

Educational Communications Board Meeting

July 20, 2007

Interim Executive Director Report Gene Purcell

The biggest news of the last three months is the announcement that Wendy Wink has left the Executive Director position at ECB to go to the Deputy Director position at the Department of Revenue. Her announcement provoked a flurry of activity here as we prepared for the transition from Wendy's leadership.

I would like to publicly thank Wendy for her work and leadership in making the transition practically seamless. She has left the ECB in a healthy and stable position and among my goals for the next several months is to ensure that it remains that way for the next Executive Director.

In the area of administration, we continue to move forward as we work to implement elements of the strategic plan developed for ECB, and I'm pleased to announce that we have opened the search for a permanent Administrator for ECB's Education Services Division.

As you will see in the Division Administrator reports below, ECB has not missed a step during the transition leading up to and following Wendy's departure. This is testament not only to the processes that are in place, but to ECB's staff and partners who carry them out.

This is a time of tremendous challenge and opportunity for all of us here and I'm proud to be part of it.

Education Division Update

Lin Hanson
Interim Director of Education Services

1. Project Updates

- *Democracy it is!* – The programs in this series on civic engagement and service learning for grades 6 through 10 will be completed by August 1. Programs will debut in the fall.
- *Into the Book* web site – New web components for this reading strategies series for grades 1 through 4 will be in place by the end of the summer.
- *World Languages* – Working with Paul Sandrock, the Wisconsin DPI world languages consultant, we are beginning work on a professional development

series for world language educators. A 2-day meeting was held with the committee on July 9 and 10 to select program topics, develop series objectives and discuss format ideas.

- *Personal Finance* – In June the ECB sponsored a workshop “*What’s Up in Finance?*” for educators at the National Institute of Financial and Economic Literacy in Madison. We will also be attending and presenting at their two other seminars this summer. We are partnering with the Wisconsin DPI and the Wisconsin Department of Financial Institutions to explore the potential need for a series on personal financial literacy for students.
- Datacasts to Schools – Datacasts to schools will continue through the summer months. Statistics for the 2006-2007 school year:
 - Number of weeks of production datacast - 42
 - Total number of programs datacast - 372
 - Total minutes of video datacast - 5795
 - Total size of Datacast content (in GB) – 71.281

2. Conferences, Presentations and Workshops

- Education division staff will be presenting workshops this summer at the Sauk Prairie Middle School, Sauk City; CESA 2, Milton; CESA 3 EDUConference, Fennimore (2 days); CESA 4 Washburn Academy, Holmen (2 days), and at Wisconsin’s 14th Annual State-wide Institute on Best Practices in Inclusive Education, Wausau.

3. Partnership Outreach Activities

- The *Hometown Stories Green Bay* curriculum development team is working this summer to develop materials to accompany the program. The education staff is beginning preliminary work for the curriculum development team in La Crosse as well.
- Working with Wisconsin Public Radio this summer, students will be creating sample demonstration pieces for *Soundwaves Youth Media Showcase – The War*. Three high school students – two from East High in Madison and one from Waunakee - are being coached in radio production skills by public radio staff. We will use their completed projects to promote the project and provide examples to other students and teachers.
- On Friday, August 3 education staff will be assisting Wisconsin Public Television staff at Wisconsin PBS Kids Open House.

4. Instructional Programming and Descriptive Video Service

Working with the Agency for Instructional Technology and CaptionMax, descriptive video (DVS) was added to two ECB-produced series – *Into the Book* and *democracy it is!* DVS allows blind and visually impaired people to understand a program's visual content by providing background narrative description of visual images, body language and visual expressions. These series with DVS will be available this fall.

Delivery Division Operational and Project Update

Terry Baun
Administrator, Delivery Division
Director of Engineering & Operations

Division Staffing

The initial re-alignment of reporting responsibilities in the Delivery Division has been completed, with the Regional Technical Managers now reporting directly to the Division Administrator, and Pete Kingslien accepting the new position of Director of Field Projects. With these changes, the Division has been able to streamline administrative tasks while elevating project management to the highest priority. Further discussions are underway as to the appropriate allocation of resources for the three open positions in the division: the Director of Regulatory and Compliance, a southern field advanced level media technician and an Ops Center intermediate operator position.

Division Meetings

- The Division has instituted a monthly telephone conference call with all Regional Technical Managers on the first Wednesday of each month. The first call was held on June 7th.
- The Division was well represented at the technical conference sponsored by the Wisconsin Broadcasters Association June 20-21, which included the Division Administrator's presentation on improving management skills for broadcast engineers.
- The Regional Technical Managers met with the Wisconsin Public Radio Regional Managers in Eau Claire on June 25.
- A full Division meeting was held in Wausau on June 26, with Interim Executive Director Gene Purcell in attendance.

Operational Items:

- This past quarter has seen high power vacuum tube failures in the analog transmitters at two of our stations, WHWC-TV and WLEF-TV. Replacement tubes were purchased and the stations are now back at full power.
- We continue to have challenges with our TCAS remote control and monitoring system from Newpoint. Discussions continue with the vendor on software and hardware issues to make the system more robust. Pending lack of significant improvement, this issue will be escalated.
- Another vendor issue is with Harris concerning the hardware and software upgrades for the Digital Turnaround Processors, which permit insertion of EAS messages into

the digital TV streams at the WPTV sites. There apparently is a major upgrade available, but we will not implement it until we have had the opportunity to evaluate it at one station prior to rolling it out.

- Currently HD-1 and HD-2 channels are on the air at WERN, WHAD, and WPNE. We have ongoing issues with the reliability of the Prophet Systems HD Importers at WHAD and WPNE, and have installed temporary replacements where necessary while Peter Ives is working with the manufacturer on a resolution to the problem.
- The Division is actively working with our partners at WPR and WPTV to develop a new and more responsive trouble reporting system, in conjunction with the increased monitoring capabilities now available to the Operations Center personnel.

Project Updates:

- Duluth TV interconnect: This project is complete. Roger Strand is working with Sprint/Nextel on financial reimbursement.
- WLBL Auburndale building repairs: A PO has been issued on project 03K1Y to replace the diesel fuel tanks, and structural and HVAC issues have been evaluated. The goal is to request a small project from all agency funding as soon as 07-09 funds are available.
- Replacement Video equipment: Steve Bauder's work resulted in a successful completion of the bid phase for this project in May.
- Replacement Audio equipment: Pete Kingslien's RFB was completed and the final bids reviewed in late June.
- Green Bay BIC and HD Radio upgrades: This important project continues to receive a high level of attention and resources from the entire Division. The preliminary prep work is completed and the beginning of the actual cut-over work is scheduled for the second week of July. Extra attention has been paid to ensure back-up audio and video feeds for all critical services during this transition period.
- Grass Valley Acappella site monitor switchers: The switchers and set-top boxes have been distributed. Installation procedures were discussed at the Division meeting in Wausau on June 27th.
- Replacement of the Harris Flexicoder HDTV encoder is now scheduled for August.
- Grants: The following grants were prepared by Joe Gaunt and submitted on the following dates:
 - Digital Conversion/Upgrade for WLEF-TV, Park Falls, April 3rd
 - Construction of new Adams radio station, April 3rd
 - Digital Conversion of WPTV translators, June 11th
 - In addition, ECB received a grant from CPB for purchase of Digital Nielsen Encoders in the amount of \$8,220 on May 10.

Wisconsin Public Television

James Steinbach

Interim Director of Television

Production & Programming

Masters of the House: UW Varsity Spring Band Concert was WPT's highest rated program in May. The annual broadcast aired on Saturday, May 5 at 7p, garnered a 3.8 rating, 130% higher than the prime time average of 1.7 for the May sweep.

In Wisconsin moved into its summer season of specials and repackaged shows, starting in June. Specials include two programs on the Great Lakes, and a moving look at PTSD (Post Traumatic Stress Disorder) among Iraq veterans.

Democracy it is!: The final production phase of this project is nearing completion. Four, 15-minute programs will be delivered August 1. The programs will be used in classrooms to encourage students to become more civically engaged.

Way of the Warrior, a new documentary by Patty Loew, explores the high rate of military service among Native Americans. The documentary will be part of the PBS National Program Service with a broadcast date and time of 10 p.m. Eastern/ 9:00 p.m. Central on Thursday November 1. This puts it right at the beginning of Native American History month as well as close to Veterans Day.

Wisconsin Hometown Stories: La Crosse and Green Bay are both continuing production. There is extraordinary community support for story development, funding and creation of educational materials in both communities. Curriculum development is being done under the guidance of ECB in partnership with local educators in each community. Fundraising is going well.

Concerts on the Square: WPT taped the July 4 Concert on the Square for 7 p.m. broadcast on Saturday July 7. It was a fantastic concert featuring the vocal ensemble "Five by Design" as well as arousing repertoire of patriotic classics.

ETPNEW: Teen Connection has wrapped up production for the school year and will be back in the fall. **Restorative Justice: Repairing the Harm**, a documentary about a prison program where convicts are confronted by the victims of their crimes, is scheduled to air August 21. ETPNEW producers are continuing work on two new documentaries – one on women and children in poverty and the second on Green Bay's East High School. That school had a close call this past year with a few students planning a "Columbine" style attack that was averted when one student told authorities. Production of that documentary includes consultation with an advisory board of education professionals.

Badger Sports Coverage: Still working with the Big 10 Conference, the Big 10 Channel, the UW Athletic Dept. and some commercial entities such as Fox Sports to be able to bring UW Hockey to WPT's statewide audience. We're also looking into possible coverage of some women's hockey, women's basketball and volleyball games.

Sewing with Nancy celebrates a quarter century of broadcast with a 25th Anniversary Special Saturday morning August 4.

WPT2: Taking advantage of our large inventory of local and national programs, the schedule for our digital multicast channel WPT2 had a lineup change in late May. The 13-hour, 7-day a week schedule now focuses on replays of the best PBS core series, mini-series and specials. In addition, the new schedule gives us the opportunity to broadcast early morning yoga and fitness programs for older adults.

Development

We're having early conversations about *Wisconsin Vietnam War Stories*, including very positive responses from funders. We are working to define, with our partners and with input from vets, the scope and the specifics of the project.

Auction was up nicely from last year. We expect to exceed \$380K -- up from \$362K. Still down from our tradition highs but great work by Kathleen Callaghan, our new Auction manager, made positive progress this year and offers even more promise for next.

Quilt Expo is coming in September. The vendor floor is sold out with a waiting list of 25 vendors. Underwriting for the event exceeds \$50K again this year so revenue is looking up and now we make the major push for ticket sales and workshop registration.

Community Outreach

Shadow of Meth

As a part of the regional outreach effort, WPT produced *In the Shadow of Meth* Caregiver's Guide, dispersed to local educational associations, correctional institutes, county agencies, as well as to individual viewers who watched *Shadow of Meth* and requested the additional information by way of a 1-800 number appearing before, during, and after, the April 12th airing of the program. In all, 119 guides were distributed, along with the complete outreach binders (with content provided by each participating regional station outreach staff). The additional materials (posters, videos, pamphlets) were also passed along to the ECB Director of School Services and Instructional Programs, to be dispersed throughout high schools across the state.

Reading Rainbow Young Writers & Illustrators Contest

The 2007 contest was a success with 495 stories submitted from Wisconsin K-3rd grade students. Winning stories were selected (by grade: first place, story award, illustrators award and judge's award), with awards presented on June 2nd at the Sun Prairie Library. The students, accompanied by family and friends, attended a reception with refreshments, an introduction of special guests, followed by the actual awards ceremony, in which

winners were presented with certificates of achievement and prizes. The top stories were read by local celebrities (State First Lady, Head Basketball Coach for UW-Madison, etc.), each reading a winning story on camera, prior to the awards ceremony (these stories were edited together and presented to the young authors on DVD).

Wisconsin Bookworms™

2006-07 was a big year for Wisconsin Bookworms™ (formerly known as Wisconsin First Book) with a finalization of the partnership memorandum of understanding and the name change. Plans were also announced for the upcoming 10th year of the project. In 1007-07, Wisconsin Bookworms™ will be in 45 counties with volunteers reading to 5603 children, each child receiving 8 free books during the school year for a total of 44,824 books. By the end of this upcoming year, the project will have distributed over 426,000 free books throughout Wisconsin.

Fill er Up!

WPT's production of "Fill er Up!" will be featured at a screening and discussion in Platteville on Thursday, July 19th, sponsored in partnership with the Platteville Public Library. The screening of program will be followed by discussion with Jim Draeger from Wisconsin Historical Society. This is one of three screenings of the film, each a part of WPT's Reel to Real series, a partnership of the South Central Library System and the Wisconsin Library Association.

Promotion, Design, Events

WPT recently introduced ALTs (animated lower third) banners in how-to blocks; the goal is to move viewers to the next program in the line-up.

Talking points have been developed for changes to Wisconsin Sports brought on by the new Big 10 Channel; communication with members and others is ongoing.

The Wisconsin Vote site will be redesigned for the next election season; work has begun toward a launch date of Nov. 15.

Completed re-bid for Airwaves printing and mailing; print contract awarded to Action Printing in Fond du Lac.

WPT held an event at MMoCA for major donors of WPT and museum.

Wisconsin Public Radio

Phil Corriveau

Director of Radio

WPR Associate Director Posting

Following the announcement of WPR Associate Director Anders Yocom's upcoming retirement on July 8, WPR started recruiting for the Associate Director position, with a

working title of WPR Chief Operating Officer. The Associate Director is the operating head and second in command for the statewide service of Wisconsin Public Radio, leads the 45-member programming and production staff, and is responsible for the overall sound of WPR. Senior Regional Manager Dean Kallenbach is chairing the search committee, and they expect to begin interviewing candidates during the week of July 23, 2007.

WPR Statewide Audience Increases

After experiencing a gradual loss of audience, WPR undertook a comprehensive program review during FY 06 resulting in some significant program changes that took place during the summer of 2006. We now have detailed Arbitron audience figures for the Fall 2006 period immediately following the program changes, and WPR Total Audience was up to 400,000, an increase of 4%. In Madison, WHA-AM had its best rating period ever, with a 26% increase over Spring 06, and WERN-FM measured an increase of 17%. From these audience ratings, we can assume that the program changes from last summer are having a positive effect on listenership.

WERN ranked #1

The Radio Research Consortium released the Winter 2007 eRANKS, with Metro 12+ Average Quarter Hour share ratings for the top 30 Public Radio stations, and WERN ranked #1, with a 6.4 Share. This means that on average at any point in time, 6.4% of the people who are listening to radio are tuned in to WERN in the Madison Metro market. In addition to achieving the #1 rank with public radio stations, WERN is the second most listened to station in the Madison market.

WPR Fundraising Surpasses Goals for FY 2007

The WPR Development Department has exceeded goals for membership and underwriting support during FY 2007. While final figures are not in as of this writing, it looks like total listener supported income will exceed \$6.6 million, an increase of approximately 5% over FY 2006.

UW Madison Wisconsin Ideas Seminar

On May 24, WPR Director Phil Corriveau joined Wendy Wink and Green Bay Regional Manager Lisa Nalbandian and spoke to the UW-Madison Wisconsin Ideas Seminar tour of the Northeastern area of the state at the newly rebuilt WPR Green Bay bureau on the campus of UW Green Bay. This is a group of about 40 UW Madison faculty and administrators who tour the state to see and experience the Wisconsin Idea. The theme of the presentation focused on how WPR is the expression of the Wisconsin Idea to more than 400,000 different people in Wisconsin each week by extending the boundaries of the University to the state. WPR's Ideas Network in particular serves as Wisconsin's largest classroom, often drawing on a pool of experts from within the UW System to further the concept of informal "lifelong learning".

More Channels, More Service

Licensee representatives Gene Purcell, Interim Executive Director of the ECB, and Malcolm Brett, Interim Director of BAMI, joined WPR Director Phil Corriveau for the

Public Radio Capital “More Channels, More Service” conference in Denver on May 15 – 16. Public Radio Capital provides consulting services to strengthen and expand public radio services in communities nationwide. They have worked with over 90 public radio organizations in 39 states, and facilitated transactions valued at more than \$100 million to strengthen public radio organizations so that public broadcasters can reach more people with quality programming. WPR is working with Public Radio Capital this year to explore ways that we can provide maximum access to both WPR networks in the state, focusing on Central Wisconsin and Milwaukee.

Wisconsin Public Radio Association

At its May 21 meeting, the WPR Association elected several new members to the board, including: Chet Gerlach (Madison), legislative advocate; Laura Gintz Jasper (Rice Lake), General Studies Dean at Indianhead Technical College; and Paul Sturgul (Superior), Attorney specializing in Elder Law. Gloria Jones Bay (Madison) retired Nursing Executive, was also elected to fill a vacancy on the board.

WHA Tower Replacement

Last year, WPR’s Engineering Department discovered that the WHA Radio tower located in the UW Arboretum in Madison was beginning to rust from the inside out. We reinforced the weakened area, but this was an important indication that the tower built in 1972 is reaching the end of its life. The cost to replace the tower is about \$300,000 and we were fortunate to obtain state building commission funding to replace the tower with a duplicate structure about 25 feet from the present tower. There was an Environmental Impact Assessment public hearing on April 25 to comment on the draft EIA report, and it included a spirited discussion regarding potential impact on the environment by the project, with members of the scientific community testifying. WPR was well represented, with board member Gloria Jones-Bey providing a public statement, along with former board member Bob Lenz and member Dean Gagnon. The project now goes to a city zoning review, and with hearings and processing the project could be delayed for several months or more.

Quality Control

WPR has established a cross-agency Quality Control Team to work on tracking and solving the technical, operational, and programmatic errors that can cause listeners to tune out. The team is currently co-chaired by WPR’s Director of Engineering Steve Johnston and ECB’s Director of Engineering and Operations, Terry Baun. Quality Control has been identified as a top priority for WPR this year, because no matter how good our programming is, it will not be effective if we continue to give listeners reasons to tune out. The Quality Control Team is using a website where, at any time on any day, staff can enter, review, and update discrepancy reports for Wisconsin Public Radio.