



2022 LOCAL CONTENT AND SERVICE **REPORT TO THE COMMUNITY**

Milwaukee PBS educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of non-commercial media and related services to enhance the quality of life in our community by encouraging people to consider issues, explore ideas, and inspire a continued sense of wonderment.

-Milwaukee PBS Vision Statement

Milwaukee PBS has been a valuable part of southeastern Wisconsin and northern Illinois for 65 years.

Since 1957, Milwaukee PBS has served as a public service outreach initiative of Milwaukee Area Technical College. WMVS/WMTV-TV, also known as Channels 10 & 36, serve southeastern Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, and entertains.

Milwaukee PBS offers two high-definition and four standard-definition digital television services that range from nationally broadcast public affairs programs; how-to and self-help programs; arts and culture programming; a dedicated children's channel; and a locally originated weather and traffic channel.



WMVS Channel 10

10.1 Milwaukee PBS 10

10.2 Milwaukee PBS Create

10.3 Milwaukee PBS KIDS

WMVT Channel 36

36.1 Milwaukee PBS 36

36.2 Milwaukee PBS World

36.3 Milwaukee PBS Weather & Traffic

All of these channels are carried on Spectrum Cable, and some of these channels are carried on other regional cable and telephone systems including Charter Cable and AT&T U-verse and ATT-TV in Wisconsin, Comcast in northern Illinois, and DirecTV and Dish Network on satellite. Milwaukee PBS channel 10.1 can also be seen YouTube TV, DirectTV Stream, and on the web at milwaukeepbs.org.

During the 2022-2023 TV season, Milwaukee was the 38th largest Nielsen designated market area (DMA) in the United States with 900,200 television households in the DMA, and a potential viewing audience of 2.116 million individuals*. Milwaukee PBS is consistently rated among the top-ten viewed PBS stations in the country.

* (Data from Nielsen Media Research estimates 2.35 persons per household in the Milwaukee market.)

Calendar year 2022 also saw Milwaukee PBS' Channel 10 as the highest-rated PBS station in the country as reported by Trac Media sign on to sign off from January 1, 2022 to December 31, 2022.

Milwaukee PBS' award-winning locally produced series programs continue to be responsive to the community with: *10thirtysix™*, *Adelante*, *Black Nouveau*, *My Wisconsin Backyard*, and *The Arts Page*. Additionally, the locally produced program *America's Dairyland at the Crossroads* was nationally distributed on PBS stations across the country and broadcast nationally on the World Channel. A segment from that special program also aired nationally on the *PBS NewsHour*.



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Audience feedback is obtained through viewer mail, email, social media postings, telephone calls, pledge memberships, overnight program ratings, and viewer comments at events.

Approximately 90 Milwaukee Area Technical College TV and Video Production and e-Production Associate Degree program students gain real-life broadcast television industry experience by utilizing Milwaukee PBS' facilities, staff mentors, and local production settings. Student productions include: the *Student Workshop* series and *Student Operations Day* on Channel 36.1, and the *Letters to Santa* series presented on Channels 10.1 and 36.1. The students also produce a 30-minute weekly web-streamed program about the college experience called *MATC Now!* during the academic year, as well as a concert music series called *Live at the Lakefront* that is web cast live from Milwaukee's lakefront during the summer. Student projects normally amount to over 100 programs streamed or broadcast on the Milwaukee PBS services. The MATC Creative Arts, Design and Media Pathway students, faculty, and administration are also incorporated into Milwaukee PBS's local production efforts.

Every year on the first Saturday in May, Milwaukee PBS proudly showcases the annual *Student Operations Day* where the students of MATC's Television and Video Production Associate Degree program "take over" Milwaukee PBS channel 36.1. This second-year student capstone event provides hands-on, real-life experience as they craft the station and program offerings, broadcasting more than 14 hours of original live and recorded student-produced content throughout the day. The students also assume professional roles that include general manager, promotions, writer, producer, director, videographer, editor, and other roles found in the media industry as part of this educational and professional experience.



LOCAL VALUE

Milwaukee PBS provides six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 1.4 million potential viewers. Our Americans with Disability Act compliant web and mobile-friendly content is accessible via computer, tablet, and smartphone or through our website **milwaukeepbs.org** for program listings, station events and outreach activities, and online contribution opportunities. The website includes access to archived programs of both Milwaukee PBS local productions and PBS national programs.

Social media engagement on Facebook, Twitter, YouTube, Instagram, Pinterest, and Flickr provides additional contact and communication with our audiences. Web platforms such as OVEE, Zoom, Microsoft Teams and Google Meet are also utilized to engage with our audiences.

LOCAL IMPACT

The Milwaukee PBS station's blend of national, syndicated, and locally produced programs provide our viewers with quality programming. Our award-winning local productions continue to be responsive to a diverse community, and our outreach efforts associate local and national programming with community issues that bring awareness and provide thoughtful discussion opportunities to find solutions.



PBS
VIDEO
APP



2022 LOCAL CONTENT AND SERVICE REPORT FOR THE COMMUNITY



At Milwaukee PBS, we believe OUR STORY IS YOU. Our locally produced series and specials strive to provide local storytelling to reflect our community. Milwaukee PBS continues to stay focused on bringing everyone in southeastern Wisconsin and northern Illinois the services they depend on. *10thirtysix™*, *Adelante*, and *Black Nouveau* continue to tell critical, local, and in-depth stories that highlight the stories of importance in Milwaukee and beyond. During 2022, Milwaukee PBS was honored to be a finalist in the Public Media Awards in the category of Overall Excellence in Content.

IN THE COMMUNITY

Milwaukee PBS hosted the Indie Lens Pop-Up for the PBS programs: *Missing in Brooks County*, *Apart*, *Writing with Fire*, *Try Harder!*, and *Move Me*. This is a neighborhood series that brings people together virtually for film screenings and community-driven conversations. Featuring documentaries seen on PBS's *Independent Lens*, Indie Lens Pop-Up draws local residents, leaders, and organizations to discuss what matters most, from newsworthy topics and social issues to family and community relationships.

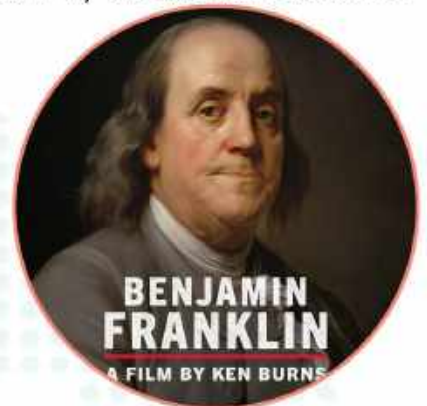
The station also hosted a four-part virtual conversation series with Ken Burns on his new documentary series on *Benjamin Franklin*. Later in the year, the station partnered with Cardinal Stritch University for an in-person screening and panel discussion of *The US and the Holocaust*, a film by Ken Burns, Lynn Novick, and Sarah Botstein.

Milwaukee PBS and the Wisconsin Black Historical Society partnered to present an evening of Black History Programs. Segments from *Becoming Frederick Douglass*; *Harriet Tubman: Visions Of Freedom*; and a new series from Dr. Henry Louis Gates, Jr. *Making Black America: Through The Grapevine* were screened followed by discussions.

A virtual screening of *Independent Lens: When Claude Got Shot* was followed by a panel discussion and audience question-and-answer session. The story surrounds Claude Motley, who returns to Milwaukee for a high school reunion only to become a victim of gun violence. After being shot in the face by a 15-year-old, Motley's path to recovery leads to forgiveness. But that path is paved with the complexities of race, violence, and justice. Two days later, his assailant goes after a woman, who shoots him during the struggle, and she feels guilty upon the discovery that the assailant is now paralyzed from the waist down. In a single weekend, three families' lives are changed by gun violence.

Christopher Kimball Live from the Milk Street Kitchen was a free one-hour virtual event where Kimball interacted with the audience through conversation; cooking, answering questions on food, must have cooking equipment (what's worth it and what's not); and more. Additionally, the station extended the opportunity to level up attendees' cooking skills with virtual cooking classes that were led by the cast of *Milk Street*.

The Charles Allis Art Museum along with Milwaukee PBS hosted *Dressing the Abbey*, a costume exhibition that highlighted fashions from one of the most widely watched television dramas in the world, *Downton Abbey™*. Visitors were able to see some of the original costumes worn by the stars of the series that depicted fashions of the British aristocracy in the early 20th century.



2022 LOCAL CONTENT AND SERVICE REPORT FOR THE COMMUNITY



Milwaukee PBS teamed up with Milwaukee Film for a screening of John Gurda's *People of the Port: A Jones Island Documentary*. This advance screening took place at the beautifully restored Oriental Theater to a packed house of nearly 1,000 attendees.

All of the station's travel experiences were designed to bring like-minded travelers opportunities to broaden their horizons and connect with one another. Trips included visits to Amana Colonies, the Mississippi River, Bayfield and the Apostle Islands, Conner Prairie and the Indy 500, and a Bed & Breakfast tour.

The Milwaukee PBS hosted "To The Manor Born", a summer tour of England that was postponed twice due to the pandemic. Participants were finally able to explore many of the sights known so well from public television and other iconic British programs. They experienced a behind-the-scenes look at locations from *Victoria*, *Doc Martin*, *Poldark*, and even Highclere Castle as seen on *Downton Abbey*™.



COMMITMENT TO EDUCATION

Our website has high quality educational resources for students in grades K-12 ranging from social studies to English language arts to science and the arts. There are activities, tips, a resources section, and parenting tips. Parents can even use the PBS Kids Video App to download children's programming directly onto their tablets or mobile devices for the children to view PBS Kids programs, and parents can sign up for the PBS Kids newsletter.



Milwaukee PBS KIDS Channel

The *Milwaukee PBS Kids* channel provides children's programming 24 hours a day, 7 days a week on channel 10.3. *Milwaukee PBS Kids* extras include accompanying websites, educational apps, and a live stream that viewers can watch on their computer, tablet, or smartphone. Programs help children build critical skills that enable them to find success in school and life, while assisting parents and caregivers to increase their own engagement with their children. Additionally, Milwaukee PBS's locally produced parenting tips were aired during various station breaks and in a dedicated section of the Milwaukee PBS website. With this dedicated channel, Milwaukee PBS continues to support early childhood learning initiatives in southeastern Wisconsin and northern Illinois.

Be My Neighbor Project

Milwaukee PBS and the Milwaukee Recreation Before and After School Programs partnered together in 2022 to provide a special educational opportunity to children in our community. With a grant from PNC Grow Up Great and Fred Rogers Productions, the station produced three learning modules focused on social emotional learning that were made available to all Milwaukee Recreation Before and After School Programs as well as community learning centers and safe places. Each module included a theme about understanding feelings and an activity for the children. The station provided lesson plans and a train-the-trainer workshop prior to launching the modules, and provided materials for each participating site including full size backpacks loaded with school supplies and a book for each child who participated.



Brain Building Moments

"You Are Your Child's First Teacher" is a dedicated section of the Milwaukee PBS website to help parents and caregivers make the most of the first five years of a child's life. With content presented in English, Spanish, and Hmong, the website contains child development information, resources, and short parenting tip videos produced by Milwaukee PBS in cooperation with Vroom. The Herzfeld Foundation and the Terri and Verne Holoubek Family Foundation generously contributed to support the website.



Letters to Santa

Milwaukee Area Technical College's Television & Video Production and e-Production students collaborated with Milwaukee PBS to broadcast the station's longest running locally produced holiday series *Letters to Santa*. These half-hour programs are taped at the Milwaukee PBS studios with a live audience, and later aired on Milwaukee PBS' channel 10.1 and 36.1. These productions are also available on the Milwaukee PBS website and YouTube channel.

COMMITMENT TO OUR COMMUNITY

10thirtysix™

Milwaukee PBS's 10thirtysix™ is an Emmy-winning monthly news magazine that highlights interesting topics throughout southeastern Wisconsin and northern Illinois. Each episode features in-depth segments designed to give the viewer greater knowledge about the place they call home, exploring the topical and relevant issues in their own backyard, and focusing on important community stories that inform, entertain, and inspire.

Recent stories included a feature on a Middleton High School English teacher who after teaching for only two years has already considered calling it quits; we visited a court where basketball means more than a game, and met some former players who said the game made them who they are. The show continued the investigation into the teacher crisis that's affecting Wisconsin's schools, and heard from more stressed-out teachers about their thoughts on how to ease the teacher shortage.

Audiences were introduced to an Afghan refugee and world-renowned women's advocate who's making a difference here in Milwaukee, and explored an in-depth conversation with Pardeep Singh Kaleka, who's father, the founder of the Sikh temple, was one of seven killed 10 years ago at the Sikh Temple in Oak Creek. Plus, a West Allis woman who journeyed to the Ukrainian border to serve those in need shared videos and photographs from her journey and explained what motivated her to just "go."

Milwaukee Symphony Orchestra Music Director Ken-David Masur invited audiences into his home for a candid conversation about his influences from his German and Japanese parents, and how their perspectives shaped his American Dream, as well as how music and hope have played a huge role. The German-born conductor also shared the dangers and prejudices he experienced growing up in East Germany. Plus, he talked about his plans to become an American citizen.



Adelante

Now in its 24th season, each episode of the Emmy-award-winning *Adelante* explores the culture and concerns of the growing Latino community in southeastern Wisconsin and northern Illinois. The program looks at change and progress, highlighting the contributions of Latino individuals and organizations to the community. Presented in both English and Spanish, the series also discusses a variety of issues such as education, health, immigration, and human rights, as well as celebrating the rich heritage of Latinos in the region.



Recent stories included a Milwaukee doctor who recently graduated from a medical school in Cuba through a scholarship program. She shared her experience with the Cuban model of medicine and how that will influence her practice in Milwaukee. Additionally, Dr. Stephen Hargarten, Professor of Emergency Medicine and Associate Dean for Global Health at the Medical College of Wisconsin, addressed the correlation between arms trafficking and public health.

Audiences met a Venezuelan who came to the United States in search of asylum who discussed the importance and impact of the immigration relief the U.S. granted to Venezuelans by designating them eligible for temporary protected status. The show also examined a program from the Wisconsin Economic Development Corporation that offers to provide assistance to first time home buyers, and explored the mental and emotional health crisis in Milwaukee's Latino community. Plus, the Monarch butterfly has been placed on the endangered species list and two biologists – one in Madison and another in Mexico – are working together to protect this butterfly that, in its life stages and its migration, shows unique and amazing characteristics.

Also, folk artists living in Mexico and Wisconsin shared their traditional art forms of cartonera (paper mache), barro (pottery) and textile and corn husk art. Finally, Vanessa Varela, the author of *Attributes of a Hispanic Girl: I Can* and other books discussed works that empower Hispanic girls.

American Dream

With stories in these local series' – *10thirtysix*TM, *Adelante*, and *Black Nouveau* – there was also a focus to share the thoughts and definitions of "the American Dream" from the perspective of the people in the local community. Each series showcased interviews with people living their dream, working for their dream, or striving to improve the dreams of others. While "The American Dream" is one of the core themes in the American collective narrative, its meaning can range from unifying to detracting based on personal experience.



Black Nouveau

For 31 seasons, the Emmy-award-winning *Black Nouveau* is regarded by the community as one of the most accurate, positive perspectives, and a trusted chronicler of African-American life in Milwaukee and elsewhere. It celebrates history, culture, and achievements while also illuminating the challenges facing many African-Americans, and serves as an agent for positive change within the community.

Black Nouveau introduced audiences to the 2022 Martin Luther King Speech Contest Winner; reported on the Milwaukee Rep's production "Toni Stone" about the first woman to play baseball professionally in the Negro Leagues; introduced ceramicist and internet sensation Lalese Stamps, founder of Lolly Lolly Ceramics, an artist featured in the *New York Times*, *Vogue*, and the *Washington Post* for her novel and sell-out creations.

Black Nouveau celebrated African-American History Month with a tour of America's Black Holocaust Museum with Dr. Robert "Bert" Davis showcasing a few of the museum's permanent exhibits and discussed plans for the museum's reopening; took a tour of "Antonia's 365 Hip Hop Museum"; and partnered with Milwaukee Film to share highlights of the Black Lens films scheduled during Black History Month.

Audiences were introduced to three Milwaukeeans who shared the impact the late Sidney Poitier had on their lives and careers; remembered the life and legacy of Dr. Lester Carter, Milwaukee's longest-serving Black pharmacist, who served the community for five decades; and observed the newest federal holiday through Milwaukee's 51st annual Juneteenth Day celebration, where viewers learned more about this important American holiday and its impact today.

Listen MKE

The award-winning *Listen MKE* entered its third year as a project involving the Ideas Lab of the Milwaukee Journal Sentinel, Milwaukee's NPR station WUWM, and the Milwaukee Public Library. Creating listening opportunities for the residents living on the north side of Milwaukee, Milwaukee PBS partnered with these organizations to craft these special broadcasts. This year, these virtual town halls examined topics including childhood trauma and youth incarceration.

Incarceration of youth offenders is considered necessary for public protection, but research shows it is not effective in terms of cost or outcome. *Listen MKE at The Table: When Kids Kill* explored the Marlin Dixon case that made national news. Dixon was arrested when he was 14 years old, served 18 years, and has 22 years of extended supervision. He shared how childhood trauma played and continues to play a role in his decision-making.



Milwaukee's Next Mayor: A Conversation with the Candidates

This special was a conversation with the two candidates running to become Milwaukee's next mayor. Former Milwaukee Alderman Bob Donovan and Milwaukee Interim Mayor Cavalier Johnson spoke on their vision for moving Milwaukee forward, commented on the issues of the day, and answered questions that were on the minds of everyday Milwaukee voters. This production was produced as a partnership between Milwaukee PBS, and 89.7 WUWM Milwaukee's NPR along with WDJT-TV CBS58 and WMLW, the M.



My Wisconsin Backyard

Now entering its second season, *My Wisconsin Backyard* features a weekly environmentally friendly/outdoor-focused story added to the Milwaukee PBS website milwaukeepbs.org each Friday. These short features focus on the benefits of outdoor activity including mental and physical health, eco-friendly gardening and community engagement.

Once a quarter a compilation of the best *My Wisconsin Backyard* web features are assembled into a half-hour broadcast special. Segments included stories featuring a 90-year-old ballroom dancer, a traditional Hmong game called Tuj Lub, and soaring in a sail plane over Holy Hill. Audiences took a tour inside the reopened Yerkes Observatory; sat courtside for wheelchair basketball, a sport that can be played by anyone; and met a veterinarian explaining protecting the health of animals large and small.



People of the Port: A Jones Island Documentary

Jones Island is in fact one of the most fascinating parcels of real estate in Milwaukee. In another collaboration with Milwaukee Historian John Gurda, *People Of The Port* tells the tale of an often ignored part of the city of Milwaukee. Few places in any American city have packed so many layers of change into such a small area. From Indian village to French Canadian trading post, to a Yankee shipyard, and a Polish fishing colony and an urban infrastructure hub, Jones Island has supported five distinct cultures through five stages of economic development on one narrowly circumscribed piece of land.



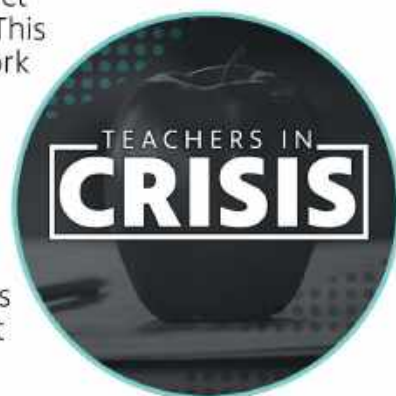
Speaking Of...

Milwaukee PBS introduced its first podcast in 2022. *Speaking of...* features the station's producers sharing stories and firsthand accounts of topical issues in the community. Stories featured community neighbors and friends as they explored the Milwaukee experience, considered life in southeastern Wisconsin, and highlighted national and global topics of public interest that are framed by diverse personal perspectives.



Teachers in Crisis

Milwaukee PBS crafted a locally produced, one-hour special that examined the nationwide teacher shortage and the stressors impacting teachers' decisions to quit or retire early. While the pandemic had a huge impact on teachers, the crisis had been building even before the pandemic. This special featured discussions with teachers about their decisions to work in a classroom and the problem of finding enough teachers of color. The U.S. Secretary of Education shared his insights on this nationwide issue. In honor of Teacher Appreciation week, the station and its producers' also thanked teachers for their service and dedication.



The Arts Page

The Arts Page is Milwaukee PBS' multi-Emmy and award-winning series exploring the local and national arts scene. Through the Major Market Group Arts Initiative, a collaborative effort among individual public television stations nationwide to share arts content, Milwaukee PBS' locally produced segments are augmented with pieces about artists and art topics from around the nation, and stories about the southeastern Wisconsin arts community are shared with partner PBS stations.

Segments included a profile of Vesile Yilmaz, a traditional Ebru artist who takes pride in performing this unique form of art using authentic ingredients and centuries-old techniques of marbling designs that are intuitively created and skillfully transferred to paper, fabric, ceramic, leather and wood; explored Milwaukee community leader Peg Ann's personal art collection that has taken her five decades to acquire; and visited the Charles Allis Art Museum to experience "Dressing the Abbey," an exhibition featuring costumes from PBS' *Downton Abbey*™.



The show showcased the opportunity of a lifetime for artists to paint four paintings in five hours for a \$20,000 prize; met the local artist behind the 3-story-high Giannis mural in downtown Milwaukee; and explored the remounted presentation of the Milwaukee Rep's "Titanic The Musical" that was canceled in the spring due to a coronavirus outbreak, and talked with cast and crew about the cancellation, remounting, and what it was like doing theater in a pandemic. Plus, audiences toured the World of Dr. Evermor, a sculpture park in western Wisconsin that is home to the biggest scrap metal sculpture in the world.

U.S. Senatorial Debate

The Wisconsin Broadcasters Association selected Milwaukee PBS to collaborate with and produce the 2022 U.S. Senate Debate for the state of Wisconsin. With a panel of six journalists chosen from radio and television stations across the state asking the questions and a smaller three-person data team of journalists providing background, context, and resources to voters via digital and social platforms, this one-hour debate allowed Wisconsin voters to hear where the two leading candidates – incumbent Republican Senator Ron Johnson and Wisconsin Lieutenant Governor Mandela Barnes – stood on the issues of the day. The live broadcast was made available to all Wisconsin media organizations and national media outlets.



2022 LOCAL CONTENT AND SERVICE REPORT

EVALUATING OUTCOMES & MEASURING IMPACT

MILWAUKEE  PBS

“Milwaukee PBS brings historical information to you not only on a national level but also on a local level.”

-Iria, Milwaukee

“When I come home at night you have great specials to enjoy.”

-Barry, Racine

“I’ve been watching since I was a kid and also watched in the classroom...I’m a PBS kid!”

-James, West Allis

“I enjoy it so much, you have the greatest programs! The entertainment is top notch!”

-Patricia, Delevan

“You open my world!”

-Jacqueline, Milwaukee

“My life is pretty hectic, but every once in a while when I get a chance to watch TV, I enjoy watching these shows. For persons like me, who don’t get a time to research and see these things, I find it really helpful. “

-Sandra, Wauwatosa

“I grew up in Milwaukee for the last 63 years with all the good programs on PBS.”

-Nick, Mukwonago

FRONTLINE

EXPERIENCE IT YOUR OWN WAY



MILWAUKEE PBS

A viewer-supported service of  MILWAUKEE AREA *Technical College*

Milwaukee PBS has been a part of the local community for over 65 years.

At Milwaukee PBS, OUR STORY IS YOU. Our name communicates that Milwaukee comes first. Milwaukee PBS is a locally governed community resource whose primary goal is to serve the needs of viewers in the area with locally produced television series and specials, online content, and engaging community events that focus on issues that impact us all. It's part of our mission and our passion.

Milwaukee PBS is the region's primary broadcaster of programming from PBS, which for the 19th year in-a-row Americans have named it as the most trusted institution in a nationwide survey.

Milwaukee PBS is southeastern Wisconsin's premier non-commercial media organization that offers entertaining, inspiring, and informative local programming. Milwaukee PBS consists of two high-definition television stations, WMVS and WMVT, and four additional digital television services. The stations are the area's only free over-the-air source for PBS and other national public television programs, and also offer a diverse schedule of award-winning local series and specials. The stations serving southeastern Wisconsin and northern Illinois are a viewer-supported service of Milwaukee Area Technical College.

MILWAUKEE PBS LOCAL PRODUCTIONS

