



PRESS RELEASE

FOR IMMEDIATE RELEASE

Milwaukee PBS Welcomes Beth Walsh as Chief Operating Officer

MILWAUKEE, WI — Milwaukee PBS is pleased to announce that **Beth Walsh** will join the organization as **Chief Operating Officer (COO)** beginning **Monday, March 16**. Walsh brings extensive experience in public media strategy, research, and operational leadership, most recently serving as **Vice President of Media Strategy Operations and the Next Generation Warning System at the Corporation for Public Broadcasting (CPB)**.

A respected leader in the public media system, Walsh has spent her career helping organizations use data, technology, and strategic planning to strengthen public service media and ensure its long-term sustainability. At CPB, she led system-wide initiatives focused on public media infrastructure, collaboration, data analytics, and technology investment, while also managing grant programs supporting station operations, innovation, and public safety initiatives.

Prior to her work at CPB, Walsh held leadership roles at **PBS, Comscore, and The Programming Service for Public Television**, where she provided strategic insights into audience behavior, research, and programming strategies that helped stations better understand and serve their communities. She is widely recognized across the public media system for her expertise in audience research, data-driven strategy, and cross-platform media analysis.

As Chief Operating Officer at Milwaukee PBS, Walsh will oversee organizational operations and strategic initiatives that support the station's mission to serve southeastern Wisconsin and northern Illinois with trusted content that informs, inspires and reflects our community.

Debbie Hamlett, General Manager of Milwaukee PBS welcomes Walsh to the organization:

"Beth brings a remarkable depth of knowledge about the public media system and the strategic insight needed to navigate a rapidly evolving media landscape. Her leadership in data analysis and system sustainability will help to strengthen Milwaukee PBS as we continue to serve our communities with trusted content and innovative services. We are thrilled to welcome her to Milwaukee PBS and to our leadership team."

Walsh shared her enthusiasm for joining the station:

"After years of serving local stations in my roles at PBS and CPB, I am beyond excited to join the outstanding team at Milwaukee PBS. In today's tumultuous media landscape, Milwaukee PBS is exceptional in its high audience engagement, relevant local content, and solid operations. I am honored to support the Milwaukee area community through this role at Milwaukee PBS."

For media inquiries, please contact Cameron Risher at risher@matc.edu or 414-297-7518.



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About Milwaukee PBS

Milwaukee PBS is southeastern Wisconsin's premier non-commercial media organization. It consists of two high-definition television stations, WMVS and WMVT, and four additional digital television services. The Milwaukee PBS stations are the area's only over-the-air source for PBS and other national public television programs, and is one of the most-watched public television stations in the nation. For more information, visit www.MilwaukeePBS.org.

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