen Murphy
Linda and Karl Heckel
Tom and Marley Herrin
Gary Hetzer and Marcia Teg
Bettie Hill
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Fr. Eugene Horning
Robert E. Hughes
Magic Pebble Foundation
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Fred and Mary Mohs
Morgan’s Shoes
Stephen Morton
Charles and Carolyn Mowbray
John and Carolyn Peterson Charitable Foundation
Mary and Lowell Peterson
Pat Powers and Tom Wolfe

Producers Circle ($2,500 - $9,999)
Rajai and Dorothy Atalla
Jill Storms Ball
John M. Benson
Dr. Annette Beyer-Mears
Mark and Emily Blaskey in honor of Cheri Uelmen
Oscar C. and Patricia H. Bollde
Tom Brauner
Mel and Leann Breed
John and Gisela Brogan
George F. Brown
Bonnie Bruce
Nancy Lee Carter
Lau and Bea Christensen
Abigail and Lynn Christiansen
Joyce Clark Knutson
SewBatik
Tammy and Corinne Peterson
Brian Retzlaff
Bettie Hill
John M. Benson
Dr. Annette Beyer-Mears
Mary and William Barton
Douglas G. Batty
Douglas Lee
Tim Reilley and Janet Nelson
Joe and Mary Ellyn
Sensenbrenner
Patricia Stoffers
David and Dawn Stucki
Monroe E. and Sandra L. Trout
Roger and Lynn Van Vreede
Ron and Colleen Weyers
Anonymous (9)

Directors Circle ($1,000 - $2,499)
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Louise Ahn
Fernando and Carla Alvarado
Donald W. Anderson
Dr. Henry Anderson and Shirley Levine
Joanne and John Anderson
Ron and Patty Anderson
James and Marilou Angevine
Perry and Kathleen Angier
Mary Ariens
Atwood
Zachary Baeseman and Rebecca Thieme-Baeseman
Dennis and Naomi Bahcall
Darlene Ballweg
William Banholzer
Shirley and W. Earl Barnes
Larry and Susan Barton
Tom and Sally Basting
Lopamudra and Suneeta Basu
Douglas G. Batty
Patricia T. Becker
Mary and William Beckley
Dennis and Joan Behr
Carolyn Bell and Lincoln Ramirez
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Dennis and Joan Behr
Carolyn Bell and Lincoln Ramirez

Directors Circle (1,000 - 2,499)
WPT’s Heritage Society recognizes the very special donors who have included WPT in their estate plans. We are immensely grateful to these thoughtful donors who have made such a powerful commitment to the future of WPT, our audiences and the community.

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Jake and Lucy Allweg
Mary Ames
Keith Amundson and Theresa Galligan-Amundson
Algot Anderson
Charles Anderson
Joanne and John Anderson
Mary Jane Anderson
Ron and Patty Anderson
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Debra S. Boersen
Poodie and Clay Bonin
Douglas and Joan Borchardt
Bill Bournard
Cheryl Braun
Malcolm and Penny Brett
Michael Bridgeman and John O. Holzhauser
Dr. Jeffrey F. and Kristen J. Brown
Jane Bruesch and Rich Propson
Sue Buck
James A. Bullock
Ann Cameron
Colleen M. Cantlon
Kathy Casberg
James and Karen Christenson
Phyllis Christie
Joyce Clark Knutson
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Bruce Hamilton
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James L. and Frankie Saxton
Lloyd Schaefer
John and Jean Schaller
Madelyn Scheer
Karen Schiebe
Mary J. Schilling
We Remember
The following have honored WPT with gifts in their estates. With deep regard, we remember these friends for their special commitment to sustaining WPT for future generations.

Ola S. Adams
Helen J. Bewick
Helen Boley
Anne E. Bruno
Jeanne O. Burger
Wilbert and Mary Dee Dupont
Sue A. Frazier
Nancy Frawley
Rose Galick
Dwight W. Gleason
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Karl N. Toetz
Joan M. Young
Rachel G. Zik

Wisconsin Public Television is pleased to recognize Tom McVary with the V. Thomas Metcalfe Volunteer of the Year Award for his support of quality public television through his years of volunteer service with Friends of WPT.

Credits

Writer/Editor
Erik Ernst

Designer
Melissa O’Loughlin, Vicki Pierce

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2017 IN REVIEW: OUR SHARED SUCCESS

WPT PBS KIDS 24/7 CHANNEL
“This is a great addition for families and kids everywhere in Wisconsin. Thank you, WPT!” – Will, via Facebook

FINAL FORTE
“It was amazing! My immediate thought was ‘Who can I call to share this with?’” – Muriel, Chippewa County

GARDEN EXPO
“It’s always a great event with lots to see and learn. Plus, it’s a great way for us avid gardeners to gear up for the start of spring!” – Melinda, via Facebook

JERRY APPS: NEVER CURSE THE RAIN
“What a wonderful program. It took me back to my childhood and was so thought provoking.” – Joanne, Janesville

CONCERTS ON THE SQUARE
“Thank you for presenting the Wisconsin Chamber Orchestra this evening; it was very good. I especially appreciate the young soloist getting to share her talents.” – Geary, Stevens Point

THE TOMMY AWARDS (LIVE STREAM)
“Can’t think of a better way to foster a sense of optimism regarding our young people and the future we’re entrusting to them.” – Viewer email

UNIVERSITY PLACE
“Carols of Christmas Past’ and ‘Bach, Scarlatti...’ are terrific. They educate with a twist on a common theme instead of the same old information.” – Sally, via email

GET UP AND GO! DAY
“We attended your Get Up and Go! Day in Madison. We have gone several years and love SteveSongs! We drive from over an hour one way.” – Lauree, Attendee

QUILT EXPO
“It’s always a great event with lots to see and learn. Plus, it’s a great way for us avid gardeners to gear up for the start of spring!” – Melinda, via Facebook

UNIVERSITY PLACE
“Carols of Christmas Past’ and ‘Bach, Scarlatti...’ are terrific. They educate with a twist on a common theme instead of the same old information.” – Sally, via email

TRIBAL HISTORIES
“I just loved Lac du Flambeau Ojibwe History. I could have listened to that man speak all night. The whole effect was one of peace and stillness.” – Debora, via email

OUR HOUSE: THE WISCONSIN CAPITOL
Celebrating the centennial of Wisconsin’s statehouse.

POLKA!
“Delightful, entertaining and so much fun! It’s a relief from the stress of life. I haven’t polkaed since I was a child, but it makes me want to run right out and do it again.” – Linda, Viewer

AL JARREAU: COMING HOME
“Invaluable! The arts and remarkable people like Al are truly inspiring and make a difference for generations to come.” – Kathy, Dane County

EDUCATION INNOVATION SUMMIT
“Partnering with WPT and PBS opens up opportunities that I never imagined before...” – Julie, high school teacher in Black River Falls

WISCONSIN HOMETOWN STORIES: NEENAH/MENASHA
“David Hestad’s work is exceptional – researching, filming and documenting these important Wisconsin memories and history. This body of work will tell our Wisconsin stories to current and future Wisconsin citizens.” – Viewer letter

WISCONSIN LIFE
“I was so buoyed up by the experience of watching the show. Thanks for the great shows. Wisconsin Life is also my life.” – James, Viewer

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“David Hestad’s work is exceptional – researching, filming and documenting these important Wisconsin memories and history. This body of work will tell our Wisconsin stories to current and future Wisconsin citizens.” – Viewer letter

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