

PUBLIC MEDIA: WORKING FOR WISCONSIN



774,613
VIEWERS PER WEEK

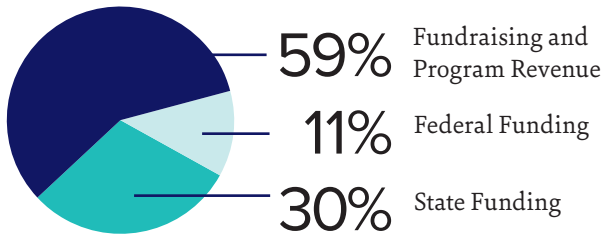
TRAC Media Services 2022, broadcast audience



365,000
LISTENERS PER WEEK

Nielsen Ratings FY23, broadcast audience

FUNDING FOR PUBLIC MEDIA



Learn more about PBS Wisconsin and WPR's essential services in public safety, state news and election coverage, Wisconsin history, local programming, education, engagement and more.



45+ TV & RADIO STATIONS

deliver WPR and PBS Wisconsin through the ECB and UW-Madison partnership. ECB also delivers Milwaukee PBS on behalf of Milwaukee Area Technical College.



SERVING A STATEWIDE AUDIENCE WITH BUREAUS IN COMMUNITIES ACROSS WISCONSIN



99.8% CONSISTENT & RELIABLE STATEWIDE BROADCAST

0.2% interruption due to weather, outage events



ESSENTIAL PUBLIC SAFETY SERVICES

- Emergency Alert System including AMBER Alerts
- NOAA Weather Alerts

615,974

Visits to PBS Wisconsin Education websites, offering free-to-use Wisconsin-focused educational media for all families, caregivers and educators

2,704

Wisconsin educators participated in PBS Wisconsin Education professional learning opportunities

3.5 M

PBS KIDS cross-platform users of digital content in Wisconsin

668

Childcare providers earned free Wisconsin Registry credits by completing PBS KIDS and Sesame Workshop self-paced learning courses

PBS Wisconsin Education 2023 data

