

CPB Annual Diversity Report - 2023

Milwaukee PBS television stations WMVS and WMVT-TV, are licensed to the nine-member Board of Directors of the Milwaukee Area Technical College (MATC) in Milwaukee, Wisconsin.

The MATC District Board's duties and powers are outlined in Chapter 38 of the Wisconsin State Statutes. Each member of the board has the responsibility to ensure that MATC is meeting its commitment in increasing the potential and productivity of the people in the district through the development and delivery of high-quality educational programs consistent with current and emerging educational and labor market needs.

As outlined in MATC Policy A0104-7: "The Federal Communications Commission (FCC) has entrusted the District Board to operate the stations in the public interest, necessity, and convenience for the residents of southeastern Wisconsin. As the license holder of Milwaukee PBS, WMVS, Channel 10 and WMVT, Channel 36 (hereinafter referred to as Milwaukee PBS) the District Board:

1. Understands and contributes to the vision of Milwaukee PBS and an approved mission statement.
2. Sets all standards and policies for the operation and continued development of program services.
3. Approves overall policy service goals and stations' objectives.
4. Assures overall policy direction per FCC and Corporation for Public Broadcasting (CPB) requirements including Equal Employment Opportunities, Americans With Disabilities Act, open meeting and records regulations, and technical broadcast requirements.
5. Assumes, holds, and assists in all fiduciary policy responsibilities, including revenue (and related expenses) required Milwaukee PBS through MATC, community, state and federal sources."

Board members are selected through a statutory process that defines racial, gender and occupational criteria. The current nine member board consists of five female and four male members of which three board members are persons of color.

The District Board has adopted a number of policies committing to Equal Opportunity Employment and citing applicable state and federal laws regulating the hiring process.

Milwaukee PBS as a division of MATC, utilizes the services of the MATC Human Resources Department and is bound by the policies and procedures established by the MATC District Board for EEO, Nondiscrimination, Anti-Harassment and Complaint compliance.

Equal Opportunity, Harassment and Nondiscrimination:

<https://www.matc.edu/who-we-are/reports-facts-data/policies-pdf/c0200-rev-4-26.pdf>

Complaint Procedures:

<https://www.matc.edu/who-we-are/reports-facts-data/policies-pdf/c0202-rev-10-26.pdf>

Discrimination Against Individuals with Disabilities:

<https://www.matc.edu/who-we-are/reports-facts-data/policies-pdf/c0203-rev-112807.pdf>

WMVS/WMTV Affirmative Action EEO Policy:

<https://www.matc.edu/who-we-are/reports-facts-data/policies-pdf/i0505-rev-12-1016-3.pdf>

Milwaukee PBS is further regulated by FCC and CPB requirements for tracking and reporting recruitment, hiring and EEO outreach efforts.

Full Time Positions Filled, Recruitment Sources for Full Time Vacancies, and Longer-Term Outreach Recruitment Initiatives reports for Milwaukee PBS are all available as posted in the FCC Public File for the period of August 1, 2022 – July 31, 2023 and are available under the EEO Public File Report section of the Milwaukee PBS web site located at: <https://www.milwaukeepbs.org/footer-items/fcc-records/>

MATC's Human Resources Department evaluates the application pools for adequate minority/gender representation. If the applicant pool is found to be underrepresented, the position is evaluated and if necessary, reposted, advertisements modified and recruitment sources reviewed and, if necessary, expanded.

Milwaukee PBS strives for hiring pools that are representative of the population of the service area and that the station staff overall, would reflect a similar diverse make up.

Diversity training for Milwaukee PBS management staff is provided through seminars and webinars conducted by the Wisconsin Broadcasters Association (WBA), the Public Media Business Association (PMBA), the Public Broadcasting Service (PBS) and in-service training materials provided by the MATC Human Resources Department. MATC Human Resource professionals provide "Beyond Bias" training materials for selection committees in candidate screening, interview question development, selection of candidates and ensuring confidentiality of the process.

2023 CPB Diversity Report Statement

The Nielsen Company reports that the Milwaukee Designated Market Area (DMA) is made up of 27.4% minority households; Milwaukee PBS full-time minority workforce as reported in February 2024, for the 2023 CPB Station Activities Survey (SAS), is 18.37% full-time and 50% part-time. The female population in the Milwaukee DMA per the Nielsen Company is reported at 51.4%; the percentage of full-time females in the Milwaukee PBS workforce is 42.86%, and the percentage of part-time females in the Milwaukee PBS workforce is 56.25%.

The Milwaukee PBS television stations WMVS and WMVT, as a department of Milwaukee Area Technical College (MATC), are committed to diversity in hiring, student recruitment and training, and acquiring and producing programming that celebrates our area's rich cultural heritage.

The Milwaukee PBS goal is to "*strive for hiring pools that are representative of the population of the service area*". In most cases, hiring pools have included minority representation, although technical positions often generate a lower response.

Milwaukee PBS' service to the community considers diversity in program selection, local productions, outreach efforts, and web offerings. Milwaukee PBS strives to acquire and produce programs that include an editorial balance, inclusive representation, and non-traditional role models both in front of and behind the scenes.

The Milwaukee PBS broadcast services are comprised of two high definition and four standard definition programming streams. The two high-definition channels, WMVS 10.1 and WMVT 36.1 offer locally scheduled programs from PBS, APT, NETA, and the BBC, augmented by local, state, regional, independent, and collaborative productions. National programs of note are often presented with local

follow-up productions and station outreach efforts. Discussion panels, and community engagement sessions include local experts from diverse backgrounds to add depth and conversations to and about the presented program topic. Milwaukee PBS acquired and scheduled specials around monthly national observances can include racial, cultural, and national commemorations of significance. Milwaukee PBS' digital sub channels – World, Create, and the PBS Kids channel, often offer programs that highlight diverse issues.

Milwaukee PBS locally produced productions include African American and Latino producers and program hosts.

Two Milwaukee PBS series productions stand out for their focus on minority populations in our coverage area. *Black Nouveau* highlights the events and issues in the African American community with positive stories told through noteworthy residents and leaders. *Adelante* approaches the Latino community in a similar fashion, and is presented with open captions that translate the native language of guests so both Spanish and English speaking viewers can benefit from the program's content. Both *Black Nouveau* and *Adelante* continue to win local, regional and national awards and both programs have also received multiple Emmy Award nominations and have been presented with Emmy Awards for segments or program specials.

"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 even short parenting tip videos.

Though the MATC office of Diversity, Equity and Inclusion employees assigned to the television stations have participated in training in the areas of anti-bias and managing a transformative culture. All employees have also received training on skills relating to harassment, diversity and inclusion, managing bias and bystander intervention through the annual CPB training offering.

The Milwaukee PBS facility also houses the MATC Television and Video Production Associate Degree program and the eProduction Associate Degree program as well as two technical diplomas in the areas of studio or field production and a certificate in advanced video editing. These diploma, certificate, and two-year programs train students for futures in the television, corporate video and digital and social media industries in an actual broadcast facility under the supervision of professional instructors and television station staff members. The programs currently consist of a diverse enrollment of students in which the minority and female retention rate is among the highest in the college of all programs offered and the program counselors and instructors continue to recruit a diverse student population into the program.