

## 2023 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 over 66 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

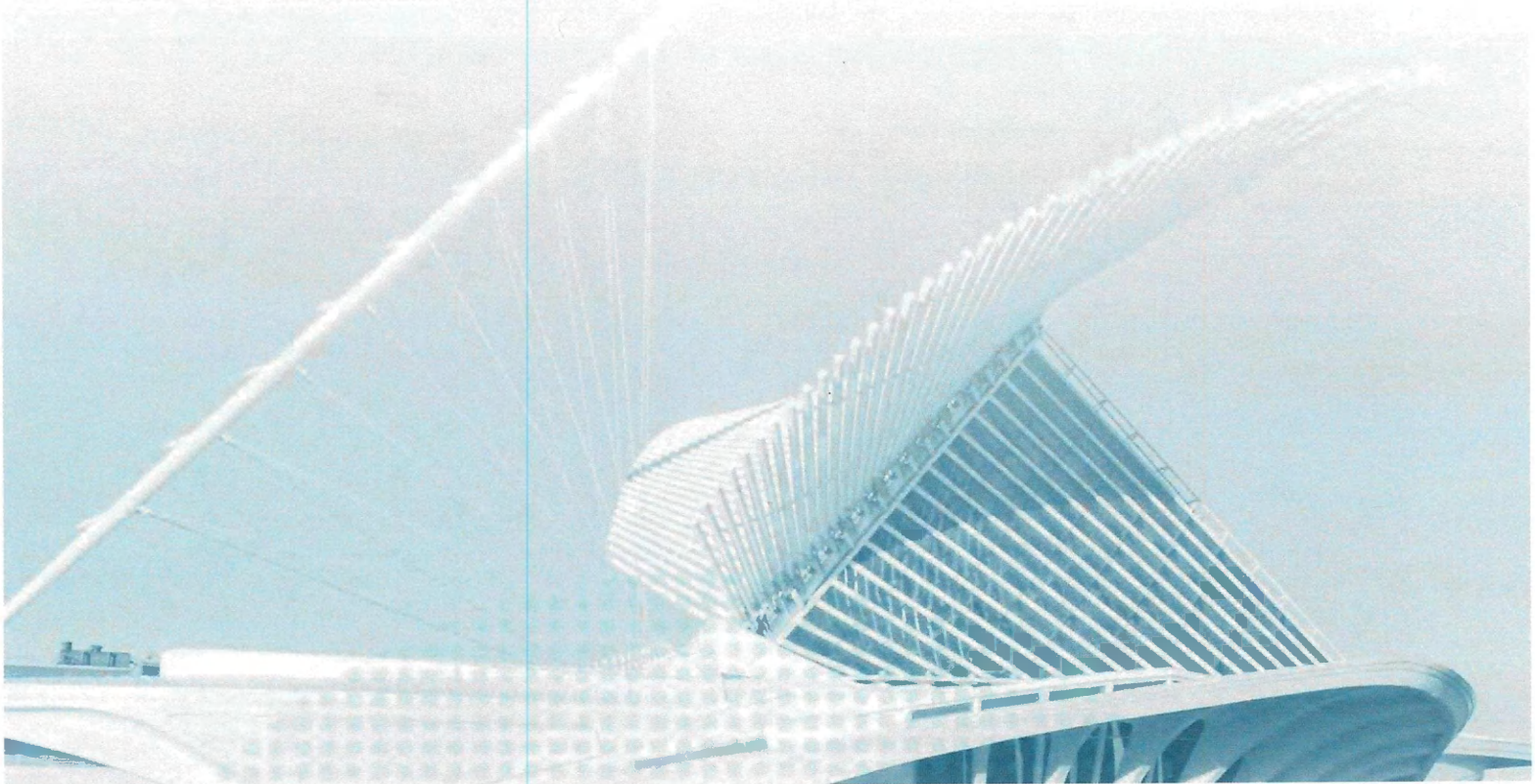
**36.3** Milwaukee PBS Weather & Traffic

All of these channels are carried on Spectrum Cable, and some of these channels are carried on other cable, satellite and streaming services including Charter Cable; 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, Direct-TV Stream, Hulu Plus, Local Now and on **[milwaukeepbs.org](http://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.)*

Milwaukee PBS' award-winning locally produced programs continue to be responsive to the community with: *10thirtysix™*, *Adelante*, *Black Nouveau*, *My Wisconsin Backyard*, *The Arts Page* and *Speaking Of...* which is our podcast series. This year we also premiered our newest digital series *Rhythm Café MKE*.





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, now in its 50th year on both 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. The station is exploring broadcasting this student music series in the future.

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.

*Student Operations day* is when Milwaukee Area Technical College Television and Video Production students share their work with the community. Each year the second-year students in the program work together to create a day of special programming for Milwaukee PBS viewers. It allows the students to create segments, entire programs and live broadcasts. The students assume real life positions for this project such as, executive producer, producers, editors, videographers, promotions producers, directors and many others. This hands-on approach is a critical component to the success of the program where the students gain experience in live broadcasting as well as having their content broadcast.





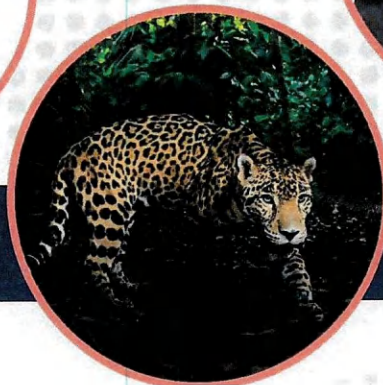
## LOCAL VALUE

Milwaukee PBS provides six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 2.1 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](http://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, YouTube, Instagram, Pinterest, and Flickr provides additional ways of contact and communication with our audiences. Web platforms such as 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**   
**NEWS  
HOUR**



# 2023 LOCAL CONTENT AND SERVICE FOR THE COMMUNITY

MILWAUKEE  PBS

At Milwaukee PBS, 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.





## IN THE COMMUNITY

Milwaukee PBS hosted the Indie Lens Pop-Up screenings for three PBS programs: *Love In The Time of Fentanyl*, *Free Chol Soo Lee* and *Storming Caesars Palace*. These virtual events bring people together 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.

Viewers and members were invited to spend an evening with Rick Steves, at our *European Travel: Beyond the Familiar with Rick Steves* event. Steves is America's most respected authority on European travel and he shared travel opportunities, practical travel advice and pro tips about European travels post Covid and how Eastern Europe deals with the war in Ukraine.



Milwaukee PBS curated an exhibit celebrating the 65th Anniversary of the station and putting those years of history on display. The exhibit was a chance to remember how Milwaukee PBS has evolved over its 65-year history and to celebrate the future. Attendees had the chance to look at historic memorabilia and view clips of some incredible productions over the last 65 years. Partnering with the Create Gallery on the downtown campus of Milwaukee Area Technical College. The exhibit was free and open to the public during the summer months.

Honoring service and celebrating history Milwaukee PBS held a screening of our local documentary special, *A Hallowed Home For Heroes*. This special tells the story of the iconic soldier's home from its civil war era women founders to its current \$44 million restoration. Once considered an insurmountable project returns one of southeast Wisconsin's most historic assets to its original purpose – the care of service men and women. A talkback was held with the producers and guest speakers after the screening.

All of the station's travel experiences were designed to bring like-minded travelers opportunities to broaden their horizons and connect with one another. Viewers and members traveled with Milwaukee PBS to discover new places and to partake of some exciting foods, have new experiences, create new stories and meet new friends.

Milwaukee PBS hosted the "*All Creatures Tour*" trip to England. From the Yorkshire Dales to the Peak District our travelers explored serene villages, grand homes, and went behind the scenes to the locations of PBS programs such as *All Creatures Great and Small*, *Grantchester*, and *Call the Midwife*. We explored the locations, observed the landscape and towns that are the backdrops for these viewer favorite programs.

Over a dozen travel opportunities were also made available to our members and viewers. We traveled the Mississippi River cursing on the Riverboat Twilight and visited Historic Guttenberg in Iowa. We immersed in nature at Stouts Island Lodge. We explored the historic Cook-Rutledge Mansion. We visited the Desoto House and the home of President Ulysses S. Grant. We witnessed the impressive planes at the National Museum of the United States Air Force, the Carillon Historical Park and Hawthorn Hill. We visited Steeple Square, the Fannie Stout House, the impressive Oliver Mansion, and the fascinating vehicle history at the Studebaker National Museum and so much more.



## **COMMITMENT TO EDUCATION**

The milwaukeepbs.org 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. With this dedicated channel, Milwaukee PBS continues to support early childhood learning initiatives in southeastern Wisconsin and northern Illinois.

### **Be My Neighbor Day**

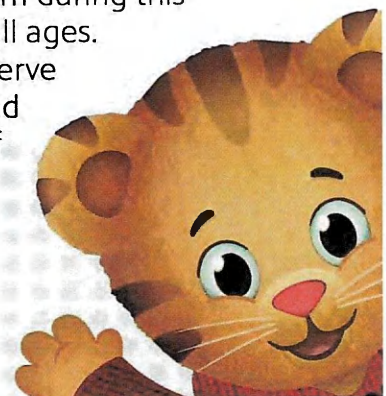
This was the 5th *Be My Neighbor Day* that Milwaukee PBS has presented. It was a fun day for many children in our Milwaukee PBS community who were able to attend the event. More than 400 people attended the event and more than 200 of them were students from Milwaukee Rec's summer programs. Children received a backpack with school supplies and other items from *PBS Kids* and they were able to have their photo taken with Daniel Tiger himself. Participants were able to interact with youth-serving organizations from the community and all participants also received free admission to the Betty Brinn Children's Museum. Funding assistance was provided by PNC Bank and the Fred Rogers Company.

### **Young Writers Contest**

For more than two decades Milwaukee PBS has encouraged young authors and illustrators to write original stories. Creating these stories activates children's imaginations and helps them practice their writing and art skills. The contest is open to children in kindergarten through third grade in the Milwaukee viewing area. The winners in each category had their stories turned into video segments that are broadcast on Milwaukee PBS and viewable on milwaukeepbs.org. Many thanks to our contest sponsors, the Kiwanis Club of Greater Milwaukee and the Betty Brinn Children's Museum.

### **Mittens and More**

*Mittens and More* returned to Milwaukee PBS after being paused during the pandemic. Milwaukee PBS and our viewers helped to keep hands, heads and hearts warm during this charitable campaign to collect new hats, scarves and mittens for people of all ages. Donors provided 2,958 items that were distributed to 21 local agencies that serve those in need in our community. Milwaukee PBS partnered with Colectivo and Milwaukee Area Technical College as well as Home Depot to provide drop off locations for the donations. Home Depot of West Allis also provided the needed boxes for packaging the hats, scarves and mittens for the requesting agencies.





### **Brain Building Moments**

Early childhood development 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, which are also aired during various station breaks. The Herzfeld Foundation and the Terri and Verne Holoubek Family Foundation generously contributed to support the website.

### **MPS Kindergarten Enrollment Fair 2023**

Milwaukee PBS participated in the Milwaukee Public Schools Kindergarten Enrollment fair. The station highlighted its PBS KIDS children's programming including providing activity sheets, bookmarks, and pencils for the upcoming kindergarten students.

### **Milwaukee PBS Educational Outreach**

During the year we also partnered with several different community organizations to provide educational outreach. The topic was Storytelling 101 discussing the parts of a story and encouraging children to write and illustrate their own original stories. The children crafted a character as part of the session. Partners included the Cudahy Family Library, Betty Brinn Children's Museum and several after school programs supervised by the Milwaukee Recreation Department. Students were provided bookmarks, activity sheets and a card with free PBS KIDS Apps.

### **Doors Open Milwaukee 2023**

Milwaukee PBS participated this fall in Doors Open Milwaukee. This is Milwaukee's annual celebration of history, architecture and neighborhoods. The station offered tours of our remote trucks and studios and we even had a special *PBS KIDS* Corner for our youngest community members where kids could make a craft to take home. We had 1,103 visitors during this seven hour event.

### **Letters to Santa**

For 50 years Milwaukee Area Technical College television students have created this delightful Christmas special where children get to meet Santa and share their Christmas wishes. From concept to broadcast, the students assume the roles of professional broadcasters to imagine, write, produce, promote and get this year's, five-part series on the air at Milwaukee PBS. With the guidance of their instructor's and the Milwaukee PBS staff, this hands-on experience for the students provides them a learning experience of just how much work goes into making a broadcast production of this type from concept to completion.





## **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.

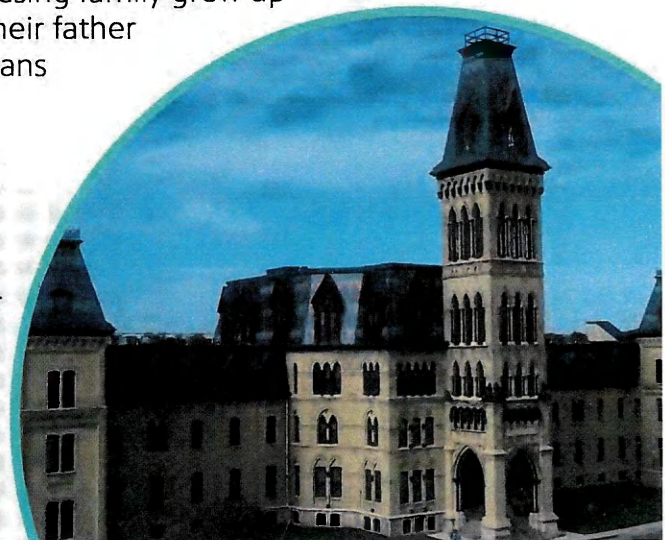
Recent stories included a Wisconsin country vet and how being a farm veterinarian differs from other practices and what it takes to be a large animal doctor. We took a look at human trafficking and the Lacey's Hope Project. We met a Delafield woman who is participating in a four-year study at UW Health after her father died from Alzheimer's disease. We revisited the teachers we profiled a year ago for an update on how they are doing as they continue to navigate the education environment where the pandemic is still disrupting things and the toll it's having on both the teachers and their students.

In recognition of Suicide Awareness Month, we followed-up with a youth and parent that were featured in our award-winning documentary, *Kids in Crisis: You Are Not Alone*, and a former Journal Sentinel reporter who talked about a memoir she's written about her family's struggles with mental health.

Our audience was introduced to the non-profit group, Feast of Crispian, which brings together professional actors and U.S. Veterans to strengthen the emotional resources they need to overcome trauma and reintegration issues, and we met a World War II Navy Veteran and centenarian named Julian. He talked about his long life, his inspirations for his many poems and his devotion to the Stars and Stripes Honor Flight program.

### **A Hallowed Home for Heroes**

In honor of Veterans Day, this documentary steps back in time to uncover a fascinating story about the Milwaukee Soldiers Home, a National Historic Landmark, and a huge part of American history. The origins trace back to President Abraham Lincoln's last legislative act and an overlooked group of young women who were feminists before their time. The documentary tells the story of the iconic institution from the women founders of the late 1800s to the veterans who live in Old Main now. The Tubesing family grew up there in the late 1950s and share their memories since their father was assigned there as he was a chaplain for the Veterans Administration. Interviews include Civil War historians, preservationists, veterans and current residents. The documentary explains how these grounds impacted the development of Milwaukee, why it's important to preserve it and why the Milwaukee Soldiers Home is so much more than a bunch of beautiful old buildings.





### **Adelante**

For 25 seasons, 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.

We talked to a local recovery coach about a life-saving drug that can prevent opioid overdoses, and UW-Milwaukee professors of students who are doing research in Mexico's Yucatan peninsula. We met members of the Hispanic Collaborative that work to make Milwaukee a top 10 city for the well beings of its Latino residents. We saw how United Migrant Opportunity Services UMOS is assisting 75,000 farm workers and meat packers in 13 states by distributing funds in a program related to the COVID-19 pandemic. The program explored a research program called All Of US, that explores connections between genetics and our behaviors related to health and the environment, and the Conservancy for Healing and Heritage which is a place that's working to unite personal health with nature. We also took a look at Alianza Latina Applying Solutions which is an organization whose mission is to promote the independence of people with disabilities



Some of the people we met included Pablo Horcasitas a concert pianist who has performed throughout the Americas, Europe and Asia, and we took a look at staff members of the United Community Center who provide a service that connects families, with services in Spanish, that are confronting Alzheimer's. We spoke to Areli Estrada who leads an organization providing dental care for thousands of uninsured in southeastern Wisconsin, and Ambassador Claudia Franco Hijuelos of the Milwaukee Mexican Consulate who told our viewers about 200 years of bilateral relations.



### **Black Nouveau**

For 32 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.

This year *Black Nouveau* provided profile features on such prominent African Americans such as Milwaukee native Malik Johnson, a Grammy nominated cellist working out of Chicago, artist Rosy Petri the first Black woman to obtain the Pfister's artist in residence whose art incorporates fabric, photography and mixed media, award winning actor Glynn Turma and award-winning rapper Idris Goodwin whose play, *Parental Advisory*, had its world premiere at the Milwaukee Rep, and we examined the life and legacy of Dr. Martin Luther King Jr

We presented our viewers the 11-minute film, *Black Strings*, made by local filmmaker, Marquise Mays which profiles the Black Strings Triage Ensemble, an all-African American string orchestra in Milwaukee that performs at crime scenes in the immediate aftermath of incidents of gun violence.

Segments included a look at two Black women first responders making history in their leadership roles in Milwaukee, the Milwaukee County Sheriff and the Milwaukee Fire Department Assistant Chief. We interviewed Joan Johnson, the first African American director of the Milwaukee Public Library – Central Library as it prepares to celebrate 125 years. We talked with Milwaukee filmmaker George Tillman, Jr about his new film on boxer George Foreman and we visited the Milwaukee 2023 Fatherhood Summit.

### **Milwaukee Juneteenth 2023: A Black Nouveau Special**

This *Black Nouveau* special broadcast was recorded live on location at the festival and broadcast later that same evening. It took a look at Milwaukee's 52nd Juneteenth celebration with reports on the history and meaning of this important holiday and interviews with participants at the celebration. The special also explored Wisconsin's 29th infantry, Company F, the first and only Wisconsin Black Civil War Company.





### **Milwaukee PBS at 65: Looking Back and Moving Forward**

Our local special on how Public Broadcasting began in Milwaukee. You may be surprised to learn it was a bit of a battle. This special celebrated and took a look back at the controversial start of the station and looked at the many technological advancements in the television industry in the last 65 years. The special also featured some of Milwaukee PBS' iconic productions including *The Great TV Auction*, *The Making of Milwaukee* and *The Great Circus Parade*.

### **Milwaukee PBS Stories of Inspiration**

This Thanksgiving Day Milwaukee PBS special showcased the accounts of kindness, gratitude, human achievement and celebration that we have shared with our viewers on each of our local productions throughout the year. These are stories of the people, places and culture of Milwaukee and southeastern Wisconsin that were truly inspiring.

### **My Wisconsin Backyard**

Now entering its third season, *My Wisconsin Backyard* features a weekly environmentally friendly or outdoor-focused story added to the Milwaukee PBS website [milwaukeepbs.org](http://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.



This season provided viewers with segments on the Milwaukee mounted horse patrol, what makes the Mississippi river so spectacular and the renovated Yerkes Observatory. We visited a Burlington, Wisconsin mushroom farm and had a stop at an ice cream shop just for dogs. We fished with the DNR and saw how they taught the sport of fishing to kids and our cameras ventured out to Franklin, Wisconsin and took in the independent professional baseball team the Milwaukee Milkmen.

### **Rhythm Café MKE**

Our newest digital series which can be seen on our Milwaukee PBS Passport App and on our website at [milwaukeepbs.org](http://milwaukeepbs.org). *Rhythm Café MKE* connects you with a front row seat to performances by Milwaukee musicians, and brings you up close to the independent music artists from our area. We hear their music, and their stories in their own voices. Each episode features original, up close and personal performances and profiles where the artists reveal the inspiration and influences behind their music. From rock to jazz to hip hop and soul and everything in between. The series is recorded at Anodyne Coffee Roasting Co.,





### **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 on our Arts magazine program included how brewers are distinguishing themselves through beer can art. During Black History Month we presented four stories of African American artists, a funk singer, a portrait artist, a muralist and a colorblind impressionist painter. We visited with a Wisconsin farmer who is also a master glass artist.

Through the lens of our camera crews viewers were able to travel to The Jewish Museum of Milwaukee's exhibit "*Jews in Space*", visit the Milwaukee's Arts Hotel, Saint Kate, to visit and tour with the artist in resident's unique studio. We saw how children learned life skills through learning stage skills at the First Stage Theater. We visited the Oconomowoc Festival of Arts, the Museum of Wisconsin Art in West Bend and Art Works Milwaukee and saw their environmental arts program. We learned all about the art of Tattooing where tattoo artists from all over came to Milwaukee for the 13th Annual Milwaukee Tattoo Arts Fest.

### **The March at 60: A Black Nouveau Special**

This *Black Nouveau* special looked at what happened to civil rights progress that occurred as a result of and since the Great March on Washington for Jobs and Freedom. Sixty years later, while there has been some progress, we are still a nation sharply divided by race and economic opportunity. This special examines where we are now, and what needs to be done moving forward.



2023 LOCAL CONTENT AND SERVICE  
**EVALUATING OUTCOMES &  
MEASURING IMPACT**

MILWAUKEE  PBS

***“My mother loves the Sunday night programming. We know not to call or text her on that night so as not to interrupt her programs!”***

– Holly, Jackson, WI

***“I love Milwaukee PBS. I have all these other channels that I never look at. At least I never have to channel surf to find something worth watching.”***

– Gerald, Plymouth, WI

***“Milwaukee PBS has all the finest programs. There’s hardly a night I don’t find something to watch. It’s superior to everything else.”***

– Marshsa, Franklin, WI

***“Thanks for all the great programming on PBS!  
The streaming using the PBS Passport is the best!”***

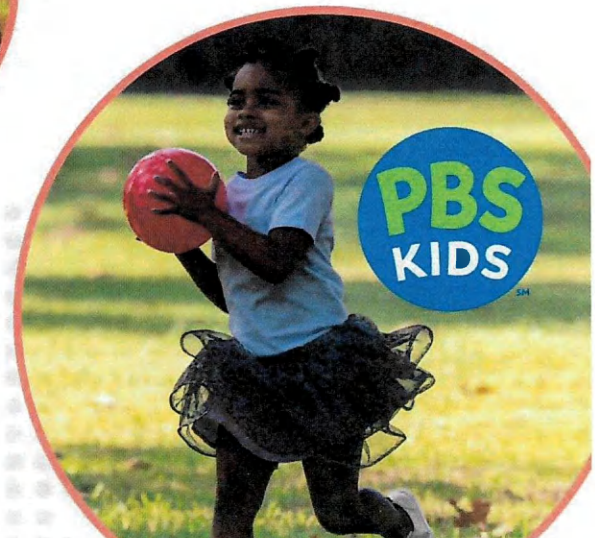
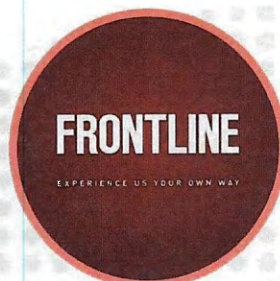
– Jeffrey, Brookfield, WI

***“I love your programs and glad to contribute. Pure class. Thank you.”***

– Judy, Grafton, WI

***“Masterpiece, educational, music, All Creatures Great and Small – I love all of it. It’s the best quality TV.”***

– Diane, Hartland, WI





# MILWAUKEE PBS

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

Milwaukee PBS has been a part of the local community for over 66 years.

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 20th 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

