

# Educational Communications Board 2009-2011 Biennium Report



[ECB.org](http://ECB.org)

## From the Executive Director

The Educational Communications Board (ECB) has been delivering high quality educational and public service media throughout its history and during the past two years, the ECB staff has worked diligently to continue that rich tradition and to chart a course for the future.

When the predecessor to the ECB, the State Radio Council, was authorized by the State Legislature in the mid-1940s to build a state FM educational network, the decision was a far-sighted one that recognized the important role of technology in delivering educational content to the state.

Our role remains just as important today, and the ECB continues to be committed to focusing on the future while continuing to pay close attention to the crucial broadcast and online services already offered.

The ECB continues to develop and deliver educational resources for PK-12 schools across the state. These resources are readily available online—and educators, parents and students will continue to see an evolution of our Education Division offerings in the digital environment.

Now more than ever, the ECB is meeting educators and students on their terms—employing the latest technology to deliver critical PK-12 educational media access that every educator and student in Wisconsin expects and deserves. Our impact on education is substantial and growing—boasting over 1.3 million hits at our website in 2010 alone, and I expect that number to rise dramatically.

Even as the digital age begins to drive media delivery, it is important to remember that “traditional” over-the-air broadcasting of public media remains vital to our viewers and listeners. We are committed to fostering our long-standing partnership with University of Wisconsin-Extension to ensure the foundations for Wisconsin Public Radio (WPR) and Wisconsin Public Television (WPT) remain healthy.

Safeguarding the people of Wisconsin’s access to WPR and WPT broadcasts is the responsibility of the ECB’s Delivery Division.

The ECB’s Delivery Division staff are responsible for building, operating and maintaining broadcast transmitters, towers and other infrastructure across the state that tens of thousands of Wisconsin residents rely on every day.



Gene Purcell, Executive Director, ECB

In addition to providing over-the-air programming the ECB is responsible for distributing the state’s Emergency Alert System and Amber Alert, as well as operating and maintaining all National Weather Service transmitters in Wisconsin.

At a time when media sources seem to be growing exponentially, nearly one million people tuned into WPR and WPT during any given week in the last two years. That figure speaks directly to the importance the people of Wisconsin place on high quality non-commercial sources of news, information, public affairs and cultural programming.

The ECB accomplishes all of this through our own efforts and through partnerships with other entities including the University of Wisconsin-Extension, Wisconsin Department of Public Instruction, Wisconsin Department of Justice, the National Weather Service, Milwaukee Public Television and many others.

These elements of education, public safety and public service sum up the mission of the ECB—to provide and deliver high quality educational and public media programming to all of the state’s citizens.

A handwritten signature in purple ink, appearing to read "Gene Purcell".

Gene Purcell  
Executive Director, ECB



## Education Division

**The Educational Communications Board’s (ECB) Education Division provides a rich variety of educational media, classroom resources and professional development to Wisconsin’s K-12 community. Using multiple formats and methods of delivery, ECB content is made available and accessible to every educator and student in our state.**

**All instructional resources and programming delivered by the ECB are selected or developed in conjunction with the Department of Public Instruction and with advisory support from in-service educators across Wisconsin.**

### Our Media

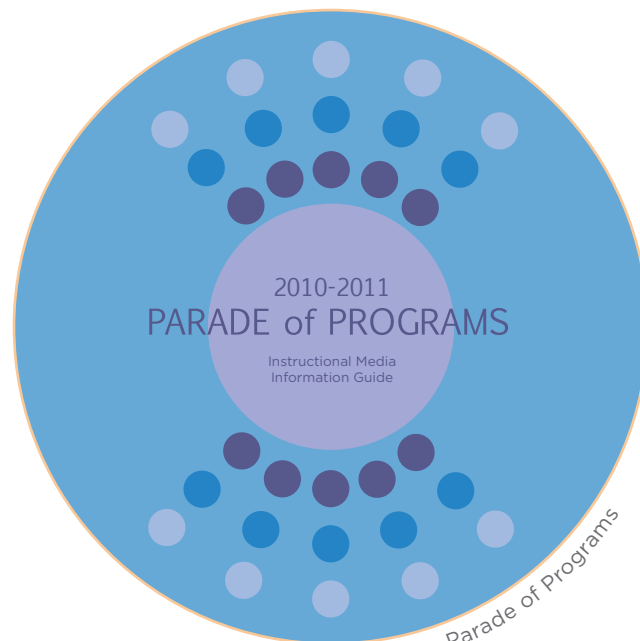
#### **ECB.ORG**

The ECB’s comprehensive website serves as a search engine and content repository for educational media. It provides detailed information on each offering including: program descriptions, instructional resources correlated to Wisconsin’s Model Academic Standards, available delivery options and broadcast schedules, and is searchable by topic, grade level, curriculum area, and applicable educational standard. It also links to series-specific websites and professional development opportunities.

#### **BROADCAST PROGRAMS**

Approximately 120 standards-based instructional television series were broadcast through a partnership with Wisconsin Public Television (WPT), Milwaukee Public Television (MPTV), and WDSE/Duluth. Nearly 1,600 program episodes covered all curricular areas identified by the Department of Public Instruction (DPI).





## Our Media continued

### DATACASTING

Instructional programming is distributed to school districts through Datacasting. Using the capabilities of public television's digital broadcast signal, programs are embedded into the broadcast signal as data and enhanced with additional information such as teacher materials and interactive media. This data is downloaded, stored and viewed later on school district computers. Forty-three school districts received over 1,000 instructional programs and accompanying materials.

### ECB VIDEOLINK

The ECB formed a new partnership with the DPI's Division for Libraries, Technology and Community Learning to deliver full-length programs exclusively to Wisconsin residents online through its BadgerLink service. This collaboration now gives teachers, students, and parents the ability to access media on demand and strengthens the capacity of government to provide for the education of our citizens.

### YOUTUBE

A large portion of the video resources developed by the ECB has been made available to the public on our YouTube channel, WIECB. Additionally, this site features 'how to' and informational videos on state educational resources.

## Additional Resources

**PARADE OF PROGRAMS** is the annual print publication describing the instructional programs, broadcast schedule, services, and resources available from the ECB's Education Division.

**TEACHERS' DOMAIN** is a free digital media service for educational use brought to schools through public broadcasting partners. Featuring thousands of media resources purposefully tailored for classroom instruction, this resource also incorporates support materials, tools for classroom lessons, individualized learning programs and teacher professional learning communities.

**PBS TEACHERLINE** offers Web-based professional development courses in the core curricular areas as well as Instructional Technology, Instructional Strategies and Science, Technology, Engineering, and Mathematics (STEM) specific content.

**WISTEM.ORG** supports young people interested in pursuing STEM careers by linking them to supportive role models, excellent instruction and training, and access to real-world applications and research opportunities. It also directs educators to grants, professional training, and fellowship programs that enhance their ability to teach STEM-related subject matter.

## 2009-2011 Programs and Projects

**FINANCIAL LITERACY: TEACH IT!** is a multimedia professional development resource designed around Wisconsin's personal financial literacy standards. Twenty-one short videos demonstrate effective teaching of the seven content standards in elementary, middle and high-school classrooms. The website includes links to lesson plans and online resources for each standard, as well as information for parents and a place for educators to share their experiences teaching financial literacy.

**MONEY MOMENTS** presents nine short videos that teach parents how to help their children form successful lifelong financial habits. These videos connect parents to the skills, knowledge and ideas being taught in schools. In addition to the videos, the website includes links to online calculators, games, parenting tips and helpful financial information.

**ENGAGE! STATE. TRIBAL. LOCAL. GOVERNMENT** is a video and Web series designed to teach high school students about three aspects of Wisconsin government. This series shows how each of these forms of government impact the lives of citizens, the different structures in each type, and the cooperation it takes on a daily basis to do the will and work of the people of Wisconsin.

**BLUEPRINT FOR TOMORROW'S EDUCATION** and **BLUEPRINT: LEARNING FOR LIFE** are documentaries developed in partnership with MPTV and WPT, respectively. These programs feature students, educators, business leaders and community members collaborating in visionary ways that increase STEM achievement and prepare students for the 21st century workforce.

**CLIMATE WISCONSIN** tells stories of our rapidly changing climate, from warming trout streams to decreasing ice cover, lower lake levels to extreme heat. This online educational multimedia project features 10 videos and two interactive resources along with background essays and teaching tips. Climate Wisconsin connects stories of personal observation and experience to current climate change research, and was developed as part of a national project with WGBH/Boston and ThinkTV/Dayton.

**WISCONSIN YOUTH MEDIA FESTIVAL** is an expansion of the former SoundWaves Youth Media Festival to include video as well as audio categories. This annual event gives Wisconsin students in grades 3-12 a chance to create, design and experiment with digital media in a meaningful way—with advice and critique from professionals in the field.



Teachers' Domain



"Into the Book"



## Wisconsin Public Radio

### Future Directions

#### **PBS LEARNINGMEDIA**

Teachers' Domain and PBS are partnering to develop a new generation of digital educational media that will become available to public broadcasting partners in 2011. The ECB will work with the Public Broadcasting Service (PBS), MPTV and WPT to ensure that educators statewide have access to and are familiar with this robust resource.

#### **INTO THE BOOK UPDATE**

Our highly successful multimedia teaching resource, "Into the Book," has outgrown its place in current technology. With teacher and student users now numbering in the millions, the infrastructure supporting this website must be expanded and updated.

#### **AMERICAN INDIAN CULTURE AND LANGUAGE**

This upcoming multimedia project will explore American Indian culture and language in the Great Lakes Region. The educational stories will connect traditional ways with contemporary culture, struggle and empowerment within tribal communities.

#### **WISCONSIN HOMETOWN STORIES EDUCATOR RESOURCES**

The ECB continues to work with educators to identify local sources, create lesson guides, and review curricular materials for inclusion in the resource kits to accompany each "Hometown Stories" program produced by WPT.

#### **RESPONSIVE SERVICE**

In an era of increasing demands on public education, the Education Division will continue to provide the highest quality media and explore and pursue delivery options that respond to the instructional needs, technological infrastructure and financial concerns of Wisconsin schools.

By any measure the 2009-2011 biennium was a remarkable one, resulting in many opportunities for Wisconsin Public Radio (WPR) to exhibit the qualities that have made it the choice of hundreds of thousands of citizens of Wisconsin every week. Listeners tell us that WPR is the place they go to hear thoughtful and civil discussion about the issues of our day, and to gain an in-depth understanding of our state, our nation and our world.

### News. Talk. Music.

WPR is accessible to Wisconsin "24/7/365"—always on the air and online. WPR delivers multiple services via 32 stations statewide, plus three Internet audio streams and a growing suite of websites serving both general and special audience needs. Nearly 450,000 individuals tune in to our radio stations each week, listening to WPR's NPR News and Classical Music network, Ideas Network and the digital WPR Classical channel using HD radio. Thousands more tune to the live Web streams, and hundreds of thousands of archive program files are requested every month.

#### **WPR NEWS**

WPR was named "2010 Station of the Year" by the Milwaukee Press Club. Coverage from the WPR news team also earned numerous awards for excellence from the Wisconsin Broadcasters Association (WBA) and the Radio Television Digital News Association. These awards recognized WPR's excellent journalism on far-reaching topics such as: state and national elections, the legacy of Wisconsin's Indian boarding schools, "The Long Road to Recovery" Great Recession economic rebound efforts, Asian Carp presence in the Great Lakes, Wisconsin native and astronaut Jeffrey Williams and lighter features like "Cave Caroling" Christmas music in the Cave of the Mounds.





Host of "Here On Earth" and Gabriel Award recipient Jean Feraca in-studio, 2010.



Daniel Kim performs in the "Neale Silva" competition, 2010.



Farmer Anne Topham in "Wisconsin Life", stories which connect listeners to Wisconsin, 2010.

**News. Talk. Music. continued**

**WPR'S IDEAS NETWORK**

Ideas Network features nearly 10 hours of call-in talk shows every weekday. The network provides an ongoing opportunity for citizens of Wisconsin to talk to experts and to each other about the issues of the day, and much more. "The Joy Cardin Show" earned second place in the Best Morning Show category of the 2010 WBA awards. Topics on the five talk shows include: weekly financial advice during the "On Your Money" segment featuring personal financial advisor Kevin McKinley; a monthly Job Line where people seeking work can connect with employers; the news of the week in review; "Your Views On the News," where listeners are the experts; a monthly "Ask the Manager" program featuring WPR's Director taking calls about the network; a "Garden Talk" segment helping listeners solve gardening problems; "The Weather Guys" with expert discussion of climate and weather; periodic visits from animal and insect experts, authors, musicians, and more. Ideas Network live broadcasts from around the state included a visit to The Energy Fair in Custer, Wisconsin and to Bayfield in Bloom in Bayfield, as well as a broadcast from the Milwaukee Art Museum among other locations.

**WPR MUSIC**

WPR's music staff helps connect citizens to great music from a wide variety of resources as well as WPR-produced concert recordings and live events around the state. While most hours of music programming are devoted to classical music, other genres of music are featured as well: "Higher Ground" on Saturday evenings presents world music with African roots and more, while "Simply Folk" on Sunday evenings features music from many traditions with an emphasis on American forms of bluegrass and folk. We continue our partnership with the Madison Symphony Orchestra and Wisconsin Public Television (WPT) in the presentation of the "Final Forte," the final round of the "Bolz Young Artist Competition." Additionally, young Wisconsin chamber musicians—soloists and ensembles—submitted entries for our "Neale-Silva Young Artists' Competition" culminating in a winners' concert broadcast live from the Wisconsin Union Theater.

**Close to Home**

WPR regional programs bring topics of interest even closer to home. "Route 51" in Wausau, "The West Side" in Eau Claire, "Final Edition" in Superior, and "Newsmakers" in La Crosse focus on issues and people in their respective communities. Among residents in northeast Wisconsin enjoy two hours per week of cultural and community information aired on WHID in Green Bay, where Native Americans also enjoyed a special program hosted by two members of the Oneida and Menomonee Nations. In addition, seven regional offices worked with area listeners, businesses and community leaders to enhance the service and outreach of WPR in each location.

**Websites**

As the Internet has become a vital source of news and entertainment, WPR has continued to build upon its services in this arena. In addition to sites related to WPR's three nationally syndicated programs ("To the Best of Our Knowledge," "Michael Feldman's Whad'Ya Know?" and "Zorba Paster on Your Health") and the main [wpr.org](http://wpr.org) website, we're creating specialized sites that provide more in-depth information. [WisconsinVote.org](http://WisconsinVote.org), a partnership with WPT, provides non-partisan information about elections, candidates and issues. [WisconsinMoneyMatters.org](http://WisconsinMoneyMatters.org) compiles WPT and WPR coverage of the economic crisis and recovery.

**Building for the Future**

The economic situation during this biennium required WPR to scale back on equipment replacement projects, but solid advancements were still possible due to significant support from a federal construction grant program as well as generous local support. In 2010 WPR signed on its 32nd station, WHAA-FM Adams/Coloma/Wisconsin Rapids, bringing the Ideas Network to an area that previously was underserved. Toward the end of the biennium WPR began construction on the new WUWS-FM Ashland, scheduled for completion in late 2011: the station will make the Ideas Network available to a broad swath of listeners in the Chequamegon Bay area. Studio equipment replacement in La Crosse, plus a relocation of our Wausau facility in partnership with UW-Marathon County ensures quality broadcasting for years to come.

**Fundraising and Development**

The Development Department continued efforts to strengthen the programming and technical services of WPR through expansion of established initiatives and exploration of new techniques.

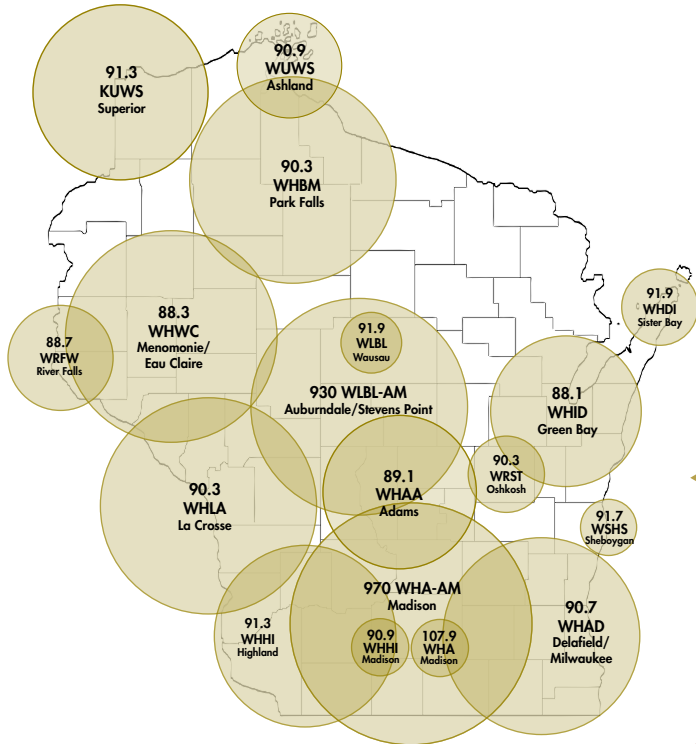
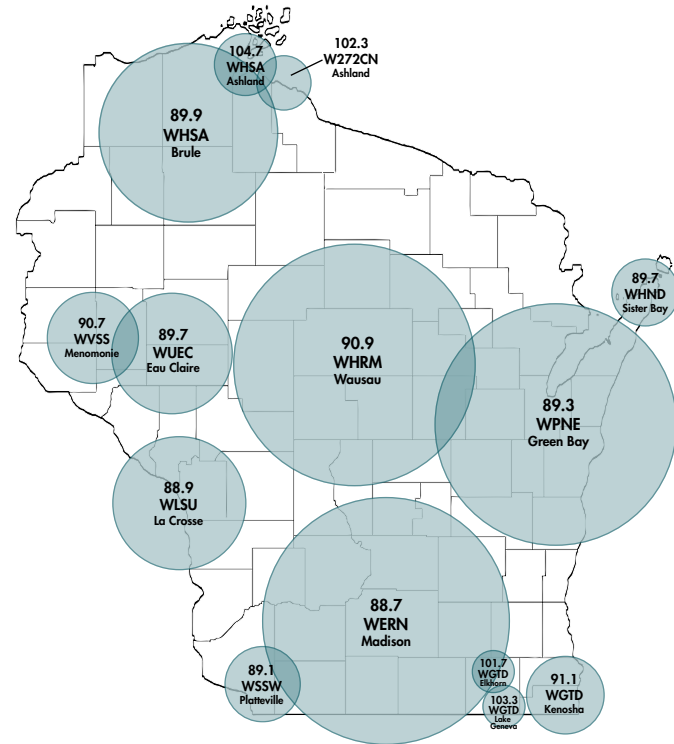
The Membership Department reached a record number of donors while continuing to decrease the number of on-air pledge hours. New campaigns such as the "Take Days Off" Drive and the very successful "One Day Wednesday" Drive helped keep funding up and pledge drives short.

The Corporate Development Department continued to reach into Wisconsin's corporate community for support. Particular emphasis was placed upon the fact that public radio listeners are impressed when businesses support their station.

The Major and Planned Giving Department participated in Leadership for Philanthropy, a project funded by the Corporation for Public Broadcasting, to help improve WPR's culture of philanthropy. This work helped WPR refocus its efforts to increase high-level individual and foundation support. WPR used the new expertise to secure the funding needed for projects such as a major re-launch of [ttbook.org](http://ttbook.org), the website for the nationally-distributed program "To the Best of Our Knowledge."

# WPR Coverage Maps

**NPR News & Classical Music Network** ▶



## Ideas Network

Talk about issues that matter to you. In Central Wisconsin, the Ideas Network can also be heard on HD Radio 90.9 WHRM-3, Wausau.



## WPR Classical

Classical Music 24/7 on HD Radio and online at [wpr.org](http://wpr.org).



# Wisconsin Public Television

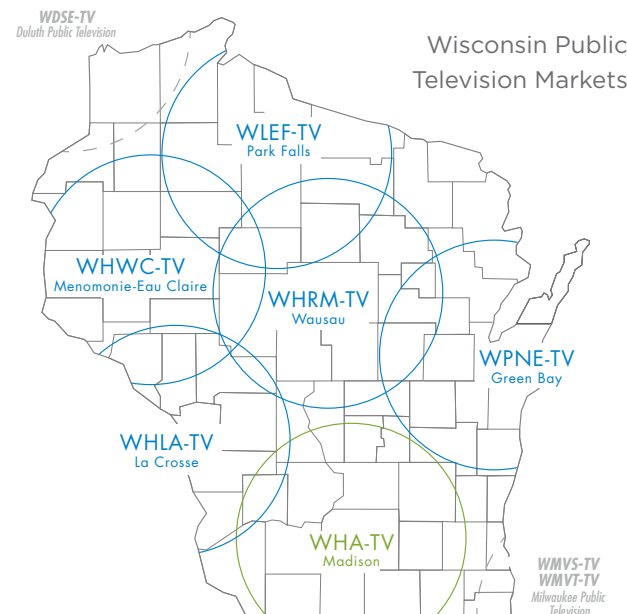
Be more informed, enlightened and educated. Wisconsin Public Television (WPT) is an investment that the people of Wisconsin have made to support a more informed and engaged democracy. WPT fulfills that commitment with high-quality broadcast programming, innovative technological applications for education, and outreach programs that touch communities statewide.

## Programming

At the heart of WPT is our programming. WPT is the place where residents throughout the state go to find enriching, educational and entertaining programs for all ages. WPT broadcasts attract 1.4 million viewers each month offering programs on nature, news and public affairs, science, community issues and children's programming. Here is a sampling of the programs WPT's viewers saw:

### WISCONSIN HOMETOWN STORIES: WAUSAU

"Wisconsin Hometown Stories: Wausau" tells the story of a diverse city and its lasting sense of community pride. Follow the history of Wausau from its lumber milling origins to today's vibrant Central Wisconsin community, which was built on the ambitions and civic pride of its residents. Film, archival images and interviews with historians and local citizens tell the stories of Wausau's early settlements, the transforming impact of a group of investors called "The Wausau Group," the recent immigration experience of Wausau's Hmong community, and the city's tradition of building local cultural institutions.







A "Final Forte" finalist performs in Overture Hall, 2011.



Shelley Ryan, Host of "The Wisconsin Gardener"



Global Wisconsin



"Engage! State. Tribal. Local. Government."

## Programming continued

### WISCONSIN VIETNAM WAR STORIES

Telling emotional stories that haven't been heard before, Wisconsin veterans recount their experiences in a three-hour documentary. Veterans from all regions of Wisconsin reflect on their memories and experiences during and after the war.

### CONCERTS ON THE SQUARE

An annual rite of summer, WPT broadcasts the Wisconsin Chamber Orchestra performances on the grounds of the Wisconsin State Capitol to statewide audiences.

### HERE AND NOW and IN WISCONSIN

These two weekly series cover the politics and people of Wisconsin. During election years, "Here and Now" and "In Wisconsin" bring fresh insights and different perspectives.

### WISCONSIN YOUNG ARTISTS COMPETE: THE FINAL FORTE

In partnership with the Madison Symphony Orchestra and Wisconsin Public Radio (WPR), WPT's broadcast of the final round of the "Bolz Young Artist Competition" in 2007 was its first high-definition, on-location production. These outstanding performers have been presented annually, including the past biennium.

### THE WISCONSIN GARDENER

For nearly 20 years, master gardener Shelley Ryan has teamed up with University of Wisconsin horticulturists to host this informative and engaging series.

### TEEN CONNECTION AND MORE

In partnership with Educational Television Productions of Northeast Wisconsin and NEWIST/CESA 7 in Green Bay, WPT produces "Teen Connection," an issue-oriented call-in program as well as documentaries that air on WPT. Go to [wpt.org/teenconnection](http://wpt.org/teenconnection) for more information.

## New Mobile Production Facility

In October 2010, WPT purchased a new HD production vehicle. This state-of-the-art tool is a key element in expanding our work throughout Wisconsin, as we present Wisconsin's outstanding performers of all ages, political debates and significant community events. WPT is currently looking at programming opportunities across the state—from Eau Claire to Door County, Wausau, Green Bay and Baraboo.

## Education Services

### EDUCATION PROJECTS

In September 2009 WPT completed production work for the ECB's "Financial Literacy: TEACH IT!" project which includes 21 videos demonstrating effective teaching of Wisconsin's personal financial literacy education standards. "Financial Literacy: TEACH IT!" was followed in May 2010 with the delivery of "Money Moments," a companion financial literacy project geared toward parents helping teach financial literacy to their children.

In early 2010, WPT completed production work on "ENGAGE! State. Tribal. Local. Government," the ECB's multimedia series designed to teach high school students about these three important aspects of Wisconsin government. In October 2010, WPT and the ECB finished work on "Blueprint: Learning for Life," the third installment in a series of prime-time Blueprint specials featuring innovative community and school partnerships in Science, Technology, Engineering, and Mathematics (STEM) education. Recent production work included Global Wisconsin, a project focused on International Education and Response to Intervention (RtI).

### ENGAGE WISCONSIN

This digital project is designed to encourage viewers to watch, share and connect with the topics that resonate with them. We recently had a team

of interns at "LZ Lambeau" collecting stories from Vietnam Veterans and their families. The essays, photographs, audio, music and Web shorts cross all forms of media. Upcoming "Engage Wisconsin" topics will touch on adoption stories, sustainable Wisconsin, Big Top Wisconsin, baseball, and continuing our Janesville storytelling project.

## Digital Innovations

### UNIVERSITY PLACE UPDATE

The three-year, Corporation for Public Broadcasting (CPB) Local Service Initiative grant-funded "University Place," a collaboration with Penn State Public Broadcasting and WOSU Public Media (Ohio), ended on March 31, 2010. The main goals of the project were to develop educational content in partnership with stations' affiliated universities and community organizations, and expand the availability of media and learning resources through multiple delivery platforms. The project deliverables included a "University Place" toolkit and a Content Sharing Portal.

All of the work done under the grant can be viewed at the project's website at [universityplaceonline.org](http://universityplaceonline.org). The grant made it possible for WPT to develop its "University Place" broadcast series. Even though the grant has ended, WPT will continue to acquire new "University Place" lectures, interviews and events for broadcast on the Wisconsin Channel.





Children play with Curious George at the PBS Kids Open House, 2009.



Audience members salute at the "LZ Lambeau Tribute Ceremony", 2010.



Students attend Education Day for the "LZ Lambeau" event, 2010.

## Community Engagement

### PBS KIDS OPEN HOUSE

The August 7, 2009 Wisconsin PBS Kids Open House featured games and activities from PBS Kids shows and our community partners celebrating the great outdoors. Over 800 kids attended, meeting Curious George, the Man in the Yellow Hat and Sid the Science Kid.

### PBS KIDS GO! YOUNG WRITERS' CONTEST

Over 400 Wisconsin students in grades K-3 participated in the 2011 Young Writers' Contest, writing and illustrating their original stories, expanding creative skills in storytelling, writing and drawing. Prizes are awarded in each grade level at a Young Writers celebration in Sun Prairie.

### WISCONSIN BOOKWORMS

In the last 12 years, WPT has given over half a million books to Wisconsin kids. Spring 2010 marked a milestone: among the nearly 300,000 high school seniors graduating in Wisconsin were the alumni of the first year of our Wisconsin Bookworms project in 1997. These Head Start children were regularly read to by volunteers, and received a library of free books to help them start a lifelong love of reading, entering kindergarten ready to learn with the building blocks of literacy needed to succeed.

### REEL TO REAL

Reel to Real, our community engagement collaboration with the Wisconsin Library Association, has presented 13 screenings and facilitated discussions featuring a wide variety of programming, including "Food, Inc.," "Young@Heart," "Digital Nation" and "Freedom Riders." The participating librarians receive training and support as they use WPT programming to meet the needs of their communities and bring a local voice to significant issues.

### LZ LAMBEAU

"LZ Lambeau"—Landing Zone Lambeau—the "Welcome Home and Thank You" event for Wisconsin's Vietnam Veterans was a great success. An estimated 70,000 people attended some part of the weekend events in Green Bay, including the cross-state motorcycle Honor Ride from La Crosse to Lambeau Field. The Saturday evening "Tribute Ceremony" in Lambeau Field was broadcast live on WPR and had a tape delayed broadcast on WPT and Milwaukee Public Television (MPTV). The ceremony was a co-production of WMVS and WPT. Thank you letters from veterans and their families continue to come in, thanking WPT staff for their work on the event. WPT staff has made presentations on "LZ Lambeau" at national meetings, and stations in other states have

## Community Engagement continued

### (LZ Lambeau continued)

contacted us to let us know they are planning events in their communities. The National Center for Media Engagement hosted a webinar about the project on June 23, 2010 and more than 100 people from stations around the country participated.

### Wisconsin Public Radio

In addition to the live broadcast of the Tribute Event, WPR stimulated a statewide conversation through talk shows welcoming guests including Vietnam veterans, authors and experts along with listener calls and emails. WPR's statewide news team provided in-depth coverage leading up to and during "LZ Lambeau" and used our seven regional bureaus enhancing local screenings and community forums.

### Digital Platforms

[WisconsinStories.org/Vietnam](http://WisconsinStories.org/Vietnam) offers an excerpt from the book, streaming of the documentary, extended interviews, audio slideshows, an Honor Roll of casualties, streaming of a veterans forum, maps and learning resources for the classroom. [WPT's Facebook Page](#) helped share content and build community. With over 4,300 friends the site continues an active conversation with veterans and family members sharing stories, making connections and helping each other find resources.

### Permanent Digital Archive

The documentary and supplementary material will draw from more than 100 extended interviews with Wisconsin Vietnam veterans. These interviews permanently record the veterans' stories, covering the span of their military service, their return home and how their experience has shaped their lives. The archive will become a permanent addition to the collections of the Wisconsin Veterans Museum and the Wisconsin Historical Society and an ongoing tool for researchers and life-long learners.

### Curriculum Project

The partners created curriculum materials that high school history teachers used before, during and after their students visit "LZ Lambeau" as part of Education Day on May 21, 2010. Over 1,900 students participated in The "LZ Lambeau" tours. Additionally, funded by a federal Department of Education grant, University of Wisconsin history professor Jeremi Suri is leading a curriculum project that incorporates WPT's interviews of veterans as primary source material. Dr. Suri will guide Wisconsin social studies teachers in accessing multimedia materials for their classrooms, as well as building a curriculum website.

### Community Engagement

The partners provided materials and training to use the documentary as a catalyst for more than 30 communities in Wisconsin to give voice to their Vietnam veterans. A coalition including libraries, local historical societies, museums and veterans groups worked in partnership to share their stories through community forums and documentary screenings. In addition, photographic portraits of Vietnam veterans featured in the documentary were mounted for a tour of museums in six diverse locations in Wisconsin. Programming associated with the tour included documentary screenings, veterans' forums and the commissioning of a new play.

### Companion Book

The Wisconsin Historical Society Press published a companion book using WPT's interview transcripts offering a fuller picture of the individual stories of Wisconsin's Vietnam veterans. The book includes personal photos and the moving accounts of the veterans' service and sacrifice.

### Media Coverage

"LZ Lambeau" generated 2,925 electronic and print stories across the country. In addition, there were 88 different television and radio stories about the event.





# Donor Support for Public Broadcasting

## Wisconsin Public Radio Association (WPRA)

The WPRA is dedicated to the improvement and preservation of Wisconsin Public Radio (WPR), providing citizen support through its fundraising activities to ensure the financial health of the state's public radio service. WPRA membership is acquired through donations of any size to WPR through on-air, online and direct-mail pledges. As of June 2011 approximately 50,000 individuals and families are members of the WPRA, providing more than \$6 million annually in private contributions to WPR—equating to 36 percent of the total support needed to sustain WPR.

In addition to fundraising the WPRA also sponsors community input opportunities around the state. Regular "listener dinners" provide an opportunity for members to interact with station staff and program producers. Members of the legislature are periodically invited to attend "listening sessions" along with members of the WPRA and WPR staff to share WPR's impact on local communities. The WPRA also hosts "round tables" where donors are invited to have an open dialogue with WPR leadership about various aspects of WPR's program service.

## Friends of Wisconsin Public Television

Friends of Wisconsin Public Television provides citizen support through diversified fundraising, community relations, volunteer networking and administrative services. Major events sponsored by Friends include on-air fundraising campaigns, special events, the televised "Auction," the annual Garden Expo and Quilt Expos. Overall, Friends' and Wisconsin Public Television's (WPT) combined fundraising generates \$7 million in annual private contributions to WPT.

### GARDEN EXPO

Since 1993, WPT and the UW-Extension/ Cooperative Extension Horticulture Team have hosted this annual community educational event and fundraiser based on WPT's "The Wisconsin Gardener" program. The three-day "Winter Getaway," held in February, features hundreds of exhibitor booths; more than 100 free educational seminars and demonstrations on topics including lawns, gardens, landscape design and more; hands-on workshops that allow gardeners to take home a finished garden decoration, craft or other project. UW-Extension horticulture experts are available to offer insight, plant identification and tips to gardeners and amateur landscapers of all levels.

### QUILT EXPO

Since 2005, WPT's annual Quilt Expo has offered an exciting three-day opportunity for quilting enthusiasts to rejuvenate their creative muse and celebrate the art of quilting.

Held at the Alliant Energy Center in Madison in September, the event provides educational opportunities for quilters but also draws non-quilters who enjoy viewing hundreds of quilts on exhibit. Quilt Expo is a partnership of Nancy Zieman Productions and Friends of WPT. Proceeds support WPT's quality programming and events that serve to enrich the Wisconsin community.

### AUCTION

WPT's annual "Auction" invites viewers to bid on many items, all in support of our programming.

### MEMBERSHIP AND CORPORATE SUPPORT

WPT boasts 45,000 individual members and supporters of public television, and over 100 companies and organizations underwrite programs.



# Delivery Division

**The Educational Communications Board's (ECB) Delivery Division has a single defined mission—to provide and maintain the technologies that connect the citizens of Wisconsin to the resources of Wisconsin Public Broadcasting, the services of the ECB Education Division, public service and safety media, and state governmental emergency information, while doing so in an increasingly diverse digital and multimedia environment.**

The ECB-licensed stations of Wisconsin Public Radio (WPR) and Wisconsin Public Television (WPT) continued the transformation of broadcasting technology from analog to digital in the last biennium. ECB engineers worked in conjunction with WPT engineers to provide hundreds of hours of customer support to Wisconsin viewers experiencing difficulties in viewing the digital television signals of WHA-TV and our five full power ECB-licensed WPT stations and six TV translators.

WPR has not been ignored, as we continue to add digital service and increase digital power for

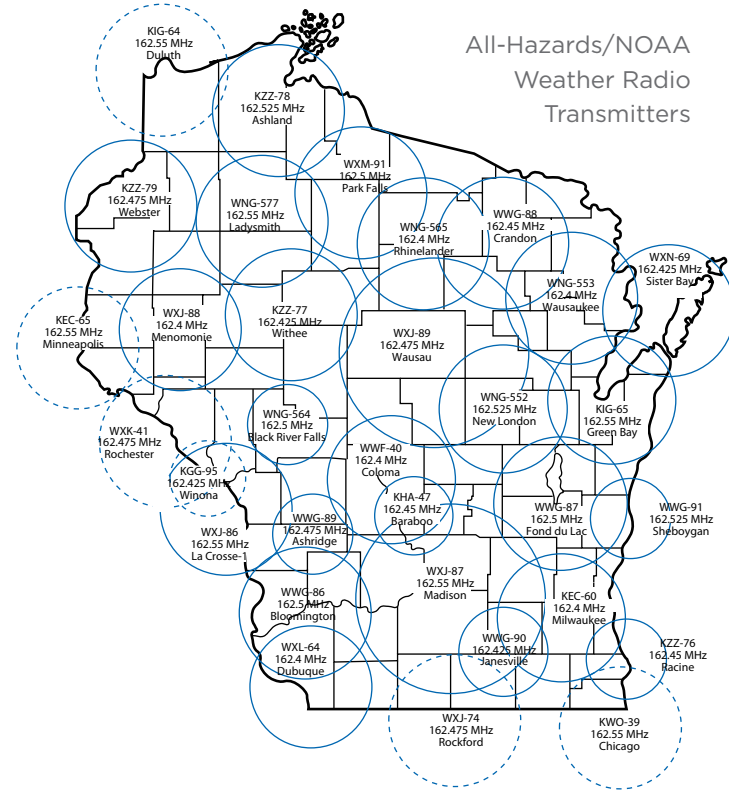
our existing WPR transmitter systems, providing additional programming choices for Wisconsin residents on HD-2 and HD-3 radio services.

At the heart of it all, the ECB's fully digital Operations Center in Madison continues to serve as the hub for statewide Delivery Division monitoring and control of all of these complex systems—and continues to be upgraded with the latest technology to ensure compliance with industry and regulatory transmission standards.

Throughout the state, the Delivery Division and its complement of regional technical managers, field engineers, Operations Center personnel and support staff maintain and supervise the statewide interconnect system for WPT and WPR network programming as they plan for that system's next generation of technology, and support and maintain most WPT and WPR transmitters. Other important work of the ECB Delivery Division in the past two years includes managing the resources of our Educational Broadband Service spectrum; installing and maintaining a new digital and analog satellite uplink service; renovating the State Relay component of the Emergency Broadcast System/Amber Alert system to meet new federal requirements; and adding new stations to the Wisconsin All Hazards/NOAA public warning transmitter systems in Ridgeville, Gresham and Eau Claire.



ECB Operations Center



## Significant Accomplishments

The ECB Delivery Division has taken advantage of the availability of new FM channels to plan and build additions to the WPR complement of stations, making the two WPR networks available to even more Wisconsin residents. WHAA in Coloma went on the air in March of 2010, and by the end of the biennium, work was near completion for the new FM station WUWS in Ashland—and planning continues for possible station additions in Rhinelander, Washburn and Superior.

Our Operations Center continues to adapt to the demands of digital technology as our audiences require. New equipment recently purchased to enhance viewer experience on WPT includes automatic lip synch correction, improved audio processing, and more reliable delivery of 5.1 multichannel audio. For our visually and aurally challenged audiences we now offer enhanced digital captioning, second audio programming and descriptive video services as available from the program supplier.

The ECB's satellite uplink and downlink capabilities were transitioned to full digital operation while maintaining the older analog operating mode, permitting uplinks and downlinks from Wisconsin State Government and WPT to any of the broadcast industry news network satellite systems as well as satellite receive systems across the state.

The ECB initiated improvement of digital radio delivery on WHAD, WERN, WPNE and WHRM by significantly increasing digital transmitter power—a project partially funded by a Public Telecommunications Facilities Program (PTFP) grant.

The ECB secured another PTFP federal grant for partial funding to replace the 1954 Brule Tower and the Division began the zoning and regulatory process for that replacement structure. Our Highland tower, of similar age and design, was replaced by the ECB in the summer of 2009.

This partial listing demonstrates not only the wide variety of communications services provided statewide by the ECB's Delivery Division, but also highlights the Division's efforts to ensure that those services reflect the very latest technologies while providing significant value and new programming choices to all citizens of Wisconsin.

For further information about the ECB's Delivery Division, visit [ECB.org/broadcasting](http://ECB.org/broadcasting) and [ECB.org/technology](http://ECB.org/technology)—or contact the ECB Delivery Division Administrator at (608) 264-9746.



Wisconsin Public Broadcasting Center



Wisconsin State Capitol

## Agency Vision

**The Wisconsin Educational Communications Board (ECB) is a State Agency that delivers educational, non-commercial and public safety media to the citizens of Wisconsin. The ECB is committed to ensuring that public radio, public television and digital services reflect and respond to the educational and cultural interests and needs of the residents of Wisconsin.**

In partnership with the University of Wisconsin, the ECB oversees the operation of Wisconsin Public Radio (WPR) and Wisconsin Public Television (WPT). Additionally, the ECB partners with other public media outlets to help ensure equitable distribution throughout the state.

Public broadcasting responsibilities specific to the ECB are overseen by the Delivery Division and include statewide program and broadcast delivery. The Division is also responsible for the reliable operation of the statewide Emergency Alert and Amber Alert systems.

The ECB's Education Division is responsible for the production, acquisition and distribution of K-12 educational media to be used by educators and students in the state—and delivered for over-the-air and Internet-based platforms.

In addition, the ECB is the steward of 94 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink; All Hazards Radio; Educational Broadband Service; and other telecommunications stations and facilities throughout Wisconsin.





## Financial Services

The Financial Services office provides accounting, financial reporting, purchasing, fixed asset and facility tracking, and telecommunications services for the agency. The office also prepares agency financial statements, in preparation for the annual audit, which has consistently resulted in a clean audit opinion. The Financial Services office strives for continuous process improvement, focusing on creating efficiencies while maintaining a sound internal control environment.

### BUREAU OF FINANCE

The Bureau of Finance provides administrative management services in the areas of accounting, purchasing, facilities and fixed assets. This bureau monitors agency revenues and expenditures for statutory compliance and ensures that the agency is granted a satisfactory audit report. During the past biennium Administrative Policies and Procedures were updated and improvements were made in the areas of accounts payable and purchasing to continue processing fiscal transactions in a timely manner to meet customer needs, while accounting and purchasing positions were reduced.

### GENERAL SERVICES

The area of General Services is responsible for budget (including operating and capital budgets), human resource management services (including affirmative action), employment relations, employee development, compensation, fleet management, telecommunications and insurance.

### INFORMATION SYSTEMS

Information Systems administers information technology services for all divisions of the agency, including data administration, applications development, technical Web implementation, workstation support, data collection and technology planning as well as records and forms management. Priorities for 2011-2013 include upgrading all agency PCs, taking into account Continuity of Operations Plan (COOP) emergency needs and implementing enterprise storage asset management via storage area networking.

### FLEXIBLE WORK PATTERNS

The ECB has compiled many years of experience with flexible work patterns since the agency implemented policies and procedures during the early 1980s. In conjunction with this and with our ongoing COOP, the ECB has recently implemented policies on telecommuting and work-at-home. The ECB continues to offer its employees permanent part-time positions, job sharing, flexible-time work schedules and other alternative employment arrangements. Staff members who have elected these options report satisfaction with the ECB's success in developing flexible work patterns.



## Strategic Directions 2011-2013

The Educational Communications Board's (ECB) major program goals and objectives are identified in the 2011-2013 State of Wisconsin Executive Budget outlined in the "Programs, Goals, Objectives and Activities" section. The ECB's goals and objectives focus on the development and distribution of public media as well as the production and dissemination of K-12 educational media, public radio and television, and public safety communications systems to the people of Wisconsin.



### Public Broadcasting

- In cooperation with the University of Wisconsin-Extension, develop, produce, acquire and deliver the highest quality public broadcasting programs to the people of Wisconsin.
- Build and maintain partnerships and cooperative arrangements with other public media entities as appropriate to extend ECB service.

### Educational Media for Wisconsin schools

- Produce, procure and provide educational media essential for educators, students and the people of Wisconsin.
- Explore and pursue delivery options that respond directly to the instructional needs, technological infrastructure and financial concerns of educators and students in Wisconsin schools.
- Offer educational and general audience programming that is current, relevant and enhances learning and engagement.

### Technology

- Act as stewards of the telecommunication and technology investments in public broadcasting, public safety and public service made by the people of Wisconsin.
- Continue to use the digital transformation of public media in effective and innovative ways.

## **Educational Communications Board Members**

Rolf Wegenke, Ph.D., Board Chair

James Zylstra, Board Vice Chair

Eileen Littig, Secretary

June Anderson

Thomas Basting

Ellis Bromberg

Dan Clancy,  
represented by James Zylstra

Senator Spencer Coggs

Judith Crain

Tony Evers, Ph.D.,  
represented by Kurt Kiefer

Diane Everson

Michael Huebsch,  
represented by Chris Schoenherr

Anne Katz

Senator Luther Olsen

Kevin Reilly,  
represented by Freda Harris