

**Wisconsin Public Broadcasting Affiliation Agreement**  
**Between**  
**The Wisconsin Educational Communications Board**  
**and**  
**The Board of Regents of the University of Wisconsin System**

**Fiscal Year 2023**

This agreement is entered into in accordance with Subsections 36.25(5) and 39.14(4), Wisconsin Statutes, which directs the Board of Regents of the University of Wisconsin System and the Wisconsin Educational Communications Board (ECB) to enter into an affiliation agreement for the operation of public broadcasting in Wisconsin. The purpose of this agreement is to establish a framework for the joint operation of PBS Wisconsin (PBS Wisconsin) and Wisconsin Public Radio (WPR). The following provisions constitute the terms of the affiliation agreement:

**I. General Provisions**

- A. This agreement pertains to PBS Wisconsin and WPR consisting of the following stations, together with affiliated stations, jointly referred to as Wisconsin Public Broadcasting.

**PBS Wisconsin**

University of Wisconsin

WHA–Madison

Educational Communications Board

WPNE–Green Bay      W24CL– Grantsburg  
WHWC–Menomonie      W45CD–Fence  
WLEF–Park Falls      W48DB–Coloma  
WHLA–La Crosse      W15DJ–D–Sister Bay  
WHRM–Wausau      W47CO–River Falls  
W22CI–Bloomington

**Wisconsin Public Radio**

University of Wisconsin

WLSU–La Crosse  
WUEC–Eau Claire  
WVSS–Menomonie  
KUWS–Superior  
WHA–Madison  
WHID–Green Bay  
WRFW–River Falls  
WRST–Oshkosh  
WUWS–Ashland  
W300BM–Madison  
W262DD–Janesville

Educational Communications Board

WERN–Madison  
WHND–Sister Bay, Door County  
WHRM–Wausau  
WWSA–Brule, Superior  
WSSU–Superior  
WHAA–Adams  
WPNE–Green Bay  
WHAD–Delafield, Milwaukee  
WHBM–Park Falls  
WHDI–Sister Bay, Door Co.  
WHHI–Highland, Dodgeville  
W215AQ–Madison, Middleton  
WHLA–La Crosse  
WHWC–Menomonie, Eau Claire  
WLBL–AM–Auburndale, Stevens Point  
WLBL–FM–Wausau  
WSSW–Platteville  
W265DC – Marshfield  
W256CZ – Stevens Point  
WHWA–Washburn  
WHSF–Rhineland  
W267BB – Wausau

### WPR Affiliates

WGTD–Kenosha  
WSHS–Sheboygan  
WEPS–Elgin, Illinois  
W227BM–Lake Geneva  
W269BV–Elkhorn

- B. No provision of this agreement shall be applied or interpreted in such a way as to infringe on the authority or responsibilities of either party as public broadcasting licensees.
- C. The University of Wisconsin-Madison’s (UW) Director of Public Media and the Executive Director of ECB jointly direct Wisconsin Public Broadcasting.

### II. Joint Appointments

- A. The Directors of PBS Wisconsin and WPR shall be joint appointments between UW and the ECB and shall report to both the UW Director of Public Media and Executive Director of ECB.
- B. Other staff appointments may be made as joint appointments with the approval of both appointing authorities.

### III. Programming

- A. Each licensee retains authority over programming on the stations licensed to them. It is the intent and expectation of the partnership that each licensee will broadcast identical programming schedules across the PBS Wisconsin and WPR statewide networks.
- B. Programming shall comply with the policies of the licensees including those obligations to meet Federal Communications Commission (FCC) regulations for noncommercial broadcast stations.
- C. Programming decisions shall be in accordance with the document known as the “*Code of Editorial Integrity*” which has been incorporated into the programming policies of both the UW and ECB.

### IV. Staff

- A. Consistent with UW and ECB policy and with the approval of the UW Director of Public Media and the Executive Director of ECB, staff employed by either licensee may be assigned to work under the supervision of the other. Staff so assigned will continue to be subject to employment rules of their originating employer.

### V. Budget

- A. There shall be an annual integrated budget for Wisconsin Public Broadcasting approved by both licensees including the fiscal and staff resources provided by each licensee to Wisconsin Public Broadcasting. Staff and resources shall be identified by funding source and by major function. A working budget is attached to this agreement as an appendix that may be modified by the agreement of the parties.
- B. Annual budgets shall be reviewed quarterly and revised as necessary.
- C. Each licensee shall provide the other with detailed operating budget documentation.
- D. Each licensee shall provide fiscal, programmatic and technical information as is requested by the other.

**VI. Duties of Directors of PBS Wisconsin and Wisconsin Public Radio**

- A. Consistent with UW and ECB policy and subject to the UW Director of Public Media and Executive Director of ECB, authority for operational decisions are delegated to the Directors of PBS Wisconsin and WPR.
- B. The Directors of PBS Wisconsin and WPR shall:
  - 1. Ensure that programming conforms to the policies of the licensees.
  - 2. Ensure that policies of the UW and ECB are adhered to.
  - 3. Monitor expenditures and revenues to ensure that they conform to approved budgets.
  - 4. Recommend strategic and annual operating plans to the UW Director of Public Media and Executive Director of ECB.
  - 5. Inform the UW Director of Public Media and Executive Director of ECB in a timely manner of significant planned programming and scheduling changes.
  - 6. Represent the licensees and constituent interests to 501(c)(3) support organizations, Friends of PBS Wisconsin and Wisconsin Public Radio Association. Assure timely review and renewal of Affiliation Agreements between licensees and 501(c)(3) entities and keep licensees informed of significant matters of interest between the 501(c)(3) entities and PBS Wisconsin and WPR.

**VII. Operating Coordination**

- A. UW and ECB shall each inform the other of any changes in their operations which would affect the other party's operations or Wisconsin Public Broadcasting in any significant way.
- B. Operations of Wisconsin Public Broadcasting will be reviewed periodically to identify potential efficiencies through coordination of functions.

**VIII. Use of Facilities**

- A. UW and the ECB shall grant to each other the use of equipment and space necessary for the operation of the state television and radio networks including appropriate access to studio, production and transmission facilities as necessary to ensure full compliance with FCC and Corporation for Public Broadcasting requirements for broadcast licensees.

**IX. Effective Dates/Termination of Agreement**

- A. This agreement is effective for the period July 1, 2022 – June 30, 2023.
- B. This agreement will renew annually on its anniversary date unless a party to the agreement has given notice by the preceding January 1 of their intention to withdraw from the agreement.

[Signature Page Follows]

Marta Bechtol Date: 6/29/2022  
Marta S. Bechtol - Executive Director, Wisconsin Educational Communications Board

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David Honma 7/19/2022  
ABCC3F026077461... Date: \_\_\_\_\_  
David Honma - Assistant Vice Chancellor for Business Services and Controller, University of Wisconsin-Madison

Heather Reese Date: 6/29/22  
Heather L. Reese - Director of Wisconsin Public Media, University of Wisconsin-Madison