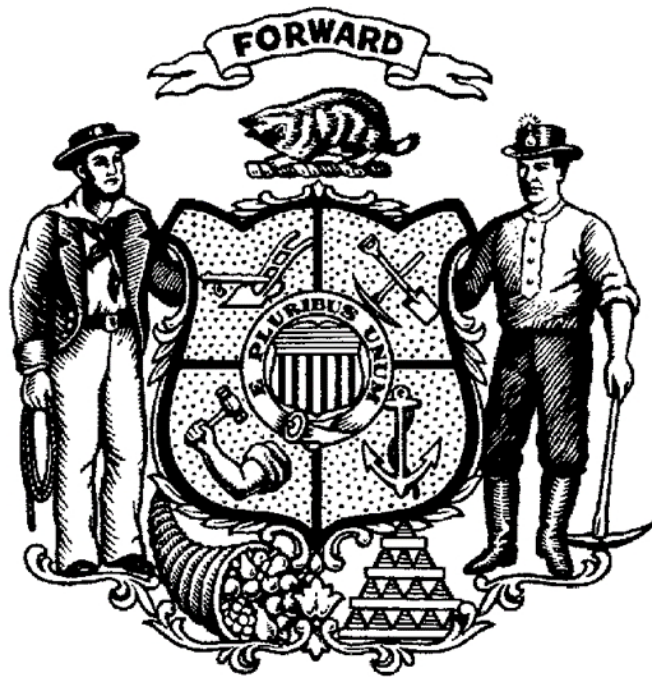


State of Wisconsin

Educational Communications Board



Agency Budget Request
2025 – 2027 Biennium
September 16, 2024

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Educational Communications Board

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Date: September 16, 2024
To: Brian D. Pahnke
State Budget Director
From: Marta S. Bechtol
Executive Director
Educational Communications Board
Subject: 2025-2027 Biennial Budget Request

The Educational Communications Board hereby submits its 2025 – 2027 biennial budget request.

The agency is a conscientious steward of the mission and resources with which it has been entrusted. ECB employees are proud of the role they play in providing access to information that informs, educates and keeps the people of Wisconsin safe.

If you should have any questions regarding this document, please contact me at 608-264-9733.

Enclosures

AGENCY DESCRIPTION

The Educational Communications Board (ECB) is an independent state agency overseen by a Board of Directors ([Wis. Stats. 15.57](#)). ECB is charged with the responsibility of planning, developing, constructing and operating non-commercial radio and television broadcasting systems for the presentation of educational, informational and public service programming; and the delivery of public safety communications to the people of Wisconsin. ECB also provides support for public media's K-12 education initiatives.

MISSION

The mission of the Educational Communications Board (ECB), as described in [Wis. Stat. 39.11](#), is to provide a statewide telecommunications system and assistance in the implementation and distribution of advanced technologies that support education, information, and public safety.

As part of that mission, public radio and television programs and services that reflect and respond to the educational needs and cultural interests of the state are made available throughout the State of Wisconsin.

In partnership with the University of Wisconsin-Madison, ECB operates the technical infrastructure necessary to distribute PBS Wisconsin and Wisconsin Public Radio (WPR) throughout the State. The agency also provides direct support for K-12 instructional resources specific to the needs of Wisconsin students, educators and families. In total, the board is the steward of 64 Federal Communications Commission licenses for public radio, public television and Educational Broadband Service which it holds for the common good.

ECB operates and maintains the statewide network of 28 National Weather Service transmitters as well as provides the technical "backbone" for the Emergency Alert and Amber Alert systems, All-Hazards Radio and other telecommunications facilities that serve Wisconsin.

ECB serves as the primary broadcast relay for the statewide Emergency Alert System, which includes AMBER Alert and the NOAA weather alerts. ECB networks provide PBS WARN (Warning, Alert, Response Network) which ensures uninterrupted distribution of Wireless Emergency Alerts (WEA) from local, state and national government agencies. When disruptions or cybersecurity events occur at carrier facilities, PBS WARN provides an immediate alternate source of inbound WEA messages.

Under contractual agreement, ECB serves as television master control for Milwaukee PBS which is licensed to Milwaukee Area Technical College.

ECB is responsible to the public and the board of directors for the following directives:

- I. Strengthen the impact, reach and performance of the ECB to better serve all of the residents and unique communities of Wisconsin;
- II. Assure responsible stewardship of agency resources in carrying out the work of the ECB; and
- III. Serve and engage current and new audiences using methods that support ubiquitous statewide service.

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Program 1: Instructional Technology

Goal 1: Broadcast Wisconsin Public Radio (WPR), PBS Wisconsin and Milwaukee PBS to all residents of the state. Utilize the reach these services for public safety purposes.

Objective/Activity:

- Construct, maintain, operate and secure the transmission facilities necessary to broadcast WPR and PBS Wisconsin.
- Engineer, maintain, operate and secure the broadcast interconnect which delivers content to these facilities.
- Construct, maintain and operate the master control center that distributes public television content statewide.
- Utilize public broadcasting infrastructure for Emergency Alert and Amber Alert systems needs as outlined in the Wisconsin Emergency Alert System plan.
- Operate and maintain state and federal National Weather Service transmitters.
- Where excess capacity exists, make facilities available to:
 - Federal agencies such as the Department of Homeland Security and the Coast Guard
 - State agencies such as the Department of Transportation, Department of Natural Resources and State Patrol
 - Local law enforcement agencies
- Assure all facilities function at a high level of reliability necessary for broadcast and public safety purposes.

Goal 2: Improve and enhance the learning experience for Wisconsin's K-12 students, educators and families by providing high-quality, standards-based instructional media that respond to the state's specific educational and content area needs.

Objective/Activity:

- Produce, acquire and deliver high-quality K-12 media to meet the specific needs of Wisconsin learners using current technologies.
- Provide user support and outreach services to Wisconsin educators and families through PBS Wisconsin Education.

Goal 3: Realize the Wisconsin Idea by producing, acquiring and delivering high-quality PBS Wisconsin educational, informational and entertainment programming.

Objective/Activity:

- Present programming designed to instruct, inform and educate the audience.
- Increase awareness of issues through public affairs programs and in-depth news analysis.
- Provide cultural enrichment through history, music and arts programs not served by commercial media.

Goal 4: Realize the Wisconsin Idea by producing, acquiring and delivering high-quality WPR programming statewide that serves the public's need for educational, civic and cultural discussion of significant issues.

Objective/Activity:

- Present programming designed to instruct, inform and educate the audience.
- Increase awareness of issues through public affairs programs and in-depth news analysis.
- Provide cultural enrichment through music and arts formats not served by commercial media.

PERFORMANCE MEASURES

FY 2023 AND FY 2024 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal FY 2023	Actual FY 2023	Goal FY 2024	Actual FY 2024
1.	Public radio listeners – weekly average	429,000	387,500	433,000	339,500
1.	Public radio membership revenue	\$11,100,000	\$10,653,806	\$11,322,000	\$10,922,189
1.	Public radio members	50,328	50,891	50,831	48,946
1.	Public television broadcast viewers – monthly average	1,345,000	1,328,000	1,320,000	1,301,440
1.	Public television aggregated engagements ² – monthly average	9,800,000	10,014,014	9,800,000	10,594,937
1.	Public television K-12 online educational media visits – monthly average ¹	68,000	63,702	69,000	69,061
1.	Public television members - annual	74,500	75,243	75,500	77,026
1.	Network service reliability	99.8%	99.8%	99.8%	99.8%

FY 2025, FY 2026 AND FY 2027 GOALS

Prog. No.	Performance Measure	Goal FY 2025	Goal FY 2026	Goal FY2027
1.	Network service reliability	99.8%	99.8%	99.8%
1.	Public television K-12 educational media visits – monthly average ¹	71,000	73,000	75,000
1.	Public television broadcast viewers – monthly average	1,300,000	1,275,000	1,275,000
1.	Public television aggregated engagements ² – monthly average	10,700,000	10,900,000	11,250,000
1.	Public television members ³	77,000	78,500	80,000
1.	Public radio users ⁴ – weekly average	448,500	455,500	463,000
1.	Public radio membership revenue	\$9,836,300 ⁵	\$10,170,000	\$10,509,000
1.	Public radio members ³	44,000 ⁵	44,500	45,000

Notes:

¹Public television educational media visits represent the average number of monthly visits during the academic year (September-May) by Wisconsinites to online resources created by PBS Wisconsin Education and media found in PBS LearningMedia. Media visits that include multiple viewers like a classroom or workgroup count as one visit.

²Public television aggregated engagements represents the annual monthly average of the total video views when watched via all platforms including: broadcast, YouTube TV, pbswisconsin.org, pbs.org, PBS Video App, PBS KIDS Video App, pbskids.org, Facebook, Instagram, Twitter, YouTube, and digital streaming video devices like Roku, Apple TV and Smart TVs.

³ Members represent total number of active donors at the end of a fiscal year.

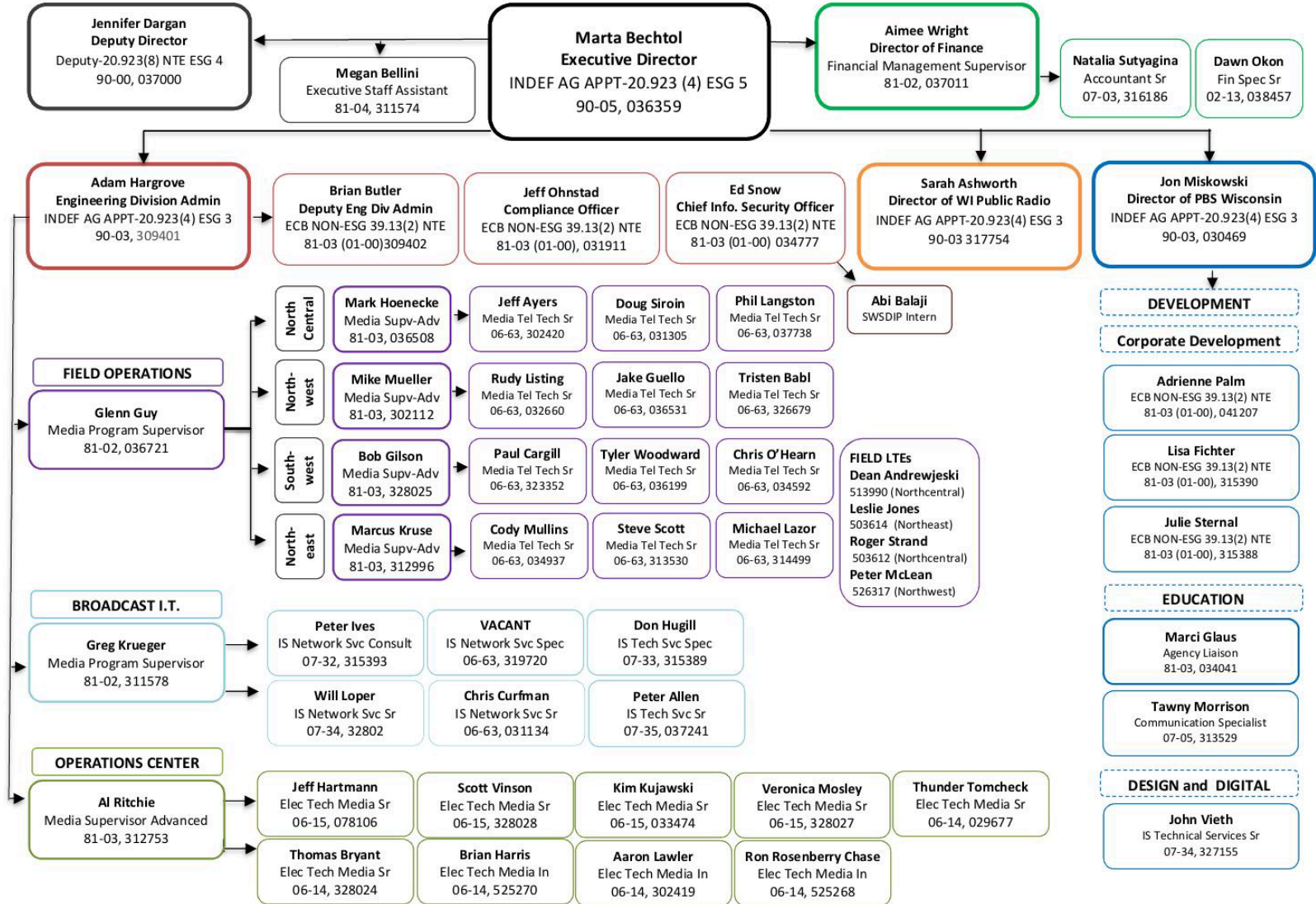
⁴ This goal has been revised; projections now include broadcast (reported by Nielsen), online audio (reported by StreamGuys), and wpr.org (reported by Google Analytics).

⁵This goal has been revised as part of a 2024 network realignment effort in which we anticipated temporary fluctuations in audience/membership.



ECB Educational Communications Board

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Agency Total by Fund Source

Educational Communications Board

2527 Biennial Budget

		ANNUAL SUMMARY						BIENNIAL SUMMARY			
Source of Funds		Prior Year Total	Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
GPR	S	\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.70%
Total		\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.70%
PR	S	\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.90%
Total		\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.90%
Grand Total		\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.20%

Agency Total by Program

Educational Communications Board

2527 Biennial Budget

Source of Funds	Prior Year Total	ANNUAL SUMMARY					BIENNIAL SUMMARY			
		Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
01 Instructional technology										
Non Federal										
GPR	\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.69%
S	\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.69%
PR	\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.92%
S	\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.92%
Total - Non Federal	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%
S	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%
PGM 01 Total	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%
GPR	\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.69%
S	\$6,328,362	\$6,774,700	\$6,888,800	\$6,889,100	25.94	25.94	\$13,549,400	\$13,777,900	\$228,500	1.69%
PR	\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.92%
S	\$14,392,681	\$15,635,800	\$15,773,500	\$15,785,400	25.56	25.56	\$31,271,600	\$31,558,900	\$287,300	0.92%
TOTAL 01	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%
S	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%
AGENCY TOTAL	\$20,721,043	\$22,410,500	\$22,662,300	\$22,674,500	51.50	51.50	\$44,821,000	\$45,336,800	\$515,800	1.15%

Agency Total by Decision Item

Educational Communications Board

2527 Biennial Budget

Decision Item	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level	\$22,410,500	\$22,410,500	51.50	51.50
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	\$137,200	\$137,200	0.00	0.00
3005 Reclassifications and Semiautomatic Pay Progression	\$34,100	\$38,600	0.00	0.00
3007 Overtime	\$85,500	\$85,500	0.00	0.00
3008 Night and Weekend Differential Pay	\$12,100	\$12,100	0.00	0.00
3010 Full Funding of Lease and Directed Moves Costs	(\$26,200)	(\$18,500)	0.00	0.00
4001 Supplies and Services Adjustment	\$9,100	\$9,100	0.00	0.00
TOTAL	\$22,662,300	\$22,674,500	51.50	51.50

GPR Earned

2527 Biennial Budget

	CODES	TITLES
DEPARTMENT	225	Educational Communications Board
PROGRAM	01	Instructional technology
DATE		

Revenue	Prior Year Actuals	Base Year Estimate	1st Year Estimate	2nd Year Estimate
Opening Balance	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0

Program Revenue

2527 Biennial Budget

	CODES	TITLES
DEPARTMENT	225	Educational Communications Board
PROGRAM	01	Instructional technology
SUBPROGRAM		
NUMERIC APPROPRIATION	27	Emergency weather warning system operation

Revenue and Expenditures	Prior Year Actuals	Base Year Estimate	1st Year Estimate	2nd Year Estimate
Opening Balance	\$101,953	\$102,000	\$244,900	\$244,900
Revenue	\$152,500	\$142,900	\$142,900	\$142,900
Total Revenue	\$254,453	\$244,900	\$387,800	\$387,800
Expenditures	\$152,500	\$0	\$0	\$0
2000 Adjusted Base Funding Level	\$0	\$0	\$142,900	\$142,900
Total Expenditures	\$152,500	\$0	\$142,900	\$142,900
Closing Balance	\$101,953	\$244,900	\$244,900	\$244,900

Program Revenue

2527 Biennial Budget

	CODES	TITLES
DEPARTMENT	225	Educational Communications Board
PROGRAM	01	Instructional technology
SUBPROGRAM		
NUMERIC APPROPRIATION	31	Gifts, grants, contracts, leases, instructional material, and copyrights

Revenue and Expenditures	Prior Year Actuals	Base Year Estimate	1st Year Estimate	2nd Year Estimate
Opening Balance	\$658,511	\$0	\$224,600	\$0
Collected Revenue	\$13,725,375	\$15,482,800	\$15,482,800	\$15,803,300
Total Revenue	\$14,383,886	\$15,482,800	\$15,707,400	\$15,803,300
Expenditures	\$14,240,180	\$15,258,200	\$0	\$0
Compensation Reserve	\$0	\$0	\$44,200	\$89,300
Health Insurance Reserves	\$0	\$0	\$50,700	\$89,800
Wisconsin Retirement System	\$0	\$0	\$300	\$500
2000 Adjusted Base Funding Level	\$0	\$0	\$15,482,800	\$15,482,800
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	\$0	\$0	\$117,900	\$117,900
3005 Reclassification and Semi-Automatic Pay Progression	\$0	\$0	\$23,000	\$27,500
3007 Overtime	\$0	\$0	\$12,000	\$12,000
3008 Night and Weekend Differential	\$0	\$0	\$3,400	\$3,400
3010 Lease and Directed Moves	\$0	\$0	(\$26,900)	(\$19,900)
Total Expenditures	\$14,240,180	\$15,258,200	\$15,707,400	\$15,803,300
Closing Balance	\$143,706	\$224,600	\$0	\$0

Decision Item (DIN) - 2000

Decision Item (DIN) Title - Adjusted Base Funding Level

NARRATIVE

Adjusted Base Funding Level

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	2000	Adjusted Base Funding Level

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$4,215,800	\$4,215,800
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$89,800	\$89,800
05	Fringe Benefits	\$1,633,900	\$1,633,900
06	Supplies and Services	\$13,598,100	\$13,598,100
07	Permanent Property	\$430,000	\$430,000
08	Unallotted Reserve	\$36,200	\$36,200
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$2,406,700	\$2,406,700
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$22,410,500	\$22,410,500
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	41.00	41.00
20	Unclassified Positions Authorized	10.50	10.50

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	2000 Adjusted Base Funding Level				
01	Instructional technology				
	01 General program operations	\$3,479,300	\$3,479,300	25.94	25.94
	02 Energy costs; energy-related assessments	\$872,700	\$872,700	0.00	0.00
	03 Principal repayment and interest	\$2,406,700	\$2,406,700	0.00	0.00
	08 Transmitter operation	\$16,000	\$16,000	0.00	0.00
	27 Emergency weather warning system operation	\$153,000	\$153,000	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	\$15,482,800	\$15,482,800	25.56	25.56
	Instructional technology Sub Total	\$22,410,500	\$22,410,500	51.50	51.50
	Adjusted Base Funding Level Sub Total	\$22,410,500	\$22,410,500	51.50	51.50
	Agency Total	\$22,410,500	\$22,410,500	51.50	51.50

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level					
PR	S	\$15,635,800	\$15,635,800	25.56	25.56
GPR	S	\$6,774,700	\$6,774,700	25.94	25.94
Adjusted Base Funding Level Total		\$22,410,500	\$22,410,500	51.50	51.50
Agency Total		\$22,410,500	\$22,410,500	51.50	51.50

Decision Item (DIN) - 3003

Decision Item (DIN) Title - Full Funding of Continuing Position Salaries and Fringe Benefits

NARRATIVE

Standard Budget Adjustment - Full Funding of Continuing Position Salaries and Fringe Benefits

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	3003	Full Funding of Continuing Position Salaries and Fringe Benefits

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$14,600	\$14,600
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$122,600	\$122,600
06	Supplies and Services	\$0	\$0
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$137,200	\$137,200
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	3003 Full Funding of Continuing Position Salaries and Fringe Benefits				
01	Instructional technology				
	01 General program operations	\$19,300	\$19,300	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	\$117,900	\$117,900	0.00	0.00
	Instructional technology Sub Total	\$137,200	\$137,200	0.00	0.00
	Full Funding of Continuing Position Salaries and Fringe Benefits Sub Total	\$137,200	\$137,200	0.00	0.00
	Agency Total	\$137,200	\$137,200	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
3003 Full Funding of Continuing Position Salaries and Fringe Benefits					
GPR	S	\$19,300	\$19,300	0.00	0.00
PR	S	\$117,900	\$117,900	0.00	0.00
Full Funding of Continuing Position Salaries and Fringe Benefits Total		\$137,200	\$137,200	0.00	0.00
Agency Total		\$137,200	\$137,200	0.00	0.00

Decision Item (DIN) - 3005

Decision Item (DIN) Title - Reclassifications and Semiautomatic Pay Progression

NARRATIVE

Standard Budget Adjustment - Reclassifications and Semiautomatic Pay Progression

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	3005	Reclassifications and Semiautomatic Pay Progression

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$24,000	\$27,200
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$10,100	\$11,400
06	Supplies and Services	\$0	\$0
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$34,100	\$38,600
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	3005 Reclassifications and Semiautomatic Pay Progression				
01	Instructional technology				
	01 General program operations	\$11,100	\$11,100	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	\$23,000	\$27,500	0.00	0.00
	Instructional technology Sub Total	\$34,100	\$38,600	0.00	0.00
	Reclassifications and Semiautomatic Pay Progression Sub Total	\$34,100	\$38,600	0.00	0.00
	Agency Total	\$34,100	\$38,600	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
3005 Reclassifications and Semiautomatic Pay Progression					
GPR	S	\$11,100	\$11,100	0.00	0.00
PR	S	\$23,000	\$27,500	0.00	0.00
Reclassifications and Semiautomatic Pay Progression Total		\$34,100	\$38,600	0.00	0.00
Agency Total		\$34,100	\$38,600	0.00	0.00

Decision Item (DIN) - 3007

Decision Item (DIN) Title - Overtime

NARRATIVE

Standard Budget Adjustment - Overtime

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	3007	Overtime

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$73,900	\$73,900
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$11,600	\$11,600
06	Supplies and Services	\$0	\$0
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$85,500	\$85,500
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	3007 Overtime				
01	Instructional technology				
	01 General program operations	\$73,500	\$73,500	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	\$12,000	\$12,000	0.00	0.00
	Instructional technology Sub Total	\$85,500	\$85,500	0.00	0.00
	Overtime Sub Total	\$85,500	\$85,500	0.00	0.00
	Agency Total	\$85,500	\$85,500	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
3007 Overtime					
GPR	S	\$73,500	\$73,500	0.00	0.00
PR	S	\$12,000	\$12,000	0.00	0.00
Overtime Total		\$85,500	\$85,500	0.00	0.00
Agency Total		\$85,500	\$85,500	0.00	0.00

Decision Item (DIN) - 3008

Decision Item (DIN) Title - Night and Weekend Differential Pay

NARRATIVE

Standard Budget Adjustment - Night and Weekend Differential Pay

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	3008	Night and Weekend Differential Pay

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$10,400	\$10,400
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$1,700	\$1,700
06	Supplies and Services	\$0	\$0
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$12,100	\$12,100
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	3008 Night and Weekend Differential Pay				
01	Instructional technology				
	01 General program operations	\$8,700	\$8,700	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	\$3,400	\$3,400	0.00	0.00
	Instructional technology Sub Total	\$12,100	\$12,100	0.00	0.00
	Night and Weekend Differential Pay Sub Total	\$12,100	\$12,100	0.00	0.00
	Agency Total	\$12,100	\$12,100	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
3008 Night and Weekend Differential Pay					
GPR	S	\$8,700	\$8,700	0.00	0.00
PR	S	\$3,400	\$3,400	0.00	0.00
Night and Weekend Differential Pay Total		\$12,100	\$12,100	0.00	0.00
Agency Total		\$12,100	\$12,100	0.00	0.00

Decision Item (DIN) - 3010

Decision Item (DIN) Title - Full Funding of Lease and Directed Moves Costs

NARRATIVE

Standard Budget Adjustment - Full Funding of Lease and Directed Moves Costs

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	3010	Full Funding of Lease and Directed Moves Costs

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$0	\$0
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$0	\$0
06	Supplies and Services	(\$26,200)	(\$18,500)
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	(\$26,200)	(\$18,500)
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	3010 Full Funding of Lease and Directed Moves Costs				
01	Instructional technology				
	01 General program operations	(\$500)	(\$200)	0.00	0.00
	27 Emergency weather warning system operation	\$1,200	\$1,600	0.00	0.00
	31 Gifts, grants, contracts, leases, instructional material, and copyrights	(\$26,900)	(\$19,900)	0.00	0.00
	Instructional technology Sub Total	(\$26,200)	(\$18,500)	0.00	0.00
	Full Funding of Lease and Directed Moves Costs Sub Total	(\$26,200)	(\$18,500)	0.00	0.00
	Agency Total	(\$26,200)	(\$18,500)	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
3010 Full Funding of Lease and Directed Moves Costs					
GPR	S	(\$500)	(\$200)	0.00	0.00
PR	S	(\$25,700)	(\$18,300)	0.00	0.00
Full Funding of Lease and Directed Moves Costs Total		(\$26,200)	(\$18,500)	0.00	0.00
Agency Total		(\$26,200)	(\$18,500)	0.00	0.00

Decision Item (DIN) - 4001

Decision Item (DIN) Title - Supplies and Services Adjustment

NARRATIVE

Agency requests \$2000 increase in GPR and a \$7100 for PR for each fiscal year as a supplies and services adjustment

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	225	Educational Communications Board
DECISION ITEM	CODES	TITLES
	4001	Supplies and Services Adjustment

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$0	\$0
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$0	\$0
06	Supplies and Services	\$9,100	\$9,100
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$0	\$0
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$9,100	\$9,100
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Educational Communications Board

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	4001 Supplies and Services Adjustment				
01	Instructional technology				
	01 General program operations	\$1,200	\$1,200	0.00	0.00
	08 Transmitter operation	\$800	\$800	0.00	0.00
	27 Emergency weather warning system operation	\$7,100	\$7,100	0.00	0.00
	Instructional technology Sub Total	\$9,100	\$9,100	0.00	0.00
	Supplies and Services Adjustment Sub Total	\$9,100	\$9,100	0.00	0.00
	Agency Total	\$9,100	\$9,100	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Educational Communications Board

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
4001 Supplies and Services Adjustment					
GPR	S	\$2,000	\$2,000	0.00	0.00
PR	S	\$7,100	\$7,100	0.00	0.00
Supplies and Services Adjustment Total		\$9,100	\$9,100	0.00	0.00
Agency Total		\$9,100	\$9,100	0.00	0.00

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY26**

Agency: **ECB - 225**

Exclude: Federal
Debt Service

Columns A-G were prepopulated for agencies to reflect state operations adjusted base and reductions agreed to by DOA and LFB. See Appendix H for instructions on how to complete these templates.

Proposed \$ and Proposed FTE columns reflect total agency proposed spending and positions for indicated fiscal year. These amounts should include standard budget adjustments (SBAs), any proposed reallocations or reductions to meet the target, and any other requests that the agency would want considered under this proposal.

Appropriations with zero dollars and zero FTEs are not loaded into the template. If you have any questions, contact your SBO analyst.

IF YOUR AGENCY PLANS TO TAKE THE SAME CUTS OVER BOTH YEARS, YOU SHOULD ONLY FILL OUT ONE GRID FOR 0% GROWTH AND ONE GRID FOR 5% REDUCTION, THEN CHANGE "FY26" TO "FY26 AND 27".

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1) 0% Change Target	Proposed Budget 2025-26			Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric					Proposed \$	Proposed FTE	Item Ref	\$	FTE	\$	FTE	\$	FTE
225	1a	101	GPR	\$3,479,300.00	25.94	\$0	\$3,592,600	25.94	1	\$113,300	0.00	(\$112,100)	0.00	\$1,200	0.00
225	1b	102	GPR	\$872,700.00	0.00	\$0	\$872,700	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,000.00	0.00	\$0	\$16,800	0.00	3	\$800	0.00	\$0	0.00	\$800	0.00
225	1g	131	PR	\$15,482,800.00	25.56	\$0	\$15,609,000	25.56	4	\$126,200	0.00	(\$129,400)	0.00	(\$3,200)	0.00
225	1kb	127	PR	\$153,000.00	0.00	\$0	\$154,200	0.00	5	\$1,200	0.00	\$0	0.00	\$1,200	0.00
Totals				\$20,003,800.00	51.50	\$0	\$20,245,300	51.50		\$241,500	0.00	(\$241,500)	0.00	\$0	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = \$0

Difference = **\$0**

Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

BACKGROUND: The Educational Communications Board (ECB) is statutorily charged with planning, developing, constructing and operating non-commercial radio and television broadcasting systems for the presentation of educational, informational and public service programming, and public safety communications for the people of Wisconsin. ECB operates and maintains five full-power television stations and six television translators, 18 public radio stations and four radio translators which are all linked via microwave relay and a fiber optic interconnect system, and provides television master control services to Milwaukee Area Technical College. The technical infrastructure necessary to operate the State's Emergency Alert System (EAS) and Amber Alert network is embedded in our systems. ECB is also responsible for the technical maintenance and reliable operation of the 28 National Weather Service transmitters serving the State of Wisconsin, over half of which are owned by the State, with the remainder owned by the federal government. In total, the ECB is the steward of 64 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink, All-Hazards Radio, Educational Broadband Service and other telecommunications facilities which serve Wisconsin.

The Agency has undertaken significant space consolidation, utilities efficiencies, and other cost-saving measures in order to meet its remaining statutorily defined mission of planning, constructing, developing, and maintaining the state's public radio and television broadcasting systems without significant budgetary increase. Over the course of the last biennium, the Agency has streamlined, reduced and discontinued services to the point that there is no practical way to further trim its budget.

- GPR-funded Appropriation 101 is dedicated to two things: the salaries of technical and administrative personnel that make broadcast network operations possible; and the funding for non-discretionary functions for which the agency is bound to the Department of Administration (STAR, CAPS, DPM, DET, legal and financial services, space rent, property and liability insurance, workers compensation and municipal services fees, etc.). "Flat budgeting" doesn't account for inflation and is therefore insufficient for "flat operations."

2

Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. The bulk of ECB's utilities expenses provide electrical service at ECB's transmitters. There are two major areas of energy consumption at ECB sites: 1) TV and Radio transmitters which broadcast signals throughout the state, and 2) air conditioning which cools the transmitter buildings for optimum transmitter reliability. Electricity powers the transmitters that produce the broadcast signals for PBS Wisconsin, Wisconsin Public Radio, the National Weather Service, and the Emergency Alert System (EAS). At its essence, broadcast transmission is the conversion of electricity into a signal capable of carrying information over long distances. Energy usage for ECB transmitters is essentially fixed since the Federal Communications Commission (FCC) requires licensees to operate at specific authorized power levels (Effective Radiated Power, or ERP). In other words, FCC license-holders such as ECB do not have the option to permanently operate transmitters at a lower power and thus use less energy. It is not possible to reduce electricity at a transmitter site without reducing the strength of the signal itself, and in doing so, failing to meet the FCC license requirements. Related to that is the possibility of turning transmitters off during certain parts of the day - this strategy would affect ECB's ability to deliver statewide EAS/Amber services during those hours and, in addition, cycling high power transmitters in this fashion is hard on the machinery and leads to increased equipment failure. Alternatively, the option of reducing air conditioning use as an energy saving measure will result in increased failures of transmitting equipment and will decrease the reliability of ECB sites and its broadcast signals, which are essential to the operation of the Wisconsin's Emergency Alert Systems.

3

Appropriation 108 is a requirement of state statute. This GPR fund is used to pay for the operation of a specific National Weather Service (NWS) transmitter owned by the State of Wisconsin (WWF-40, Coloma). Funding from this line covers only a small portion of the costs specific to this NWS transmitting system and is used for items such as rent, routine and emergency maintenance, and equipment. National Weather Service transmitters are required to operate 24/7. There is no way to trim or reduce expenses at this site without endangering its FCC license or service to the region, and every bit of support we can secure for its operation is needed.

4

Appropriation 131 provides funding for activities including engineering and operational support for public broadcasting and public safety infrastructure; an aggressive fundraising program; and programming costs. It largely consists of revenue raised from viewers, listeners and corporate supporters of PBS Wisconsin and Wisconsin Public Radio, with the donor intent being to support programming on PBS-W and WPR. Ethical obligations prohibit ECB from utilizing donated funds to pay for items not directly related to supporting PBS-W and WPR programming. Additional agency revenue is generated from tower rentals, service agreements, and grants from the Corporation of Public Broadcasting. With GPR appropriations remaining flat or decreasing, the agency depends on spending authority in this line to manage the normal inflation of normal continuing expenses in order to operate the network. 131 funds are expended to offset reductions or limitations on GPR to the degree that they can ethically be spent without being disingenuous to the members that have donated their hard-earned dollars for public media programming. Additionally, spending in 131 also reflects expenses such as programming and development activities which raise program revenue for the Agency. Further reducing 131 expenditures harms the ability of the agency to generate its own funds.

5

Appropriation 127 accounts for program revenue from DOA to reimburse ECB engineers to maintain state-owned National Weather Service (NWS) transmitting equipment. There are 15 state-owned NWS sites located throughout the state, in addition to the 13 federally-owned NWS sites maintained by the ECB. These sites operate 24-hours a day and most of these sites are unstaffed in remote locations. ECB engineers are required by FCC and Federal contracts to physically inspect these sites and make routine adjustments and repairs. In addition, ECB staff are required to respond to emergency outages at these sites which often require the purchase and replacement of equipment so that the NWS stations remain in 24/7 operation. The agency will benefit from any increase that supports this appropriation especially in the event of an emergency.

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**

FY: **FY26**

Agency: **ECB - 225**

Exclude: Federal
Debt Service

Columns A-G were prepopulated for agencies to reflect state operations adjusted base and reductions agreed to by DOA and LFB. See Appendix H for instructions on how to complete these templates.

Proposed \$ and Proposed FTE columns reflect total agency proposed spending and positions for indicated fiscal year. These amounts should include standard budget adjustments (SBAs), any proposed reallocations or reductions to meet the target, and any other requests that the agency would want considered under this proposal.

Appropriations with zero dollars and zero FTEs are not loaded into the template. If you have any questions, contact your SBO analyst.

IF YOUR AGENCY PLANS TO TAKE THE SAME CUTS OVER BOTH YEARS, YOU SHOULD ONLY FILL OUT ONE GRID FOR 0% GROWTH AND ONE GRID FOR 5% REDUCTION, THEN CHANGE "FY26" TO "FY26 AND 27".

Agency	Appropriation		Fund Source	(See Note 1) 5% Change			Proposed Budget 2025-26		Item Ref	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric		\$	FTE	Target	Proposed \$	Proposed FTE		\$	FTE	\$	FTE		
225	1a	101	GPR	\$3,479,300.00	25.94	(\$174,000)	\$3,592,600	25.94	1	\$113,300	0.00	(\$112,100)	0.00	\$1,200	0.00
225	1b	102	GPR	\$872,700.00	0.00	(\$43,600)	\$872,700	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,000.00	0.00	(\$800)	\$16,000	0.00	3	\$0	0.00	\$0	0.00	\$0	0.00
225	1g	131	PR	\$15,482,800.00	25.56	(\$774,100)	\$14,610,800	25.56	4	(\$872,000)	0.00	(\$129,400)	0.00	(\$1,001,400)	0.00
225	1kb	127	PR	\$153,000.00	0.00	(\$7,700)	\$153,000	0.00	5	\$0	0.00	\$0	0.00	\$0	0.00
Totals				\$20,003,800.00	51.50	(\$1,000,200)	\$19,245,100	51.50		(\$758,700)	0.00	(\$241,500)	0.00	(\$1,000,200)	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (\$1,000,200)

Difference = \$0

Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

BACKGROUND: The Educational Communications Board (ECB) is statutorily charged with planning, developing, constructing and operating non-commercial radio and television broadcasting systems for the presentation of educational, informational and public service programming, and public safety communications for the people of Wisconsin. ECB operates and maintains five full-power television stations and six television translators, 18 public radio stations and four radio translators which are all linked via microwave relay and a fiber optic interconnect system, and provides television master control services to Milwaukee Area Technical College. The technical infrastructure necessary to operate the State's Emergency Alert System (EAS) and Amber Alert network is embedded in our systems. ECB is also responsible for the technical maintenance and reliable operation of the 28 National Weather Service transmitters serving the State of Wisconsin, over half of which are owned by the State, with the remainder owned by the federal government. In total, the ECB is the steward of 64 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink, All-Hazards Radio, Educational Broadband Service and other telecommunications facilities which serve Wisconsin.

The Agency has undertaken significant space consolidation, utilities efficiencies, and other cost-saving measures in order to meet its remaining statutorily defined mission of planning, constructing, developing, and maintaining the state's public radio and television broadcasting systems without significant budgetary increase. Over the course of the last biennium, the Agency has streamlined, reduced and discontinued services to the point that there is no practical way to further trim its budget.

¹ GPR-funded Appropriation 101 is dedicated to two things: the salaries of technical and administrative personnel that make broadcast network operations possible; and the funding for non-discretionary functions for which the agency is bound to the Department of Administration (STAR, CAPS, DPM, DET, legal and financial services, space rent, property and liability insurance, workers compensation and municipal services fees, etc.). At the close of FY24, ECB had no GPR Earned. We cannot trim our GPR budget further.

2

Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. The bulk of ECB's utilities expenses provide electrical service at ECB's transmitters. There are two major areas of energy consumption at ECB sites: 1) TV and Radio transmitters which broadcast signals throughout the state, and 2) air conditioning which cools the transmitter buildings for optimum transmitter reliability. Electricity powers the transmitters that produce the broadcast signals for PBS Wisconsin, Wisconsin Public Radio, the National Weather Service, and the Emergency Alert System (EAS). At its essence, broadcast transmission is the conversion of electricity into a signal capable of carrying information over long distances. Energy usage for ECB transmitters is essentially fixed since the Federal Communications Commission (FCC) requires licensees to operate at specific authorized power levels (Effective Radiated Power, or ERP). In other words, FCC license-holders such as ECB do not have the option to permanently operate transmitters at a lower power and thus use less energy. It is not possible to reduce electricity at a transmitter site without reducing the strength of the signal itself, and in doing so, failing to meet the FCC license requirements. Related to that is the possibility of turning transmitters off during certain parts of the day - this strategy would affect ECB's ability to deliver statewide EAS/Amber services during those hours and, in addition, cycling high power transmitters in this fashion in hard on the machinery and leads to increased equipment failure. Alternatively, the option of reducing air conditioning use as an energy saving measure will result in increased failures of transmitting equipment and will decrease the reliability of ECB sites and its broadcast signals, which are essential to the operation of the Wisconsin's Emergency Alert Systems.

3

Appropriation 108 is a requirement of state statute. This GPR fund is used to pay for the operation of a specific National Weather Service (NWS) transmitter owned by the State of Wisconsin (WWF-40, Coloma). Funding from this line covers only a small portion of the costs specific to this NWS transmitting system and is used for items such as rent, routine and emergency maintenance, and equipment. National Weather Service transmitters are required to operate 24/7. There is no way to trim or reduce expenses at this site without endangering its FCC license or service to the region, and every bit of support we can secure for its operation is needed.

4

Appropriation 131 provides funding for activities including engineering and operational support for public broadcasting and public safety infrastructure; an aggressive fundraising program; and programming costs. It largely consists of revenue raised from viewers, listeners and corporate supporters of PBS Wisconsin and Wisconsin Public Radio, with the donor intent being to support programming on PBS-W and WPR. Ethical obligations prohibit ECB from utilizing donated funds to pay for items not directly related to supporting PBS-W and WPR programming. Additional agency revenue is generated from tower rentals, service agreements, and grants from the Corporation of Public Broadcasting. With GPR appropriations remaining flat or decreasing, the agency depends on spending authority in this line to manage the normal inflation of normal continuing expenses in order to operate the network. 131 funds are expended to offset reductions or limitations on GPR to the degree that they can ethically be spent without being disingenuous to the members that have donated their hard-earned dollars for public media programming. Additionally, spending in 131 also reflects expenses such as programming and development activities which raise program revenue for the Agency. Further reducing 131 expenditures harms the ability of the agency to generate its own funds.

5

Appropriation 127 accounts for program revenue from DOA to reimburse ECB engineers to maintain state-owned National Weather Service (NWS) transmitting equipment. There are 15 state-owned NWS sites located throughout the state, in addition to the 13 federally-owned NWS sites maintained by the ECB. These sites operate 24-hours a day and most of these sites are unstaffed in remote locations. ECB engineers are required by FCC and Federal contracts to physically inspect these sites and make routine adjustments and repairs. In addition, ECB staff are required to respond to emergency outages at these sites which often require the purchase and replacement of equipment so that the NWS stations remain in 24/7 operation. A 5% reduction in Appn 127 will result in less routine maintenance for facilities where there is an expectation of reliability, particularly during state emergencies. A large-scale failure at any site would require a significant shift in funding from otherwise allocated agency appropriations, causing a domino effect in service reduction and could endanger the public.

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY27**

Agency: **ECB - 225**

Exclude: Federal
Debt Service

Columns A-G were prepopulated for agencies to reflect state operations adjusted base and reductions agreed to by DOA and LFB. See Appendix H for instructions on how to complete these templates.

Proposed \$ and Proposed FTE columns reflect total agency proposed spending and positions for indicated fiscal year. These amounts should include standard budget adjustments (SBAs), any proposed reallocations or reductions to meet the target, and any other requests that the agency would want considered under this proposal.

Appropriations with zero dollars and zero FTEs are not loaded into the template. If you have any questions, contact your SBO analyst.

IF YOUR AGENCY PLANS TO TAKE THE SAME CUTS OVER BOTH YEARS, YOU SHOULD ONLY FILL OUT ONE GRID FOR 0% GROWTH AND ONE GRID FOR 5% REDUCTION, THEN CHANGE "FY26" TO "FY26 AND 27".

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1)	Proposed Budget 2026-27			Change from Adj Base		(See Note 2)		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric				0% Change Target	Proposed \$	Proposed FTE	Item Ref	\$	FTE	\$	FTE	\$	FTE
225	1a	101	GPR	\$3,479,300.00	25.94	\$0	\$3,592,900	25.94	1	\$113,600	0.00	(\$112,400)	0.00	\$1,200	0.00
225	1b	102	GPR	\$872,700.00	0.00	\$0	\$872,700	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,000.00	0.00	\$0	\$16,800	0.00	3	\$800	0.00	\$0	0.00	\$800	0.00
225	1g	131	PR	\$15,482,800.00	25.56	\$0	\$15,621,700	25.56	4	\$138,900	0.00	(\$140,900)	0.00	(\$2,000)	0.00
225	1kb	127	PR	\$153,000.00	0.00	\$0	\$154,600	0.00	5	\$1,600	0.00	(\$1,600)	0.00	\$0	0.00
Totals				\$20,003,800.00	51.50	\$0	\$20,258,700	51.50		\$254,900	0.00	(\$254,900)	0.00	\$0	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = \$0

Difference = \$0

Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

BACKGROUND: The Educational Communications Board (ECB) is statutorily charged with planning, developing, constructing and operating non-commercial radio and television broadcasting systems for the presentation of educational, informational and public service programming, and public safety communications for the people of Wisconsin. ECB operates and maintains five full-power television stations and six television translators, 18 public radio stations and four radio translators which are all linked via microwave relay and a fiber optic interconnect system, and provides television master control services to Milwaukee Area Technical College. The technical infrastructure necessary to operate the State's Emergency Alert System (EAS) and Amber Alert network is embedded in our systems. ECB is also responsible for the technical maintenance and reliable operation of the 28 National Weather Service transmitters serving the State of Wisconsin, over half of which are owned by the State, with the remainder owned by the federal government. In total, the ECB is the steward of 64 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink, All-Hazards Radio, Educational Broadband Service and other telecommunications facilities which serve Wisconsin.

The Agency has undertaken significant space consolidation, utilities efficiencies, and other cost-saving measures in order to meet its remaining statutorily defined mission of planning, constructing, developing, and maintaining the state's public radio and television broadcasting systems without significant budgetary increase. Over the course of the last biennium, the Agency has streamlined, reduced and discontinued services to the point that there is no practical way to further trim its budget.

¹ GPR-funded Appropriation 101 is dedicated to two things: the salaries of technical and administrative personnel that make broadcast network operations possible; and the funding for non-discretionary functions for which the agency is bound to the Department of Administration (STAR, CAPS, DPM, DET, legal and financial services, space rent, property and liability insurance, workers compensation and municipal services fees, etc.). "Flat budgeting" doesn't account for inflation and is therefore insufficient for "flat operations."

2

Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. The bulk of ECB's utilities expenses provide electrical service at ECB's transmitters. There are two major areas of energy consumption at ECB sites: 1) TV and Radio transmitters which broadcast signals throughout the state, and 2) air conditioning which cools the transmitter buildings for optimum transmitter reliability. Electricity powers the transmitters that produce the broadcast signals for PBS Wisconsin, Wisconsin Public Radio, the National Weather Service, and the Emergency Alert System (EAS). At its essence, broadcast transmission is the conversion of electricity into a signal capable of carrying information over long distances. Energy usage for ECB transmitters is essentially fixed since the Federal Communications Commission (FCC) requires licensees to operate at specific authorized power levels (Effective Radiated Power, or ERP). In other words, FCC license-holders such as ECB do not have the option to permanently operate transmitters at a lower power and thus use less energy. It is not possible to reduce electricity at a transmitter site without reducing the strength of the signal itself, and in doing so, failing to meet the FCC license requirements. Related to that is the possibility of turning transmitters off during certain parts of the day - this strategy would affect ECB's ability to deliver statewide EAS/Amber services during those hours and, in addition, cycling high power transmitters in this fashion in hard on the machinery and leads to increased equipment failure. Alternatively, the option of reducing air conditioning use as an energy saving measure will result in increased failures of transmitting equipment and will decrease the reliability of ECB sites and its broadcast signals, which are essential to the operation of the Wisconsin's Emergency Alert Systems.

3

Appropriation 108 is a requirement of state statute. This GPR fund is used to pay for the operation of a specific National Weather Service (NWS) transmitter owned by the State of Wisconsin (WWF-40, Coloma). Funding from this line covers only a small portion of the costs specific to this NWS transmitting system and is used for items such as rent, routine and emergency maintenance, and equipment. National Weather Service transmitters are required to operate 24/7. There is no way to trim or reduce expenses at this site without endangering its FCC license or service to the region, and every bit of support we can secure for its operation is needed.

4

Appropriation 131 provides funding for activities including engineering and operational support for public broadcasting and public safety infrastructure; an aggressive fundraising program; and programming costs. It largely consists of revenue raised from viewers, listeners and corporate supporters of PBS Wisconsin and Wisconsin Public Radio, with the donor intent being to support programming on PBS-W and WPR. Ethical obligations prohibit ECB from utilizing donated funds to pay for items not directly related to supporting PBS-W and WPR programming. Additional agency revenue is generated from tower rentals, service agreements, and grants from the Corporation of Public Broadcasting. With GPR appropriations remaining flat or decreasing, the agency depends on spending authority in this line to manage the normal inflation of normal continuing expenses in order to operate the network. 131 funds are expended to offset reductions or limitations on GPR to the degree that they can ethically be spent without being disingenuous to the members that have donated their hard-earned dollars for public media programming. Additionally, spending in 131 also reflects expenses such as programming and development activities which raise program revenue for the Agency. Further reducing 131 expenditures harms the ability of the agency to generate its own funds.

5

Appropriation 127 accounts for program revenue from DOA to reimburse ECB engineers to maintain state-owned National Weather Service (NWS) transmitting equipment. There are 15 state-owned NWS sites located throughout the state, in addition to the 13 federally-owned NWS sites maintained by the ECB. These sites operate 24-hours a day and most of these sites are unstaffed in remote locations. ECB engineers are required by FCC and Federal contracts to physically inspect these sites and make routine adjustments and repairs. In addition, ECB staff are required to respond to emergency outages at these sites which often require the purchase and replacement of equipment so that the NWS stations remain in 24/7 operation.

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**

FY: **FY27**

Agency: **ECB - 225**

Exclude: Federal
Debt Service

Columns A-G were prepopulated for agencies to reflect state operations adjusted base and reductions agreed to by DOA and LFB. See Appendix H for instructions on how to complete these templates.

Proposed \$ and Proposed FTE columns reflect total agency proposed spending and positions for indicated fiscal year. These amounts should include standard budget adjustments (SBAs), any proposed reallocations or reductions to meet the target, and any other requests that the agency would want considered under this proposal.

Appropriations with zero dollars and zero FTEs are not loaded into the template. If you have any questions, contact your SBO analyst.

IF YOUR AGENCY PLANS TO TAKE THE SAME CUTS OVER BOTH YEARS, YOU SHOULD ONLY FILL OUT ONE GRID FOR 0% GROWTH AND ONE GRID FOR 5% REDUCTION, THEN CHANGE "FY26" TO "FY26 AND 27".

Agency	Appropriation		Fund Source	(See Note 1) 5% Change			Proposed Budget 2026-27		Item Ref	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric		\$	FTE	Target	Proposed \$	Proposed FTE		\$	FTE	\$	FTE		
225	1a	101	GPR	\$3,479,300.00	25.94	(\$174,000)	\$3,592,900	25.94	1	\$113,600	0.00	(\$112,400)	0.00	\$1,200	0.00
225	1b	102	GPR	\$872,700.00	0.00	(\$43,600)	\$872,700	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,000.00	0.00	(\$800)	\$16,800	0.00	3	\$800	0.00	\$0	0.00	\$800	0.00
225	1g	131	PR	\$15,482,800.00	25.56	(\$774,100)	\$14,621,500	25.56	4	(\$861,300)	0.00	(\$140,900)	0.00	(\$1,002,200)	0.00
225	1kb	127	PR	\$153,000.00	0.00	(\$7,700)	\$154,600	0.00	5	\$1,600	0.00	(\$1,600)	0.00	\$0	0.00
Totals				\$20,003,800.00	51.50	(\$1,000,200)	\$19,258,500	51.50		(\$745,300)	0.00	(\$254,900)	0.00	(\$1,000,200)	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.

Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (\$1,000,200)

Difference = \$0

Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

BACKGROUND: The Educational Communications Board (ECB) is statutorily charged with planning, developing, constructing and operating non-commercial radio and television broadcasting systems for the presentation of educational, informational and public service programming, and public safety communications for the people of Wisconsin. ECB operates and maintains five full-power television stations and six television translators, 18 public radio stations and four radio translators which are all linked via microwave relay and a fiber optic interconnect system, and provides television master control services to Milwaukee Area Technical College. The technical infrastructure necessary to operate the State's Emergency Alert System (EAS) and Amber Alert network is embedded in our systems. ECB is also responsible for the technical maintenance and reliable operation of the 28 National Weather Service transmitters serving the State of Wisconsin, over half of which are owned by the State, with the remainder owned by the federal government. In total, the ECB is the steward of 64 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink, All-Hazards Radio, Educational Broadband Service and other telecommunications facilities which serve Wisconsin.

The Agency has undertaken significant space consolidation, utilities efficiencies, and other cost-saving measures in order to meet its remaining statutorily defined mission of planning, constructing, developing, and maintaining the state's public radio and television broadcasting systems without significant budgetary increase. Over the course of the last biennium, the Agency has streamlined, reduced and discontinued services to the point that there is no practical way to further trim its budget.

¹ GPR-funded Appropriation 101 is dedicated to two things: the salaries of technical and administrative personnel that make broadcast network operations possible; and the funding for non-discretionary functions for which the agency is bound to the Department of Administration (STAR, CAPS, DPM, DET, legal and financial services, space rent, property and liability insurance, workers compensation and municipal services fees, etc.). At the close of FY24, ECB had no GPR Earned. We cannot trim our GPR budget further.

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- 2 Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. The bulk of ECB's utilities expenses provide electrical service at ECB's transmitters. There are two major areas of energy consumption at ECB sites: 1) TV and Radio transmitters which broadcast signals throughout the state, and 2) air conditioning which cools the transmitter buildings for optimum transmitter reliability. Electricity powers the transmitters that produce the broadcast signals for PBS Wisconsin, Wisconsin Public Radio, the National Weather Service, and the Emergency Alert System (EAS). At its essence, broadcast transmission is the conversion of electricity into a signal capable of carrying information over long distances. Energy usage for ECB transmitters is essentially fixed since the Federal Communications Commission (FCC) requires licensees to operate at specific authorized power levels (Effective Radiated Power, or ERP). In other words, FCC license-holders such as ECB do not have the option to permanently operate transmitters at a lower power and thus use less energy. It is not possible to reduce electricity at a transmitter site without reducing the strength of the signal itself, and in doing so, failing to meet the FCC license requirements. Related to that is the possibility of turning transmitters off during certain parts of the day - this strategy would affect ECB's ability to deliver statewide EAS/Amber services during those hours and, in addition, cycling high power transmitters in this fashion is hard on the machinery and leads to increased equipment failure. Alternatively, the option of reducing air conditioning use as an energy saving measure will result in increased failures of transmitting equipment and will decrease the reliability of ECB sites and its broadcast signals, which are essential to the operation of the Wisconsin's Emergency Alert Systems.
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- 3 Appropriation 108 is a requirement of state statute. This GPR fund is used to pay for the operation of a specific National Weather Service (NWS) transmitter owned by the State of Wisconsin (WWF-40, Coloma). Funding from this line covers only a small portion of the costs specific to this NWS transmitting system and is used for items such as rent, routine and emergency maintenance, and equipment. National Weather Service transmitters are required to operate 24/7. There is no way to trim or reduce expenses at this site without endangering its FCC license or service to the region, and every bit of support we can secure for its operation is needed.
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- 4 Appropriation 131 provides funding for activities including engineering and operational support for public broadcasting and public safety infrastructure; an aggressive fundraising program; and programming costs. It largely consists of revenue raised from viewers, listeners and corporate supporters of PBS Wisconsin and Wisconsin Public Radio, with the donor intent being to support programming on PBS-W and WPR. Ethical obligations prohibit ECB from utilizing donated funds to pay for items not directly related to supporting PBS-W and WPR programming. Additional agency revenue is generated from tower rentals, service agreements, and grants from the Corporation of Public Broadcasting. With GPR appropriations remaining flat or decreasing, the agency depends on spending authority in this line to manage the normal inflation of normal continuing expenses in order to operate the network. 131 funds are expended to offset reductions or limitations on GPR to the degree that they can ethically be spent without being disingenuous to the members that have donated their hard-earned dollars for public media programming. Additionally, spending in 131 also reflects expenses such as programming and development activities which raise program revenue for the Agency. Further reducing 131 expenditures harms the ability of the agency to generate its own funds.
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- 5 Appropriation 127 accounts for program revenue from DOA to reimburse ECB engineers to maintain state-owned National Weather Service (NWS) transmitting equipment. There are 15 state-owned NWS sites located throughout the state, in addition to the 13 federally-owned NWS sites maintained by the ECB. These sites operate 24-hours a day and most of these sites are unstaffed in remote locations. ECB engineers are required by FCC and Federal contracts to physically inspect these sites and make routine adjustments and repairs. In addition, ECB staff are required to respond to emergency outages at these sites which often require the purchase and replacement of equipment so that the NWS stations remain in 24/7 operation. A 5% reduction in Appn 127 will result in less routine maintenance for facilities where there is an expectation of reliability, particularly during state emergencies. A large-scale failure at any site would require a significant shift in funding from otherwise allocated agency appropriations, causing a domino effect in service reduction and could endanger the public.
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