



2018 Local  
Content Report



Wisconsin Public  
Television

## AN ESSENTIAL RESOURCE FOR WISCONSIN

Wisconsin Public Television is an essential resource that brings a balanced and independent perspective to news and documentaries; inspires learning to broaden personal horizons; exposes new generations to music, art, theater and dance; and opens children's minds to new worlds of discovery.



*A story for the series Wisconsin Life is shot on location.*

### Local Value

Wisconsin Public Television (WPT) was founded to connect the people of Wisconsin building on The Wisconsin Idea. That philosophy, which sits at the heart of WPT's mission, states that knowledge and education should be freely shared among all citizens, specifically by extending the learning, resources and expertise of the University of Wisconsin to the borders of the state (and beyond), so that everyone may take full and equal advantage of civic and economic opportunity, make broad and deep social connections and strengthen our democracy. WPT is proud to have been a rich part of this tradition since its inception. Now, as then, we continue to pursue our mission of community service: on the air, in our communities and online.

### Local Impact

WPT tells the story of our state in the voice of its residents. Through our programs and educational and community initiatives, we share the history, culture and news that makes Wisconsin unique.

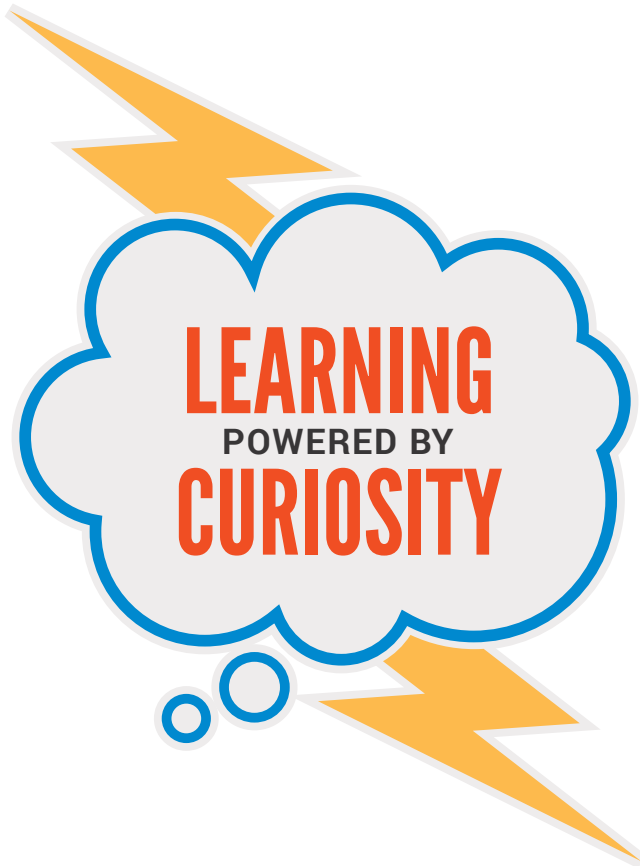
As service providers, we use all available platforms to reach all of our communities, uniting Wisconsinites, including Wisconsin's 60,000 K-12 teachers, with one another. WPT's broadcast, web, education services and community engagement programs serve more than 1.4 million people across Wisconsin each month.

Our diverse work, along with our partnerships with schools, universities and non-profits throughout Wisconsin, make us one of the most broadly used educational and community services in the state.

### WPT Shares, Serves, Informs, Educates, Entertains and Connects

2018 stories of impact focus on:

- **Serving Youth:** WPT supports Wisconsin youth through high-quality children's programming, spotlighting young performers, educator resources, school readiness, early literacy opportunities, and comprehensive K-12 education work.
- **Building Community:** Online and in-person engagement explores new ways to reach new audiences, bringing people together to share stories, learning, and fun.
- **Bridging Wisconsin's Past and Present:** WPT celebrates Wisconsin, sharing and preserving our rich history and building bridges of understanding and compassion across the state's diverse communities.
- **Sparking Conversation:** WPT's unbiased news and public affairs programming delves into issues and topics affecting local communities, giving Wisconsinites a starting point for conversation.



## STORIES OF IMPACT

### SERVING YOUTH

#### WPT Education

WPT Education creates and curates high quality educational resources, while connecting with Wisconsin's most valuable resource – teachers. In 2018, WPT Education focused on increasing awareness and use of classroom resources, and developing new models for the creation of engaged and innovative content with partners. The WPT Education team logged more than 2,000 direct interactions with educators from around the state.

#### Early Childhood: Supporting Communities of Caregivers, Parents and Educators

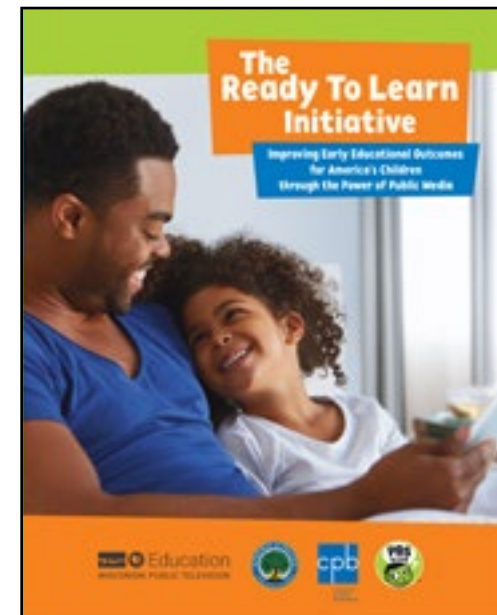
WPT received a Ready to Learn (RTL) planning grant from the Corporation of Public Broadcasting (CPB) to support early learning in STEM and literacy through development of a community engagement collaborative. CPB is providing toolkits, training, and support for this project, which will help us to leverage the assets of PBS Kids in an impactful way for children in our state.

The rural communities of Westby and Cashton are collaborating with us to make a positive impact in learning for young children in science and literacy, and to increase each local family's awareness of PBS learning resources.

At the first training session for facilitators in October, community partners were asked to provide three program facilitators each for a total of 6, but their commitment grew to include 15 facilitators—including a principal! Enthusiasm for

the project is also spreading to other communities and school districts beyond the proposed service delivery area.

Wisconsin is home to many rural communities that are similar to Westby and Cashton. As a statewide education service provider with an infrastructure designed to support scalable programs, WPT is uniquely positioned to identify opportunities and partnerships through which RTL engagement can be implemented more broadly in the future.



*The Corporation for Public Broadcasting-funded Ready to Learn project is underway at WPT in the communities of Cashton and Westby.*



*Get Up and Go! Day is highlighted by a performance from SteveSongs.*

### Get Up and Go!

Two days, four communities, three live concerts, nine costumed characters, thousands of kids and families, scores of volunteers across the state, dozens of vendors and funders, two live-streams, and one amazing live broadcast later, WPT successfully logged its 20th Get Up and Go!

The Madison event was the largest to date, with 2,500 in attendance to boogie down with SteveSongs; meet Daniel Tiger, Katerina Kittykat, and Clifford; and enjoy dozens more activities with community partners. An additional 2,000 families attended events in Eau Claire, La Crosse and Appleton. This year the Madison event moved to a new, more accessible location, Breese Stevens Field.

Also new in 2018, WPT worked with community partners to create our very first ever “Sensory Time,” which took place at an adjacent location. These special sessions, designed for kids who need extra time or accommodations with sensory or social situations, were attended by thankful families who would not otherwise have been able to join the celebration.

### WPT’s PBS KIDS 24/7 Kids Channel

WPT’s [PBS KIDS 24/7 Kids Channel](#) is an essential educational service for all children in Wisconsin. National studies show that PBS KIDS resources can help close the math achievement gap for children from low-income families and better prepare them for kindergarten. Research also shows an increase in parents’ engagement in their kids’ learning. For example, parents’ awareness of their children’s mathematics learning increased, as did their use of activities and strategies to support their children’s learning.





*Jo Wilder and the Capitol Case gives elementary students the chance to serve as history detectives—having fun while learning in the classroom.*

***“I introduced Jo Wilder to my students. They are begging me to play. Two went home and played there. One had done it twice already. They love it. Thanks.”***

***– Debbie Burmeister, Fourth-Grade Teacher,  
Neenah Joint School District***

## **Sluething Success! Wisconsin History Game Scores Top Marks**

Launched in October 2018, **Jo Wilder and the Capitol Case** is a free online video game set in and around the Wisconsin State Capitol. The game assists educators in teaching social studies, while giving students the chance to be “history detectives.”

The project is the result of a successful partnership between WPT Education and the Field Day Lab (an educational game developer within the University of Wisconsin-Madison’s Wisconsin Center for Education Research), along with a cohort of teacher fellows and students from around the state.

Designed to address Wisconsin academic standards for grades three through five in social studies, English language arts, and information & technology literacy, players use detective skills to solve mysteries about real artifacts from Wisconsin’s history and use evidence to prove their discoveries.

The national educational game platform **BrainPOP** added the game as a featured social studies and English resource. Play the game today on [wpteducation.org](http://wpteducation.org).

## **Co-creating Classroom Resources in Neenah and Menasha**

As part of WPT’s ongoing **Wisconsin Hometown Stories** series, WPT Education collaborated with local historians and K-12 educators to produce educational multimedia resources that bring the region’s unique history to life in the classroom.

Created to complement **Wisconsin Hometown Stories: Neenah-Menasha, Wisconsin Biographies, Charles Clark: From Rags to Riches** is a 5-minute animation and grade-appropriate biography on the community-minded story of Kimberly-Clark Corporation founder Charles Clark. This story is part of the social studies and literacy series, **Wisconsin Biographies**, which teaches about our state’s history using the stories of notable figures in Wisconsin history.

Tied to national and state academic standards, WPT Education also created **Straight to the Source: Primary and Secondary Source**, an interactive lesson that introduces students to primary and secondary sources using video and content from **Wisconsin Hometown Stories: Neenah-Menasha**. During the lesson, students watch video clips from the documentary, noting the primary and secondary sources they see in the clips and describe how the sources supported the events shown. Students also learn where they can find other primary and secondary sources, such as local history museums or the libraries.

## Click Youth Media Network and PBS Newshour Student Reporting Labs

WPT, in collaboration with the UW-Madison School of Education and **PBS Newshour Student Reporting Labs**, is connecting young people with the tools and training needed to amplify their voices while developing 21st century skills for college and career readiness.

Click Youth Media Network pairs community-based teams of educators and digital media professionals with the statewide reach and resources of WPT and Wisconsin Public Radio, bridging the gap between traditional and emerging digital literacies necessary for young people to shape the future of media.

In June 2018, WPT Education held the inaugural **Click Youth Media Festival**—a daylong event with authentic learning experiences guided by professional media mentors. In a full-day video journalism workshop, 55 Wisconsin

students and teachers had a blast making media. Students worked in teams of three to get hands-on experience learning how to be a producer, videographer, audio engineer and editor. Although many of the students had no previous experience operating a camera or editing footage, all were able to create an edited video news story by the end of the day.

WPT Education incorporated **WPR's Beyond the Ballot project** into our work with kids this year. The WPR News team were looking for youth voices, and **Beyond the Ballot** provided a great opportunity to involve students in media that matters. Students engaged in and learned about the election process authentically, whether or not they were able to vote in November. WPT Education also led a breakout session for educators about using **Beyond the Ballot** in the classroom at the **Teaching About the 2018 Elections** Conference hosted by UW-Madison School of Education in September.

*Student Reporting Lab students in Black River Falls, Wisconsin enthusiastically show their support for the PBS Newshour.*



*“It was an amazing experience [at Edcamp] today. I enjoyed listening to so many professional thoughts and perspectives. I’m motivated to incorporate some ideas yet this year.”*

*—Edcamp Survey Comment*

### **Edcamps and the Education Innovation Summit**

In March 2018, WPT held the second **Education Innovation Summit**, providing high quality professional development for 38 educators from around the state, collaborating with partners including UW-Madison School of Education, the Center for Healthy Minds at UW-Madison, Wisconsin Department of Public Instruction, UW-Oshkosh and WeThinkBig.

WPT also hosted three Edcamps in 2018 with roughly 200 educators in attendance. An Edcamp is a conference designed to provide participant-driven professional development for Pre-K educators. Sessions are determined the morning of the event, and they are not prescheduled. They are collaborative and open to all teachers and educational stakeholders.

### **Young Performers Initiative**

WPT strives to serve teachers and students across disciplines, including the arts. Our **Young Performers Initiative** promotes and curates broadcasts of youth-focused performances from around the state each year. Our education team is developing much-needed digital resources for music educators and young musicians with our partners at the Wisconsin School Music Association. [Wisconsinperforms.org](http://Wisconsinperforms.org) is the home of music resources, video tutorials and curriculum



*Participants gather at WPT’s second annual Education Innovation Summit.*



STORIES OF IMPACT

## BUILDING COMMUNITY

### Hip-Hop U: The First Wave Scholars

In fall 2018, WPT premiered **Hip-Hop U: The First Wave Scholars**. A project spearheaded by our Young Performers Initiative, the hour-long documentary program features participants in UW-Madison's First Wave Hip-Hop and Urban Arts Learning Community. The First Wave program offers students who excel in hip-hop, dance, song, spoken word and other art forms a four-year full tuition scholarship.

WPT was intentional in selecting talent in front of the camera and behind the camera in order to tell authentic stories of students of color on the UW-Madison campus. Former First Wave scholar Johnny Chang served as a production assistant and was a key player in forming lines of communication and trust between WPT and First Wave students and alumni. Chang also helped WPT design a dedicated [Hip-Hop U website](#).

The vibrant, immersive website with three goals in mind: Gain insight, go deep and get involved.

**Gain insight** into the role of hip-hop as a form of community building. Video, quotations, photography and social media reflect the broader influence of hip-hop beyond the discography of music. Each of the profiled First Wave scholars speaks for themselves, defining what hip-hop means to them.

**Go deep** into an exhaustive First Wave timeline. WPT adapted an open-source Knight Lab online tool to highlight key moments in the program's history within the context of our broader culture.

WPT invites our audience to **get involved and learn more** by exploring university hip-hop archives and creative arts community groups. The featured live Twitter feeds continue to post fresh updates on cultural events related to hip-hop, poetry and performance arts.

*"First Wave has been such a life-transforming opportunity, and this did it justice. The website is also BEAUTIFUL. Please find the time to check this out!"*  
—Nia Scott (First Wave 8th Cohort)



Screenshot from WPT's dedicated Hip-Hop U website which allows audiences to take a deeper dive into First Wave.



*“More than a basic source of energy, the foods we seek out and have access to, the ingredients we combine, and the ones we choose to exclude, become bearers of community culture and identity. These are our stories: yours, mine and our neighbors’, told through our food. The enclosed recipes can take you on a journey back to your childhood, or to a completely unexplored swath of Wisconsin’s diverse traditions. Try them out, break bread with someone and tell us how it went.”*

– Michaela Vatcheva, Food Traditions

## Wisconsin’s Great Baking Challenge

**The Great Wisconsin Baking Challenge** returned for a second successful summer in 2018 when we invited our audience once again to bake along with the new season of **The Great British Baking Show**. Continuing last year’s winning format, three weekly baking prompts coincided with each episode. Participants were asked to choose one challenge each week and add a “Wisconsin twist” – a variation on the baked item that ties it to the state.

Participation in the revival of the Challenge exceeded our expectations. More than 140 bakers joined us throughout the summer, submitting a total of 719 individual baked items and detailed

stories about their bakes. This compares to 86 bakers submitting 272 bakes in 2017. We celebrated 33 “Star Bakers” – compared to 12 last summer – who stuck with us all ten weeks. This project was a model for marshalling the popularity of an international broadcast to encourage a digital community of baking enthusiasts and Wisconsin lovers who spanned the state (including participants from Chicago, New York and Australia) and crossed generations. Whether amateur or advanced bakers, participants were willing to learn extremely complex pastry techniques, spend hours of their time every week and mine their stories and their cupboards to share something of themselves with our audience.

## Wisconsin Life Introduces Food Traditions

Building on the success of the **Great Wisconsin Baking Challenge**, WPT launched a new project in November 2018 that challenges people to think about food in new ways while engaging with public media and each other. **Food Traditions** is an online multimedia project under the umbrella of **Wisconsin Life**.

**Food Traditions** explores diverse expressions of identity through food. We explore how Panela cheese connects Jalisco, Mexico to Racine. We indulge in a Hmong Feast in Onalaska and learn about the importance of traditional white corn soup in the Oneida Nation. We explore family stories of rum cake in Fort Atkinson, Fry Bread in northern Wisconsin and a traditional Iranian dish in Madison. It’s a discovery of foodways and traditions that celebrate cultures and communities found across Wisconsin.



An entry from the Great Wisconsin Baking Challenge sums up what WPT is all about.



*Author and historian Jerry Apps holds an interactive storytelling workshop to help people preserve and share their own family stories.*

### The One-Room School Goes Digital

In March 2018 WPT premiered the documentary, **Jerry Apps: One-Room School**, in which Jerry Apps, a storyteller and author of farming and rural life in Wisconsin, offers an evocative account of his education in the Chain O' Lake one-room school near Wild Rose in the 1940s. Our outreach efforts during filming generated letters and conversations with Wisconsinites who share this singular experience of rural education. Motivated by their enthusiasm, our Digital team sought to capture their narratives in a digital storytelling effort to augment Apps' autobiographical documentary.

Two local engagement projects soon developed: an instructive DVD and online streaming program called **Jerry Apps: Telling Your Story** and a user-generated digital storytelling platform called

**WPT Story Lab**. The former relied on a production crew traveling to Patterson Memorial Library in Wild Rose in advance of the documentary premiere to film a public storytelling workshop led by Apps. In it, he walks participants and viewers through a series of prompts and writing exercises to transform personal memory into pieces of rich narrative about K-12 education and varied schooling experiences. The latter is a new, digital user-generated content site – [wpt.org/storylab](http://wpt.org/storylab) – conceived as space to invite one-room school and early education tales, now expanded into a platform flexible enough to encourage a wide range of user-generated thematic narratives and multimedia stories about Wisconsin.

**Jerry Apps: Telling Your Story** and **WPT Story Lab** engaged crucial help from former one-room school students now living in the Oakwood Village Retirement Community in Madison, along with attendees who joined us in Wild Rose to remember their early school days. Both projects have a long life of local impact. Apps is an expert writer and teacher. **Telling Your Story** presents accessible, universal tools to demystify an intimidating process to many. **Story Lab** is an ongoing effort to flip the unidirectional nature of local public media storytelling. It allows us to expand how public television represents our state, using simple digital uploading and sharing tools to pose the question: What is the story of Wisconsin initiated by the diverse voices and memories of everyday Wisconsinites? In November 2018, **Story Lab** hosted the narratives of our Wisconsin veterans and we are working with classrooms to use the site to facilitate K-12 multimedia storytelling about memory and place in Wisconsin.



## Veterans Coming Home

**Veterans Coming Home** is an innovative cross-platform public media campaign exploring “what works” for veterans as they return to civilian life – exploring the challenges, and celebrating the success stories, of veterans who are making a difference in the workplace, on campus and in their communities.



*Two U.S. Army veterans hike Wisconsin’s 1,200 mile Ice Age Trail to reflect on and process their wartime experiences as they transition to civilian life.*

WPT produced three video stories for the project. **The Veteran Village** focused on the James A. Peterson Veteran Village and SC Johnson Community Center. The Veteran Village is a housing project in Racine consisting of fifteen tiny homes built to provide shelter, offer community and provide the tools needed to break the cycle of homelessness.

**Warrior Expeditions** features a national program which provides veterans with an opportunity to challenge themselves, commune with nature, reflect on their service and share their experiences with other veterans. The Warrior Expedition experience allows the veteran to “walk off the war.” WPT followed two recently separated veterans who hiked the 1,200 mile Ice Age Trail across Wisconsin.

**Patriot K9 Partners** looks at a program which trains shelter dogs to work with veterans to combat the effects of PTSD, Traumatic Brain Injury and Military Sexual Abuse. Veterans are paired with the dogs and complete a 22-week training program which includes training field trips into the community.

In addition to the video stories, WPT held a live event to share the three pieces, meet the veterans and hear from other veterans, and those in attendance, as we continue to collect stories of what’s working. WPT also used **Story Lab**—our story collection tool— to lead an effort to ask those around the state to offer their own stories about what’s working in the lives of veterans and their families.



*"When I arrived, my inner voice said, 'This is my happy place.' Last year I went for motivation to become a quilter. This year I am quilting. The welcoming atmosphere, the lectures, the exhibits and vendors...I'm hooked!"*

*– Quilt Expo attendee*

### Quilt Lovers Come Together in a Big Way

Since 2005, WPT's annual **Quilt Expo** has brought people together for an exciting three-day opportunity to celebrate the art of quilting. The event, held in Madison each September, provides educational opportunities for quilters and draws non-quilters who enjoy viewing hundreds of quilts on display. The 2018 **Quilt Expo** drew more than 20,000 attendees who represented nearly every state. A group of eight women traveled all the way from Australia to visit this year's event. Guests were treated to 397 exhibitor booths, more than 500 quilts on display, 126 informational lectures, 26 stage presentations, and 55 workshops.

**Quilt Expo** is a joint production of WPT and Nancy Zieman Productions. The goal of the event is to fundraise, provide educational opportunities and engage with the greater community. This year's **Quilt Expo** had a \$1.2 million economic impact on the city of Madison. **Quilt Expo** has enjoyed steady and significant growth and over the last 14 years, has become one of the top five quilting events in the country. During that time, attendance has more than doubled and net revenue has more than tripled.

### DIGITAL VOLTAGE

April 2018, WPT hosted a two-day workshop called **Digital Voltage**, a project of CPB and PBS designed to jumpstart member stations' digital content production and to share best practices encouraging increased digital interactivity with audiences.

Staff from WPT, Wisconsin Public Radio, WisContext and five regional PBS member stations (TPT, Iowa Public Television, Milwaukee PBS, WDSE and South Dakota Public Broadcasting) heard from hosts of PBS Digital Studios shows **Origin of Everything**, **Brain Craft**, and **Gross Science**, along with industry producers, YouTube creators and strategists. The workshop covered topics of audience development, building digital production teams, publishing strategy, marketing, sponsorship and multi-platform promotion.

Since **Digital Voltage**, WPT has formed a pitch development committee, created a logic model for digital content production and an assessment tool for determining the value and readiness of the station's digital content ideas. In July, WPT's logic model and assessment tool were shared with 19 PBS member stations. In October, WPT's first digital production, **aka Teacher**, was greenlit for production that is expected to begin in 2019.



Staff from Wisconsin Public Media and five regional PBS member stations come together with PBS Digital Studios staff to learn and share at Digital Voltage.



*"Love the Wisconsin From the Air programs and I applaud you for their quality and interest. Keep up the great work!"*

*—Caller to WPT's Audience Services Department*

#### STORIES OF IMPACT

### BRIDGING WISCONSIN'S PAST AND PRESENT

#### Wisconsin Water from the Air

In Wisconsin, we're never far from water. Building on the overwhelming response to **Wisconsin from the Air** and **Wisconsin Winter from the Air**, **Wisconsin Water from the Air** celebrates the rivers and lakes that shape and define our state.

By combining stunning aerial footage captured by helicopter and drone with captivating point-of-

view video shot from kayaks, water skis, sailboats, speedboats and more, **Wisconsin Water from the Air** took viewers both above and onto our state's water treasures

**Wisconsin Water from the Air** premiered in November on all three WPT stations. The program featured an original score composed by Janesville-based composer, Matthew Hollingsworth, who also created the score for WPT's two previous **From the Air** productions. Hollingsworth's score synchronizes with the film, offering his own musical homage to Wisconsin's waterways.



*Jaxon Louis is a fervent Brewers fan and a brain cancer survivor whose family teamed up with Make-A-Wish and the Brewers to bring a replica Miller Park to Ithaca.*

### Wisconsin Life

**Wisconsin Life** is one of the most inclusive and collaborative things we do at WPT. The series celebrates what makes Wisconsin unique through the diverse stories of its people. WPT producers travel the state in search of stories that are humorous, surprising, emotional, and thought provoking.

**Wisconsin Life** is a co-production of Wisconsin Public Radio and Wisconsin Public Television. The radio show existed for several years before WPT joined the collaboration in 2013. In 2017, Angela Fitzgerald joined **Wisconsin Life** as the series' host for its fifth season, inviting viewers along to visit new locations, meet people whose passions, hobbies and expertise, celebrate the best of our state and introduce new stories from every corner of Wisconsin.

A **Wisconsin Life** story, **Jaxon's Wish**, won a 2018 Radio Television Digital News Association (RTDNA) National Edward R. Murrow Award – one of the most prestigious in broadcast and digital news. Jaxon's Wish shares how Make-A-Wish Wisconsin and the Milwaukee Brewers teamed up to make young Brewers fan Jaxon Louis' wish come true by creating a Miller Park replica in Ithaca. **Wisconsin Life** also won four Regional Emmy Awards. See page 19 for full listing of WPT awards.



*Angela Fitzgerald is host of Wisconsin Life.*



Wisconsin Hometown Stories:  
*Eau Claire explores the city's  
evolution and celebrates its  
residents and their stories.*

### **Wisconsin Hometown Stories: Eau Claire**

**Wisconsin Hometown Stories** is an innovative project that includes a television broadcast, online features and K-12 local history curriculum shared in a free, easy-to-access format. Each town profiled in **Wisconsin Hometown Stories** is a keystone in the state's history, relevant to the development of the state.

**Wisconsin Hometown Stories: Eau Claire** premiered in July, telling the story of a city shaped and empowered by the convergence of two rivers. Film, archival images, and interviews with historians, local citizens, and experts illustrate rich stories of Eau Claire's development and its role as an innovator in global manufacturing, international winter athletic competitions and the arts.

WPT hosted screenings in advance of the broadcast, providing opportunities for audiences and friends to come together to watch the program and engage in conversation about the production process. These events, hosted across the state, drew more than 700 people.

### **Stoughton Norwegian Dancers**

The Stoughton High School Norwegian Dancers have entertained audiences around the world for 65 years. Known as goodwill ambassadors for the city of Stoughton, these high school students perform traditional Norwegian dances for young and old. Our production crew visited Beaver Dam Unified School District's Wilson Elementary School and recorded a performance by the dancers for the elementary students. In the spring of 2018, WPT aired a **performance** featuring the dancers and their story. The piece aired regularly on both the flagship channel and the Wisconsin Channel, as well as on Facebook during the weekend of Syttende Mai Festival. The Facebook video reached 72,538 people, garnered 33,010 views and received 3905 positive comments.



*Photographer James Gill's photo of Wanda McFaggen of the St. Croix Chippewa Indians of Wisconsin was displayed at the Trout Art Museum in 2018.*

### Continuing Work with Wisconsin's Tribal Nations

In November 2017, WPT launched the new [Wisconsin First Nations](#) website: a rich collection of educational videos, lesson plans and learning tools for classrooms and libraries, as well as professional development resources for educators. Drawing upon this project, as well as partnerships built over the span of more than a decade between WPT, Wisconsin tribal communities and other organizations, WPT contributed significant local promotional and engagement efforts to support the 2018 series **Native America**.

In partnership with the Trout Museum of Art in Appleton, WPT co-curated a photographic exhibit in fall 2018. Beginning as a singular exhibit featuring the work of Edward Curtis, WPT expanded it to incorporate contemporary Ho-Chunk photographer

Tom Jones and local portrait artist James Gill, whose collection of recent photos of tribal elders were also exhibited.

In this work, WPT strives to create awareness of and engagement with Wisconsin's Tribal Nations – their history, culture and sovereignty in culturally appropriate and tangible ways.

### Antiques Roadshow: Green Bay

[Antiques Roadshow: Green Bay](#) episodes premiered in late-April and early-May. Viewers tuned in for a distinctly Wisconsin spin as much as the antiques themselves! WPT's Michael Bridgeman, host of **Remarkable Homes of Wisconsin** and **Our House: The Wisconsin Capitol**, shared a special look at what goes into the filming of an **Antiques Roadshow** visit. [Behind the Scenes: Antiques Roadshow Green Bay](#) gave viewers an exclusive inside look at how episodes of **Antiques Roadshow** are captured. It was a fun recap of the whirlwind day for Green Bay residents and visitors when the **Antiques Roadshow** crew streamed into town.



Behind the Scenes at Antiques Roadshow Green Bay.





Here & Now anchor Frederica Freyberg and reporter Zac Schultz.

## STORIES OF IMPACT

### SPARKING CONVERSATION

#### News, Politics and Public Affairs

WPT is deeply committed to providing news, politics and public affairs coverage, along with thoughtful analysis by local and national experts. **Here & Now**, our Regional Emmy winning program, provides in-depth coverage of current events, newsmakers and diverse issues from across the state. Viewers can also hear directly from public servants with our live coverage of the **State of the State** and state budget addresses, as well as the annual **State of the Tribes Address** and many other civic events. Beyond television, WPT also provides comprehensive campaign and election coverage through the **Wisconsin Vote** project, and through our collaborative news and information project, **WisContext**.

#### Election Coverage

WPT provided extensive coverage of the 2018 midterm election, creating months of original reports and programs that focused on the candidates and issues. **Here & Now** featured reports on hard-fought state races, as well as reports that examined national trends, including the shift of seeing more women jumping into political races. WPT worked in collaboration with our Wisconsin Public Radio colleagues to produce several simulcast specials examining the candidates running in Wisconsin's gubernatorial primary and general election race and our state's U.S. Senate race. WPT also offered access to the state's competitive Attorney General race by producing the only statewide broadcast live debate between the candidates. The debate featured questions from residents, a studio audience of UW Law School and high school civics students. Additionally, WisconsinVote.org once again served as a trusted tool for news, information and voter resources including broadcasts of interviews, hosted candidate debates and forums, candidate profiles and statements, community conversations across the state, and key voting information, WisconsinVote.org is delivered on multiple platforms, including mobile devices.

On election night, reporters from WPT were deployed across the state to the campaigns' election watch headquarters for the major candidates. Our journalists reported from these events into the early morning hours until statewide results were officially in, produced and edited news content for social media channels including Twitter and Facebook, contributed news updates

*“Great, in-depth perspective interjected right into my social media stream. Love it!”*



*WPT digital producer, Marisa Wojcik, conducts weekly livestreamed interviews on Facebook in a segment called Noon Wednesday.*

to WisconsinVote.org – where up to the minute results were shared throughout the evening – and co-anchored six hours of live news broadcasts on Wisconsin Public Radio.

On **Here & Now**, the Friday after the election, our audience found long-form reporting and analysis on the races, candidates and issues.

### **Noon Wednesday**

WPT’s newest News & Public Affairs series is a weekly digital news interview program livestreamed on Facebook every Wednesdays at noon, conveniently called **Noon Wednesday**. The series began in April 2018, and the more than 30 episodes to date have highlighted a diverse array of issues and people. Guests have included Sabrina Madison, founder of The Progress Center for Black Women, Dee Hall from the Wisconsin Center for Investigative Journalism and (one more example). The livestreams routinely attract thousands of views.

### **WisContext: A Multimedia News and Information Service**

**WisContext** is a digital news and information publication, a broadcast partnership and syndication service developed in collaboration between Wisconsin Public Television and Wisconsin Public Radio. Its mission is to build upon the work conducted by its partners and synthesize these resources to inform original reporting and provide additional context to existing audio and video content.

Presented at [wiscontext.org](http://wiscontext.org), the service explores long-term issues that affect life in Wisconsin, with a focus on population and health, natural resources and the economy, and science. Its original stories, along with content sourced from partners, are free for other media and educational organizations to republish. In 2018, **WisContext** restructured its relationship with its university partners, and expanded its efforts to collaborate with faculty at UW-Madison and other institutions in the UW System. One example of such collaboration is a grant-funded partnership with the UW Applied Population Laboratory to produce reports about demographic trends in the state, including historical influences and future projections.

The audience for **WisContext** is growing. Over the course of the year, its online traffic grew by 58 percent over 2017, and reached an online audience of about 236,452 users. The project’s content was highlighted 297 times by other media organizations in 2018 of which 193 were directly republished, attracting additional audiences of some 4,178,795 estimated readers and viewers.

## 2018 AWARDS AND RECOGNITION



### Midwest Emmy Awards

**Feature News Report - Light Feature/Series**

*Wisconsin Life* "School Bus Deer Stand"

**News Gathering - Light News Feature**

*Wisconsin Life* "Nyckelharpa"

**News Specialty - Sports**

*Wisconsin Life* "Jaxon's Wish"

**Crafts Achievement/Off-Air Achievement - Graphic Arts/  
Animation/Art Direction/Set Direction**

*Wisconsin Life* "Kitchens"

### Milwaukee Press Club

**Best Documentary – Silver**

*Our House: The Wisconsin State Capitol*

**Best Online Coverage of News – Gold**

*WisContext.org* "Gill v. Whitford Goes to the Supreme Court"

**Best Investigative Story or Series – Bronze**

*WisContext.org* "Foxconn and Economic Development in Wisconsin"

**Best Local News or Feature Website – Bronze**

*WisContext.org*

**Best Business Story or Series – Gold**

*WisContext.org* "Hurricane Maria and the Medical Supply Chain"

### Wisconsin Broadcasters Association

**Best Use of Sports Video – 1st Place**

*Wisconsin Life* "Jaxon's Wish"

**Best Series or Documentary – 2nd Place**

*Our House: The Wisconsin Capitol*

**Best Feature – 2nd Place**

*Wisconsin Life* "Nyckelharpa"

**Sports Reporting – 2nd Place**

*Wisconsin Life* "J. R. Salzman"

**Best Series or Documentary – 3rd Place**

*St. Croix Ojibwe Tribal History*

**Best Social Media – 3rd Place**

*WisContext.org*

### Midwest Broadcast Journalists Association

**Hard Feature – 1st Place**

*Here & Now* "Supreme Court"

**Photojournalism – 1st Place**

*Wisconsin Life* "Ice Fishing"

**Individual Multimedia Storytelling - News – 1st Place**

*WisContext.org* "Synthetic Opioids and Public Health"

**Hard Feature – Award of Merit**

*Here & Now* "Rural EMTs"

**Talk/Public Affairs – Award of Merit**

*Wisconsin Life* "Woodland Wonders"

**Team Multimedia Storytelling - News – Award of Merit**

*WisContext* "Refugee Resettlement in Wisconsin"

**Social Media – Award of Merit**

*Wiscontext*

### Radio/TV News Directors Association – Edward R. Murrow Regional Award

**Sports Reporting**

*Wisconsin Life* "Jaxon's Wish"

### State Bar of Wisconsin Golden Gavel Awards

*Here & Now* "Supreme Court: Why the Best Candidates Won't Run"