



FISCAL YEAR: JULY 1, 2023 – JUNE 30, 2024

## 2023-2024 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 noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment. *–Milwaukee PBS Vision Statement*

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

Since 1957, Milwaukee PBS has served as a public service outreach initiative of Milwaukee Area Technical College (MATC). 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 local weather and traffic channel.



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## WMVS Channel 10

**10.1** Milwaukee PBS 10  
**10.2** Create  
**10.3** PBS KIDS

## WMVT Channel 36

**36.1** Milwaukee PBS 36  
**36.2** WORLD  
**36.3** Milwaukee PBS Weather & Traffic

All of our 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 AT&T TV in Wisconsin, Comcast in northern Illinois, and DirecTV and Dish Network on satellite. Milwaukee PBS channel 10.1 can also be seen on YouTube TV, DirecTV Stream, Hulu Plus, Local Now and on **MilwaukeePBS.org**

During the 2023-2024 TV season, Milwaukee was the 38<sup>th</sup>-largest Nielsen-designated market area (DMA) in the United States with 944,900 television households in the DMA, and a potential viewing audience of 2.173 million individuals\*.

Milwaukee PBS is consistently rated among the top-ten most viewed PBS stations in the country.

\*(Data from Nielsen Media Research estimates 2.3 persons per household in the Milwaukee market.)

Our award-winning, locally-produced programs continue to be responsive to the community with: **10THIRTYSIX™**, **ADELANTE**, **BLACK NOUVEAU**, **MY WISCONSIN BACKYARD**, **THE ARTS PAGE**, and our podcast **SPEAKING OF...** as well as our newest digital series **RHYTHM CAFE MKE**.

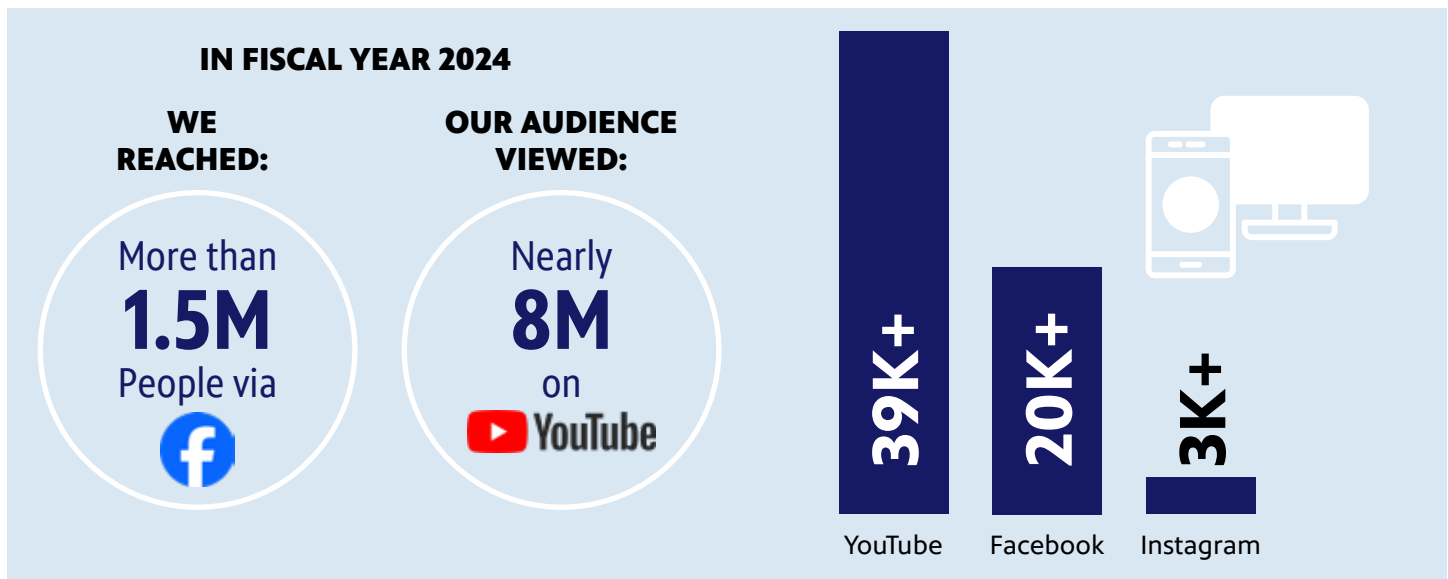
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## LOCAL VALUE

Milwaukee PBS provides five, 24-hour broadcast stations totaling 840 hours/week of programming available to more than 2.1 million potential viewers. Our sixth channel provides 168 hours/week of local weather and traffic information. Americans with Disabilities 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 local programs and national PBS programs.

Social media engagement on Facebook (20K+), YouTube (39K+) and LinkedIn (500+) provides additional ways of communicating with our audiences. In fiscal year 2024, we reached more than 1.5 million people via Facebook and had nearly 8 million views on YouTube.



## LOCAL IMPACT

Our station's blend of national, syndicated, and locally-produced programs provides 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.



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## ON CAMPUS

Approximately 90 MATC TV and Video Production and eProduction associate degree and technical diploma program students gain real-life broadcast television industry experience by utilizing the Milwaukee PBS facilities, staff mentors, and local studio and field program production opportunities for both broadcast and web. The 41 broadcast student productions include the **STUDENT WORKSHOP** series, **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 12-program 30-minute weekly series streamed online about the college experience called **MATC NOW!** during the academic year. They also produce a concert music series called **LIVE AT THE LAKEFRONT** that is webcast live from Milwaukee's lakefront during the summer. This series was also featured on Milwaukee PBS channels 10.1 and 36.1 as a special program.

Student projects normally amount to over 100 programs or story segments streamed or broadcast on the Milwaukee PBS services. The MATC Creative Arts, Design and Media Pathway students, faculty, and administration are also incorporated into our local production efforts.

**STUDENT OPERATIONS DAY** is when MATC 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 of the success of the program where the students gain experience in live broadcasting as well as having their content broadcast.

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## LOCAL CONTENT

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 on which they depend.

### 10THIRTYSIX™

Our Emmy-winning monthly news magazine series 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 by 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 Delafield woman who is participating in a four-year study at University of Wisconsin School of Medicine and Public Health after her father died from Alzheimer's disease. We took a look at domestic violence, which has reached crisis levels since the COVID-19 pandemic. We shared a multi-part conversation on mental health, covering a new series, **HOW WE HEAL**, produced by a local psychotherapist, where installments concentrated on education, resources, and real-life stories.

Our audience was introduced to the nonprofit group, Feast of Crispian in October, 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.

In collaboration with Marquette University's Civic Dialogues program and as part of efforts to restore civility to political discourse, we produced a four-part series called **TABLE TALK**, where we invited people of differing political backgrounds to the dinner table to talk about important electoral issues, including education, climate change, democracy and immigration.

### ADELANTE

For 25 seasons, each episode of the Emmy-award-winning series 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 took a look at Alianza Latina Applying Solutions in September, which is an organization whose mission is to promote the independence of people with disabilities. In February, our episode featured the director of the Latina Resource Center with information about how to prevent relationships that lead to domestic violence. In March, host Patricia Gómez focused on the upcoming election and reviewed bipartisan legislation that, if approved, would benefit DACA participants. In April, we sat down with a psychotherapist who discussed the hot-topic issue of social media and children. This episode also kicked off our series on issues surrounding the upcoming election presented in partnership with the Civil Dialogues of Marquette University.



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## BLACK NOUVEAU

For 32 seasons, this Emmy-award-winning program has been 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, we provided profile features on prominent African Americans, including Milwaukee native Malik Johnson, a Grammy nominated cellist working out of Chicago; award-winning actor Glynn Turman; and award-winning rapper Idris Goodwin, whose play, *Parental Advisory*, had its world premiere at the Milwaukee Rep. We featured an interview with Rael the Artist whose specialty is Hip Hop Gospel and journalist Joanne Williams discussed her documentary *The Exchange: Kaukauna & King 50 Years Later*. In celebration of Black History Month, we profiled artist Della Wells and highlighted Souls to the Polls ahead of the election primary.



We presented our viewers with 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 an interview with Joan Johnson, the first African American director of the Milwaukee Public Library – Central Library, as it prepares to celebrate 125 years. We also visited the Milwaukee 2023 Fatherhood Summit.

## THE ARTS PAGE

This multi-Emmy Award-winning series explores the local and national arts scene and is produced in cooperation with the Major Market Group Arts Initiative, a collaborative effort to share arts content among individual public television stations nationwide. We locally produce stories about the southeastern Wisconsin arts communities and then add pieces we get from other PBS stations about artists and art topics from around the nation to broadcast to our audience.

This season, segments included a visit with a Wisconsin farmer who is also a master glass artist, a trip to the Oconomowoc Festival of Arts, and a feature on the art of tattooing, where tattoo artists from all over came to Milwaukee for the 12th Annual Milwaukee Tattoo Arts Fest.

Through the lens of our camera, viewers were able to go behind the scenes of *The Wolves*, a coming-of-age drama from Renaissance Theaterworks, meet the cast and crew behind the play, and talk with artists from the Heart Park Senior Center's oil and acrylics painting class. In April 2024, this series re-launched as a digital only series.



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## SPECIALS & DIGITAL

### 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, as their father was assigned there as a chaplain for the Veterans Administration. Interviews include Civil War historians, preservationists, veterans and current residents. The documentary explains how these grounds have impacted the development of Milwaukee, why it's important to preserve them, and why the Milwaukee Soldiers Home is so much more than a bunch of beautiful old buildings.



### MILWAUKEE PBS AT 65: LOOKING BACK AND MOVING FORWARD

This local special explores how Public Broadcasting began in Milwaukee. You may be surprised to learn it was a bit of a battle. This special celebrated the station's controversial beginnings and examined the many technological advancements in the television industry over the last 65 years. We also featured some of our 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 cultures of Milwaukee and southeastern Wisconsin that were truly inspiring.

### MY WISCONSIN BACKYARD

This series features a weekly environmentally friendly or outdoor-focused story related to the benefits of outdoor activity including mental and physical health, eco-friendly gardening and community engagement.

Our 2023 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, to take in the independent professional baseball team, the Milwaukee Milkmen.

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## RHYTHM CAFE MKE

Our newest digital series delivers musical performances by Milwaukee musicians, from rock and jazz to hip hop, soul, and everything in between. This year, we featured 9 different artists and released 27 digital first segments consisting of nine “Meet the Artist” stories and 18 original song performances. Our stories highlight the performer’s history, education, musical influences and motivation for performing. Each song release features an unplugged, intimate acoustic performance, followed by the artist discussing the inspiration behind the song.

## MILWAUKEE JUNETEENTH 2024: A BLACK NOUVEAU SPECIAL

Recorded live at the festival and broadcast later that same evening, this special explored Milwaukee’s 53rd Juneteenth celebration, featuring reports on the history and significance of this important holiday, along with interviews with participants. We also produced live cut-ins all day with notable guests helping us celebrate.



## THE MARCH AT 60: A BLACK NOUVEAU SPECIAL

This 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, although some progress has been made, we remain a nation sharply divided by race and economic opportunity. This special examines where we are now and what needs to be done moving forward.

## AL CAPONE: PROHIBITION AND WISCONSIN

The legend of Al Capone looms large over the state of Wisconsin, but how do we know if one of the most infamous men in American History actually visited the Badger State? New photographs and correspondence reveal not only personal friendships and a more playful side of Al Capone, but also his efforts to purchase property in the Northwoods of Wisconsin. This documentary brought to light a new angle on the man who was once public enemy number one. The half-hour documentary featured the family Al Capone was writing to, and the story of how they discovered their grandfather was friends with him; a friendship that was hidden away for 90 years. Additionally, we highlighted personal stories from his oldest living granddaughter.

## REMEMBERING THE GREAT CIRCUS PARADE

Between 1963 and 2009, the Great Circus Parade was presented 37 times, and 30 of these were staged in Milwaukee. Our documentary focused on the vision of C.P. “Chappie” Fox to recreate an old-time circus parade, complete with historic circus wagons, and the efforts of Benn Barkin to bring this amazing extravaganza to the streets of Milwaukee. We took a look back at this Wisconsin treasure, the event, the costumes and the beautifully restored and historic wagon collection of the Circus World Museum. At its peak, and thanks to Milwaukee PBS, this program was broadcast nationwide on PBS, in over 80 countries, and on the Armed Forces Radio and Television Network.

## SPEAKING OF...PODCAST

In this season, titled **SPEAKING OF...THE MISSING PEACE** producers focused on the increase of deadly domestic and intimate partner violence incidents in Milwaukee and across the state. Wisconsin lost a record high 96 people to domestic violence in 2022, a 20% increase from 2021. Across eight episodes of in-depth analysis and investigation, listeners heard powerful narratives from the people closest to the problem and to the solution, ranging from survivors of abuse and frontline advocates, to policy experts and law enforcement authorities.



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## EVENTS

**MILWAUKEE PBS AT 65: LOOKING BACK AND MOVING FORWARD.** Milwaukee PBS curated an exhibit celebrating the 65<sup>th</sup> anniversary of the station and put those 65 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. We partnered with the Create Gallery on the downtown campus of Milwaukee Area Technical College to present this exhibit. The exhibit was free and open to the public from June through August 2023.

In 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 Soldiers Home from its Civil War-era women founders to its current \$44 million restoration. Once considered an insurmountable project, this restoration returns one of southeast Wisconsin's most historic assets to its original purpose – the care of service members. A panel discussion was held with the producers and guest speakers after the screening.

Milwaukee PBS hosted the *All Creatures Tour* trip to England. From the Yorkshire Dales to the Peak District, our travelers explored serene villages and grand homes and went behind the scenes at locations featured in PBS programs such as **ALL CREATURES GREAT AND SMALL**, **GRANTCHESTER**, and **CALL THE MIDWIFE**. We explored the locations and observed the landscapes and towns that are the backdrops for these viewer-favorite programs.

We also offered over a dozen travel opportunities to our members and viewers. We cruised the Mississippi River on the Riverboat Twilight and visited historic Guttenberg, Iowa. We experienced nature at Stouts Island Lodge. We explored 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 historic vehicles at the Studebaker National Museum, among other sites.

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## EDUCATION

The **MilwaukeePBS.org** website has high-quality educational resources for students in grades K-12, ranging from social studies to English language arts, science, and the arts. There are activities, tips, a resource section, and parenting tips. We include links to resources for parents and educators, some with local curriculum standards including PBS TeacherLine, PBS LearningMedia and NOVA Science Studio.

### MILWAUKEE PBS KIDS CHANNEL

The Milwaukee PBS KIDS channel provides children's programming 24 hours a day, seven days a week, on channel 10.3. Parents can also use the PBS KIDS App to enjoy children's programming on their tablets or mobile devices and they can sign up for the PBS KIDS newsletter. Programs help children build critical skills for success in school and life, while assisting parents and caregivers in increasing engagement with their children. With this dedicated channel, we continue to support early childhood learning initiatives in southeastern Wisconsin and northern Illinois.

### BE MY NEIGHBOR DAY

This was the fifth *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 Recreation's summer programs. Children received a backpack with school supplies and other items from PBS KIDS, and they were able to have their photos taken with Daniel Tiger. 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 Fred Rogers Productions.

### 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 greater Milwaukee 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

This philanthropic project returned 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, Milwaukee Area Technical College, and 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.

### DOORS OPEN MILWAUKEE 2023

We participated in this fall's citywide *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 children could make a craft to take home. We had 1,103 visitors during this seven-hour event.

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## TESTIMONIALS FROM THE COMMUNITY WE SERVE

*"You are interesting, family-oriented, and provide a wonderful variation of music, science and beauty that I wouldn't know what I would do without. Thank you Milwaukee PBS!"*

– Mary, Milwaukee, WI

*"It's wonderful. Not a single program I don't enjoy. It's the only thing I watch, its commercial free and the programs are great. Public TV is so important and I want it to continue forever and ever."*

– Amy, Caledonia, WI

*"I only watch PBS News at night and it is the most viable news that is available. I enjoy watching PBS!"*

– Lynn, Racine, WI

*"I'm pretty much home bound. At 95, I thoroughly enjoy the programming. You are my life line!"*

– Leslie, Muskego, WI

*"I just don't have cable. I enjoy all the wonderful programs. They're informative. They get down to the basics about what's important. It's entertaining, and of substance. I just enjoy channel 10 and 36 giving us a look into the world."*

– Louise, Pewaukee, WI

*"You guys have great informative, non-bias, and educational content. Thank you, Milwaukee PBS!"*

– Steven, Milwaukee, WI





A Viewer Supported Service of  **MILWAUKEE AREA Technical College**

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

Milwaukee PBS is a locally-governed resource dedicated to serving viewers with locally produced television series, specials, online content, and engaging community events that focus on issues that affect us all. This commitment is at the heart of our mission and passion.

For the 21st consecutive year, a nationwide study showcased that PBS and its member stations are rated #1 in public trust. Even as trust in national institutions declines, confidence in PBS remains strong.

Milwaukee PBS is southeastern Wisconsin's premier non-commercial media organization, providing entertaining, inspiring, and informative local programming. Our station consists of two HD television stations - WMVS and WMVT – along with 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, while also offering a diverse schedule of award-winning local series and specials. WMVS and WMVT, serving southeastern Wisconsin and northern Illinois, are a viewer-supported service of Milwaukee Area Technical College (MATC).

### **Milwaukee PBS Local Productions:**

