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The Wisconsin Gardener is taped in Madison each week, then distributed for broadcast across the country. The National Academy of Television Arts and Sciences (NATAS) Chicago Chapter has recognized 17 programs distributed for broadcast during the 2002-2003 season. The potpourri of programming includes natural and man-made treasures, innovative and continuing adult education programs, prominent into the WPT studios, and appears weekly on WPNE-TV. The program is taped in the WPT studios and distributed for broadcast across the country.

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Preparing an annual report provides an opportunity to reflect on Wisconsin Public Television (WPT)’s impact on enriching and educating diverse audiences of children and adults through the innovative use of television, other communication technologies and community outreach.

This year’s report will feature a diversity of programs, both past and present, as we celebrate Wisconsin Public Television’s 50th anniversary.

Over the years WPT has produced a wide variety of productions, including significant reductions in state budget support. We’ve cast a critical eye on all of our priorities to ensure a vibrant future for WPT. Service that engages public trust.

In the last 12 months we at WPT also faced fiscal challenges, including significant reductions in state budget support. We’ve cast a critical eye on all of our priorities to ensure a vibrant future for WPT. Service that engages public trust.

Headline: Wisconsin World War II Stories.

Wisconsin World War II Stories has been a moving history project.

Prepare an annual report provides an opportunity to feature Wisconsin Public Television (WPT)’s impact on enriching and educating diverse audiences of children and adults through the innovative use of television, other communication technologies and community outreach.

This year’s report, once again, is an ongoing reflection on WPT’s role in the weighty concerns of our time. WPT has the audience to tell your story.

This report demonstrates what we accomplished with tremendous outsourcing of network support from WPT’s partners, including significant reductions in state budget support. We’ve cast a critical eye on all of our priorities to ensure a vibrant future for WPT. Service that engages public trust.

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Check your favorite programs on the Web, which provides the reach of the project, reaches key audiences.

We are pleased to recognize the many contributions of WPT’s viewers, and it will be from these generous contributions that support, and provide with a report of our accomplishments and vision for the future service to the people of Wisconsin.

The Wisconsin World War II stories, through an engaging, moving history project.

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WPT’s World War II past for future generations to learn from and cherish.

That provocative night in March 1964, a cable television station helped bring a memorial in Norway to honor those who faced fierce combat in World War II Stories.

Leadership Program is our community outreach.

Here and Now, a news magazine about the people, places and events of the state.

As a case study: Hundreds of people in the town of Jasper, Wisconsin, are the foundation of an engaged democracy.

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That provocative night in March 1964, a cable television station helped bring a memorial in Norway to honor those who faced fierce combat in World War II Stories.

Let us know your thoughts and concerns, streaming video, audience policies and terms to prevent World War II Stories from slipping away from us.

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It provides an opportunity for celebration, inspiration, reflection, and more. This annual report is no exception to such a chance to gauge our performance against our mission.

We're proud of what we've accomplished and hope these pages will capture feelings of pride for you.

This year, WPT will celebrate Wisconsin World War II Stories. It’s an ongoing project – the first in a series of projects that reflect the legacy of time honored stories that lived through an extraordinary time.

We’ll review the inspiration provided by previous PBS programming and outstanding local broadcasts that nearly four decades, women veterans much work and efforts to create a vibrant local stories project. The last 12 months saw a critical time on all our priorities to continue the Annual Report for the seventh consecutive year.

WPT continues to serve a vibrant community and to meet the challenges of a rapidly changing landscape.

The report demonstrates what we accomplished with tremendous outreach of network support from our partners, universities and foundations. We are pleased to recognize our many contributors, as you will now have the opportunity to support, enjoy and engage with a comprehensive review of our accomplishments and identify the future service to the people of Wisconsin.

WPT’s network offers a dialogue on the nature of entertainment, information and community involvement. The 4-H Youth Leadership Program is our most effective resource.

News and Public Affairs

WPT’s award-winning news and public affairs programs keep Wisconsin’s citizens informed and engaged.

WPT, along with partners the Wisconsin Department of Education and the Department of Veterans Affairs, created and directed a project to publicize its Wisconsin World War II (WPT) stories, which daringly targeted a segment seldom reached in the past. The project was called Wisconsin World War II Stories. The project was a collaboration with the Wisconsin Historical Society.

It was a project that described the experiences of veterans who served in World War II. The project had three main objectives:.

1. To provide a forum for veterans to share their stories.
2. To make the stories available online.
3. To engage the public in national conversations about race relations and the legacy of World War II.

The project was launched in May 2012 and ended in October 2012.

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Preparing an annual report provides an opportunity to reflect on Wisconsin Public Television (WPT)’s mission of enriching and educating a diverse audience of children and adults through the innovative use of television, other communication technologies and community outreach.

It provides a opportunity for celebration, inspiration, reflection, and more. This annual report is no exception to such a chance to capture the highlights of our platform.

We’re proud of how we’ve grown and I hope these pages will continue to feed that feeling for you.

In this report, we celebrate Wisconsin World War II stories. It’s an ongoing effort, with breakthroughs made in the documentation of the memories of some “ordinary” Wisconsin citizens who lived through an extraordinary time.

It’s our hope that the inspiration provided by previous PBS programming and outstanding local broadcasts that nearly 60,000 Wisconsin women and men may inspire others to learn more about their family’s military history.

In the last six months of WPT we have also faced fiscal challenges, including significant reductions in our state budget support. We’re committed to being a critical eye on all our priorities to ensure a vibrant future for WPT services, a service that engages public trust.

Our thoughtful and well-researched reports demonstrate what we accomplished with tremendous outsourcing of network reports from their home offices, businesses and foundations. We are pleased to recognize many of these contributions, and the support will be vital for continued growth.

Community Outreach

Local community screening events are powerful medium of interaction and discussion and act as a catalyst for conversations. As in past years, hundreds of people turned out for the first time to gather around the big screen for What I Hope for America (July) and the second time to see Rachel Maddow’s America (October). In 2003, we will once again present a new in-person screening event.

We’re thrilled to work with all the community-based organizations that are working to enhance the educational experiences for our state’s youngest generation.

WPT and its partners are saving pieces of our World War II past for future generations to learn from and cherish.

WPT and Wisconsin World War II Stories

WPT’s award-winning news and public affairs programs keep Wisconsin’s citizens informed and engaged.

In Wisconsin, a news magazine about people, places and issues of the state.

Such robust Wisconsin coverage enhances the international and national news and analysis to be found on programs like The MacNeil/Lehrer Newshour and Frontline.

The glue of our news and public affairs service also drives national attention. WPT was the prestigeous USC Annenberg School President’s Award for Excellence in Television Political Journalism for its tracking of the 2002 election through a web-based, ad match segments on weekly programs, debates, candidate appearances and innovative coverage of political contests.

Last fall, Wisconsin found itself with a new governor, state leaders and local officeholders. Through a television-influenced election and State of the State address, WPT ensured that Wisconsin residents continued to be informed about the political landscape.

And of course, WPT airs Wisconsin’s political and governmentaffairs programs, which offer exclusive resources as WPT’s news and public affairs services.

News and Public Affairs

Well-informed citizens in an engaged democracy are a trusted resource for such knowledge, that year over year, WPT has uncovered ambitious projects, Wisconsin World War II stories. One, the partnership between the Wisconsin Department of Military Affairs and the Wisconsin Historical Society, which initiated the Wisconsin Veterans of Foreign War History Project.

The effect includes five broadcasts. The first and the one preceding the broadcast of the Wisconsin Veterans of Foreign War History Project.

Response was swift and heartfelt. “I was thrilled by the Wisconsin World War II stories program and well worth the time and expense,” said one Wisconsin resident. He was one of nearly 10,000 people who responded to WPT’s call for stories from veterans and their families.

WPT is an example of public broadcasting at its best. Engaging, entertaining, and informative, WPT makes the memories of some “ordinary” Wisconsin citizens who lived through an extraordinary time.

The Wisconsin Public Television “You’re our last remembrance” through to a moving and inspiring history project.

Looking at our own history, it’s evident that the wealth of our accomplishments and vision for future service to the people of Wisconsin is rooted in the memories of some “ordinary” Wisconsin citizens who lived through an extraordinary time.

That provocative night and the impact of these stories extend far beyond the boundaries of Wisconsin. Some veterans and their families choose to share their stories through the Web, which expands the depth of the project. Amazing and inspiring stories from families of the country’s highest participation rates. WPT serves over 100,000 Wisconsin children who are otherwise not likely to own books because of their families’ economic circumstances and whose parents are not engaged in book-related activities.

Studies have demonstrated that a child who has access to books will ultimately become a better student. WPT’s First Book Program, which provides pre-school children with free books and adult reading volunteers, has 5,000 volunteers and one of the highest participation rates. WPT serves children who are otherwise not likely to own books because of the families’ economic circumstances and whose parents are engaged in book-related activities.

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Wisconsin

Wisconsin Public Television
Annual Report 2003

Education

A part of WPT’s core reason for being – education – reached new heights this year. Policymakers and leaders of Wisconsin have always put a high value on education. A Wisconsin university founded the first American library and its public and private universities are the envy of the nation. Professional markets are expanding and continuing adult education programs are part of the success. This year, we took significant steps to increase the educational potency of broadcasting with the arrival of digital television across our network.

Education for children and adults is at the core of WPT’s service.

What that means for educators and their students in the future is a possibility – tremendous amounts of video and audio and video will interact with the broadcasts. Teachers will be able to download information for lesson planning, and employees will expand the skills of their workforce through companies and TV stations can use as an extension of media information to download and view at any time. Lifelong learning has always been a hallmark of WPT’s service, but in new and technologically bound ways too. There is the measurable presentation of our own production, The Wisconsin Gardener, focusing on Wisconsin’s particular growing conditions.

The popularity of our cooking, needle arts, home improvement and travel programs expand audiences and will remain a staple of what we provide to appreciative audiences. The Wisconsin Gardener, focusing on Wisconsin’s particular growing conditions.

Outreach

Wisconsin Public Television is a service of the University of Wisconsin System and University of Wisconsin Extension. WPT provides video production and teleconferencing services to state agencies, the University of Wisconsin System and other non-profit clients.

Wisconsin’s service includes the extension of local and community programs, and continuing education programs, and those from PBS and other sources, to state agencies, the University of Wisconsin System and other non-profit clients.

Wisconsin Public Television is a service of the Wisconsin Educational Communications Board and University of Wisconsin Extension. WPT provides video production and teleconferencing services to state agencies and educational organizations on a cost-recovery basis. Foundation grants also support our educational outreach.

Community Service Grant

The Corporate for Public Broadcasting is based in non-federal revenues generated in part by WPT.

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Education

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For children and adults alike, the arrival of digital television across our network with the arrival of digital television across our network.

What that means for educators and their students in the future is a potential– tremendous amounts of text, audio and video will need to be made accessible to the students.

Teachers will be able to download information on lesson planning, and employees can integrate the skills of their workforce teams.

Computers will be linked to digital audio and video. Teachers will be able to build an interactive television classroom.

There is the monthly presentation of our own production, the Wisconsin Gardener, focusing on Wisconsin’s particular growing conditions.

The popularity of our cooking, needle arts, home improvement and travel programs expand horizons and will always be a staple of what we provide to appreciative audiences.

Programs and Grants

The popularity of our cooking, needle arts, home improvement and travel programs expand horizons and will always be a staple of what we provide to appreciative audiences.
For information about leadership giving, please call Stacie Agee at (800) 423-3976.

The following are members of the Directors Circle as of June 30, 2003.

2003 Program Underwriters
Wisconsin's business community generously supports high-quality public broadcasting through its resources. Public and private foundations add to the effort as well.

The following underwriters contributed $1,000 or more as of June 30, 2003.

For information about underwriting, please call Billie Carey at (608) 265-3852.

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The following underwriters expressed support as of June 30, 2003.

For information about underwriting, please call Blake Vasey at 608-265-3852

2003 Annual Report
Wisconsin Public Television
Whatever the source, we are grateful.
Whatever the source, be assured that we make the most of this accomplishment on air and through community events.

Foundations, businesses, community-based organizations and people. Those people are individuals and families who value the Wisconsin's business community generously supports high-quality public broadcasting through their generous gifts.

The following people joined The Leadership Circle as of February 28, 2023:

- John J. Frautschi Family Foundation
- Elora Davis
- Milwaukee Journal Sentinel
- Wisconsin Capital Foundation
- Oscar C. and Pat Boldt
- The John P. O’Leary Foundation
- Wisconsin Farmers Union Council (WEAC)
- WIBA-AM Radio
- Evan’s Mission
- Wisconsin Academy of Sciences, Arts, and Letters
- Wisconsin Clearinghouse for Drug Information
- Wisconsin Council on Problematic Gambling and Addictions
- Wisconsin Early Childhood Education Association (WECEA)
- Wisconsin Federation of Teachers
- Wisconsin Broadcasters Association
- Wisconsin Institute for Public Affairs
- Wisconsin Nurses Association
- Wisconsin Association of Real Estateaffiliates
- Wisconsin Caseworker Association
- Wisconsin Women’s Foundation
- Wisconsin AFL-CIO
- Wisconsin AFL-CIO State Council
- Wisconsin Conference of Independent Colleges
- Wisconsin Community Foundation
- Wisconsin Council on Aging
- Wisconsin Conservation Congress
- Wisconsin Conservation Voters
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The Heritage Society
The Heritage Society represents those friends with the
interest in ensuring WPT’s future for many years. For information about The Heritage Society, please call Diane Agans at 608.265.4437.

We Remember
We have been honored by gifts from the estates of these friends, ensuring the legacy of the organization for future generations.

Planned Giving
The following families have generously provided gifts of equity and other planned gifts to WPT. With deepest regards, we communicate these departed friends who have renewed our spirit.

The Leadership Circle continued
Whitewater
Janet Wengert
Edgerton
William Wartmann
Beverly Wallace
David Vogel
Deborah Turski
Fremont
Herbert Tjossem
Norris and Alice Tibbetts
Madison
Dr. Philip Shultz
Verona
Neenah
Edward and Harriet Schulz
Madison
Paul and Ellen Simenstad
Oregon
Green Bay
Barbara A. and John R. Horner-Ibler

WHA-TV Auction
Each year the WHA-TV Auction brings together a popular community meet and fund-raiser for WPT. The 2003 event was one of the most successful to date. For information about WHA-TV Auction underwriting and donations, please call Phil James at 608.265.5122.

Auction Donors
Mexican Bistro
Casa Larga Restaurant
Rowe’s Restaurant
Tussie-Mussie
135 Power Seafood Restaurant
Monaco’s Atrium
Lakeside Restaurant
Restaurante Cordoba

Local Community Outreach
The impact of WPT’s broadcasts is amplified through community outreach projects that include\ninternet, satellite, media, and more.
WPT’s programming attracts, and group members help make local community outreach possible.
Information about community outreach phone calls: Diane Agans at 608.265.4437.

Viewers
We have more than 200,000 viewers in 2003. Of those viewers, 27,000 view WPT’s broadcasts more than once a week.

Volunteers
Each year, we recognize the efforts of WPT’s volunteers and supporters.

For more information about volunteering, please call Sue Farley at 608.226.4571.

Garden Expo
For 14 years, WHA have worked with the community in educational offerings that are a central part of Garden Expo. The following estates have generously provided gifts of bequest to WPT. With deepest regards, we communicate those departed friends who have renewed our spirit.

Beloit
Karen Scheibe
Antigo
Karen Scheibe
Rib Lake
 bistin Waukesha

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Antigo
Karen Scheibe
Rib Lake

Robert P. and Ann Rusch

For more information about Garden Expo, please call Sarah Hoven at 608.246.4571.

Madison
Mary C. Karau
Fond du Lac
Earl and Carol Jewett
Ripon

Elizabeth and John Moore
Green Bay
Charles and Leatrice Markle
Maplewood School
Dr. David A. Manke
The Leadership Circle continued
Whitewater
Janet Wengert
Edgerton
William Wartmann
Beverly Wallace
David Vogel
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Planned Giving

The following list includes generously provided gifts of appreciate and other planned gifts to WPT. With deep regrets, we communicate these departeded friends who have passed us:

- Donald G. Wisniewski
- Dr. Ralph E. Callen
- Dr. Donald E. Callen
- John W. Callen
- Paul H. Callen
- Joseph T. Callen
- Lillian Callen
- Lillian M. Pfenninger
- Dr. Lillian B. Jones
- Dr. William B. Jones
- Charles E. Jones
- Sarah E. Jordan
- Dr. Thomas D. Jordan
- Joseph C. Jordan
- John C. Jordan
- David C. Jordan
- Dr. Dorothy Jordan
- Morgan E. Jordan
- John E. Jordan
- Morgan E. Jordan, Jr.
- William E. Jordan
- Charles E. Jordan
- Dr. Lillian H. Jones
- Morgan E. Jordan
- John C. Jordan
- Dr. Dorothy Jordan
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- John C. Jordan
- Dr. Dorothy Jordan
- Morgan E. Jordan
- John E. Jordan
- Morgan E. Jordan, Jr.
- William E. Jordan
- Charles E. Jordan
- Dr. Lillian H. Jones

For information about The Heritage Society, please call Diane Gores at 608-262-5256.

Garden Expo

For 11 years, WPT has worked with the community to bring its educational offerings to a central part of Garden Expo. The event, which has drawn people of early fall from around Wisconsin, launched its third edition in plants, gardens, lawns, and more through contact and demonstration booths. It also aimed to raise support for those who have made a part of the event a success.

For more information about volunteering, please call Diane Gores at 608-262-5256.

Local Community Outreach

The impact of WPT’s broadcasts is amplified through community outreach projects. Our team of dedicated volunteers collaborates on audience development, outreach, and more. Volunteers are passionate about supporting and helping local community outreach programs.

Television Programming

WPT’s programming is broadcast to more than 1,000,000 viewers each week in the 15 counties of Wisconsin

H WA-The Best of PBS

HN-Local News and Reportage

HJ-Radio News.Reportage

K – Classical Music

L – Religious Programming

MC – Creative Public Television

NC – News, Information, & Current Affairs

Projects

WPT’s Work in the Community

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Television Programming

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The Heritage Society

The Heritage Society is responsible for increasing the size of the endowment. The Heritage Society is known for its fundraising efforts, and the dollars collected are used to support the Growth Fund. WPT has been able to support the Heritage Society through the acquisition of wonderful properties and homes.
The Leadership Circle continued

The Heritage Society

The Heritage Society recognizes those with the generous to include WTF in their wills or as part of an estate plan.

For information about The Heritage Society, please call Kevin at 608.265.4437.

We Remember

We have been honored by gifts from the estates of these friends, ensuring the legacy of the organization for future generations.

Planned Giving

The following families have generously provided gifts of appreciable value planned gifts to WTF. Please inquire about conversations with friends who have included us in their estate plans.

The Maytag Store

The Kalahari Waterpark Resort

The Great Wolf Lodge

The Friendship Tour

The Blacksmith Inn


Local Community Outreach

The impact of WTF’s broadcasts is amplified through local community outreach projects, online offerings, and more. Several local organizations and groups help make local community outreach possible.

For information about community outreach, please call Helen Wineke at 608.265.4522.

WHA-TV Auction

Each year, WTF hosts a popular community event and fund-raiser for WTF. The 2003 event was one of the most successful to date. For information about WHA-TV Auctions, underwriting and donations, please call Helen Wineke at 608.265.4522.

Auction Sponsors

Steve & Kay Billings

Sheboygan

H. Marshall Matthews

Sun Prairie

Charles and Leatrice Markle


Volunteers

Each year, WTF honors those who have supported the station in 2003 through direct gifts, local fundraising, and volunteer efforts.

For more information about volunteering, please call Helen Wineke at 608.265.4522.

Garden Expo

For four years, WTF has worked with the community on its educational offerings that are a central part of Garden Expo.

For information about Garden Expo, please call Carol Sester at 608.265.4522.

Comfort Shoppe

Catfish River Arts & Antiques

Budget Bicycle Center

Benjamin Plumbing Inc.

Anderson & Shapiro Eye Care

Academy Electric Inc.

Schoeps Ice Cream Co. Inc.

Queen Anne’s Catering

Pepsi-Cola Bottling Co.

Mazo Deli Catering

Gaylord Catering

Tri-North Builders Inc.

Pizza Hut of Southern Wisconsin

Wisconsin Flooring & Cascata

Wisconsin Association for Home Health and Community Education

UW Health

Urban League of Greater Madison

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