

**LONGER-TERM OUTREACH/RECRUITMENT INITIATIVES**

WMVS/WMVT-TV, MILWAUKEE WI

MILWAUKEE PBS

August 1, 2023 – July 31, 2024

Date	Initiative	FCC Category	Description	Involvement	Participating Staff
1/23/24	Milwaukee Area Technical College Human Resources department in person training.	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	The Institute For Advanced Leadership Development	Completed this 10 session Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; Dale Palecek, Chief Programming Officer; Thay Yang, Manager Creative Services
8/23/23	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 -</i>	Building Shared Understanding across Cultural Divides	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
8/23/23	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 -</i>	Adopting New Leadership Mindsets to Drive DEI	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
3/13/24	Corporation for Public Broadcasting	<i>FCC Category 14 -</i>	Specialized online training by Everfi for the Corporation for Public Broadcasting on Preventing Harassment and Discrimination:	Completed this online training course.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; all fulltime employees have a time frame window to complete this online training course.

Date	Initiative	FCC Category	Description	Scope of involvement	Participating Staff
On-going	Offer tours, presentations, and discussions to students and individuals interested in broadcasting.	<i>FCC Category 11 – sponsorship of at least two events in the community designed to inform the public as to employment opportunities in broadcasting.</i>	A representative sample of some of our outreach activity is presented below.	Specific type is presented below.	Milwaukee PBS station staff and members of the Television and Video Production and eProduction instructional department
9/5/23 11/28/23 2/28/24 3/6/24 3/14/24 6/18/24	Tour	<i>FCC Category 11</i>	Prospective Milwaukee Area Technical College students and various high school students	Tour and discuss possible careers with prospective students while touring Milwaukee PBS and our television production instructional areas	Kevin Pulz, instructional chair television and video production program.
9/23/23	Tour / Presentation Open House	<i>FCC Category 11</i>	Doors Open Milwaukee	Nearly 1,000 community members toured the Milwaukee PBS studios, remote truck and had their questions answered about television station functions during this 8 hour community event.	Milwaukee PBS staff
10/19/23	Presentation	<i>FCC Category 11</i>	ArtSpin Milwaukee	Presentation to 10 individuals about “The Arts Page” and the role of the show’s Producer	Adam Lilley, Milwaukee PBS Director/Producer
3/15/24	Presentation	<i>FCC Category 11</i>	Southeast Asian Youth Career & Education Fair at held at UW-Milwaukee	Approximately 600 students attended this Community Speaking Engagement at the University	Thay Yang, Milwaukee PBS Manager of Creative Services.
3/12/24	Tour / Presentation	<i>FCC Category 11</i>	Goodwill Industries	Tour of Milwaukee PBS facility to 15 individuals. They also observed a classroom activity where a TV lighting lab class was underway.	Dale Palecek, Milwaukee PBS Chief Programming Officer; Gary Wernett, instructor Television and Video Production

4/11/24	Presentation	<i>FCC Category 11</i>	West Allis Retirees' Association	Presentation to 55 to 60 persons on the research and producing "Remembering the Great Circus Parade"	Joe Sankey, Milwaukee PBS Set and Production Designer and Co-producer of the Circus Parade documentary
4/17/24	Presentation	<i>FCC Category 11</i>	Marquette University	How the program "A Hallowed Home for Heroes" was produced; job opportunities and duties for a job in television and resume preparation.	Maryann Lazarski, Milwaukee PBS Editorial Producer
4/17/24	Tour	<i>FCC Category 11</i>	Grace Lutheran Church	Tour of Milwaukee PBS facility to 26 individuals from this group.	Dale Palecek, Milwaukee PBS Chief Programming Officer
5/14/24	Tour	<i>FCC Category 11</i>	Discover Church	Tour of Milwaukee PBS facility to 38 senior members from this church	Dale Palecek, Milwaukee PBS Chief Programming Officer
On-going	MATC TV and Video Production Associate Degree Program	<i>FCC Category 5 – Acquiring skills needed for broadcast employment</i>	Milwaukee Area Technical College and Milwaukee PBS	Some 100 MATC Television and Video Production and e-Production students have access to the Milwaukee PBS facilities; staff members serve as mentors for career development. Students also staff crew positions for Milwaukee PBS studio productions and assist on with field and remote productions.	Kevin Pulz, Instructional Chair; Mark Bergner, Gary Wernette, instructor; John Larscheid, Milwaukee PBS Studio Supervisor
On-going	Internet Job Postings	<i>FCC Category 6 – participation in general outreach efforts through job banks or internet programs.</i>	Post full-time position openings on various internet job sites to maximize dissemination of job vacancies.	Association for Fundraising Professionals Curent.org; Glassdoor.com; Governmentjobs.com; Indeed.com; LinkedIn.com;	Angela Nixon, MATC Human Resources Talent Acquisition Manager

				<p>MATC talent acquisition;  milwaukeejobs.com;  countyclerk@milwcnty  sbe.org  cpb.org  matc.edu  mpbs.org  mpbs tv channles  nbmbaamilwaukee</p>	
Annual	Ev O'Hare Scholarship	<i>FCC Category 7 – Participation in scholarship programs directed to students who want to pursue a career in broadcasting.</i>	Scholarship program for students enrolled in the Milwaukee Area Technical College (MATC) TV and Video Production Associate Degree Program.	<p>Solicitation of gifts in partnership with the MATC Foundation and selection of annual recipient.  Geared to a student working towards the Digital Content Creation Associated in Applied Science Degree.</p>	Mark Bergner, instructor
New Annual	Ron Pellegrini Broadcast TV Scholarship	<i>FCC Category 7 –</i>	Scholarship program for students enrolled in the Milwaukee Area Technical College (MATC) TV and Video Production Associate Degree Program.	<p>Solicitation of gifts in partnership with the MATC Foundation and selection of annual recipient.  Geared to a first year student working towards the Television and Video Production Associated in Applied Science Degree</p>	Kevin Pulz, instructional chair; Dan Brown, Lauren Hill, Gary Wernett, Instructors for Television and Video Production
11/9/23 4/25/24	Open House	<i>FCC Category 10 - participation in at least four events or program relating to career opportunities sponsored by educational institutions</i>	Milwaukee Area Technical College	Participated in the colleges Spring and Fall Open House to inform prospective students about the career possibilities in traditional broadcasting and digital media.	Dan Brown, Lauren Hill, Instructors for Television and Video Production