

Future of Wisconsin Public Broadcasting under debate

The Governor's 1999-2001 biennial budget recommended that a new non-profit, tax-exempt corporation be created to serve as the principal public broadcasting entity in Wisconsin. The Governor's budget proposed that the broadcast licenses currently held by the Educational Communications Board and the UW Board of Regents be transferred to the new organization.

In recent weeks, however, both the UW Board of Regents and the boards of the Wisconsin Public Radio Association (WPRO) and the Friends of WHA-TV (see sidebar) have issued statements/proposals about the structure and management of public radio and TV in the state. Specifically, the Regents, in April, unanimously approved 11 key principles that frame the UW System's position on a possible restructuring of public broadcasting. (See <http://www.uwex.edu/ajb.html> for the principles).

"The UW System developed the principles to guide us during deliberations in the current legislative session," said UW System President Katharine Lyall. "The principles provide a structure for consideration of issues and continue the dialogue on how we

can have the most efficient public broadcasting system for the 21st Century."

Added Interim Chancellor Al Beaver: "We appreciate the Regents' support for public broadcasting. In fact, several Regents spoke strongly in support of maintaining, and strengthening, the University's link to broadcasting and of the potential for an even greater broadcast role with digital technology."

The Federal Communications Commission has mandated that public television stations be able to deliver digital broadcasts by April 2003. It's estimated that conversion to digital format will cost approximately \$40-50 million for Wisconsin public television and radio stations.

"The transformation to digital will significantly enhance public television's ability to deliver quality educational programming,"

—UW President Katharine Lyall

Lyall added, "It is critical that UW-Extension have access to digital channels for educational purposes without added cost. The Regents

will not support any arrangement that might lead to the selling of the additional channels or other actions that would make these channels unavailable to the university." The Regent principles state: "The best way to ensure that the University System has continuing educational access may be for the Regents to retain their current licenses."

The UW Board of Regents holds the licenses for one television station and 12 radio stations, located on UW campuses. The Wisconsin Educational Communications Board holds the licenses for five television stations, six TV translators and 13 radio stations.

"Beyond our interest in UW access and funding for digital conversion, we are also concerned about the human resources involved in public broadcasting in Wisconsin," concluded Beaver. "UW-Extension supports the Commission on Public Broadcasting's recommendation, which stipulates that any future broadcast structure must be one in which 'employee rights, benefits and future financial opportunities are protected.'"

—Doug Bradley and Sheila Mulcahy

Support groups propose new organization for Wisconsin Public Radio & Television

In a move unique in the history of public broadcasting in Wisconsin, the boards of the Wisconsin Public Radio Association (WPRO) and the Friends of WHA-TV have developed a joint proposal to reorganize public broadcasting in Wisconsin. The proposal calls for the creation of a new 501c(3) non-profit organization called the Wisconsin Public Broadcasting Corporation (WPBC).

"This plan is our best effort at a collaborative solution," said Dave Hildebrand, president of the 42,000 member WPRO.

Among other recommendations, the joint document proposes: a board with a majority of public seats held by community members who are advocates for public TV and radio; transfer of broadcast licenses and assets currently held by the Educational Communications Board to the WPBC; and retention of University of Wisconsin licenses by the UW. In addition, the University would hold a seat on the Board and continue to provide significant direct and in-kind support to public TV and public radio by entering into a long-term contract with the new WPBC to manage the University-licensed stations on its behalf.

Both support groups acknowledge that additional board seats will be needed to ensure oversight of the State of Wisconsin's funding, but do not offer specific recommendations.

Stan Druckenmiller, president of the Friends group with its 26,000-member households in South Central Wisconsin, added, "We're pleased to offer a plan that meets the needs of public TV viewers, public radio listeners, students and educators, and that maximizes the historic partnership between our public support organizations and the University of Wisconsin."

UWEX diversity commitments outlined in Plan 2008

In April, UW-Extension leaders delivered Plan 2008, a new ten-year strategic plan to advance diversity across all UWEX units statewide, to the Board of Regents.

UW-Extension's institutional Plan 2008 seeks to increase the numbers of faculty, staff, and partici-



Vicki Washington (right) and Larry Dickerson review final additions to UW-Extension's diversity Plan 2008 before submission to UW System and the Board of Regents.

pants of color in Extension programs. Some of the specific initiatives include: partnerships with the other UW campuses to strengthen pre-college programs for students of color, partnerships with the American Indian tribal colleges, stronger linkages with communities of color, coordination with community centers in Southeast Wisconsin, replication of successful minority teacher education programs, special outreach and recruitment efforts for 4-H/Youth programs, internships, school readiness projects, multicultural programs, and diversity training for managers, supervisors, and search committee members.

"Fortunately, we're not starting from scratch," said Plan 2008 Steering Committee Co-Chair Vicki Washington. "This plan builds on a solid base of initiatives to increase diversity in our workforce, work climate and programs over the past ten years."

Plan 2008 Steering Committee Co-Chair Larry Dickerson commended the committee's work. "They did an extraordinary job in a very tight time frame. They received input from many different groups throughout the process and worked closely with leadership in their respective divisions to assure organizational commitment to the initiatives in the Plan."

Interim Chancellor Al Beaver said, "For Plan 2008 to succeed, it must be both a top-down and bottom-up process that touches all points of the organization. Success will be determined, not only by policy makers, but also by the attitudes and spirit of cooperation manifested by every employee, stakeholder, partner or constituent."

The Regents will consider the institutional Plans 2008 from all UW institutions in June. UW-Extension's Plan 2008 can be viewed at www.uwex.edu/diversity. While you're there, look at the Office of Equal Opportunity and

Diversity Program's new home page. They welcome your feedback at "Contact Us."

—Sheila Mulcahy

DER considers UW's 5.2% compensation proposal

by Jonathan Henkes

The excellence that typifies UW-Extension and its service to Wisconsin is tied directly to the quality of its faculty and academic staff.



Katherine Lyall

As the Wisconsin Legislature deliberates the UW System's 1999-2001 operating budget, a requested competitive compensation package for faculty and academic staff will be an important part of the equation.

Separate from the operating budget, the pay plan proposal is under consideration by the state Department of Employment Relations (DER). It is built upon a request by the Board of Regents for an average, annual compensation increase of 5.2% in each year of the biennium, funded in the traditional two-thirds, one-third split between general purpose revenues (GPR) and fees.

The 1999-01 pay plan request was based in large measure on the need to bring faculty salaries to the peer median. Future pay plans at peer institutions are expected to keep pace with inflation over the next two years, projected at 2.6% and 3.0%. Thus, a total salary increase of 10.39% (4.79%+2.6%+3.0%) was requested as 5.2% each year.

Peter Fox, DER secretary, will make a final UW System pay plan recommendation this spring to the legislature's Joint Committee on



Last days for Milwaukee Civic Center buildings!

A pile of rubble is all that remains of the old Milwaukee Civic Center campus – home to Extension programs in Milwaukee for many decades, even beyond the point at which the North Building was condemned! The empty buildings were demolished last month. Many of the UW-Milwaukee Extension faculty and staff moved to new quarters in the University Center for Continuing Education, in downtown Milwaukee's Grand Avenue Mall in September 1995.

Employment Relations (JCOER). The final determination on the compensation adjustment is made by JCOER, with funding drawn from the compensation reserve account in the 1999-2001 biennial budget.

In March, as part of their testimony to the legislature's Joint Committee on Finance, Regent President San W. Orr, Jr. and UW System President Katharine Lyall made the case for compensation in this way:

"Between now and the year 2004, up to 25% (1,700) of our faculty will retire," Lyall testified. As we seek to replace these essential educators, we know that we will be in tough competition for the best and the brightest minds with many other states, which are also hiring to renew their faculty ranks," Lyall testified. "The requested 5.2% pay plans for each of the next two years would just bring our salaries to market levels by 2001."

Added Orr: "We should be doing more, but we can ill afford to do anything less. Recruitment of new faculty, as well as retention of our best faculty is becoming an increasingly significant challenge. From 1988 to 1998, the average annual growth in the UW System pay plan was 3.8%. During that same time, the average annual growth in personal income in Wisconsin was 5.7%, and the average growth in the consumer price index was 3.4%."

Currently, the salary for a full professor at UW-Madison on average ranks last among 11 peer institutions, UW-Milwaukee is 13th among 15 peers, and the UW comprehensive universities rank 22nd among 32 peers.

"If we are serious about maintaining the UW System as a first-class institution that strives toward excellence, then a merit-based, 5.2% pay plan is an absolute necessity," Orr stated.

Extension staff join 3,000 in UW Directory of Expertise

by Doug Bradley

April 9 marked the official launch of the UW System Directory of Expertise, an online database of up-to-date information and technical assistance involving nearly 3,000 UW faculty and staff from all UW institutions and across all academic fields. Wisconsin Department of Commerce Secretary Brenda Blanchard made the first "official" query at the April Board of Regents meeting, searching the UW Directory for expertise on ergonomics.

A component of the national Community of Science (COS), the UW System Directory of Expertise also provides access to the expertise of over 100,000 University faculty nationwide. Currently, nearly 500 UW-Extension faculty and staff, about one third of Extension, are participating in the Directory.

UW-Extension Professor Andy Lewis is one such participant.

"I don't have the time to do lengthy searches for funding or to identify potential experts in the field of nonprofit management," says Lewis. "The Community of Science web site meets all of these needs."

It's fast, reliable, convenient, and comprehensive."

In addition to assisting faculty and staff, the UW System Directory of Expertise can help business and media in the state identify prospective collaborators, leverage existing research and development efforts, stay up-to-date with basic science and academic research, communicate directly with researchers, publicize available funding opportunities, and develop business and strategic marketing plans.

"The UW System Directory of Expertise is a free resource for Wisconsin businesses, large and small," adds UW System President Katharine Lyall. "Wherever they happen to be, they can tap into the resources of their university and put knowledge to work. The businesses and the UW System both benefit when we work together to meet the needs of the state."

UW-Extension contacts for the Directory of Expertise are:

Greg Wise (business) wise@admin.uwex.edu and Doug Bradley (media) bradley@admin.uwex.edu



Sean Young, Learning Innovations, was awarded the University Continuing Education Association's Bronze Award in Logo Design for his design of the UW Learning Innovations logo.

Linda Deith and Jody Myer-Lynch, Cooperative Extension



Linda Deith

Publishing Unit, won the international Agricultural Communicators in Education (ACE) Gold Award for their editing and design work on the series "Growing Fruit in Wisconsin."

Wisconsin Public Radio's news staffers have won two Associated Press awards: **Mary Jo Wagner** for Best Audio and **Mike Simonson** for Best Sports Report. **Mary Jo Wagner** also won a regional award from the Radio and Television News Directors Association.

WPR also garnered three awards from the Milwaukee Press Club.

Mary Jo Wagner took first place for best feature.

Gil Halstead, Mary Jo Wagner and Patty Murray took first



Mary Jo Wagner

place for best series contributing to the community's welfare. **Steve Shadley, Chuck Quirnbach, Gil Halstead, John Davis and Mary Jo Wagner** received an honorable mention for best documentary.

The Northwest Broadcast News Association presented awards for Best Newscast to WPR staffers **Chuck Quirnbach, Gil Halsted, and John Powell.** **Connie Walker** hosted.

WeekEnd, Wisconsin Public Television's public affairs series, took first place as best TV public affairs program in the Milwaukee Press Club's Excellence in Journalism Awards for the "1848 Sesquicentennial Edition" (Andy Soth and Andy Moore, producers). *WeekEnd* also picked up an honorable mention for best editorial, thanks to Lee Hawkins' commentary on race. WPT's "Wisconsin Stories: This Place We Call Wisconsin" (Mike Eicher, Frank Boll, Everett Soetenga, Wendy Woodard) won first place for best documentary photography. *We the People*, in which Wisconsin Public Television is a founding partner, took first place for best planned coverage of a single event for "Debate '98." Other partners in *We the People* are Wisconsin Public Radio, the Wisconsin State Journal, WISC-TV and Wood Communications Group.

DNR/Extension partnership extends natural resource management education

by Mary Ellen Bell

Forests blanket more than half of Northern Wisconsin, framing sparkling lakes and arching above a lacework of streams and rivers.

It's a pretty picture. But maintaining the delicate ecological balance in woodlands is a challenge, according to Robin Shepard, UW-Extension specialist.

"Forests are critical to both the economy and the environment," Shepard said. "In a state like Wisconsin, where there are millions of acres of forests, it's critical that we develop more expertise in the management of forests, especially small private woodlots."

To work more efficiently with forest industries and with private owners of woodlands, UW-Extension and the Wisconsin Department of Natural Resources (DNR) will focus on the heavily wooded northern parts of the state. This initiative will extend the existing network of natural resource educators to the St. Croix and Chippewa river basins and the Lake Superior basin.

This partnership between UW-Extension and DNR combines research and education with policy-making and includes

development of citizen policy groups who will bring citizen involvement into decision-making, Shepard added.

To support the partnership, UW-Extension and the College of Agricultural and Life Sciences will hire three new forestry specialists and expand its forestry education program. DNR plans to increase financial support for the program by \$311,000 in the first year, and another \$291,000 in the second year of the next biennium.

"The programs we develop will look at a number of issues in forestry management," Shepard said. "We will be looking at techniques for harvesting and at how decisions are made about clearing timber lands. We will be looking for ways to improve overall skills of owners of non-industrial forest lands."

Added Pat Walsh, state program leader for Community, Natural Resource and Economic Development, "How we manage forests has many economic and environmental implications. We need to look at the environment in ways that integrate land, air, water, forests, wildlife and people."



Wisconsin's ecological balance in forests is delicate. The natural resources education partnership, involving UW-Extension, the Wisconsin Department of Natural Resources, the Natural Resource Conservation Service, citizen and environmental groups, aims to preserve that balance.

The basin-based education partnership has already produced results:

- More than 1,200 agricultural producers and landowners have worked one-on-one with project staff, attended workshops and field days, or participated in informational meetings.
- More than 16,000 farmers, landowners, teachers and students learned about conservation.
- In one county, 150 farmers had wells tested for bacteria and nitrates.
- Lakeshore and well owners and citizens groups are implementing new management practices, such as shoreline and farmland preservation, wetland restoration and nutrient management in soils.



Extension faculty help local governments balance land and water issues

Land use is among the Number One priorities of Wisconsin counties. But Wisconsin's water resources are equally important – and vulnerable. Their proper development and protection have roots in the work of UW-Madison/Extension's Steve Born and the Department of Natural Resources' Thomas Worth. In 1968, they partnered to create the Inland Lakes Demonstration Project.

Lowell Klessig's work with lake organizations soon followed. This spawned legislation creating inland lake districts, which gave citizens, the DNR and Extension useful tools for managing these resources.

As more and more people discover the many jewels that constitute

Wisconsin's water resources, there is still more need to plan, build consensus, and manage wisely. Extension's county faculty and staff are frequently at the forefront:

In Douglas County, Geoffrey Wendorf says a number of issues are forcing officials to look at a lakes classification system. These include improvements in transportation, notably the upgrades on Highway 53; the availability of logged-off timber parcels, many of which contain small, environmentally-sensitive lakes; and current zoning ordinances that do not address shoreland development issues. While progress on these issues is slow, Wendorf says that a definition of "wild lakes" and strict standards for their development are now in place.

A different kind of water resource issue emerged in the city of Waupaca, which needed a major municipal water source and sunk a well outside the city limits. Soon the nitrate levels in water from the well began approaching dangerous levels. Crop acreage in the area of the well, which was being managed with normal fertilizing patterns, was thought to be responsible. Tom Wilson and Greg Blonde worked with the concerned parties toward a win-win solution. To avoid having to install a costly denitrification system, city officials were convinced to finance the services of a professional crop consultant to work with the ag

producers. In exchange, the farmers agreed to the installation of monitoring wells in their fields. The nitrate levels subsided.

On April 7, the Vilas County Board of Supervisors approved a revised county shoreland zoning ordinance which protects shorelines along the county's many lakes. The effort culminated a yearlong process that involved "blood, sweat and tears," said Bryan Pierce. With the shoreland zoning in place, he said the county is now involved in a three-year land use planning process. It involves a "bottom-up" approach that encourages local communities to take the first shot at planning.

"This law (shoreland zoning) will benefit the county for generations. We're doing this for one reason, and one reason only: to preserve what we have now while allowing for reasonable future development. Will it upset some people? Yes, I'm sure that it will. But years from now I'm absolutely certain that these supervisors will look back and say, yes, it was the right thing to do."

Joseph Wisniewski, Vilas County Board of Supervisors
Lakeland Times, April 13, 1999

Water and land come together in exquisite patterns in Door County. Greg Lamb is working with five townships in the southern part of the county, as pressure to develop migrates southward from the peninsula's tip. Says Lamb, "All of these townships are currently un-zoned. The biggest challenge is that, while most people don't want to see things developed too radically, there is also the recognition that farmers have a right to sell their land for a good price. The goal is to get the voice of all the people in the towns to be considered."

—Joel Bradtke

Industrial Recycling Program Faces Cuts

by Pamela Seelman

When a Green Bay man bought a dry cleaning business in 1998, he turned to UW-Extension's Industrial Recycling Assistance Program (IRAP) for answers to his questions about proper handling and storage of drycleaning solvents.

"Jack Annis and Keith West of the assistance program inspected our facility to see if all chemicals were being used properly, that storage was safely used and that pollution prevention was in effect," said Dennis Schmitt, a Wisconsin certified professional drycleaner and owner of Lindeman's Cleaning, Inc. in Green Bay.

"They also offered some recycling tips. They know what they're talking about, and they're not afraid to get their hands dirty."

Schmitt became certified as a professional drycleaner through the Wisconsin Certified Environmental and Professional Drycleaning Program. The program was developed and implemented by Annis, an industrial recycling specialist with UW-Extension's Solid and Hazardous Waste Education Center (SHWEC). The program elevates the standards among all dry cleaners throughout the state.

"The Industrial Recycling Assistance Program has given me

information on being environmentally responsible to customers, the community and employees," Schmitt added.

Annis and West work on a pollution prevention partnership created for the drycleaning industry in 1994.

"The purpose of the partnership has been to work toward a major reduction in the use of halogenated solvents and to carry out various other voluntary programs to minimize hazardous wastes and promote increased recycling efforts," says Joe Phillips, executive director of the Wisconsin Fabricare Institute, who uses the program's services.

In a six-month period, the Industrial Recycling Assistance Program worked with businesses in 33 Wisconsin counties, from Douglas County to Racine County.

"Based on data provided by clients, we have calculated actual or potential volumes of tonnages of materials that could be reduced or recycled and actual or potential cost savings that could be realized as a result of our services," said Mary Kohrell, IRAP project manager.

"In half a year's time, the program could help reduce or recycle 12,760 tons and 36 million gallons of material for a potential total cost savings of \$786,000."



The Industrial Recycling Assistance Program (IRAP) provides on-site industrial recycling and waste reduction assessments; technical assistance in pollution prevention and environmental compliance; and creates market development projects in support of recycling market development in the state.

In addition to direct cost savings, companies save money by improving efficiencies and increasing productivity, Kohrell adds.

Historically, the Industrial Recycling Assistance Program was funded by the Department of Commerce and its Recycling Markets Development Board. "Due to unforeseen consequences of reductions in recycling funding, the Board is no longer able to fund the Industrial Recycling Assistance Program," said Steve Brachman, UW-Madison/Extension co-chair of the Solid and Hazardous Waste Education Center.

"The UW-Extension Solid and Hazardous Waste Education Center stands to lose almost \$400,000 in short-term contract funding from its current operating budget. This funding supports the Industrial Recycling Assistance Program and other services that assist several hundred Wisconsin manufacturers and businesses with pollution prevention and environmental compliance," Brachman added.

The governor's budget is under consideration by the Joint Finance Committee. The next few weeks will reveal the status of the budget and the future of the program.

ICS Design Team offers training nationally



The ICS Design Team includes (L to R), Rosemary Lehman, Bruce Dewey and Sue Faust. Michele Jacques and Barbara Klein develop supporting web sites for their workshops.

The Design Team of UW-Extension's Instructional Communications Systems (ICS) has just completed national workshops on videoconferencing for Lucent Technologies with sites in Seattle, WA; Englewood, CO; and Warren, NJ; and for Pershing Securities in Jersey City, NJ.

The ICS Design Team conducts regular videoconferencing workshops for Wisconsin universities, colleges, government and the private sector, including the UW-Madison School of Pharmacy, UW-Milwaukee Early Childhood Development, the WADEN Network, Madison Public Schools, Wisconsin Public Service Commission, Adoption Network, and others.

The Team is now preparing four, two-hour intensive orientations with 24 sites and 360 participants for the Louisiana Board of Regents. Participants represent all of the Louisiana two-year and four-year state educational institutions. ICS is also working with the Louisiana Regents to develop two sets of advanced videoconferencing sessions for a later date. In addition, Louisiana is enrolling a number of its campus faculty in the Distance Education Professional Development Program. According to the Louisiana Regents CIO, Louisiana wants the very best for teaching them about distance learning - and that is the University of Wisconsin-Extension!

—Lisa Reib

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