

## **Wisconsin Public Television Wins 4<sup>th</sup> Consecutive Walter Cronkite Award**

For the fourth biennial election cycle in a row, Wisconsin Public Television (WPT) has been awarded the University of Southern California Annenberg Walter Cronkite Award for Excellence in Television Political Journalism.

The 2009 award recognizes the expansive body of work WPT produced during the 2008 election season. Election news, information, candidate statements and more were offered to viewers via WPT's weekly news and public affairs programs, campaign and election specials, on-air debates and Web sites. WPT previously won the prestigious national award in 2007, 2005 and 2003.

In bestowing the award, judges called WPT's campaign stories "as good as political coverage can get." The award is presented every two years by the Norman Lear Center at USC's Annenberg School of Communication. According to the university, the award's purpose is to encourage and showcase television excellence in political coverage, particularly innovative, issue-focused coverage that informs viewers about their electoral choices.

"As a viewer-supported public organization, we are honored to again be recognized nationally for our extensive collection of election services," WPT Director of Production Kathy Bissen said. "Our staff strives to keep the public informed in a variety of ways through traditional broadcast and new media. Winning the Walter Cronkite Award for the fourth time acknowledges our consistent dedication to civic responsibility and journalistic integrity."

In Wisconsin, a collection of candidate information and video archives on [WisconsinVote.org](http://WisconsinVote.org) and a series of five-minute candidate statements offered to all candidates running for congressional offices.

WPT is a service of the Educational Communications Board and University of Wisconsin-Extension. Wisconsin Public Television is a place to grow through learning on WHA TV/DT, Madison; WPNE TV/DT, Green Bay; WHRM-TV/DT, Wausau; WLEF-DT, Park Falls; WHLA-TV/DT, La Crosse; and WHWC-TV/DT, Menomonie-Eau Claire.