

EEO Public File Report						
WHA-TV, WHA-Radio						
August 1, 2025 through July 31, 2026						
Full-Time Positions Filled						
Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) cited by interview finalists (incl. Community organizations)	Number Intv.	Number Hired
1	Membership Fundraising Manager	5/22/25	8/11/25			
	25023			AFP Madison chapter		
				AFP SE Wis Chapter		
				Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Corporation for Public Broadcasting Jobline		
				Employee Referral	1	
				LinkedIn		
				Other	1	1
				PBS Wisconsin Website		
				UW Madison Jobs Website	2	
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
2	Auction and Exhibitor Manager	7/16/25	10/5/25			
	26004			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	2	
				Indeed	1	
				LinkedIn		
				Other		
				PBS Wisconsin Website		
				UW Madison Jobs Website	6	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
3	Event Coordinator	8/19/25	10/27/25			
	26005			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	2	
				LinkedIn	1	
				PBS Wisconsin Website		
				UW Madison Jobs Website	5	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
4	Membership Services Specialist	9/30/25	12/1/25			
	26000			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	2	
				Indeed	1	
				LinkedIn	1	
				Other		
				PBS Wisconsin Website		
				UW Madison Jobs Website	5	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
5	Gift Processing Specialist	9/30/25	12/1/25			
	26002			Colleague Outreach - internal		

				Community Resource Groups mailing list		
				Employee Referral	1	1
				Job Center of Wisconsin	1	
				LinkedIn	1	
				Other	1	
				PBS Wisconsin Website		
				UW Madison Jobs Website	4	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
6	Compliance Specialist III	10/29/25	1/26/26			
	26008			American Society of Administrative Professionals		
				Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Current Newspaper / PublicMediaJobs.org		
				Employee Referral	1	
				Indeed	1	1
				LinkedIn		
				Madison 365		
				Other	1	
				PBS Wisconsin Website		
				Production Hub (TV production)		
				Radio/TV Digital News Assn Job Bltn		
				UW Madison Jobs Website	4	
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
7	Director of Individual & Legacy Giving	11/13/25	1/12/26			
	26010			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	1	
				Glassdoor	1	
				LinkedIn	1	
				PBS Wisconsin Website		
				UW Madison Jobs Website	1	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
8	Fundraising Systems Manager	12/28/25	4/19/26			
	26007			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	1	
				LinkedIn	2	
				PBS Wisconsin Website		
				UW Madison Jobs Website	7	1
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
9	Rural Communities Reporter	1/5/26	5/4/26			
	26012			AAJA		
				Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Employee Referral	1	
				Indeed	1	
				JournalismJobs.com		
				LinkedIn		
				NABJ		
				Other	7	1
				PBS Wisconsin Website		
				PMJA		
				Poynter		
				RTDNA		

				UW Madison Jobs Website	2	
				Wisconsin Broadcasters Association Job Bank		
				WPR Website - Wisconsin Public Radio		
10	Midday Program Host	1/15/26	4/5/26			
	26013			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				LinkedIn	1	
				PBS Wisconsin Website		
				UW Madison Jobs Website	5	1
				Wisconsin Broadcasters Association Job Bank		
				Word of Mouth Advertising	2	
				WPR Website - Wisconsin Public Radio		
11	Facilities Planning Manager	1/6/26	3/22/26			
	25018			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				HigherEdJobs	1	
				LinkedIn		
				Other	1	
				PBS Wisconsin Website		
				UW Madison Jobs Website	9	1
				Wisconsin Broadcasters Association Job Bank		
				Word of Mouth Advertising		
				WPR Website - Wisconsin Public Radio		
12	IT User Support Specialist	3/1/26	4/27/26			
	26014			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				HigherEdJobs		
				LinkedIn	1	
				Other		
				PBS Wisconsin Website		
				UW Madison Jobs Website	8	1
				Wisconsin Broadcasters Association Job Bank		
				Word of Mouth Advertising		
				Employee Referral	1	
				WPR Website - Wisconsin Public Radio		
13	Afternoon Digital News Editor	2/12/26	5/25/26			
	26011			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				LinkedIn	2	1
				PBS Wisconsin Website		
				UW Madison Jobs Website	4	
				Wisc.Jobs	1	
				Wisconsin Broadcasters Association Job Bank		
				WPM Job Interest Form		
				WPR Website - Wisconsin Public Radio		
14	Lee Ester News Fellow	2/24/26	7/20/26			
	26016			Asian American Journalists Association		
				Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Indeed	1	
				Journalism Jobs		
				LinkedIn	7	
				Natl Assn of Black Journalists		
				Other	5	
				PBS Wisconsin Website		
				Poynter - Media Jobs Connection		
				Public Media Journalists Association		

				UW Madison Jobs Website	1	
				Wisconsin Broadcasters Association Job Bank		
				Word of Mouth Advertising	2	1
				WPM Job Interest Form		
				WPR Website - Wisconsin Public Radio		
15	Membership Services Specialist	3/1/26	5/18/26			
	26015			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Indeed		
				LinkedIn	1	
				Other		
				PBS Wisconsin Website		
				UW Madison Jobs Website	9	1
				Wisconsin Broadcasters Association Job Bank		
				WPM Job Interest Form		
				Job Center of Wisconsin	1	
				WPR Website - Wisconsin Public Radio		
16	Video Promotions Producer	1/12/26	4/13/26			
	26009			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Current Newspaper / PublicMediaJobs.org		
				Indeed	1	1
				LinkedIn	7	
				Other	5	
				PBS Wisconsin Website		
				UW Madison Jobs Website	5	
				Wisconsin Broadcasters Association Job Bank		
				WPM Job Interest Form		
				HigherEdJobs	2	
				WPR Website - Wisconsin Public Radio		
				Employee Referral	1	
17	Videographer/Editor	4/16/26	6/22/26			
	26017			Colleague Outreach - internal		
				Community Resource Groups mailing list		
				Indeed		
				LinkedIn	1	
				Other		
				PBS Wisconsin Website		
				UW Madison Jobs Website		
				Wisconsin Broadcasters Association Job Bank		
				WPM Job Interest Form		
				HigherEdJobs	1	
				WPR Website - Wisconsin Public Radio		
				Employee Referral	2	1
				Facebook	1	
				Glassdoor	1	

Recruitment Resources

No.	Recruitment Source	Contact Website	Contact Email	Total Intv.	Entitled to Notification?
1	Asian American Journalists Association	https://www.aajacareers.org/	info@aajacareers.org		
2	AFP Madison chapter	https://www.afpmadison.org/job-postings	admin@madisonafp.com		
3	AFP SE Wis Chapter	https://www.afpsewi.org/	chapteradmin@afpsewi.org		
4	American Society of Administrative Professionals	https://asaporg-jobs.careerwebsite.com/?/	clientserv@yourmembership.com		
5	Colleague Outreach - internal	N/A	N/A		
6	Community Resource Groups mailing list	See "Community Groups" Below	N/A		
7	Corporation for Public Broadcasting Jobline	http://www.cpb.org/jobline/	N/A		
8	Current Newspaper / PublicMediaJobs.org	http://jobs.current.org/home/home.cfm?site_id=14538	clientserv@yourmembership.com		
9	Employee Referral	N/A	N/A	16	
10	Facebook	http://www.facebook.com/	N/A	1	
11	Glassdoor	https://www.glassdoor.com/	N/A	2	
12	HigherEdJobs	www.higheredjobs.com	N/A	4	
13	Indeed	https://www.indeed.com/	N/A	6	
14	Job Center of Wisconsin	https://jobcenterofwisconsin.com/	N/A	2	
15	Journalism Jobs	www.journalismjobs.com	info@journalismjobs.com		
16	LinkedIn	https://www.linkedin.com/	N/A	26	
17	Madison 365	https://madison365.com/submit_job/	news@madison365.org		
18	Natl Assn of Black Journalists	https://nabjcareers.org/	info@nabjcareers.org		
19	Other	N/A	N/A	21	
20	PBS Wisconsin Website	https://pbswisconsin.org/career-opportunities/	N/A		
21	Poynter - Media Jobs Connection	https://mediajobboard.com/employers/	jobs@EditorandPublisher.com		
22	Production Hub (TV production)	https://www.productionhub.com/jobs/pre-post	https://www.productionhub.com/contact		
23	Public Media Journalists Association	https://jobs.pmja.org/	N/A		
24	Radio/TV Digital News Assn Job Bltn	www.rtna.org	N/A		
25	UW Madison Jobs Website	https://jobs.wisc.edu/	jobs@wisc.edu	77	
26	Wisc.Jobs	https://wiscjobs/Pages/Welcome.aspx	N/A	1	
27	Wisconsin Broadcasters Association Job Bank	http://www.wi-broadcasters.org/	contact@wi-broadcasters.org		
28	Word of Mouth Advertising	N/A	N/A	4	
29	WPM Job Interest Form	N/A	N/A		
30	WPR Website - Wisconsin Public Radio	https://www.wpr.org/careers-volunteer	N/A		

No.	Community Resource Groups Entitled to Notification	Contact	Contact Email	Total Intv.	Entitled to Notification?
31	Dept of Children and Families	Mary Guden	mary.guden@wisconsin.gov		Yes
32	Centro Hispano Youth Programs	Monica Caldwell	monica@micentro.org		Yes
33	Columbia University School of Journalism	cujsschool.careers@gmail.com	cujsschool.careers@gmail.com		Yes
34	Concordia University Wisconsin	Tim Macafee, Ph.D.	timothy.macafee@cuw.edu		Yes
35	Employment & Training Association	Chris Ehle	cehle@worksmartnetwork.org		Yes
36	Grambling State University	Sharon Ford-Dunn	dunns@gram.edu		Yes
37	La Crosse Area Development Corporation	Jennifer Kiderer	ladco@centurytel.net		Yes
38	Milwaukee Urban League	Tangela Wilson	twilson@tmul.org		Yes
39	National Education Telecommunications Association	Mary Anne	maryanne@netaonline.org		Yes
40	Spotted Eagle Inc.	Curt Pochert	pochert@spottedeagle.org		Yes
41	UW Madison Employee Career Counseling	April McHugh	april.mchugh@wisc.edu		Yes
42	Winona State University Mass Communication	Lindsey Miller (lmiller@winona.edu) - do not contact for job postings, use Handshake instead	career@winona.edu		Yes
44	YWCA	Ashley Moncrief	amoncrief@ywcamadison.org		Yes
TOTAL INTERVIEWED				160	

***Description of longer-term outreach initiatives for the period
August 1, 2025-July 31, 2026***

Specify First Initiative:

WPM continued an internship and fellowship program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe activities undertaken to fulfill that initiative:

From August 2024 through August 2025 WPR sponsored the Lee Ester News Fellowship. The Lee Ester News Fellow is considered a developmental reporter at WPR. They will be a general-assignment reporter responsible for producing daily news stories and, occasionally, feature-length material for radio and the web. Regular and concentrated coaching on writing, editing, voicing and other aspects of radio news reporting is an important developmental element of this fellowship.

From August 2023 through August 2025 WHA-TV sponsored the Next Generation Fellowship. The PBS Wisconsin Next Generation Public Media Fellowship is designed for early career journalists. PBS Wisconsin hopes to attract early career producers from backgrounds traditionally underrepresented in public media to the industry. The successful candidate will work with PBS Wisconsin in the area of media production and video/visual storytelling for broadcast and digital platforms.

From January 2024 through January 2026 WPR sponsored the Mike Simonson Fellowship. The Mike Simonson Fellowship is a two-year position that offers an early career journalist the opportunity to develop their investigative reporting skills. The fellow will be embedded in the newsroom at Wisconsin Watch and will work closely with editors at Wisconsin Public Radio to produce in-depth stories for radio, print, and the web.

From August 2025 through April 2026 WPR sponsored the Lee Ester News Fellowship. The Lee Ester News Fellow is considered a developmental reporter at WPR. They will be a general-assignment reporter responsible for producing daily news stories and, occasionally, feature-length material for radio and the web. Regular and concentrated coaching on writing, editing, voicing and other aspects of radio news reporting is an important developmental element of this fellowship.

From July 2026 through July 2027 WPR sponsored the Lee Ester News Fellowship. The Lee Ester News Fellow is considered a developmental reporter at WPR. They will be a general-assignment reporter responsible for producing daily news stories and, occasionally, feature-length material for radio and the web. Regular and concentrated coaching on writing, editing, voicing and other aspects of radio news reporting is an important developmental element of this fellowship.

WHA-TV employed 15 interns in the reporting period. These interns worked in the following areas:

- Education 3-12 Engagement (1 position)
- Graphic and Motion Design (1 position)
- Local Series Wisconsin Life (2 positions)
- News Here and Now (1 position)
- Operations Remote and Studio (10 positions)

WPR employed four interns during the reporting period. These interns worked in the following areas:

- Operations (2 positions)
- Regions (2 positions)

Specify Second Initiative:

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Describe activities undertaken to fulfill that initiative:

WHA-TV and WHA-Radio management encourage staff to attend training at UW Madison as well as from other professional development providers.

Wisconsin Public Media (both WHA-TV and WHA-Radio) held professional development opportunities for staff throughout the reporting period.

August 5, 2025

FreeWill Webinar: *The Latest Research on Donor Psychology: What Fundraisers Should Know in 2025.* One hour presentation covering what the latest research reveals about donor behavior in 2025, the psychological principles that inspire generosity and long-term support, and share practical ways to apply these insights into your day-to-day work with donors.

Thrive@UW-Madison

Exploring Creativity and Innovation - (Virtual)

August 19, 2025

FreeWill Webinar: *How to Grow Planned Giving in 2025: Top Learnings from FreeWill's 2025 Planned Giving Report.* Plus, easy-to-implement tips to help you drive more planned gifts to your organization in 2025.

August 26, 2025

FreeWill Webinar: *Ask the Experts: NEPAW in Action;* Want to make the most of National Estate Planning Awareness Week (NEPAW) this fall? Join us for a special "Ask the Experts" webinar, where you'll hear from a panel of high-performing FreeWill partners who have cracked the code on inspiring legacy gifts.

August 28, 2025

Veritus Group: *Fundraising in Uncertain Times: Continuing the Conversation* Discover how to strengthen donor relationships and lead with purpose—no matter the challenge. Join our free webinar for insights and real strategies.

September 4, 2025

Stelter Webinar: *Giving USA 2025 Unpacked: What the Data Means for Your Subsector and Your Fundraising Strategy;* What the Data Means for Your Subsector and Your Fundraising Strategy A 90-minute webinar led by Lynn M. Gaumer, J.D., CAP®, Senior Gift Planning Consultant at The Stelter

Company, leads a panel discussion with our client strategists to break down the findings from Giving USA 2025.

September 9, 2025

FreeWill Webinar: *How to Refresh Your Direct Mail Strategy for a Stronger Year-End* featuring special guest Josh Alcorn from the Nonprofit Storytelling Conference, discussing the role of direct mail in modern fundraising, how to create appeals that drive bigger gifts, and real-world examples of direct mail campaigns your team can learn from in time for end-of-year giving.

September 10, 2025

Giving Docs: Public Media Roundtable This roundtable is designed exclusively for our public media partners to share insights, celebrate wins, and explore strategies that drive engagement and growth.

September 12, 2025

ROI Training (in house): *ROI Training for WPR Individual Giving Team*

September 15, 2026

NETA Reimagining the Station of the Future: Focus on public media stations rethinking their role in a changing landscape.

September 17, 2025

FP2L: Understanding and Leading Change. UW Madison Fully prepared to lead training series.

September 23, 2025

FreeWill Webinar: *Ask the Experts How to Unlock Larger Donations at End-of-Year with Tax-Advantaged Gifts* featuring a panel of fundraising experts who spent the hour discussing proven strategies to inspire your supporters to make tax-advantaged gifts such as stock, Donor-Advised Fund gifts, or Qualified Charitable Distributions (QCDs), along with tips for incorporating these gifts into your appeals.

September 20, 2025

Veritus Group: *5 Tips for an Impactful Year-End Confirmation* Discover five practical tips for maximizing your impact during year-end.

October 2025 to January 2026

Wisconsin Way of Advancement (7 parts): Comprehensive WFAA development training covering qualification, cultivation, solicitation and stewardship of major donors, using University of Wisconsin best practices.

October 7, 2025

FreeWill: *Thoughtfully Using AI as Part of Your Year-End Giving Strategy.* An hour discussing relevant AI updates for development teams, actionable ways to integrate AI into your fundraising strategy, and how you can balance innovation with intentionality when using AI in your donor appeals.

October 17, 2025

PBS Corporate Sponsorship: *Meet the Fundraising GPT Assistant!* Join staff from the Fundraising and Innovation Strategy teams for a live, hands-on walkthrough of the new Fundraising GPT Assistant, an incredible tool designed to transform your Giving Tuesday and Year-End campaigns. See how easily you can generate tailored direct mail, emails, social posts, and ad copy that reflect your station's unique voice and local impact.

October 20, 2025

Learn@UW: *UW Demystifies AI* A session exploring what AI is and what to keep in mind when using it, while getting guided hands-on experience with UW-Madison's vetted and approved AI tools - Microsoft CoPilot and Google Gemini. Learn how to log in and start engaging with AI, the opportunities and challenges it presents, all while gaining confidence to engage with it thoughtfully and critically. No technical expertise is required—just a willingness to explore and ask questions.

October 21, 2025

FreeWill: *Ask the Experts: Best Practices for Local Fundraising* A webinar featuring an expert fundraising panel discussing how organizations like yours are inspiring generosity in 2025. We'll spend the hour discussing how local and regional nonprofits can successfully engage with donors, build long-term relationships, and sustain giving all year long.

October 30-November 1, 2025

GrantSummit 2025 (the 26th annual conference for the Grant Professionals Association) The three-day event brought together over 1,500 grant professionals to network, exchange strategies, and choose from more than 70 educational sessions that allowed attendees to earn GPC and CFRE continuing education points.

November 2025 PBS Wisconsin Digital Services

Engagement staff attended Inclusive and Accessible Content course hosted by PBS Wisconsin Digital Services.

November 11, 2025

FreeWill: *Activating Your DAF Donor Base (with Special Guest Lisa Barr of the National Philanthropic Trust)* A new session on how to identify, cultivate, and steward DAF donors, just in time for end-of-year giving! This session explores what Donor-Advised Funds are, clears up common myths, and shows how nonprofits can make DAF giving easier for donors.

November 12, 2025

ROI SOLUTIONS: *High Touch Cohort Webinar: Best Practices Q&A* A 60-minute Q&A Revolution CRM client webinar on Wednesday, November 12 at 2:00 P.M. ET, where we're highlighting even more of the latest and greatest from high touch and setting you and your team up for success as we approach the holiday season. Best practices from Dave Manspeaker - THE high touch fundraising expert in Professional Services, will answer questions and share practical tips to help you manage portfolios and pipelines like a pro. Product Manager Ji Lee will keep us posted on high touch feature requests and will be in "good idea gathering mode" to better understand what will transform your experience.

November 17, 2025

WPM Content Professional Development Day

November 18, 2025

Chicago Council on Planned Giving: Bi-Monthly Program. Two one-hour presentations: *Blended Gifts, Bigger Impact* with speaker Mary Peterson and *Early-Stage Planned Giving: Growing a Sustainable Program* with speakers Mary Peterson and Karen Bippus.

December 2025 WPM Accessibility Training

Offered and led guided accessibility training to all Wisconsin Public Media staff in December 2025, and a refresher for the Digital unit in February 2026.

December 2, 2025

LinkedIn Event: *Unlocking Generosity: How Neuroscience Can Drive Fundraising Results* Cherian Koshy, Kindsight VP and author of the upcoming book *Neurogiving: The Science of Donor Decision Making*, will sit down with Melissa Kwilosz, Kindsight's VP of Client Strategy, for an unforgettable conversation about the science of generosity. Cherian and Melissa will dive into how neuroscience, psychology, and behavioral economics reveal what truly drives people to give, how emotions and memory drive decisions, etc.

December 9, 2025

FreeWill: *How the Smartest Fundraisers Are Preparing for 2026 Success* Are you curious about what top fundraisers across different missions are doing right now to set up a stronger 2026? Join a conversation with leaders who are sharing their biggest 2025 lessons and their plans for the year ahead.

December 11, 2025

PBS: *SEO + AI: Best Practices for 2026* 2025 was the year we all learned the phrase “Google Zero.” But whether you believe Google will completely stop delivering traffic to your organization’s website or not, AI is definitely changing how we get information from and find content on the internet. Join PBS’s Richard Traylor, SEO Manager, and Emily Clark, Manager of Multiplatform Marketing, for a talk about what is changing (and more importantly what is not) now that AI has entered the chat on search and web browsers.

December 16, 2025

FreeWill: *The Most Important Fundraising Trends of 2026 and the Steps to Take for A Remarkable Year* A new session dedicated to the most important fundraising themes set to shape charitable giving in 2026! This session explores the biggest 2026 fundraising trends, how economic, tech, and policy shifts will shape donor behavior, which gift types are set to grow, and how your organization can raise more of them.

January 2026

Wisconsin Public Media Fair Use session: Staff that work on content at PBS Wisconsin and Wisconsin Public Radio attended a 1 hour virtual session hosted by WPM leadership about Fair Use guidelines and practices.

Self-Paced, Online Fundamentals of AI - Online Course at UW-Madison: Self-paced online course through UW-Madison covering history and fundamentals of AI in addition to some guidance on prompt building.

Self-Paced, Professional Fundraising Certificate Program - Online Course at UW-Madison, Continuing Education through Elective Learning, LLC: Self-paced online course through UW-Madison covering the foundations of philanthropy and the fundamentals of nonprofit fundraising. It explores universal practices that can be used by any organization, no matter the size, scope or mission, such as best practices of fundraising and proven strategies for an organization's Board of Directors, Annual Giving, Major Gifts, Planned Giving, Foundation Relations, Grant Writing and Corporate Relations.

January 8-9, 2026

TRAC Media Fundraising Summit: How much did the threat of funding cuts and then rescission impact station results? What do the new donors look like? What do we expect going forward based on what we've seen so far? Presentation and Discussion facilitated by TRAC Media Services.

January 13, 2026

Chicago Council on Planned Giving Bi-Monthly Program

Two one-hour presentations: *New Year, New Tax Law: What's in Store for 2026* with speaker Justin Seno and *Philanthropy in 2026: Opportunities, Challenges, and the Strategic Role of Planned Giving* with speaker: Shannon Duval

January 15, 2026

Innovate with Current: The Future of Public Media: Public Media Innovators and Current feature a panel of leaders from across public media sharing their perspectives on where the industry finds itself today and what may be coming next.

January 15, 2026

WI Way Lite Training: Wisconsin Foundation and Alumni Association development training specifically for campus leaders prior to the upcoming campaign. Focused on demystifying donor meetings, defining roles for campus leaders in development, and creating compelling cases for support.

January 27, 2026

Madison Media Professionals at Kingdom Filmworks, Madison: Event for video editing: "Making the Cut – Editing Strategies to Create Award-Winning Videos." "Join us as we take a closer look at the editing strategies & techniques used in our WAVE Awards Judge's Choice videos. You will hear how each creator designed award-winning projects through specific editing techniques that make each of these projects a showstopper!"

February 3, 2026

FreeWill: How the Most Innovative Fundraisers are Levering AI in 2026 A new session on how innovative fundraising leaders are using AI tools to strengthen planned and major giving - and to share practical ideas to elevate your AI strategy this year. We'll also be joined by special guest Alicia Favata, CFRE, Chief Advancement Officer at Delta Zeta Foundation, for a live Q&A discussion. This session explores need-to-know AI updates for 2026, how your peers are successfully integrating AI into their workflows, and practical strategies for using AI to strengthen donor engagement and more.

February 5-6 and March 12-13, 2026

Poynter Institute: AI for Journalists and Content Creators: From Understanding to Application (online). “Master AI in media — learn tools, ethics and strategy, and earn a Poynter certificate online. You’ll gain the skills to spot AI risks like bias, misinformation and hallucinations before they harm your work, and apply tools transparently and ethically to build audience trust.”

February 10, 2026

PBS: *February Town Hall* Sharing updates on fundraising priorities and upcoming initiatives, walk you through the new Community Engagement Learning Program (CELP) and provide a PBS KIDS update, highlighting the "Phoebe & Jay" premiere.

Chicago Council on Planned Giving Virtual Nuts & Bolts Program One-hour virtual presentation: *AI and the Future of Gift Planning: What's Real, What's Next* with speaker: Susan Lewers.

February 23-27, 2026

Online training sessions for the use of After Effects software for creating motion graphics, visual effects (VFX), and cinematic animations

March 9-12, 2026

Ross Video Broadcasting Company

Trainer from Ross Video Broadcasting Company was brought to PBS Wisconsin to teach staff how to operate our new Ross Ultrix Acuity Video Switcher This is a video switching platform that combines the power of a video router with the functionality of a studio video switcher. Over four days 10 staff members were trained in the Acuity operation techniques.

March 10, 2026

FreeWill: *Elite Donor Engagement in 2026 (Focused on Older & Major Donors)* An important conversation on strengthening relationships with older donors and unlocking new opportunities for impact. During our time, we’ll explore practical strategies your team can implement right away to deepen engagement and drive both immediate and long-term results.

April 7, 2026

FreeWill: *How to Effectively Fundraise from Millennial and Gen Z Donors in 2026* A forward-looking webinar focused on what fundraisers need to know about Millennial and Gen Z donors in 2026. This webinar explores key demographic and wealth trends among Millennials and Gen Z, how they prefer to give and communicate, the types of gifts with the most potential among younger donors, and practical strategies to strengthen your fundraising approach for these generations.

April 9, 2026

Greater Public Webinar: Building a Message that Meets the Moment Stations draft case messaging and share with small groups of peers to get real-time feedback and learn from how other stations are crafting their persuasive tools to meet the moment of the loss of Federal Funding

April 19 & 20, 2026

Iowa Midwest Station Workshop: PBS and NPR stations from across the Midwest gather to share best practices and discuss current trends and opportunities in fundraising. Melinda Murphy led a session on Planned Giving: What Works in the Midwest – A Real-World Discussion.

April 21, 2026

FreeWill: New Stewardship Research & Our Biggest Takeaways from the FreeWill Stewardship Summit A data-driven session built around brand-new stewardship research and top insights from FreeWill's Stewardship Summit. You'll hear directly what the numbers reveal about how nonprofits approach stewardship today, paired with the most standout strategies from leading experts. This webinar explores what new sector-wide data reveals about nonprofit stewardship today, how to build a more effective and cost-efficient strategy, and key insights from Summit speakers and practitioners.

April 21, 2026

Pentera Webinar: *Seizing the Campaign Moment: Elevating Gift Planning for Greater Impact* Campaigns create urgency and momentum, yet gift planning is often underutilized during these pivotal moments. This session explores how to intentionally integrate gift planning into active and upcoming campaigns in ways that resonate with leadership, colleagues, and donors—while advancing your campaign goals and priorities.

April 22, 2026

Giving Docs Webinar: *Building a High Performance Planned Giving Funnel* A practical look at how direct mail, social media, and TV can work together to build a stronger, more cohesive planned giving marketing strategy.

April 28, 2026

Ignite: *Facilitating Group Decision-Making* Effective decisions don't just happen—they require structure, clarity, and inclusion. In this interactive session, we will explore practical models and techniques for guiding group decisions, including strategies for building group consensus. We'll share a framework for defining roles, clarifying responsibilities, and engaging multiple perspectives. By learning how to create transparent and inclusive processes, you'll help your group make better decisions—ones that build trust and strengthen collaboration.

May 5, 2026

FreeWill Webinar: *Ask the Experts – How Make-A-Will Month Can Drive Millions for Your Organization in 2026* We'll be joined by Katie Chalmers, Assistant Director of Estate and Gift Planning at San Diego Humane Society, and Jane Lager, Chief Development Officer at Diocese of Joliet. This webinar explores how leading nonprofits plan early, align their teams, and execute campaigns that drive meaningful, long-term giving. You'll hear what's working, what to prioritize now, and how to build momentum heading into August.

May 5, 2026 NETA Communications: *Monetizing Within our Mission: Rethinking Revenue in Public Media* Hear real-world examples from stations that are strengthening existing revenue streams and testing creative, mission-aligned monetization strategies. Attendees will leave with practical ideas and inspiration to adapt proven approaches and explore new avenues in their own communities.

May 19, 2026 FreeWill Webinar: *5 Must-Know Strategies to Navigate Fundraising in an Election Year* A practical conversation on how nonprofits can navigate the challenges and opportunities that come with election-year fundraising. This webinar explores how donor behavior shifts during election cycles, which fundraising strategies tend to remain resilient under political and economic pressure, and what nonprofit teams can do now to protect and grow revenue in 2026. We'll cover real data, practical examples, and actionable steps your organization can apply before, during, and

after the election season.

May 20, 2026

STELTER Webinar: *Blending Gifts for Fundraising Success!* In this 60-minute webinar, Phil Purcell, Central Territory Director of Planned Giving at The Salvation Army, will explore how a blended approach can unify your fundraising program and strengthen results across the board. You'll see practical ways to integrate current and deferred giving into proposals, gift plans, policies, marketing, and stewardship—so your team can move from silos to synergy.

May 20, 2026

Chicago Council on Planned Giving Annual Symposium

Sowing, Cultivating, and Harvesting - What's in Your Planned Giving Garden? Planned Giving professionals from throughout the region gather for a full day of presentation, panels and roundtables on a wide range of topics related to planned giving, with a choice of one of three presentations in each of 4 timeslots, in addition to a keynote presentation.

May 21, 2026

Madison Community Foundation: *Establishing and Managing Private Operating Foundations*

During this complimentary, featuring Johanna Alex, JD, CPA (Partner, Stafford Rosenbaum LLP) and Becky Steinhoff (Executive Director, PRL Keystone Foundation), you will: • Learn which clients may benefit most from establishing a private operating foundation; • Understand the legal and tax requirements applicable to private operating foundations; and • Explore best practices for managing a private operating foundation.

May 28, 2026

UW-Madison's IT Professionals Conference 2026: The conference offered insights into current trends, tools, and best practices in IT, which are applicable to PBSWI IT infrastructure and support systems.

June 2026

Building Better Learning Tools: A Look Inside the Sandbox for Literacy Innovations webinar

Education engagement staff attended a 1-hour webinar offered by the Sesame Workshop's Joan Ganz Cooney Center sharing key insights from their latest literacy report and introducing a new free toolkit for co-designing educational media with kids to ensure impact.

June 2026 to September 2026

Wisconsin Way of Advancement (7 parts)

Comprehensive WFAA development training covering qualification, cultivation, solicitation and stewardship of major donors, using University of Wisconsin best practices.

June 10 – 12, 2026

State Bar of Wisconsin Annual Meeting & Conference in La Crosse: top-notch educational sessions designed for every practice area and experience level. Earn CLE, EPR, LAU, LPM, or CLM credits while learning from respected plenary speakers and skilled practitioners. Explore emerging issues and pick up strategies and solutions that sharpen your judgment and reduce professional risk. You'll leave AMC better prepared for what's ahead, with knowledge that moves your practice forward. Included a session on Donate Your Car, House, Artwork Today! The Problem with Non-

Cash Donations

June 23, 2026

FreeWill Webinar: *How AI Will Reshape the Economy, and What that Means for Giving* A timely conversation on how AI-driven wealth creation is reshaping philanthropy and what it means for nonprofits. We'll explore how foundation funding, donor-advised funds (DAFs), major gifts, and planned giving are evolving, along with practical strategies and AI tools that can help organizations strengthen their fundraising efforts in this changing landscape.

Greater Public Roundtable: Life-Income Gifts: Charitable Gift Annuities and Charitable Remainder Trusts: Provided an overview of Charitable Gift Annuities and Charitable Remainder Trusts, including how these life income gifts can support both donors and stations. Participants explored implementation models, partnership opportunities, and practical strategies while sharing successes, challenges, and lessons learned with colleagues from across the system.

July 2026

Game Developers Conference

Game Developers Conference is the world's largest professional event dedicated to the game development community. Held annually, it brings together game designers, programmers, artists, producers, and business leaders to exchange ideas, showcase new technology, and shape the future of interactive entertainment.

July 7, 2026

FreeWill: *A Deep Dive on the 2026 Giving USA Report and Its Implications for Your Nonprofit* We'll explore the latest trends in charitable giving, including record-breaking bequest growth, declining donor participation, and shifting sources of philanthropy. You'll also leave with practical strategies to strengthen your fundraising program and make the most of these insights as you head into the giving season.

UW Women and Leadership Symposium: Symposium brings together engaged professionals for networking, professional development, learning from women leaders, and sharing of best practices.

July 8 to July 10, 2026

Public Media Growth Conference, Chicago, IL: Brings together public media professionals focused on revenue, marketing, content, leadership and digital innovation. Designed to foster collaboration, audience growth and long-term sustainability across the public media industry.

July 9, 2026

Canopy Webinar: *The Socratic Ministry of Major Gifts Fundraising* Dr. Russell James, chaired professor in the School of Personal Financial Planning at Texas Tech University, He'll join Doug Bouws, Canopy's Vice President of Client Services, to explore how you can better serve your donors through the good questions you ask. You'll learn: -The ways you can keep donors and their hearts at the center of giving conversations -How the right questions lead donors toward joyful giving now (immediate gifts) and in the future (legacy gifts) -What questions to ask at each stage of your conversation Discover a deeper connection with your donors by helping them uncover their "why."

Specify Third Initiative:

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Describe activities undertaken to fulfill that initiative:

A hiring committee is typically made up of a committee chair and multiple committee members. The hiring committee develops predetermined, job-related, and nondiscriminatory criteria and benchmarks (including any minimum qualifications) to assess each candidate's qualifications, decide whom to interview, and work with the hiring manager to ultimately select the best-qualified candidate for each vacancy.

Each hiring committee at Wisconsin Public Media must attend a hiring committee orientation and training for each recruitment, even if they have recently been part of a different recruitment. During this orientation and training the hiring committee learns about recruitment best practices, employment law, and watches a video on unconscious bias to prompt discussion and conversation.

Specify Fourth Initiative:

Participation in at least four job fairs over two years by station personnel who have substantial responsibility in the making of hiring decisions.

Describe activities undertaken to fulfill that initiative:

WHA-Radio and WHA-TV were each represented by WPM HR at the Wisconsin Broadcasters Association Job Fair on September 17, 2025.

Specify Fifth Initiative:

Hosting of at least one job fair

Describe activities undertaken to fulfill that initiative:

WHA-Radio and WHA-TV were each represented by WPM HR at the UW-Madison Financial Aid Student Job Fair on September 9, 2025.