



PBS Wisconsin Education

FY25 IMPACT REPORT

JULY 1, 2024 - JUNE 30, 2025



PBS Wisconsin Education is your statewide education partner, sharing innovative learning media to spark curiosity in public and private schools, in libraries, at home, and in communities from Beloit to Bayfield.

This past year we released **14 new standards-aligned multimedia resources** celebrating Wisconsin history, people, and culture, all **original and completely cost-free to use**. Through outreach and professional learning, we connected with **4,976 educators** to spark inquiry-based learning and build background knowledge with our media, catalyzing engaged exploration and hands-on learning opportunities.

We continue to grow and deepen partnerships with libraries, schools, educational agencies, and professional associations across the state. It was a privilege to work with **46 partners** this past year to support educational priorities like teaching about Wisconsin First Nations, infusing civics education, and strengthening digital citizenship with learners of all ages.

Working with early childhood education partners, our early learning programs help Wisconsin's littlest learners build early literacy skills and regulate emotions to help them be successful in school and life.

These are just a few highlights of the connected learning made possible through the power of public media. I invite you to explore this report and the stories that highlight our work.

Your engagement and support is what makes it all possible. **Thank you.**

Megan Monday
Director of Education



Added **14 new**
multimedia resources



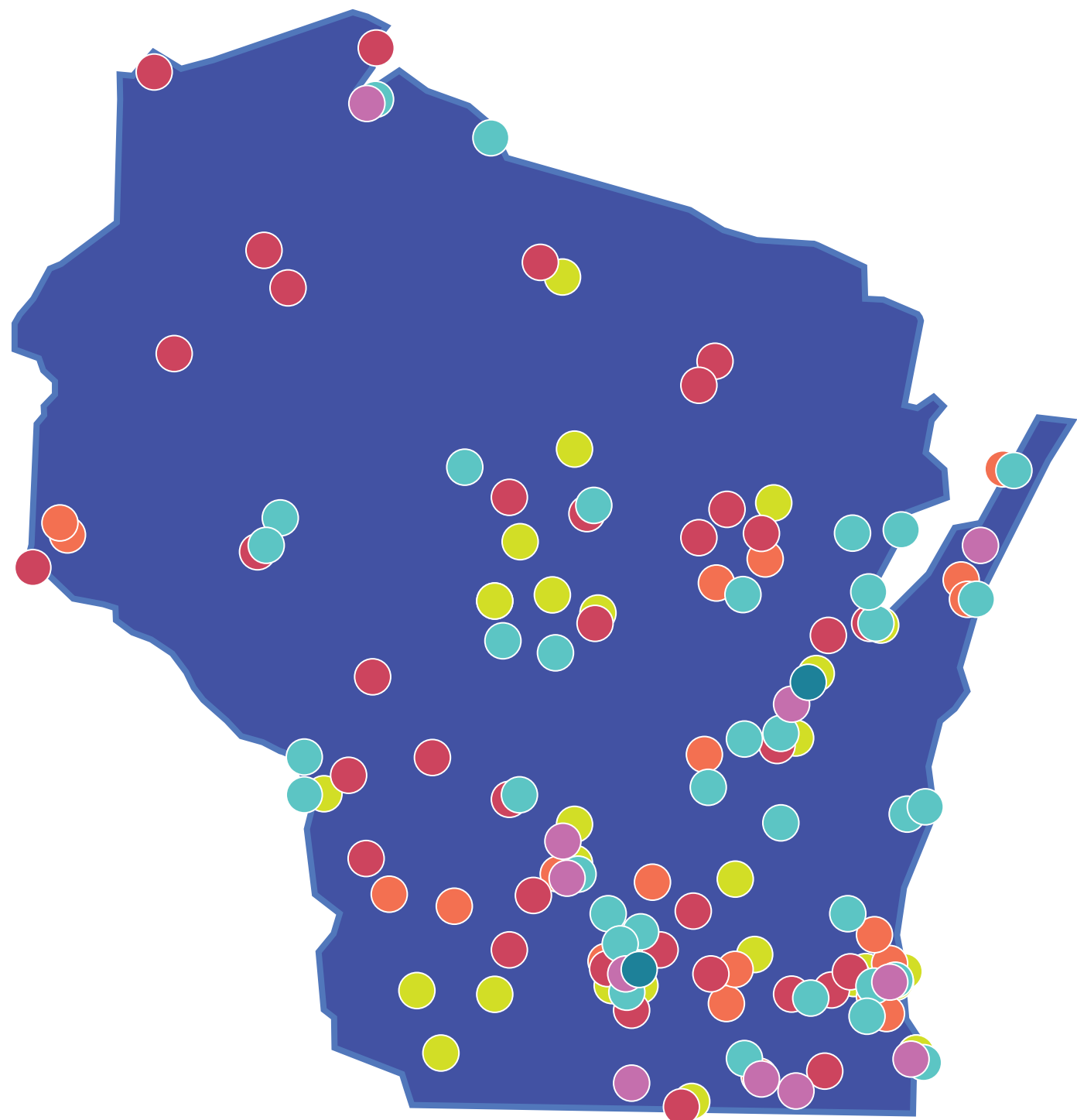
Collaborated with
46 event partners



919,469 sessions*
with resources

*One session equals one website visit lasting up to 30 minutes. On a personal device, one session reaches one student. In a classroom co-viewing setting, one session may reach up to 30 students.

STATEWIDE REACH



KEY

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| FY25 Classroom media advisor | Classroom media content location added in FY25 |
| FY25 Library Cohort member | Classroom media content location |
| FY25 PBS Wisconsin Youth Media participant | FY25 Professional learning event |

WISCONSIN-FOCUSED CLASSROOM MEDIA

We make educational content designed for 3rd - 12th grade classrooms, including media collections and games to help students explore Wisconsin people, places, and stories, while meeting standards for social studies, science, environmental literacy, English language arts, and music.



Collaboration and input from educator advisors throughout the media production process helps us make content that is relevant, engaging, and purpose-built to meet learner and educator needs. Over the past year, we collaborated with **56 educator advisors**.



I thoroughly enjoyed learning more about the production of the project. I appreciated being able to contribute ideas around visuals and vocabulary in particular.

- Pamela Dempsey, Wright Middle School

NEW THIS YEAR

The Look Back, season two

This historian-hosted series explores state history through artifacts that inspire inquiry. Did kids really run away to join the circus? How did fake photos inspire people to move to the Midwest? Did Dungeons and Dragons start in Wisconsin? With 11 new episodes, there's so much to learn.

Re/sound: Songs of Wisconsin additions

In partnership with Wisconsin School Music Association, we added Mariachi Monarcas de Milwaukee and the Mashkiziibii Youth Singers to *Re/sound: Songs of Wisconsin*. The collection features culture-bearers of music who share a composition and discuss their musicianship, culture, and identity.



Wisconsin Biographies addition

The story on Roberto Hernández highlights the fight for better educational opportunities for members of Milwaukee's Latino community. Roberto's story is the twentieth biography to join this popular collection.



My class this year has found a "mirror" of themselves in some of the resources, and it was exciting to see them so excited.

- Heather Bluedorn, School District of Black River Falls



Focusing on local history and people in Wisconsin who have played or continue to play a vital role in politics, science, and the arts helps create a feeling that everyday people have agency to do wondrous things.

- Stephanie Snyder, Bay View High School

EDUCATOR PROFESSIONAL LEARNING

PBS Wisconsin Education partners with organizations and educators in formal and non-formal learning environments across the state to offer high-quality professional learning to help educators spark curiosity and deepen learning with children of all ages.



98% of surveyed partners saw a **positive impact** from our work together



94% of professional learning participants feel supported



1,400 early learning educators enrolled in free online courses



4,976 educators attended **121 professional learning events**

PROGRAM HIGHLIGHTS

PBS KIDS Library Cohort

Each year we convene a group of public librarians to develop skills in media mentorship and playful learning. We provide support to implement a community program with PBS KIDS educational resources.

In the past year, **21 librarians** hosted **36 community programs** that served **1,297 children and caregivers**.

Jennie Zuk of Middleton Public Library participated in this year's cohort and implemented a sensory play program, using *Sesame Street* resources to engage children, parents, and caregivers.

[Learn about another story of success](#) from Stacy Pilla of Brewer Public Library in Richland Center.



“

As a young person who distinctly grew up watching and loving PBS programming, it is so wonderful to know that now as a Youth Services Librarian, PBS Wisconsin Education is there to help me navigate new territories in providing educational resources for the next generation.

- Abigail Ott, Shorewood Public Library



PBS KIDS Early Learning Champion

Alison Loewen of Mead Public Library works with us as a PBS KIDS Early Learning Champion, supercharging professional learning through her joyful and mindful approach to media integration and creating innovative tools for sharing PBS KIDS resources with families.

She has also co-facilitated the PBS KIDS Library Cohort for the past three years, represented the team at statewide conferences, and hosted events and presentations for early learning educators across the state and beyond.



Not only has PBS Wisconsin Education professional learning made me better at my job, it has enabled me to support the ongoing education of the hundreds of librarians, teachers, educators, parents, and caregivers I come into contact with.

- Hannah Kane, Fond du Lac Public Library



PBS Wisconsin Youth Media

PBS Wisconsin provides curriculum and support for educators to integrate media production in high school social studies classes.

We partnered with **eight teachers** in **two schools**. They helped **283 students** make **70 short historical documentaries** connected to coursework in world history, Advanced Placement (AP) American studies, and AP history.

Appleton West High School teachers David Babcock and Sara Armstrong worked with PBS Wisconsin Education to integrate our youth media history documentary curriculum with 70 students in their 11th grade AP American Studies class. Students learned hands-on skills and refined their project plan during a field trip to the PBS Wisconsin studios this fall. [Watch one of the documentaries](#), *Nuclear Propaganda*.



PBS producers helped us to teach the foundational units of documentary creation with students. The grab and go lessons were invaluable, along with the school visits.

- Jen Milne-Carroll, East High School Library Media Center

Educator Ambassador Cohort

We launched a new program designed to help scale the use of our locally made history resources by empowering 3rd-6th grade Wisconsin educators as ambassadors.

Moving into the new school year, ambassadors will be facilitating their own professional learning experiences for colleagues that include PBS Wisconsin Education resources. We are excited to support and celebrate them.



...when our library services department was looking for ways to appropriately and effectively teach about the importance of civic engagement, we reached out to PBS. With just a few days' notice they pulled together a bundle of resources curated to meet our needs, packaged the information in a professional slide deck and came on site to review it all with us. Library staff took the info back to individual schools and we had bipartisan quality materials to share with all students on the importance of civic engagement.

- Kay Koepsel-Benning, Director of Library Services, Elmbrook Schools

EARLY LEARNING WITH CHILDREN AND FAMILIES



The characters kids love help spark engaged, joyful, and hands-on intergenerational learning. In the past year, we brought standards-aligned, researched-backed multimedia resources directly to children and families in Beloit, Wausau, Fennimore, and Madison, helping them build on key skills for success in school and life.

524

Served **524 children and caregivers** through **41 events in Beloit**

620

Served **620 children and caregivers** at events in Wausau, Madison, and Fennimore



220 families engaged at the Garden and Landscape Expo



1,500 Welcome Neighbor backpacks given to resettling refugee children



Kids Choice: Voting Fun with PBS Wisconsin

Our early learning team partnered with the station's community engagement team to host Kids Choice: Voting Fun with PBS Wisconsin in Wausau.

The event highlighted resources from PBS KIDS that spark interest and engagement about the ways kids can be involved in their communities and make choices even at an early age, and kids got to participate in an apple taste test and cast votes for their favorite. (Red for the win!)

CELEBRATE AND SHARE



Wisconsin's educators are our "why". The creativity, service, and care they dedicate to learners each day inspires everything we do.

We are deeply grateful to the schools, organizations, communities, and educators who partnered with us this year. Thank you for improving our service and building community with us along the way.



We know we are better when we work together, better when we share what we learn, and better when we are connected. Please help us move this report into action by sharing with an educator in your life. Invite them to get involved with us. Help us celebrate the power and possibility of public media in education.