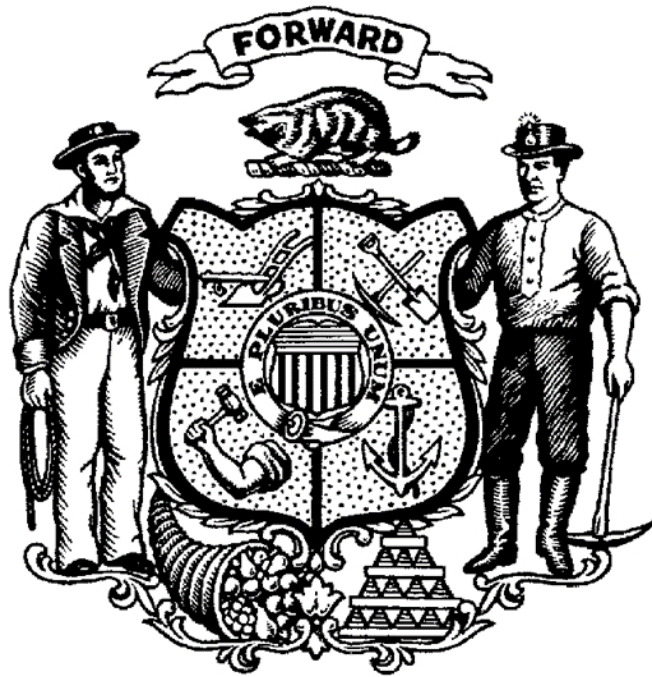


State of Wisconsin

Educational Communications Board



Agency Budget Request
2027 – 2029 Biennium
September 15, 2026

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Educational Communications Board

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Date: September 15, 2026

To: Brian D. Pahnke
State Budget Director

From: Marta S. Bechtol
Executive Director
Educational Communications Board

Subject: 2027-2029 Biennial Budget Request

The Educational Communications Board hereby submits its 2027–2029 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.

This request includes adjustments to agency goals and objectives due to a shift in responsibilities between the agency and its statutory partners at the University of Wisconsin due to a significant loss of grant funding.

The agency has also included a request for cybersecurity resources to support compliance with new state and federal security mandates for the Operational Technology network that supports delivery of the Emergency Alert System.

If you should have any questions regarding this document, please contact agency leadership at 608-264-9600.

Enclosures

AGENCY DESCRIPTION

The Educational Communications Board (ECB) is an independent state agency overseen by an appointed board of directors ([Wis. Stats. 15.57](#)). The board is charged with the responsibility of planning, developing, constructing and operating noncommercial 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 coordinates these efforts through a statutory affiliation with the University of Wisconsin–Madison ([Wis. Stats. 36.25\(5\)](#)).

In total, the board is the steward of 64 Federal Communications Commission licenses for radio, television and Educational Broadband Service.

The board operates and maintains the statewide network of 28 National Weather Service transmitters as well as provides the primary broadcast relay which is the technical backbone for the Emergency Alert and AMBER Alert systems, All-Hazards Radio and other telecommunications facilities.

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

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.

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Note: Goals, objectives and activities have been modified.

Program 1: Instructional Technology

Goal: Construct, maintain, operate and secure the transmission facilities necessary to broadcast Wisconsin Public Radio (WPR), PBS Wisconsin, Milwaukee PBS, and NOAA All-Hazards Radio service to all residents of the state. Use the reach of these services for public safety purposes.

Objective/Activity: Assure all facilities function at a high level of reliability necessary for broadcast and public safety purposes.

Objective/Activity: Engineer, maintain, operate and secure the broadcast network interconnect that delivers content to these facilities.

Objective/Activity: Construct, maintain and operate the operations control center that distributes public television content statewide.

Objective/Activity: Operate and maintain state and federal National Weather Service transmitters.

Objective/Activity: Use public broadcasting infrastructure for Emergency Alert and AMBER Alert systems needs as outlined in the Wisconsin Emergency Alert System plan.

Objective/Activity: Operate and maintain broadcast license facilities in compliance with Federal Communications Commission regulations.

PERFORMANCE MEASURES

2025 AND 2026 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal 2025	Actual 2025	Goal 2026	Actual 2026
1.	Network service reliability.	99.8%	99.8%	99.8%	99.9%
1.	Public television K-12 educational media visits – monthly average. ¹	71,000	89,945	73,000	123,359
1.	Public television broadcast viewers – monthly average.	1,300,000	1,338,278	1,275,000	1,536,980
1.	Public television aggregated engagements ² – monthly average.	10,700,000	9,739,433	10,900,000	8,312,317
1.	Public television members.	77,000	77,071	78,500	87,096
1.	Public radio users – weekly average.	448,500	581,921	455,500	583,105
1.	Public radio membership revenue.	\$9,836,300	\$11,705,010	\$10,170,000	\$16,811,495
1.	Public radio members.	44,000	50,433	44,500	59,203

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 broadcast and online platforms.

2027, 2028 AND 2029 GOALS

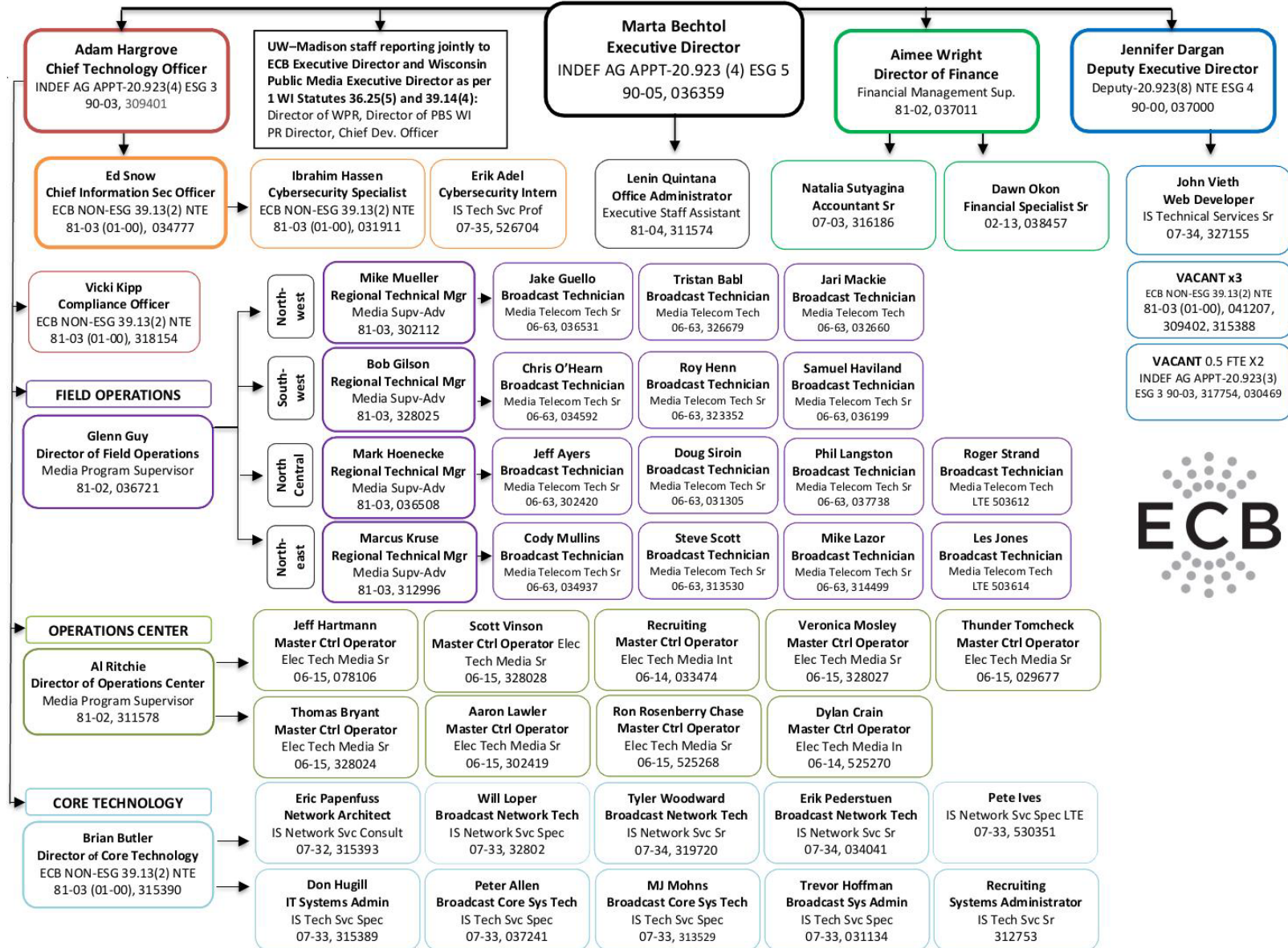
Prog. No.	Performance Measure	Goal 2027	Goal 2028	Goal 2029
1.	Broadcast network service reliability.	99.8%	99.8%	99.8%
1.	NOAA All-Hazards Radio service reliability.*	99.8%	99.8%	99.8%
1.	Emergency Alert System tests reliability.*	99.8%	99.8%	99.8%
1.	Number of broadcast licenses out of FCC compliance.*	0	0	0

**Reflects a new objective/activity and corresponding performance measure for the 2027-29 biennium.*

Note: In accordance with Wis. Stats. 36.25(5) and 39.14(4), the Educational Communications Board (ECB) and the Board of Regents of the University of Wisconsin System enter into an affiliation agreement for the operation of public broadcasting in Wisconsin. The Board of Regents delegates operational functions to the Division of Wisconsin Public Media (WPM) at UW-Madison. The affiliation agreement, establishing the framework for the joint operation of PBS Wisconsin (PBS Wisconsin) and Wisconsin Public Radio (WPR), is negotiated and signed annually by the partners.

The rescission of federal funding for the Corporation for Public Broadcasting (CPB) in July 2025 created an immediate, significant and permanent financial loss for ECB and WPM, forcing an internal restructuring of roles and responsibilities within the partnership to find efficiencies and cut costs. ECB is now managing all partnership technology related to infrastructure statewide; WPM is now managing all television and radio content support. The CPB required licensees to track and report the audience and revenue data reflected in past performance measures. Thus, ECB has redefined the agency's performance measures to align with the new operational model that resulted from the retrenchment.

Educational Communications Board



September 10, 2026

Agency Total by Fund Source

		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	\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.20%
Total		\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.20%
PR	S	\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
Total		\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
Grand Total		\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.70%

Agency Total by Program

		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 %
01 Instructional technology										
Non Federal										
GPR	\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.18%
S	\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.18%
PR	\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
S	\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
Total - Non Federal	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%
S	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%
PGM 01 Total	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%
GPR	\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.18%
S	\$6,381,365	\$6,488,200	\$7,342,800	\$7,343,300	27.94	27.94	\$12,976,400	\$14,686,100	\$1,709,700	13.18%
PR	\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
S	\$14,690,314	\$15,899,300	\$15,638,900	\$15,651,800	23.56	23.56	\$31,798,600	\$31,290,700	(\$507,900)	-1.60%
TOTAL 01	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%
S	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%
AGENCY TOTAL	\$21,071,679	\$22,387,500	\$22,981,700	\$22,995,100	51.50	51.50	\$44,775,000	\$45,976,800	\$1,201,800	2.68%

Agency Total by Decision Item

Decision Item	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level	\$22,387,500	\$22,387,500	51.50	51.50
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	(\$99,900)	(\$99,900)	0.00	0.00
3005 Reclassifications and Semiautomatic Pay Progression	\$46,700	\$49,200	0.00	0.00
3007 Overtime	\$99,800	\$99,800	0.00	0.00
3008 Night and Weekend Differential Pay	\$14,200	\$14,200	0.00	0.00
3010 Full Funding of Lease and Directed Moves Costs	\$22,700	\$33,600	0.00	0.00
7901 Cybersecurity	\$476,400	\$476,400	0.00	0.00
7910 Central Services Adjustment	\$34,300	\$34,300	0.00	0.00
TOTAL	\$22,981,700	\$22,995,100	51.50	51.50

GPR Earned

Program: 01 - Instructional technology

Date:

Revenue	Prior Year Actuals	Base Year Estimate	1st Year Estimate	2nd Year Estimate
Opening Balance	\$0	\$0	\$0	\$0
GPR Earned	\$5,759	\$5,800	\$5,800	\$5,800
TOTAL	\$5,759	\$5,800	\$5,800	\$5,800

Program Revenue

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	\$102,000	\$102,000
Collected Revenue	\$161,300	\$161,700	\$165,000	\$171,600
Total Revenue	\$263,253	\$263,700	\$267,000	\$273,600
Expenditures	\$161,300	\$161,700	\$0	\$0
2000 Adjusted Base Funding Level	\$0	\$0	\$161,700	\$161,700
3010 Full Funding of Lease and Directed Moves Costs	\$0	\$0	\$1,300	\$1,800
Ancillary Costs for Supplies and Services	\$0	\$0	\$2,000	\$8,100
Total Expenditures	\$161,300	\$161,700	\$165,000	\$171,600
Closing Balance	\$101,953	\$102,000	\$102,000	\$102,000

Program Revenue

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	\$707,827	(\$30,900)	(\$30,900)	\$0
Collected Revenue	\$13,790,369	\$15,500,000	\$16,327,200	\$17,021,900
Total Revenue	\$14,498,196	\$15,469,100	\$16,296,300	\$17,021,900
Expenditures	\$14,529,014	\$15,500,000	\$0	\$0
2000 Adjusted Base Funding Level	\$0	\$0	\$15,737,600	\$15,737,600
3003 Full Funding of Continuing Position Salaries and Fringe Benefits	\$0	\$0	(\$180,500)	(\$180,500)
3005 Reclassifications and Semiautomatic Pay Progression	\$0	\$0	\$46,700	\$49,200
3007 Overtime	\$0	\$0	\$14,000	\$14,000
3008 Night and Weekend Differential Pay	\$0	\$0	\$4,000	\$4,000
3010 Full Funding of Lease and Directed Moves Costs	\$0	\$0	\$20,200	\$30,100
Compensation Reserve	\$0	\$0	\$43,400	\$87,700
Wisconsin Retirement System	\$0	\$0	\$100	\$300
Health Insurance Reserves	\$0	\$0	\$38,100	\$69,300
7901 Cybersecurity	\$0	\$0	(\$166,100)	(\$166,100)
Ancillary Costs for Supplies and Services	\$0	\$0	\$738,800	\$1,376,300
Total Expenditures	\$14,529,014	\$15,500,000	\$16,296,300	\$17,021,900
Closing Balance	(\$30,818)	(\$30,900)	\$0	\$0

Decision Item (DIN): 2000 - Adjusted Base Funding Level

NARRATIVE

Adjusted Base Funding Level

Decision Item by Line

Decision Item (DIN): 2000 - Adjusted Base Funding Level

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$4,561,700	\$4,561,700
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$89,800	\$89,800
05	Fringe Benefits	\$1,816,000	\$1,816,000
06	Supplies and Services	\$13,603,400	\$13,603,400
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	\$1,850,400	\$1,850,400
13	Special Purpose	\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$22,387,500	\$22,387,500
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**Program: 01 - Instructional technology****Decision Item (DIN): 2000 - Adjusted Base Funding Level**

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$3,733,600	\$3,733,600	25.94	25.94
02 - Energy costs; energy-related assessments	\$887,400	\$887,400	0.00	0.00
03 - Principal repayment and interest	\$1,850,400	\$1,850,400	0.00	0.00
08 - Transmitter operation	\$16,800	\$16,800	0.00	0.00
27 - Emergency weather warning system operation	\$161,700	\$161,700	0.00	0.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	\$15,737,600	\$15,737,600	25.56	25.56
Program Sub Total	\$22,387,500	\$22,387,500	51.50	51.50
DIN 2000 - Adjusted Base Funding Level Total	\$22,387,500	\$22,387,500	51.50	51.50
Agency Total	\$22,387,500	\$22,387,500	51.50	51.50

Decision Item by Fund Source

Decision Item (DIN): 2000 - Adjusted Base Funding Level

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	\$15,899,300	\$15,899,300	25.56	25.56
GPR	S	\$6,488,200	\$6,488,200	25.94	25.94
DIN 2000 - Adjusted Base Funding Level Total		\$22,387,500	\$22,387,500	51.50	51.50
Agency Total		\$22,387,500	\$22,387,500	51.50	51.50

Decision Item (DIN): 3003 - 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

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	(\$104,600)	(\$104,600)
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$4,700	\$4,700
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	(\$99,900)	(\$99,900)
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

Program: 01 - Instructional technology

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$80,600	\$80,600	0.00	0.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	(\$180,500)	(\$180,500)	0.00	0.00
Program Sub Total	(\$99,900)	(\$99,900)	0.00	0.00
DIN 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits Total	(\$99,900)	(\$99,900)	0.00	0.00
Agency Total	(\$99,900)	(\$99,900)	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$80,600	\$80,600	0.00	0.00
PR	S	(\$180,500)	(\$180,500)	0.00	0.00
DIN 3003 - Full Funding of Continuing Position Salaries and Fringe Benefits Total		(\$99,900)	(\$99,900)	0.00	0.00
Agency Total		(\$99,900)	(\$99,900)	0.00	0.00

Decision Item (DIN): 3005 - Reclassifications and Semiautomatic Pay Progression

NARRATIVE

Standard Budget Adjustment - Reclassifications and Semiautomatic Pay Progression

Decision Item by Line

Decision Item (DIN): 3005 - Reclassifications and Semiautomatic Pay Progression

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$33,000	\$34,800
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$13,700	\$14,400
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	\$46,700	\$49,200
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**Program: 01 - Instructional technology****Decision Item (DIN): 3005 - Reclassifications and Semiautomatic Pay Progression**

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	\$46,700	\$49,200	0.00	0.00
Program Sub Total	\$46,700	\$49,200	0.00	0.00
DIN 3005 - Reclassifications and Semiautomatic Pay Progression Total	\$46,700	\$49,200	0.00	0.00
Agency Total	\$46,700	\$49,200	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 3005 - Reclassifications and Semiautomatic Pay Progression

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
PR	S	\$46,700	\$49,200	0.00	0.00
DIN 3005 - Reclassifications and Semiautomatic Pay Progression Total		\$46,700	\$49,200	0.00	0.00
Agency Total		\$46,700	\$49,200	0.00	0.00

Decision Item (DIN): 3007 - Overtime

NARRATIVE

Standard Budget Adjustment - Overtime

Decision Item by Line

Decision Item (DIN): 3007 - Overtime

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$85,500	\$85,500
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$14,300	\$14,300
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	\$99,800	\$99,800
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

Program: 01 - Instructional technology

Decision Item (DIN): 3007 - Overtime

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$85,800	\$85,800	0.00	0.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	\$14,000	\$14,000	0.00	0.00
Program Sub Total	\$99,800	\$99,800	0.00	0.00
DIN 3007 - Overtime Total	\$99,800	\$99,800	0.00	0.00
Agency Total	\$99,800	\$99,800	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 3007 - Overtime

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$85,800	\$85,800	0.00	0.00
PR	S	\$14,000	\$14,000	0.00	0.00
DIN 3007 - Overtime Total		\$99,800	\$99,800	0.00	0.00
Agency Total		\$99,800	\$99,800	0.00	0.00

Decision Item (DIN): 3008 - Night and Weekend Differential Pay

NARRATIVE

Standard Budget Adjustment - Night and Weekend Differential Pay

Decision Item by Line

Decision Item (DIN): 3008 - Night and Weekend Differential Pay

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$12,100	\$12,100
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$2,100	\$2,100
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	\$14,200	\$14,200
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**Program: 01 - Instructional technology****Decision Item (DIN): 3008 - Night and Weekend Differential Pay**

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$10,200	\$10,200	0.00	0.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	\$4,000	\$4,000	0.00	0.00
Program Sub Total	\$14,200	\$14,200	0.00	0.00
DIN 3008 - Night and Weekend Differential Pay Total	\$14,200	\$14,200	0.00	0.00
Agency Total	\$14,200	\$14,200	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 3008 - Night and Weekend Differential Pay

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$10,200	\$10,200	0.00	0.00
PR	S	\$4,000	\$4,000	0.00	0.00
DIN 3008 - Night and Weekend Differential Pay Total		\$14,200	\$14,200	0.00	0.00
Agency Total		\$14,200	\$14,200	0.00	0.00

Decision Item (DIN): 3010 - Full Funding of Lease and Directed Moves Costs

NARRATIVE

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

Decision Item by Line

Decision Item (DIN): 3010 - Full Funding of Lease and Directed Moves Costs

Line Number	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	\$22,700	\$33,600
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	\$22,700	\$33,600
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**Program: 01 - Instructional technology****Decision Item (DIN): 3010 - Full Funding of Lease and Directed Moves Costs**

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$1,200	\$1,700	0.00	0.00
27 - Emergency weather warning system operation	\$1,300	\$1,800	0.00	0.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	\$20,200	\$30,100	0.00	0.00
Program Sub Total	\$22,700	\$33,600	0.00	0.00
DIN 3010 - Full Funding of Lease and Directed Moves Costs Total	\$22,700	\$33,600	0.00	0.00
Agency Total	\$22,700	\$33,600	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 3010 - Full Funding of Lease and Directed Moves Costs

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$1,200	\$1,700	0.00	0.00
PR	S	\$21,500	\$31,900	0.00	0.00
DIN 3010 - Full Funding of Lease and Directed Moves Costs Total		\$22,700	\$33,600	0.00	0.00
Agency Total		\$22,700	\$33,600	0.00	0.00

Decision Item (DIN): 7901 - Cybersecurity

NARRATIVE

The agency requests \$642,400 GPR in FY28 and \$642,400 GPR in FY29 to fully fund projected cybersecurity costs for the procurement of software and ongoing operational technology costs to comply with federal and State security mandates for the statewide Emergency Alert System (EAS) networks. ECB also requests reallocation of 2.0 FTE from unclassified PR-funded positions to classified GPR-funded IS Technical Services Specialist and Senior positions to support the EAS.

ECB manages business operations on the statewide the Division of Enterprise Technology (DET)-administered "Accounts" network and embraces DET's modernization of the enterprise networks to address cybersecurity threats. The primary technology effort of the agency is administering and maintaining a separate distinct statewide broadcast delivery network that supports critical infrastructure and emergency communications.

Global security concerns coupled with the rise in artificial intelligence (AI) have escalated cybersecurity threats to communications networks. These threats necessitate the strengthening of security postures for all government networks which are multiplied for entities that provide and manage communications infrastructure like ECB and the EAS. To fulfill the mandates against rising threat vectors on ECB's Operational Technology (OT) domain, ECB must continually prioritize cybersecurity activities including modernizing critical OT broadcast and network infrastructure, mitigating vulnerabilities in statewide public safety systems and securing the delivery of educational programming. These necessary measures come at financial and human costs to the agency.

DIN 7901 – Cybersecurity

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Global security concerns coupled with the rise in artificial intelligence (AI) have escalated cybersecurity threats to communications networks. These threats necessitate the strengthening of security postures for all government networks which are multiplied for entities that provide and manage communications infrastructure like ECB and the EAS. To fulfill the mandates against rising threat vectors on ECB’s Operational Technology (OT) domain, ECB must continually prioritize cybersecurity activities including modernizing critical OT broadcast and network infrastructure, mitigating vulnerabilities in statewide public safety systems and securing the delivery of educational programming. These necessary measures come at financial and human costs to the agency.

Unlike traditional enterprise IT environments, the ECB broadcast domain is driven by specialized OT. This includes but is not limited to live production media transport, automated master control playout systems, real-time signal routing, and dedicated physical media infrastructure. Because these OT systems carry live-to-air feeds where downtime or latency directly impacts broadcast delivery, standard enterprise IT management practices cannot be applied without significant risk. Managing this environment requires specialized technical governance tailored specifically to mission-critical operational systems.

Effective September 29, 2026, the Federal Communications Commission (FCC) will begin enforcing rules “to modernize the Emergency Alerting System (EAS) and preserve the public’s trust in EAS by requiring targeted cybersecurity improvements that will protect against hijacking by cybercriminals and our nation’s adversaries.” These rules are intended to secure EAS and other equipment in the signal chain and thus prevent cyberattacks that could result in transmission of false alerts or disrupt transmission of legitimate alerts. The rules cover “EAS equipment, studio transmitter link equipment, and any remotely managed

equipment that routes, processes, or inserts content into the EAS Participant's programming stream." Additional rules for modernizing and securing the EAS have been proposed and are expected to be implemented within the next biennium that will have additional human and financial impact on the agency.

Effective July 1, 2026, DET issued flaw remediation standards requiring agencies to identify, report, prioritize, mitigate, and correct system flaws affecting State information systems, applications, infrastructure, firmware, network devices, cloud services, containers, software libraries, and agency-managed technology services.

ECB has identified regulatory drivers, threats and operational challenges requiring immediate attention:

- FCC 26-38 Mandates: Demands strict authentication, network segmentation, legacy technology removal, and dedicated staff to secure Studio-Transmitter Links (STLs) and EAS infrastructure.
- WI DOA SI-2 Standard: Mandates strict patch timelines: 24 hours for Tier -1 "Known Exploited Vulnerabilities" and 48 hours for Tier-2 high-risk systems, requiring pre-testing and automated deployment.
- AI-Accelerated Threats: Attackers use automated AI tools to generate exploits within hours of vulnerability disclosures.
- Operational Challenges:
 - OT and Legacy Technology: Relies on specialized gear (encoders, RF transmitters, frame syncs) running proprietary embedded operating systems with inconsistent vendor support.
 - Uptime Demands: 24/7/365 broadcast requirements prevent standard maintenance windows and offline patching reboots.
 - Remote and Interdependent Sites: Tower sites require physical visits for manual serial updates, while isolated firmware patches risk breaking synchronized broadcast pipelines.

Staff Support

ECB recognizes cybersecurity risks as the biggest threat to mission-critical operations. ECB is prioritizing it above all else. ECB requests the reallocation of 2.0 PR-funded unclassified FTE to classified GPR-funded IS Technical Services Specialist and Senior positions to execute and sustain the new federal and State regulatory impacts and respond to AI threats and operational challenges on State of Wisconsin-licensed networks. ECB's program revenue is almost entirely derived from audience donations. Private donations are intended for programming distribution and not for compliance with cybersecurity requirements for State-owned assets and FCC licenses held by the State of Wisconsin.

1.0 FTE - IS Technical Services, Specialist (Strategic and Governance) Job Code 13463

- Core Role: Lead technical analysis focusing on threat intelligence, continuous auditing, risk modeling, and compliance governance for the ECB Operational Technology (OT) domain.
- Key Responsibilities: Conduct threat hunting, audit systems against SI-2 timelines, manage emergency change reviews, and oversee zero-trust policies.
- Primary Tool Categories:
 - Endpoint Detection and Response / Next-Gen SIEM / Threat Graph Engine
 - Cloud Security, Identity, and Compliance Suite
 - Enterprise Password and Secrets Manager
 - Privileged Access Management (PAM)
 - Third-Party Audit and Vulnerability Assessment Tools

1.0 FTE - IS Technical Services, Senior (Operational Execution) Job Code 13462

- Core Role: Technical practitioner executing hands-on patching, configuration, and infrastructure maintenance for the ECB OT domain.
- Key Responsibilities: Package and deploy patches across live broadcast and public safety systems without downtime. Perform network retrofits and maintain backups/disaster recovery systems.
- Primary Tool Categories:
 - Centralized Patch Management and Remote Monitoring and Management
 - System Configuration and Automated Deployment Frameworks
 - Network Performance and Traffic Monitoring Tools
 - Enterprise Backup, Recovery, and Disaster Management Systems

Position Number	Job Code	Title	Hourly Rate	Annual Salary	Fringe Benefits (41.31%)	Total Cost
309402	13463	IS Technical Services, Specialist	\$55.06	\$114,500		
315388	13462	IS Technical Services, Senior	\$47.72	\$99,300		
Total Staff	2.0 FTE			\$213,800	\$88,400 (rounded)	\$302,200

Modernization and Risk Reduction System Costs

ECB will deploy targeted software and hardware solutions across essential defense strategies and seek security consultation:

- Centralized Patch and Endpoint Remote Monitoring and Management: Managing, updating, and monitoring mission-critical broadcast automation nodes and production workstations without disrupting live operations.
- Privileged Access Management: Regulating and auditing administrative access to sensitive broadcast control networks, transmission nodes, and core distribution networks.
- Security Information and Event Management: Providing continuous log analysis, security event monitoring, and threat detection customized for real-time broadcast and distribution infrastructure.
- Network Performance and Traffic Monitoring: Overseeing network health to ensure zero-packet-loss, non-blocking delivery of live video streams and production telemetry.
- Asset and Configuration Management: Tracking critical hardware assets, real-time signal flow configurations, and firmware versions across the entire broadcast ecosystem.

Access Management

System / Tool	Narrative	Requested Allocation
Multi-Factor Authentication Solution	Provides multi-factor authentication to ensure secure remote access to critical systems.	\$2,500
Enterprise Password Manager	Enables centralized management of complex passwords compliant with NIST control standards.	\$4,000
Secure Remote Access and Support Software	Grants controlled third-party vendor remote access to critical equipment for support and maintenance.	\$3,000
Next-Generation Firewalls	Modernizes network security infrastructure by replacing legacy perimeter firewalls.	\$120,000
Privileged Access Management	Secures, controls, and audits elevated/administrative access across critical enterprise systems.	\$30,000
Enterprise Security and Productivity Suite	Delivers enterprise-grade productivity with advanced threat protection, compliance, and identity management capabilities.	\$4,000
Terminal Access Control System/Authentication Server	Centralizes authentication, authorization, and audit logging for administrative access to network infrastructure.	\$6,500
Subtotal		\$170,000

Monitoring and Threat Detection

System / Tool	Narrative	Requested Allocation
Next-Generation Security Information and Event Management and Security Analytics	Centralizes enterprise-wide security log ingestion, correlation, and search to provide real-time threat detection, automated workflows, and compliance reporting across hybrid environments.	\$6,500
Endpoint Protection and Identity Threat Detection	Protects end-user devices and workloads while monitoring identity behavior in real time to prevent lateral movement, credential abuse, and unauthorized access.	\$2,500
Data Ingestion and Telemetry Pipeline Management	Manages high-volume telemetry streaming, data normalization, and flexible storage policies for short-term active searching and long-term compliance retention.	\$1,800
Generative AI Data Loss Prevention / AI Security	Monitors and prevents sensitive enterprise data from being leaked or exfiltrated into external generative AI platforms and large language models.	\$12,000
Subtotal		\$22,800

Data Backup and Disaster Recovery

System / Tool	Narrative	Requested Allocation
Enterprise Backup and Recovery Platform	Delivers enterprise-grade backup, recovery, and ransomware protection for virtual, physical, and cloud-based workloads.	\$5,000
Endpoint-Focused Cloud Backup System	Provides automated, cloud-first endpoint backup integrated directly into central IT patch and asset management.	\$7,000
Immutable Disaster Recovery	Maintains offline, immutable, or low-cost secondary backups to ensure long-term data retention and ransomware recovery.	\$50,000
Hyperconverged infrastructure -Native Hypervisor Backup Solution	Purpose-built, agentless backup and disaster recovery specifically designed for hyperconverged infrastructure virtual machines, file systems, and storage workloads.	\$25,000
Subtotal		\$87,000

System Updates and Patch Management

System / Tool	Narrative	Requested Allocation
Unified Endpoint Management and Patching	Centralizes endpoint monitoring, automated operating system/third-party patch management, and remote device administration across the IT inventory.	\$7,500
Risk-Based Vulnerability Management	Provides continuous asset discovery and risk-based vulnerability scanning to identify, prioritize, and remediate security flaws across enterprise infrastructure.	\$3,000
Subtotal		\$10,500

Consultation

System / Tool	Narrative	Requested Allocation
Contracted security evaluation	Conducts independent risk assessments, compliance reviews, and security posture evaluations for external vendors and service providers prior to system access.	\$50,000
Subtotal		\$50,000

BUDGET SUMMARY

Cost Category	Requested Allocation
Staff (Position Reallocations)	\$302,200
Access Management Systems	\$170,000
Monitoring and Detection Systems	\$22,800
Backup and Disaster Recovery Systems	\$87,000
System Updates and Patch Management	\$10,500
Consultation	\$50,000
TOTAL REQUEST	\$642,500

Without these dedicated roles and security tools, ECB cannot solve the unique challenges of broadcast network Operational Technology or meet mandatory 24-to-48-hour patch windows, exposing state broadcast networks, AMBER Alerts, and public safety infrastructure to critical cyber exploits. These roles are essential to execute and sustain new federal and state regulatory requirements.

Decision Item by Line

Decision Item (DIN): 7901 - Cybersecurity

Line Number	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$96,300	\$96,300
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$39,800	\$39,800
06	Supplies and Services	\$340,300	\$340,300
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	\$476,400	\$476,400
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	2.00	2.00
20	Unclassified Positions Authorized	(2.00)	(2.00)

Decision Item by Numeric

Program: 01 - Instructional technology

Decision Item (DIN): 7901 - Cybersecurity

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$642,500	\$642,500	2.00	2.00
31 - Gifts, grants, contracts, leases, instructional material, and copyrights	(\$166,100)	(\$166,100)	(2.00)	(2.00)
Program Sub Total	\$476,400	\$476,400	0.00	0.00
DIN 7901 - Cybersecurity Total	\$476,400	\$476,400	0.00	0.00
Agency Total	\$476,400	\$476,400	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 7901 - Cybersecurity

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$642,500	\$642,500	2.00	2.00
PR	S	(\$166,100)	(\$166,100)	(2.00)	(2.00)
DIN 7901 - Cybersecurity Total		\$476,400	\$476,400	0.00	0.00
Agency Total		\$476,400	\$476,400	0.00	0.00

Decision Item (DIN): 7910 - Central Services Adjustment

NARRATIVE

The agency requests \$34,256 GPR in FY28 and \$34,256 GPR in FY29 to adjust for increases in Department of Administration central services charges.

Decision Item by Line

Decision Item (DIN): 7910 - Central Services Adjustment

Line Number	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	\$34,300	\$34,300
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	\$34,300	\$34,300
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

Program: 01 - Instructional technology

Decision Item (DIN): 7910 - Central Services Adjustment

Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
01 - General program operations	\$34,300	\$34,300	0.00	0.00
Program Sub Total	\$34,300	\$34,300	0.00	0.00
DIN 7910 - Central Services Adjustment Total	\$34,300	\$34,300	0.00	0.00
Agency Total	\$34,300	\$34,300	0.00	0.00

Decision Item by Fund Source

Decision Item (DIN): 7910 - Central Services Adjustment

Source of Funds	Type	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
GPR	S	\$34,300	\$34,300	0.00	0.00
DIN 7910 - Central Services Adjustment Total		\$34,300	\$34,300	0.00	0.00
Agency Total		\$34,300	\$34,300	0.00	0.00

ACT 201

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

FY: **FY28**

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 "FY28" TO "FY28 AND 29".

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1) 0% Change Target	Proposed Budget 2027-28			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	\$3,733,600.00	25.94	\$0	\$4,588,200	27.94	1	\$854,600	2.00	(\$177,800)	0.00	\$676,800	2.00
225	1b	102	GPR	\$887,400.00	0.00	\$0	\$887,400	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,800.00	0.00	\$0	\$16,800	0.00	3	\$0	0.00	\$0	0.00	\$0	0.00
225	1g	131	PR	\$15,737,600.00	25.56	\$0	\$15,475,900	23.56	4	(\$772,400)	-2.00	\$95,600	0.00	(\$676,800)	-2.00
225	1kb	127	PR	\$161,700.00	0.00	\$0	\$163,000	0.00	5	\$1,300	0.00	(\$1,300)	0.00	\$0	0.00
Totals				\$20,537,100.00	51.50	\$0	\$21,131,300	51.50		\$83,500	0.00	(\$83,500)	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 public safety communications and the presentation of educational, informational and public service programming for the people of Wisconsin. ECB operates and maintains five full-power television stations and seven television translators, 19 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 66 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.

- 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." The agency has requested GPR funding for cybersecurity support due to new federal and state requirements. Without dedicated roles and security tools, ECB cannot solve the unique challenges of broadcast network Operational Technology or meet mandatory 24-to-48-hour patch windows, exposing state broadcast networks, AMBER Alerts, and public safety infrastructure to critical cyber exploits and regulatory sanctions.

-
- 2 Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. Energy usage for ECB transmitters is 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 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 ECB 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 is almost entirely comprised 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. 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 networks. 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 own resources for public media programming. Additionally, reduction of 131 spending authority harms the ability of the agency to generate its own funds.
-
- 5 Appropriation 127 is program revenue from DOA to ECB for the maintenance of 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 also maintained by the ECB. These sites operate 24-hours a day and most are unstaffed in remote locations. ECB is 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. There is no way to trim or reduce NWS expenses without endangering public safety.
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ACT 201

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

FY: **FY28**

Agency: **ECB - 225**

Exclude: Federal
Debt Service

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							(See Note 1)						(See Note 2)	Change from Adj Base	
Appropriation		Fund	5% Change				Proposed Budget 2027-28		Item	Change from Adj Base		Remove SBAs		after Removal of SBAs	
Agency	Alpha	Numeric	Source	\$	FTE	Target	Proposed \$	Proposed FTE	Ref	\$	FTE	\$	FTE	\$	FTE
225	1a	101	GPR	\$3,733,600.00	25.94	(\$186,700)	\$4,588,200	27.94	1	\$854,600	2.00	(\$177,800)	0.00	\$676,800	2.00
225	1b	102	GPR	\$887,400.00	0.00	(\$44,400)	\$887,400	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,800.00	0.00	(\$800)	\$16,800	0.00	3	\$0	0.00	\$0	0.00	\$0	0.00
225	1g	131	PR	\$15,737,600.00	25.56	(\$786,900)	\$15,475,900	23.56	4	(\$1,799,300)	-2.00	\$95,600	0.00	(\$1,703,700)	-2.00
225	1kb	127	PR	\$161,700.00	0.00	(\$8,100)	\$163,000	0.00	5	\$1,300	0.00	(\$1,300)	0.00	\$0	0.00
Totals				\$20,537,100.00	51.50	(\$1,026,900)	\$21,131,300	51.50		(\$943,400)	0.00	(\$83,500)	0.00	(\$1,026,900)	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 = (\$1,026,900)

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 public safety communications and the presentation of educational, informational and public service programming for the people of Wisconsin. ECB operates and maintains five full-power television stations and seven television translators, 19 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 66 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.

- 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." The agency has requested GPR funding for cybersecurity support due to new federal and state requirements. Without dedicated roles and security tools, ECB cannot solve the unique challenges of broadcast network Operational Technology or meet mandatory 24-to-48-hour patch windows, exposing state broadcast networks, AMBER Alerts, and public safety infrastructure to critical cyber exploits and regulatory sanctions.

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- 2 Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. Energy usage for ECB transmitters is 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 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 ECB 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 is almost entirely comprised 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. 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 networks. 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 own resources for public media programming. Additionally, reduction of 131 spending authority harms the ability of the agency to generate its own funds.
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- 5 Appropriation 127 is program revenue from DOA to ECB for the maintenance of 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 also maintained by the ECB. These sites operate 24-hours a day and most are unstaffed in remote locations. ECB is 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. There is no way to trim or reduce NWS expenses without endangering public safety.
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ACT 201

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

FY: **FY29**

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 "FY28" TO "FY28 AND 29".

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1) 0% Change Target	Proposed Budget 2028-29			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	\$3,733,600.00	25.94	\$0	\$4,588,700	27.94	1	\$855,100	2.00	(\$178,300)	0.00	\$676,800	2.00
225	1b	102	GPR	\$887,400.00	0.00	\$0	\$887,400	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,800.00	0.00	\$0	\$16,800	0.00	3	\$0	0.00	\$0	0.00	\$0	0.00
225	1g	131	PR	\$15,737,600.00	25.56	\$0	\$15,488,300	23.56	4	(\$761,800)	-2.00	\$83,200	0.00	(\$678,600)	-2.00
225	1kb	127	PR	\$161,700.00	0.00	\$0	\$163,500	0.00	5	\$1,800	0.00	\$0	0.00	\$1,800	0.00
Totals				\$20,537,100.00	51.50	\$0	\$21,144,700	51.50		\$95,100	0.00	(\$95,100)	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 public safety communications and the presentation of educational, informational and public service programming for the people of Wisconsin. ECB operates and maintains five full-power television stations and seven television translators, 19 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 66 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.

- 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." The agency has requested GPR funding for cybersecurity support due to new federal and state requirements. Without dedicated roles and security tools, ECB cannot solve the unique challenges of broadcast network Operational Technology or meet mandatory 24-to-48-hour patch windows, exposing state broadcast networks, AMBER Alerts, and public safety infrastructure to critical cyber exploits and regulatory sanctions.

2	Appropriation 102 represents Utilities funding and is calculated by the State Budget Office. Energy usage for ECB transmitters is 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 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 ECB 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 is almost entirely comprised 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. 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 networks. 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 own resources for public media programming. Additionally, reduction of 131 spending authority harms the ability of the agency to generate its own funds.
5	Appropriation 127 is program revenue from DOA to ECB for the maintenance of 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 also maintained by the ECB. These sites operate 24-hours a day and most are unstaffed in remote locations. ECB is 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. There is no way to trim or reduce NWS expenses without endangering public safety.

ACT 201

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

FY: **FY29**

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 "FY28" TO "FY28 AND 29".

(See Note 1)												(See Note 2)		Change from Adj Base	
Appropriation		Fund			5% Change		Proposed Budget 2028-29		Item	Change from Adj Base		Remove SBAs		after Removal of SBAs	
Agency	Alpha	Numeric	Source	\$	FTE	Target	Proposed \$	Proposed FTE	Ref	\$	FTE	\$	FTE	\$	FTE
225	1a	101	GPR	\$3,733,600.00	25.94	(\$186,700)	\$4,588,700	27.94	1	\$855,100	2.00	(\$178,300)	0.00	\$676,800	2.00
225	1b	102	GPR	\$887,400.00	0.00	(\$44,400)	\$887,400	0.00	2	\$0	0.00	\$0	0.00	\$0	0.00
225	1er	108	GPR	\$16,800.00	0.00	(\$800)	\$16,800	0.00	3	\$0	0.00	\$0	0.00	\$0	0.00
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225	1kb	127	PR	\$161,700.00	0.00	(\$8,100)	\$163,500	0.00	5	\$1,800	0.00	\$0	0.00	\$1,800	0.00
Totals				\$20,537,100.00	51.50	(\$1,026,900)	\$21,144,700	51.50		(\$931,800)	0.00	(\$95,100)	0.00	(\$1,026,900)	0.00

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