

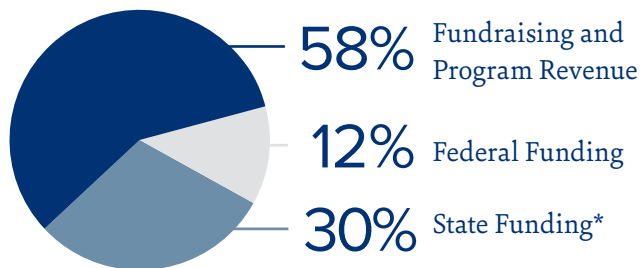
Public Media: Working for Wisconsin

45+

TV and radio stations
deliver WPR, PBS Wisconsin and Milwaukee PBS through the ECB and UW-Madison partnership



Seven bureaus in communities across Wisconsin



**State funding to the ECB is used for employee salaries, utilities, debt service, State/DOA assessments*



528,000
Viewers per week



367,100
Listeners per week

Nielsen Ratings, Spring 2022

99.8% **Consistent and reliable statewide broadcast**

0.2% interruption due to weather, outage events



Essential Public Safety Services

- Emergency Alert System including Amber Alerts
- NOAA Weather Alerts

655,300

Visits to PBS Wisconsin Education websites, offering free-to-use Wisconsin focused educational media

2,265

Wisconsin educators participated in professional learning opportunities offered by PBS Wisconsin Education

3.5 M

Wisconsin users of PBS Kids digital content



From **PBS Wisconsin**

PBS Wisconsin Education 2022 data

Partnered with Public Service Commission and Wisconsin Broadcasters Association to promote the FCC's Affordable Connectivity Program

9,400+
messages on WPR and PBS Wisconsin

Helped more than 265K Wisconsinites sign-up

[Click here](#) to watch a short video to learn more about how PBS Wisconsin and WPR serve the state with public safety, education, news, election coverage, cultural programs and community engagement.