Hello friends —

We are sharing our annual report in the form of a wall calendar with images from the educational, engaging and entertaining programs you make possible. I hope it will be useful for you throughout the year and remind you of the impact you have through your leadership contributions to Wisconsin Public Television.

It is that impact shared with me as I travel the state, and at WPT events like Quilt Expo, Garden Expo and PBS Kids Get Up and Go! Day – and through the calls and emails we receive every day – that makes me excited to serve as the new Director of Wisconsin Public Television.

I started at Wisconsin Public Television as a volunteer to support the programs I loved and now am excited, and a bit humbled, to lead public television in Wisconsin, where public broadcasting was invented and has such a long and distinguished history.

From Wisconsin programs like Vel Phillips: Dream Big Dreams to Jerry Apps: A Farm Story, favorites like Masterpiece: Downton Abbey to NOVA and our essential non-commercial educational PBS Kids shows like Daniel Tiger’s Neighborhood – a program that continues the work of Fred Rogers for a new generation – this calendar is a reminder of the critical and consistently high quality work that WPT brings into every home in Wisconsin, even in a year with challenges.

This year Wisconsin had a significant debate about the value of public broadcasting and the role of state support. We are proud of the tens of thousands of people who participated in advocating for public broadcasting. We are also pleased that the number of contributing Friends increased this year. Our summer pledge drive was the best summer drive in our history. And, many leadership donors have increased their support.

We hear from viewers every day telling us how WPT impacts their lives. A small sampling of those comments are included in the pages of this calendar as a reminder of how your contributions serve your family and neighbors who watch WPT.

Thank you for your generous ongoing support of WPT. Together, we will ensure that our work continues to engage minds, connect communities and inspire people across our state.

Thank you.

Sincerely,

Jon Miskowski
Director of Television
608-263-0299
We are honored to thank and acknowledge the 54,000 members and thousands of donors and sponsors that supported Wisconsin Public Television during the 2015 fiscal year (July 1, 2014 to June 30, 2015). 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.

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Leaders within the business community and at foundations are strong backers of the work WPT undertakes as evidenced by annual support. For information, contact Kathleen Callaghan, Manager of Corporate and Community Development, at kathleen.callaghan@wpt.org or 608-265-3851.

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Wisconsin Public Television is pleased to recognize Brian Rupert 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.

Friends of WPT Board
Friends of Wisconsin Public Television provides citizen support through diversified fundraising, community relations, volunteer networking and administrative services.

Major events sponsored by Friends include on-air fundraising campaigns, special events, the televised Auction and annual Garden and Quilt Expos.

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July 1, 2014-June 30, 2015

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Wisconsin From The Air, Best Topical Promotion, 1st place
Veterans Coming Home, Best Public Service Announcement, 1st place
In A New Light (Wisconsin Life), Best News Writing, 2nd place
Woven Together (Wisconsin Life), Best Use of News Video, 3rd place
Mad Wreckin Dolls (Wisconsin Life), Best Use of Sports Video, 1st place
Vet to Vet, Social and Digital Media, 2nd place

Midwest Broadcast Journalists Association
Huey Crew, Broadcast Writing, Award of Merit
Venture Capital, General Reporting, Award of Merit
Counties That Win, Hard Feature, Award of Merit
Common Core, Hard Feature, 1st place
Woven Together, Photojournalism, Award of Merit
In A New Light, Soft Feature, 1st place
Mad Wreckin Dolls, Sports Reporting, Award of Merit
Here and Now #1309, Talk/Public Affairs, Award of Merit
Wisconsin Life #207, Talk/Public Affairs, Award of Merit

Milwaukee Press Club
Woven Together, Best Long Feature Story
Sheepshead, Best Illustration or Cartoon, Gold

American Advertising Awards Madison (Addy’s)
Wisconsin From The Air, Self-Promotion Regional/National Campaign, Gold

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608-265-2302 (Madison area)
608-262-6833 (TTY)
e-mail: comments@wpt.org

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