



Monday, April 30, 2012

Hello--

On May 16th WisconsinEye will mark its fifth anniversary of bringing gavel-to-gavel, C-SPAN-style nonpartisan coverage of state government and politics to Wisconsin. At a time of major changes in our state's public life and news media, WisconsinEye has established itself as a unique and vital resource for meeting the information needs of citizens and communities. Here's a quick recap of our achievements:

- ✓ Gavel-to-gavel, nonpartisan coverage of state government, providing the public with a verbatim record of legislative debate for the first time in the state's history—**all at no cost to taxpayers.**
- ✓ More than 300 hours of coverage of the historic political confrontation in Madison in February and March 2011, including live coverage of an unprecedented 62-hour Assembly session and mass demonstrations inside and outside of the Capitol.
- ✓ Transparent and thorough coverage of Gov. Walker's 2009-11 budget repair bill and 2011-13 state budget, including end-to-end coverage of all Joint Finance Committee meetings in Madison and statewide.
- ✓ Oral arguments and other public sessions of the state Supreme Court covered in their entirety.
- ✓ Produced studio and field programming presenting the daily public policy discussion statewide that constitutes "Civic Wisconsin."
- ✓ Hundreds of hours of coverage of candidates and campaigns during the 2008 and 2010 state election cycles.
- ✓ Multimedia, multiplatform delivery on cable TV and the Web, including a permanent online archive of state government proceedings available to the public at no charge. **We're now available 24/7 on Time Warner Cable digital Channel 363 in addition to Charter digital Channel 995 and BadgerNet.**
- ✓ Feeds to other local, national and international news organizations for their reporting on Wisconsin state government and politics.

While the legislative session may be over, history will continue to be made in Wisconsin this year. WisconsinEye will provide comprehensive, unmatched coverage of the recall, primary and general elections, both state and federal. No one will deliver Campaign 2012 like WisconsinEye: in-depth candidate interviews, community forums, debates, roundtable discussions—all unedited, unspun and on-demand. And with our new premium Web service, **MyWisconsinEye**, public policy professionals and organizations can customize our coverage to their own needs.

Our work has not gone unnoticed. The National Farmers Union recently honored WisconsinEye for our coverage of state government and politics. And here are two current feature stories about WisconsinEye and our innovative new MyWisconsinEye premium service:

[Agri-View article](#)

[InBusiness Wisconsin online article](#)

Despite national recognition, WisconsinEye might still be the state's best-kept secret rather than the household name we seek to be. **I'm writing today to ask for your help in getting out the word about WisconsinEye** to your customers, members, readers, viewers, colleagues, students and employees.

If you would like to learn more about WisconsinEye, I welcome the opportunity to speak with you and your colleagues about the network and show you our services, including MyWisconsinEye.

Best regards,

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