



Educational Communications Board

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EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room

3319 West Beltline Highway

Madison, Wisconsin

July 26, 2019

9:30 A.M.

MINUTES

Roll Call and Introductions

Board Chair Dr. Rolf Wegenke called the meeting of the Educational Communications Board to order at 9:30 A.M. A roll call of Board Member attendance was taken and recorded. The complete attendance list follows:

Board Members Present: Representative Dave Considine
 Ron Dunlop
 David Hutchison
 Kurt Kiefer (DPI Superintendent Carolyn Stanford Taylor designee)
 Heather LaRoi (UW System President Ray Cross designee)
 Eileen Littig
 Senator Luther Olsen
 Chris Patton (DOA Secretary Joel Brennan designee)
 Representative Pat Snyder
 Rolf Wegenke, Ph.D., Chair
 Bohdan Zachary

Absent: Jose Delgado
 Senator Fred Risser
 Karen Schroeder
 Jim Zylstra (WTCS President Morna Foy designee), Vice-Chair



Approval of Minutes from the May 3, 2019 ECB Board Meeting

Eileen Littig moved, seconded by Senator Luther Olsen, to approve the May 3, 2019 meeting minutes. The motion carried by unanimous voice vote.

AGENDA ITEM 1. Report of the Board Chair

Dr. Wegenke thanked everyone for attending and noted that today's meeting includes presentations related to new projects at Wisconsin Public Television and recognition of a broadcast pioneer from public media recently inducted into the Wisconsin Broadcasters Hall of Fame. Dr. Wegenke reported that such recognition is a positive reflection of the agency and all the staff who contribute to its mission.

There were no questions or comments regarding the Board Chair report.

AGENDA ITEM 2. Report of the Executive Director

Dr. Wegenke reminded board members that a copy of the Executive Director's report was provided in advance of today's meeting, and this is an opportunity for board members to ask follow up questions. Dr. Wegenke introduced ECB Executive Director Marta Bechtol.

Ms. Bechtol began her report by thanking Steve Bauder for 34 years of service to the State of Wisconsin and the ECB. Ms. Bechtol highlighted Mr. Bauder's career and spoke at length regarding Mr. Bauder's leadership in the Engineering Division during critical projects including the recent station repacks and deployment of radio translators throughout the state. Ms. Bechtol reported that staff will be honoring Mr. Bauder's retirement following a staff meeting near the Wheeler transmitter site in August. Ms. Bechtol's comments were followed by round of applause from the Board of Directors.

Ms. Bechtol continued her report by highlighting agency activities during the last quarter related to the 2019 -21 ECB Strategic Plan.

As related to Direction I, Action 1: "Secure the state appropriations that enable ECB to operate the network by educating legislators and our citizens about the value of public media to Wisconsin; support efforts to sustain federal funding," Ms. Bechtol reviewed advocacy efforts with the Wisconsin Legislature and with Wisconsin members of Congress which she had reported on at the May ECB meeting. Ms. Bechtol went on to report the Joint Committee on Finance has approved the agency's budget request without any new appropriations for education funding. Ms. Bechtol expressed that she was disappointed there will be no new funding for education but was grateful to the Legislature and Governor for supporting the agency's budget. Ms. Bechtol reported that Federal funding has been passed in the U.S. House of Representatives as part of an appropriations bill that fully funded public broadcasting



requests including \$495 million for the Corporation for Public Broadcasting (CPB) in FY 2022, \$30 million for Ready To Learn and \$20 million for public broadcasting interconnection. Ms. Bechtol reported the bill had not yet passed the Senate but she is hopeful Congress will approve the entire appropriations bill.

Ms. Bechtol reported on the area of Direction II, Action 1: “Maximize the capacity of our human resources through training and education; strive to compensate staff commensurate with skillsets and merit.” Ms. Bechtol reported that ECB has been working with the Department of Administration Office of Human Resources to reallocate certain positions related to the newly formed Broadcast IT unit. Ms. Bechtol indicated the reallocations will appropriately match up job classifications with the work being performed by ECB staff, as well as compensate the staff for higher level and more technical duties. Ms. Bechtol also reported that ECB was able to negotiate 11 Discretionary Compensation Merit awards and 2 Equity and Retention awards.

In the area of Strategic Plan Direction III, Action 1: “Continually evolve methods of content delivery to ensure that ECB is providing current and relevant forms of media to the statewide audience,” Ms. Bechtol reported that an Audio Processing Standardization Team composed of ECB and WPR engineering staff have evaluated stations in the Public Broadcasting network in order to standardize audio settings and bring a more consistent sound from station to station throughout the network.

In the area of Direction II, Action 2: “Continue to refine organizational structure within the Partnership to make most effective use of talent and human resources,” Ms. Bechtol reported the reorganization and merger of UW Extension and Wisconsin Public Media with UW Madison has been completed and become official on July 1, 2019. Gene Purcell added all staff at Vilas Hall are now employees of UW Madison.

There were no additional questions or comments regarding the Executive Director report.

AGENDA ITEM 3. Rural Broadband Exploration

Dr. Wegenke asked Marta Bechtol to discuss the Rural Broadband Exploration agenda topic. Ms. Bechtol noted that ECB’s role in Rural Broadband Exploration is identified in Strategic Plan Direction II, Action 5: “Facilitate the maximization of the state’s communications infrastructure by assisting with broadband deployment when possible.”

Ms. Bechtol reported that ECB has met with representatives of the Public Service Commission, the Department of Administration and the Department of Public Instruction to discuss the possibility of utilizing state assets including ECB towers to deliver wireless broadband in rural areas where broadband internet is not otherwise available. Ms. Bechtol reported this would align with ECB’s mission by helping educators in rural parts of Wisconsin utilize high speed internet in support of educational activities. Ms. Bechtol noted this project is in the early stages



of development but all the agencies involved have reached an overall agreement to pool resources and expertise to help bring high speed internet to rural residents.

Ms. Bechtol noted that Kurt Kiefer represented the Department of Public Instruction at the rural broadband exploration meeting and asked if he wanted to add anything. Mr. Kiefer discussed the shared goals of the agencies who met to discuss rural broadband and the possibility of expanding rural broadband through Public Service Commission rural broadband grants. Mr. Kiefer noted that state assets such as ECB's towers could be used to host broadband transmitters to deliver 5G wireless broadband or TV Whitespace broadband. Mr. Kiefer noted that one of the first goals of the group is to obtain accurate data related to where there is TV Whitespace in Wisconsin relative to rural areas where broadband internet access is lacking.

Steve Bauder was asked to explain TV Whitespace. Mr. Bauder noted that TV Whitespace refers to the unused TV channels between the active ones in the VHF and UHF spectrum. Mr. Bauder explained that, when implemented properly, these channels can be used to provide broadband Internet access while operating harmoniously with surrounding TV channels.

Representative Snyder asked Mr. Bauder if this was similar to a Microsoft initiative happening in Northeast Wisconsin. Mr. Bauder confirmed that Microsoft has developed a TV Whitespace initiative in Wisconsin but the project is through the Public Service Commission and he isn't very familiar with details related to the project.

Senator Olsen asked Ms. Bechtol and Mr. Kiefer what the state's role is in expanding rural broadband. Mr. Kiefer responded that private entrepreneurs will emerge to sell or lease receivers for consumers, and in the most rural parts of the state, those providers may be interested in utilizing ECB towers to host the transmitters used to deliver wireless broadband internet.

Ms. Bechtol reminded the Board these discussions have only just begun but she felt it was important to make Rural Broadband an agenda item as she anticipates this will be an ongoing activity for the agency in the near future.

There were no additional questions or comments from board members.

AGENDA ITEM 4. Presentation: Trauma Outreach, WPT

Marta Bechtol introduced Jon Miskowski, Director, and Michael Harryman from Wisconsin Public Television (WPT). Mr. Miskowski introduced the Board to a WPT produced documentary titled "Not Enough Apologies" scheduled to appear on WPT and available to view online. The documentary is part of a larger project that includes video storytelling, news reporting, and community engagement activities related to childhood trauma. The project included



continuing coverage of the issues on “Here and Now”; a series of longer, thought provoking pieces published on WisContext; and a companion website offering resources.

Mr. Miskowski shared a brief description of the documentary which explores how adverse childhood experiences can result in changes to the brain, leading to behavioral and mental health problems, and how service providers across Wisconsin are working to be responsive to trauma in efforts to change the trajectory for affected children. Following Mr. Miskowski’s introduction, a promotional video and short clip of the documentary were displayed for the Board to view. Mr. Miskowski noted the documentary presents very personal portraits of people addressing these issues in their lives as well as models of trauma-informed care.

Following the videos, Mr. Miskowski shared there have been many positive responses from viewers and noted that Board Members have been provided with a sample of viewer comments and a DVD copy of the documentary. Mr. Miskowski went on to share a portion of a letter from Mary Lang Sollinger in support of the video and wider distribution of the video to lawmakers, schools and care providers.

Michael Harryman described how the documentary and companion resources were produced and developed for distribution to a wide range of educators, care providers and community organizations. Mr. Harryman noted numerous partnerships and coordination in advance of the broadcast of the documentary. Mr. Harryman reported that over 130 public screenings have taken place or are scheduled in the near future at public libraries across the state.

Following Mr. Miskowski and Mr. Harryman’s presentation, Eileen Littig complimented the work of WPT and partners to develop the documentary and noted that she had attended the public screening at a Brown County Public Library. Ms. Littig shared her experiences with the production of Teen Connection and stressed the importance of public media’s role in developing educational media related to childhood trauma and treatment models.

Mr. Miskowski thanked Ms. Littig and added that the documentary and resources will continue to be available through the website and WisContext.

Ron Dunlap asked about community partnerships in the Appleton area. Michael Harryman responded that his team is working with the Appleton Boys and Girls Club and Fox Valley Community Foundation to develop a partnership and public screening to take place in Appleton after the 2019 school year has begun.

Senator Luther Olsen asked if the documentary and related resources include an action plan or guide for communities to help treat and reduce childhood trauma. Mr. Harryman responded that the website will help connect viewers with treatment providers, public agencies and additional resources related to childhood trauma, and together these resources could help community leaders and educators develop a plan unique to their community.



Mr. Miskowski thanked the Board for their work which supports the development of WPT-produced documentaries and also thanked Dane County Judge Everett Mitchell who was instrumental by sharing his own experiences as a child and his current role as a judge. Mr. Miskowski also complimented the work of former First Lady Tonette Walker related to trauma-informed care and helping build a coordinated infrastructure of clinical professionals and treatment providers.

Before he concluded, Mr. Miskowski announced that WPT's "Get Up and Go" Day is scheduled for August 2nd at Warner Park in Madison, and August 3rd in Appleton, Eau Claire and La Crosse. Mr. Miskowski noted the event includes a sensory friendly event at the Warner Park Community Center prior to the televised portion of "Get Up and Go."

Mr. Miskowski also reported that "Jo Wilder and Capitol Case," which had been shown to the Board at a previous meeting, has been honored with an International Serious Play Award for the WPT Education unit which Mr. Miskowski presented to Marta Bechtol to be displayed at the ECB office.

There were no further questions or comments.

AGENDA ITEM 5. Presentation: Fannie Mason Steve – Wisconsin Broadcasters Hall of Fame Tribute

Marta Bechtol noted that she had reported at an earlier board meeting that Fannie Mason Steve, a former educator and public radio host, was recently inducted into the Wisconsin Broadcasters Hall of Fame. Ms. Bechtol indicated this was noteworthy because not only was Fannie Mason Steve a pioneer of educational media for radio and television, she was also an educator and a woman. Ms. Bechtol noted that only 9 of 147 inductees in the Broadcasters Hall of Fame are women. Ms. Bechtol reported that Fannie Mason Steve was an integral part of Wisconsin School of the Air and the development of early childhood educational programs that benefitted multiple generations of Wisconsin youth. Ms. Bechtol reported that she is proud of the accomplishments of Ms. Mason Steve and her association with public media.

Ms. Bechtol displayed the video for the Board of Directors which can be found here:

<https://www.wisconsinbroadcastingmuseum.org/hall-of-fame/fannie-mason-steve/>

Following the video there was an enthusiastic round of applause from the Board of Directors. Ms. Bechtol noted that Ms. Mason Steve's legacy and pioneering work continue to influence educational programming as is evidenced by programs such as "Get Up and Go" that follow formats similar to Ms. Mason Steve's "Rhythm and Games."

There were no further questions or comments.



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AGENDA ITEM 6. Financial Reports

Dr. Wegenke reported that quarterly financial reports were included in the board packets distributed in advance of today's meeting and asked if there were any questions from board members regarding the reports.

There were no questions or comments regarding the Finance Reports.

AGENDA ITEM 7. Questions/Comments from Board members

Dr. Wegenke announced that the Trustees for the Wisconsin Public Broadcasting Foundation will meet immediately following the Educational Communications Board meeting in the ECB Library Conference room.

Dr. Wegenke asked the Board of Directors to review the proposed dates for 2020 meetings and to let himself or David Cobb know if there are any conflicts. Dr. Wegenke added the dates will be finalized and approved at the October meeting.

There were no questions or comments from Board members.

AGENDA ITEM 8. Adjournment

Kurt Kiefer moved, seconded by Dave Hutchison to adjourn. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 11:00 A.M.