



Wisconsin Public Media (WPM)

2023-29 Six-Year Capital Plan Request

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Campus Planning Committee Meeting
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Wisconsin Public Media (WPM) Overview

UW-Madison's Division of Public Media = "Wisconsin Public Media"
is the home of PBS Wisconsin and Wisconsin Public Radio.

Mission

*to educate, inform, entertain, engage and inspire
individuals of diverse backgrounds, organizations and communities
by connecting them to information, ideas, personal stories and
cultural experiences with context that brings meaning.*



WPM Strategic Priorities

Invest in Wisconsin Idea.

Build and engage audiences by expanding news and information services, PreK-12 educational content, digital content and community engagement.

Increase Fund Development.

Expand and diversify funding streams to support sustainability and innovation.

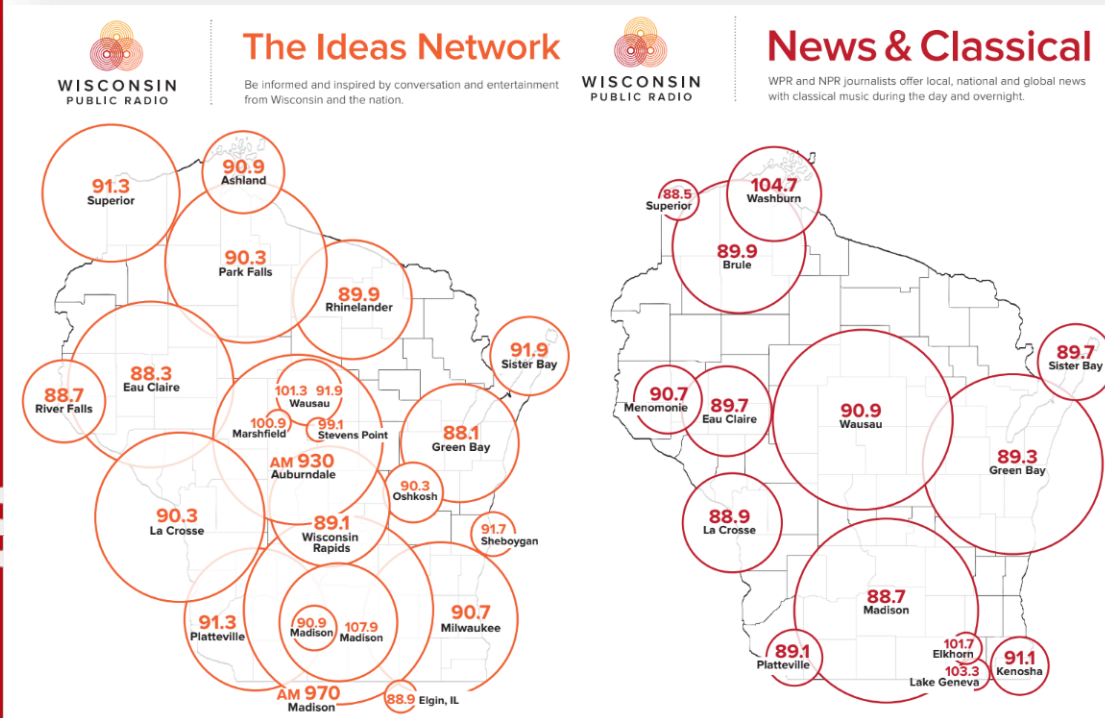
Invest in Technology.

Continue investment in technology to provide service to the public on multiple platforms.



Increased FTE
to support strategic
priorities.
~ 5% growth annually
2016 – 2026.

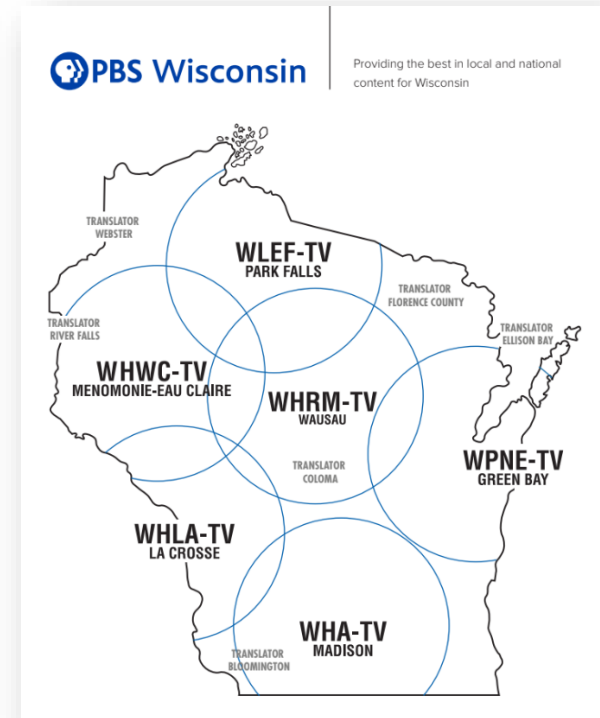
WPM Statewide Reach



459,000
weekly listeners

WPR facilities:

- 6 Radio Bureaus statewide; two networks
- 30+ Transmitters
- Wisconsin Emergency Alert System



500,000
weekly viewers

PBS Wisconsin facilities:

- 6 Transmitters
- Wisconsin Emergency Alert System

WPM Campus Facilities

Campus Spaces:

- Vilas Communications Hall (#0545; 1969; 47,377 ASF)
- Radio Hall (#0405; 1887; 8,692 ASF)
- 432 N. Lake St. (#0500; 1961; 458 ASF)

Principal Space Types:

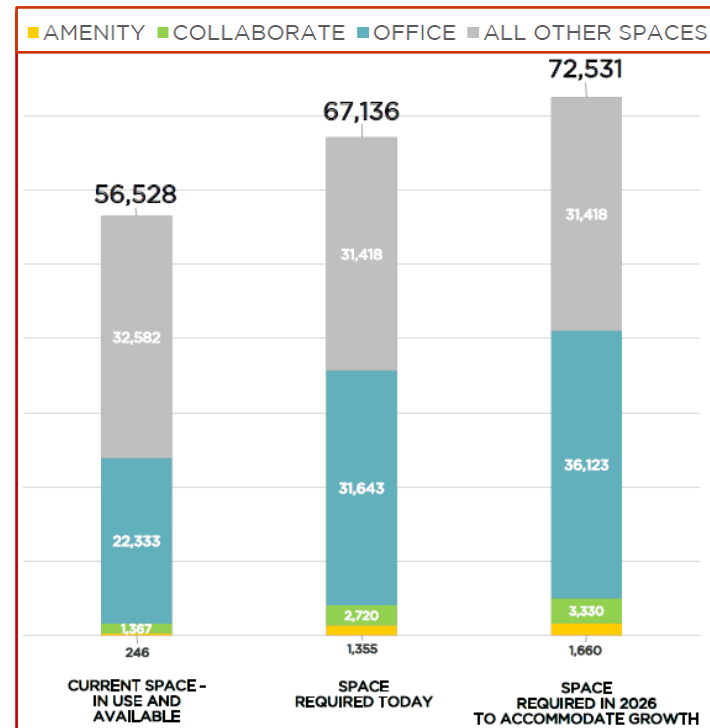
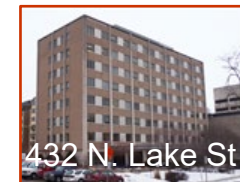
- Production Media Studios & Technical Operations
- Office & Collaboration – **Additional Space Needed**
- Amenities – **Additional Space Needed**
(multi-purpose gathering, lactation room, restroom)

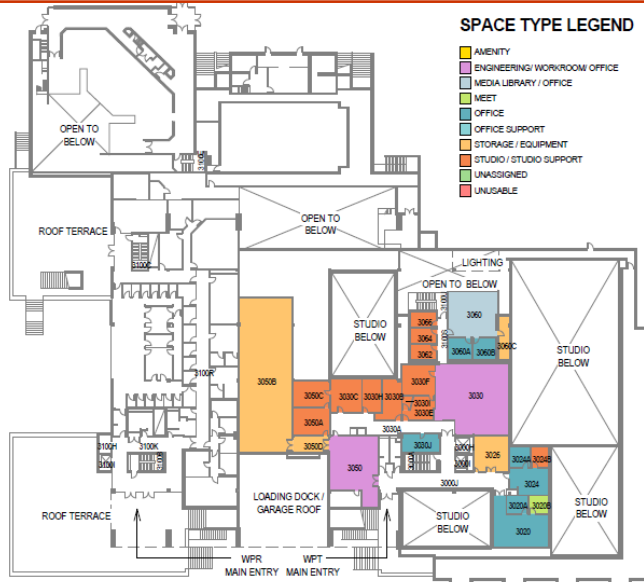
Challenges:

- Aged brutalist building - functional & condition issues
- Ongoing capital equipment replacement & upgrade
- Workforce growth plateaus in ~2026
- Total unmet need plateaus at ~16,000 ASF

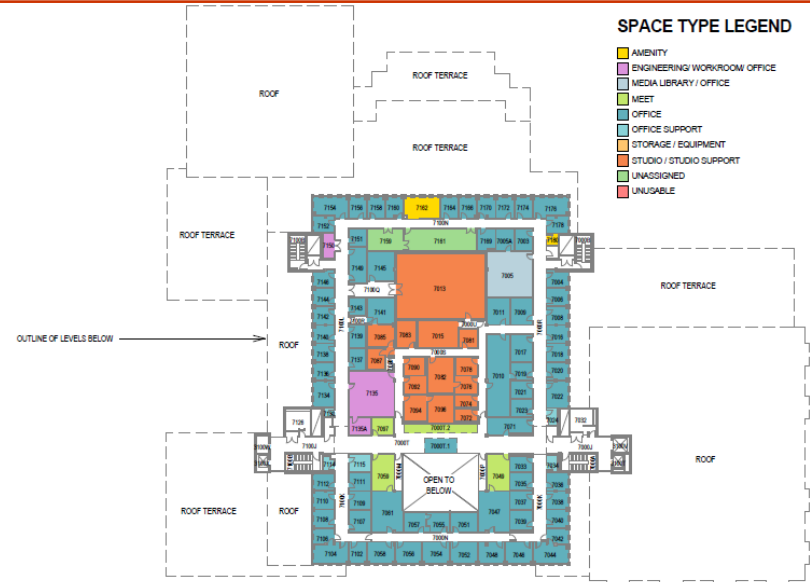
Plan to meet space deficiency by:

- Embracing hybrid work mode with substantial hoteling and small workstations;
- Extensive renovation of current allocation in Vilas Hall and minimal retrofit of Radio Hall

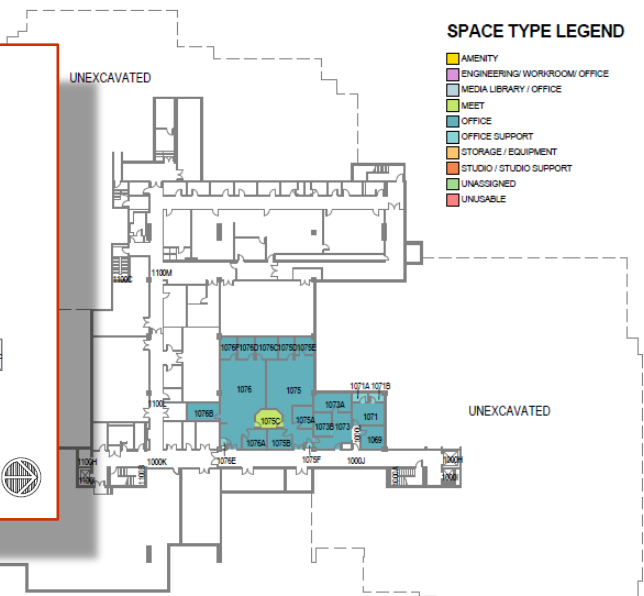




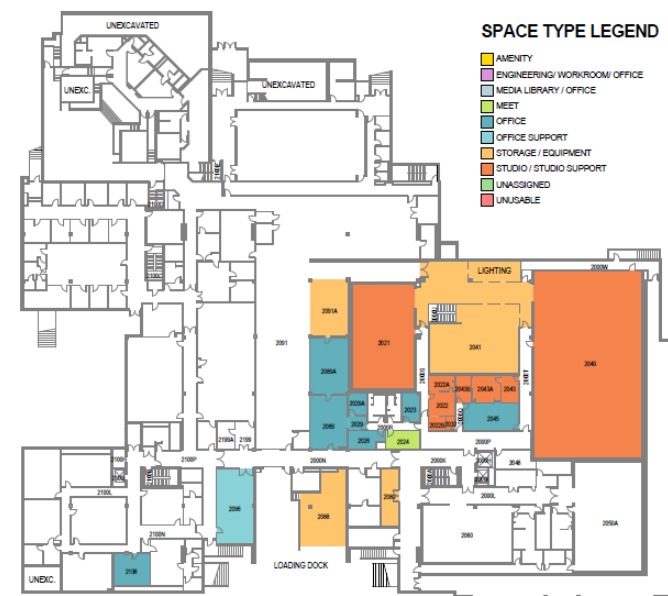
VILAS HALL - FLOOR PLAN - LEVEL 03
SCALE: 1" = 50'-0"



VILAS HALL - FLOOR PLAN - LEVEL 07
SCALE: 1" = 50'-0"



VILAS HALL - FLOOR PLAN - LEVEL 01
SCALE: 1" = 50'-0"



VILAS HALL - FLOOR PLAN - LEVEL 02
SCALE: 1" = 50'-0"

RADIO HALL - FLOOR PLAN - LEVEL 02
SCALE: 1" = 50'-0"

RADIO HALL - FLOOR PLAN - LEVEL 01
SCALE: 1" = 50'-0"

Vilas Hall - Floors 2/3 Renovation

Need:

- Renovates space for consolidation and renewal of PBS WI Technical Ops Center
- Expands officing and collaboration spaces
- Uses Vilas-located swing space

Strategic Context:

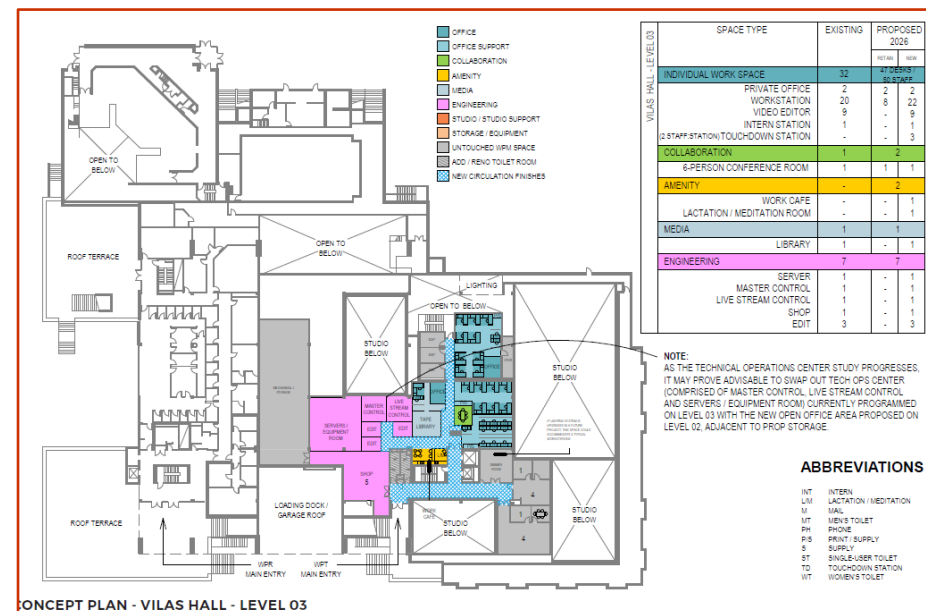
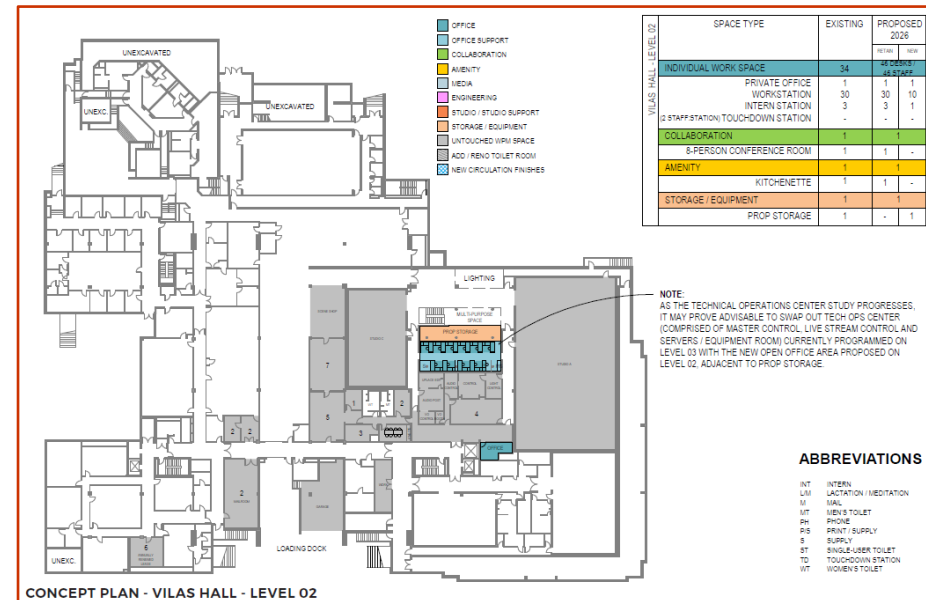
- Advances “Living the Wisconsin Idea” priority by supporting WPM’s mission
- Optimizes resource use by sustainably reusing campus building
- Provides operational resiliency & continuity by accommodating Tech Ops Center (production, broadcast, and Wisconsin Emergency Alert System)

Alternative:

- Less space repurposed to office use

Scope/Schedule/Budget:

- Phased Renovation of 9,390 GSF
- \$3 M UW-Managed Project in 2023-25



Vilas Hall - Floor 7 Renovation

Need:

- Targets renovation to support office, collaboration and amenity needs
- Supports transition to hybrid work mode with distributed hoteling stations
- Updates finishes; modifies building systems as needed

Strategic Context:

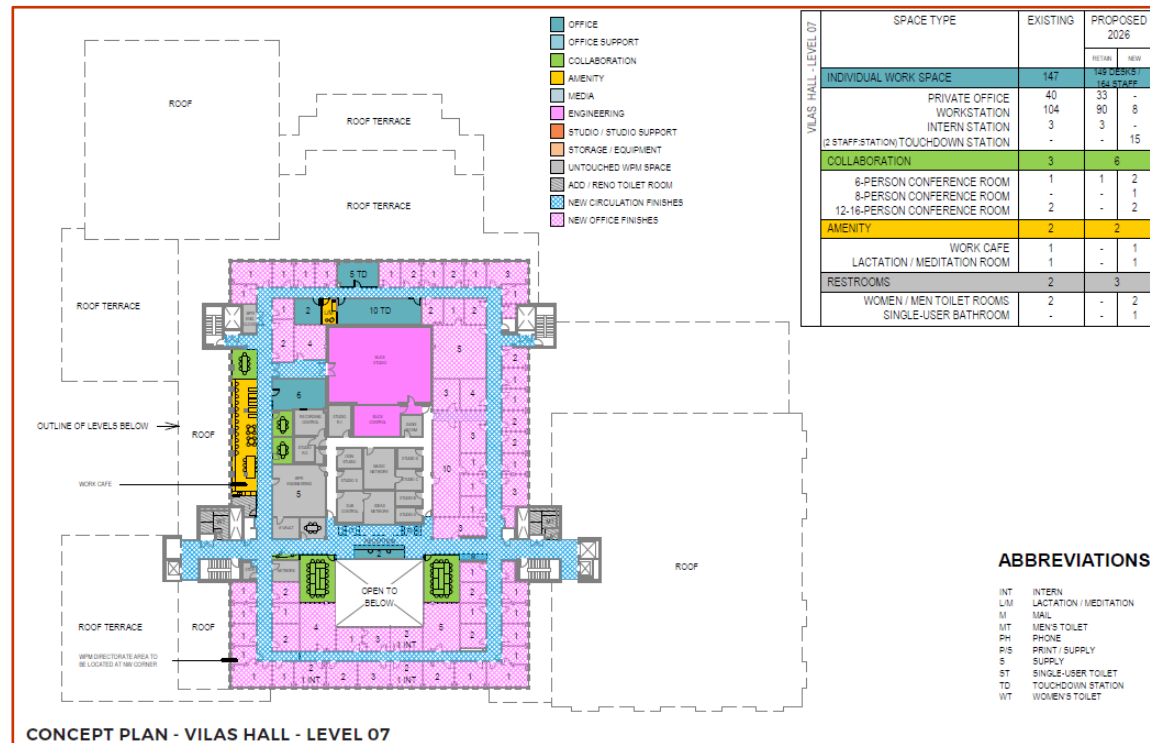
- Advances University's "Living the Wisconsin Idea" priority by supporting WPM's mission
- Contributes to University's "Vibrant Campus Community" by retaining uses on campus
- Optimizes use of resources and sustainably reuses space

Alternative:

- Lease space OR continue with inadequate office, collaboration, amenity space

Scope/Schedule/Budget:

- Renovation of 10,865 GSF
- \$3 M UW-Managed Project in 2023-25



WPM – *Capital Equipment Priorities*

Radio Bureaus Modernization – Phase 1

- \$0.9 M; Relocates and modernizes two bureaus (La Crosse; Northeast Wisconsin)
- Replaces obsolete broadcast and production equipment
- Strengthens statewide network of broadcasting, production, and Wisconsin Emergency Alert Service (EAS)

WPR Transmission Sites – Capital Equipment Replacement

- \$0.56 M; Replaces critical equipment at transmission sites; EAS back-up
- Equipment failure would threaten EAS and impede delivery of core services

Vilas Hall - PBS WI Studios Lighting Replacement

- \$1.3 M; Replaces obsolete lighting and controls in primary production studios
- Improves reliability and functionality

Radio Bureaus Modernization – Phase 2

- \$0.9 M; Modernizes three bureaus (Eau Claire, Wausau, Superior)

Wisconsin Public Media Projects Aligned with Strategic Priorities

UW-Madison Strategic Priorities:

1. Living the Wisconsin Idea
2. Contributing to A Vibrant Campus Community
3. Promoting Sustainability & Resiliency
4. Optimizing Resource Use
5. Maximize Building Use / No Net New Square Feet
6. Reducing Deferred Maintenance

Wisconsin Public Media Strategic Priorities:

1. Invest in Wisconsin Idea
2. Increase Fund Development
3. Invest in Technology

Major Project Priorities 2023-29

1. Vilas Hall - Floors 2/3 Renovation

- 9,390 GSF
- \$3 M
- 2023-25

2. Vilas Hall – Floor 7 Renovation

- 23,380 GSF
- \$3 M
- 2023-25

*** *Capital Equipment Priorities:***

- Radio Bureaus Modernization
- WPR Transmission Sites – Equipment Replacement
- Vilas Hall - PBS WI Studios Lighting Replacement



Questions?

