



MILWAUKEE
PBS

2018 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 is a valuable part of Southeastern Wisconsin.

Milwaukee PBS marked 61 years on the air in 2018. Since 1957, Milwaukee PBS has served as a public service outreach initiative of the 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.

WMVS (Channel 10.1) is the primary outlet for both local and national PBS programming. WMTV (Channel 36.1) provides more vocational as well as a news and public-affairs programs. WMVS and WMTV offer high-definition and four unique standard-definition digital television services that range from nationally packaged public affairs programs; how-to and self-help programs; arts and culture programming; a dedicated children's channel; and locally originated weather and traffic.



Milwaukee PBS produced its first live remote broadcast from the Wisconsin State Fair in 1961. The 2000 telecast of Milwaukee's "Great Circus Parade" was the first live, national, high-definition program broadcast on PBS.

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PBS

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 Time Warner/Spectrum Cable, the most-used provider in our region, throughout southeastern Wisconsin. Some of these channels are carried on other regional cable and telephone systems, including Charter Cable and AT&T U-verse in Wisconsin, Comcast in northern Illinois, and DirecTV and Dish Network on satellite.



In 2018, Milwaukee was the 36th largest Nielsen market in the country with 868,500 television households in the 10-county market area. Among its various distinct services, Milwaukee PBS served nearly 578,000 households during an average month*. Milwaukee PBS is consistently among the top ten viewed PBS stations in the country. *(Audience data from Nielsen Media Research; TracMedia estimates 1.57 persons per household in the Milwaukee market.)

Award-winning production efforts continue to be responsive to the community with our locally produced series programs: *10thirtysix*™, *¡Adelante!*, *Around the Corner with John McGivern*™, *Black Nouveau*, *International Focus*, *Outdoor Wisconsin*, and *The Arts Page*. Local specials and limited series that have aired include: *Next Avenue Community Conversations* and *Cook.Plate.Dine.*™. Local programs that are nationally distributed for use on PBS stations across the country include: *Outdoor Wisconsin*, *Healthful Indian Flavors with Alamelu*, and *Tracks Ahead*. Local production efforts also include on-air membership drives; the Great TV Auction, which celebrated its 50th anniversary in 2018; an on-air and online holiday auction; a well-attended appraisal fair; and weekly underwriting and special-event spot production in support of a variety of fundraising efforts.



In 1965, Milwaukee PBS was the first non-commercial U.S. television station to introduce a regular schedule of color programs. Today, all local programs are produced in high definition, in color, in stereo, and closed captioned for the hearing impaired.

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MILWAUKEE
PBS

Complementing the national PBS schedule, Milwaukee PBS monthly series *¡Adelante!* and *Black Nouveau* produce occasional additional segments in their regularly scheduled programs that dovetail with specific topic areas presented on PBS prime-time specials. Audience feedback is obtained through viewer mail, email, web postings, phone calls, pledge memberships, overnight program ratings, viewer comments at events, and telephone calls to our comment line, where viewers can call in their comments and opinions about our local productions.



More than 130 Milwaukee Area Technical College (MATC) TV and Video Production and e-Production Associate Degree program students gained 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* seen on Channel 36.1 and the *Letters to Santa* series presented on Channel 10.1. The students also staff productions selected for *College Place* webcasts and produce a web-based music series called *Live at the Lakefront* broadcast from Milwaukee's lakefront during the summer. Student projects amount to over 100 programs streamed or broadcast on Milwaukee PBS services. The MATC School of Media and Creative Arts students, faculty, and administration are also incorporated into the Milwaukee PBS local production effort.



Milwaukee PBS conducted the world's first long-range digital signal test on WMVT in 1992. Today, television stations across the United States broadcast using digital high-definition signals.

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MILWAUKEE
PBS

LOCAL VALUE

In 2018, Milwaukee PBS provided these key local services: Six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 1.4 million potential viewers.

Web and mobile-friendly content accessible via computer, tablet, smartphone or through our website milwaukeepbs.org serving as a one-stop shop for program listings, station events and outreach activities, and online contribution opportunities. This content includes access to archived video of both Milwaukee PBS local productions and PBS national programs.

Social media engagement on Facebook, Twitter, YouTube, Instagram, Pinterest, and Flickr provide additional contact and communication with our audiences.



LOCAL IMPACT



Milwaukee PBS local services have a deep impact in the Milwaukee area. The station's blend of national, syndicated, and locally produced programs provide our viewers with quality programming including: occupational, academic, enrichment, cultural, minority, public affairs, business, news, children's, entertainment, recreation, and life-long educational television programming.

Our award-winning local productions continue to be responsive to a diverse community: *10thirtysix™*, *¡Adelante!*, *Around The Corner with John McGivern™*, *Black Nouveau*, *International Focus*, *Outdoor Wisconsin*, and *The Arts Page*.

Milwaukee PBS' outreach efforts associate local and national programming with community issues that both bring awareness and provide discussion opportunities to find solutions.

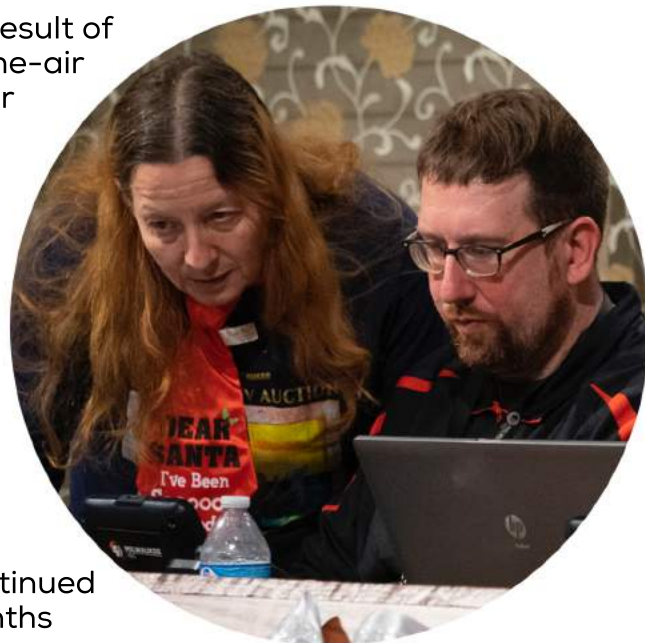
FOR THE COMMUNITY



MILWAUKEE
PBS

In January 2018, we revised our channel lineup as a result of the FCC Spectrum Auction, requiring all of our over-the-air viewers to rescan their televisions. To help educate our viewing audience, we developed the "Plan to Scan" campaign, creating news releases, flyers, informational web pages, social media messages, and broadcast promotional announcements in two languages. We also trained our staff to answer potential questions from viewers about the rescan.

On the day of the rescan, we staffed a phone bank for 12 hours to assist viewers with rescan and reception issues. Commercial stations in Milwaukee that also rescanned that day provided their viewers with our phone bank information for assistance. The response was so overwhelming that we extended the phone bank assistance for an additional day, and continued to answer individual rescan questions for several months afterwards.



As a result of our successful efforts, we led a webinar for NETA member stations on how to support viewers through a rescan. The FCC also became interested in our success and requested additional information on our efforts. In December, General Manager Bohdan Zachary was invited to testify before a congressional subcommittee about our rescan strategy, tactics, and community impact.

IN THE COMMUNITY

Milwaukee PBS hosted a series of community screenings associated with our most popular program *Around the Corner with John McGivern*[™]. Each program in the 13-episode series showcases how a different community celebrates the people and organizations that live, work, and play there. A free public preview screening was held ahead of each episode's air in the community highlighted in that week's particular episode.

Preview screenings were also held for a number of important national and locally produced programs including: *Cook.Plates.Dine*[™]; *Tell Them We Are Rising*; *The Great American Read*; *The Mayo Clinic: Faith-Hope-Science*; *Victoria*; and *10thirtysix*[™]: *A Hope For Tomorrow*. Milwaukee PBS partners with community organizations, museums, and educational institutions for these screenings, and presents a panel discussion with experts in the respective fields after select screenings.



Milwaukee PBS continued to conduct *Next Avenue Community Conversations* throughout our viewing area in 2018. *Next Avenue* is intended to help "grownups keep on growing". The target audience is anyone aged 50 and over, and anyone interested in topics that included health and well-being; money and financial security; caregiving; living and learning; and work and purpose. Panelists discussed topics important to seniors, and three of the community conversations events were recorded and later aired on Milwaukee PBS. Over 45 interstitials have also been produced and broadcast on air and online, covering a wide range of subjects in the above topic areas.

FOR THE COMMUNITY



MILWAUKEE
PBS



Milwaukee PBS hosted an audience-participation mystery play "Murder is on Air"; bus trips celebrating the communities highlighted in broadcasts of *Around the Corner with John McGivern™* as well as bus trips to Door County, WI; Frankenmuth, MI; and Peoria, IL, in addition to a nine-day adventure to Ireland.

Milwaukee PBS also participated for the second year in "Doors Open Milwaukee", giving 805 attendees from across the viewing area guided tours of the station during a seven-hour period. This annual outreach event "opens the doors" to locations in and around Milwaukee so that residents and visitors alike can learn more about the influential places and spaces in the area.

America's Test Kitchen chefs Bridget Lancaster and Julia Collin Davison also visited the station for a luncheon with major donors and a later meet-and-greet with viewers at the Milwaukee Public Market that gave fans of the show opportunities to meet these engaging public media figures while learning more about the station.



The Milwaukee PBS website was launched in 1995. Today, it has over 2.1 million total page views, over 1.4 million unique page views, and provides access to hundreds of videos and interactive content at any time on multiple platforms.

Commitment to Education

Milwaukee PBS Kids Channel

Since January 2017, along with PBS, the Milwaukee PBS Kids channel provides children's programming 24 hours a day, 7 days a week on channel 10.3. Milwaukee PBS Kids includes extras including 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 helping assist parents to increase their own engagement. Additionally, Milwaukee PBS' locally produced parenting tips are presented during various station breaks. With this dedicated channel, Milwaukee PBS continues to support early childhood learning initiatives in southeastern Wisconsin.



Milwaukee PBS Kids Writers Contest

For the 24th consecutive year, this contest encourages children from kindergarten through third grade in creating original, inspiring, entertaining, and funny stories with their own illustrations. This year, children submitted 277 stories with a talking hotdog, a scared bear, a missing bunny, and a hedgehog on an adventure. Their stories demonstrate a love of writing and creative artwork. This contest is designed to promote the advancement of children's literacy skills through hands-on active learning. Sixteen winners were chosen for first, second, third places, and honorable mention recognitions. The winning entries were also presented on Milwaukee PBS in a half-hour special program. Wisconsin's College Savings Plan "Edvest" supported the contest and prizes were donated by the Betty Brinn Children's Museum and the Kiwanis Club of Milwaukee.



Storytelling 101

Milwaukee PBS presented 12 free workshops averaging 45 to 60 minutes in length at various public libraries, elementary schools, and the Children's Museum to help children get ready to write and illustrate their own original stories. At Storytelling 101, children enrolled in kindergarten through third grade learn the basics of storytelling and creating unforgettable characters, exciting plots, and expressive illustrations, all to make a great story. Edvest, Betty Brinn Children's Museum, and the Kiwanis Club of Milwaukee supported the workshops.

Daniel Tiger's "Be My Neighbor Day"

Milwaukee PBS presented the second Daniel Tiger's "Be My Neighbor Day". This special day focused on the importance of neighborhoods, what children can learn from their community, and how basic values like courtesy and forgiveness can make a difference in a life. The day featured family fun activities, an opportunity to meet Daniel Tiger, fun craft projects, and more for the 450 individuals who attended this annual event. Our partners included The Fred Rogers Company, PNC Bank Foundation, and the Betty Brinn Children's Museum.



2018 LOCAL CONTENT AND SERVICE STORIES OF IMPACT



Mittens & More Drive

Milwaukee PBS hosted its 11th annual "Mittens and More" campaign. In 2018, 10,547 items were collected and distributed to 61 area agencies and local organizations. A vast majority of the hats, mittens, gloves, and scarves were hand knit, crocheted, and sewn by individual donors, knitting and sewing guilds, groups, and clubs. Our partners included Milwaukee Area Technical College, Back on the Rack Consignment Boutique, Ben Franklin Crafts, Clear Water Outdoor, Colectivo Coffee, Fredrick's Hallmark, Grafton Yarn Store, Heaven & Earth

Acupuncture, Ovation Sarah Chudnow, Sew Much More, Sew N' Save, and Springs Water Park. Home Depot donated the many boxes used at our drop-off locations, and numerous volunteers helped to box the items for distribution. Edvest was our sponsor this year.



Kids in the Kitchen

Milwaukee PBS *Kids in the Kitchen* is targeted to at-home mothers, caregivers, and their children. The healthy-eating recipes are kept simple and easy to duplicate in viewers' homes. Kid-friendly recipes are available on the Milwaukee PBS website for families and children to easily prepare, providing quality time together, reinforcing making healthy choices, inspiring self-confidence, teaching responsibility, and even playing a part in reducing childhood obesity.

Brain Building Moments

Last year Milwaukee Area Technical College and Milwaukee PBS convened a program special on early childhood brain development. This year, Milwaukee PBS expanded the project and created a special online section of our website called "You Are Your Child's First Teacher" 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 produced in cooperation with Vroom. The Herzfeld Foundation and the Terri and Verne Holoubek Family Foundation generously contributed to support the website.

Letters to Santa

Milwaukee Area Technical College's Television & Video Production and e-Production students collaborated with Milwaukee PBS to broadcast the station's longest running locally produced holiday series *Letters to Santa*. This year it was "Christmas with the Clauses" where the little ones joined Santa and Mrs. Claus at home at the North Pole for a reminder of what Christmas is really all about. From the gifts and hot cocoa to being with family, the children and television viewers saw how our four-legged friends celebrate, how Christmas candy is made, discovered some fantastic holiday light displays, and of course the children told Santa what they wish he would bring them for Christmas during this annual holiday series.



Commitment to Our Community

10thirtysix™

Titled after Milwaukee PBS' major channels, *10thirtysix™* is an Emmy-winning monthly news magazine that highlights interesting topics throughout southeastern Wisconsin. 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.



In 2018, *10thirtysix™* received three Chicago/Midwest Emmy nominations for Outstanding Achievements in the segment categories of News Specialty Report/Series, Public Affairs/Current Affairs Programming, and Human-Interest Programming. The Milwaukee Press Club awarded *10thirtysix™* with six awards including two top honors: the Gold Award for Best Long Hard Feature Story – “Undocumented and Unafraid Flores Family”, which also aired on *¡Adelante!* and the *PBS NewsHour*; and the Gold Award for Best Public Service Story or Series – “Landlords and Lead: A Communication Breakdown at City Hall”. The

Wisconsin Broadcasters Association awarded a third place in the Best Specialty Programming category to the *10thirtysix™* special “Beyond Sherman Park”. This special also received a 2018 NETA award for Best Community Engagement – Community Impact program.

Around the Corner with John McGivern™

The highest rated local program on Milwaukee PBS returned for its seventh season. The Emmy-award-winning *Around the Corner with John McGivern™* has local host John McGivern guide the audience to 13 diverse Wisconsin towns and neighborhoods. In each program, McGivern discovers the secrets to living, working, and playing in all of these hometowns. At the beginning of each program, he spends a few minutes with local historian John Gurda, who shares historical insights about the locals, buildings, parks, and neighborhoods. Milwaukee PBS organizes a preview screening in each of the communities featured in the series at which John McGivern, John Gurda, and series producer Lois Maurer engage program participants, family members, local dignitaries, and residents in a discussion of the episode previewed.

In 2018, John McGivern was again nominated by the Chicago/Midwest Emmys for Outstanding Crafts Achievement for On-Camera Talent – Program Host/Moderator. Also, *Around the Corner with John McGivern™* began to air nationally on the PBS World Channel in 2018.

¡Adelante!

Now in its 20th season, each episode of the Emmy-award-winning *¡Adelante!* explores the culture and concerns of the fastest growing community in southeastern Wisconsin. 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 issues as they relate to Latinos, as well as celebrating the rich heritage of Latinos in southeastern Wisconsin.



2018 LOCAL CONTENT AND SERVICE STORIES OF IMPACT



MILWAUKEE
PBS

Black Nouveau

For 27 seasons, the multiple-award-winning *Black Nouveau* is regarded by the community as one of the most accurate and positive perspectives of African-American life in Milwaukee, Wisconsin, and the nation. The program offers messages that promote positive images, interviews, and profiles of African-Americans, and explores the history, heritage, culture, and challenges of the African-American experience. The program also serves as an agent for positive change within the community at large.

In 2018, *Black Nouveau* producer Everett Marshburn was named the Journalist of Distinction by the National Association of Black Journalists (NABJ), one of the organization's highest honors. The show also received four first place NABJ awards in the categories of general assignment news, public affairs interview/discussion, public affairs segment and specialty segment for topics ranging from Milwaukee's Black Vietnam Veterans to Sickie Cell and Milwaukee's Black Holocaust Museum. Producer Liddie Collins was recognized for Excellence in Journalism at Milwaukee's Black Excellence Awards. *Black Nouveau* was awarded a Chicago/Midwest Emmy for Outstanding Achievement for Public Affairs/Current Affairs Programming for "*Crossing the Bridge: A Black Nouveau Special*".



Cook.Plato.Dine.™

This four-part series showcased the Culinary Arts program at Milwaukee Area Technical College. The series followed student chefs from their first days in class as they moved down the path to master the art and science of cooking, from basic knife skills and egg cookery to preparing fine dining meals at the college's in-house Cuisine Restaurant. Each episode highlighted the triumphs and teachable moments that come from the rigorous and hands-on learning at the college's instructional kitchens and food laboratories. Along with the student experiences are words of wisdom from the chef instructors and alumni chefs who apply the skills they learned in their daily professional work in the culinary industry.

The series received two Chicago/Midwest Emmy nominations for Outstanding Achievement for Editor - Program (Non-News) and Photographer - Program (Non-News) for the series' technical staff.





Lead and Our Health Follow-up: A 10thirtysix™ Special

Milwaukee has a lead problem in which dangerous levels have been found in schools, daycare centers, and in some homes. There are over 70,000 lead service lines throughout the city. This one-hour special was a follow up to "Lead and Our Health" from one year ago, looking at what's changed in a year when it comes to this public health issue. This 10thirtysix™ community discussion was produced at St. Anthony's School on Milwaukee's south side, which is an area that has a higher density of lead due to older housing and lead laterals. The program highlighted areas of concern, as well as possible solutions to help keep the family and home safe from lead hazards. The United Way of Greater Milwaukee and Waukesha County created a grant program that made it possible to donate water pitchers that would be effective against lead to everyone who attended the event. In addition, a community resource fair followed the panel discussion. This special was a co-production of Milwaukee PBS, WUWM 89.7 – Milwaukee's NPR, and the Milwaukee Neighborhood News Service.

Outdoor Wisconsin

For 34 years, Emmy-winning *Outdoor Wisconsin* continues to explore outdoor activities across the Badger State in some out-of-the-way places. As long as there are fish to catch, trails to hike, pollution to clean up, and wildlife to conserve, *Outdoor Wisconsin* helps audiences understand and respect the natural resources on which the many forms of outdoor recreation depend.

Outdoor Wisconsin was recognized with a 2018 Chicago/Midwest Emmy nomination for Outstanding Achievement for Informational/Instructional Programming for a segment on the "UW-Waukesha Field Station". The segment explored the field station and the students working to preserve the land's native plants and animals – which took one man and many volunteers over fifty years to bring back to Wisconsin. The field station provides educational and research opportunities not only for the University of Wisconsin – Waukesha's faculty and students but also the general public, all done in a natural setting located in Wisconsin's Kettle Moraine.



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 (MMG) 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.

The Arts Page received a 2018 Milwaukee Press Club Bronze Award for Best Long Soft Feature Story for the feature "Grace Weber & The Music Lab". Milwaukee native and Grammy winner Grace Weber's music lab is a free monthly arts program for Milwaukee area high school students to connect and be inspired by music industry professionals. Additionally, a locally produced feature about local tintype photographer Margaret Muza aired on *PBS NewsHour* and a related promotional piece was honored as a finalist in the 2018 NETA promotional awards. Sandy Maxx, host of *The Arts Page*, was again nominated for a 2018 Chicago/Midwest Emmys for Outstanding Crafts Achievement for On-Camera Talent – Program Host/Moderator.

EVALUATING OUTCOMES & MEASURING IMPACT



"Thank you for creating a 24-hour kid friendly channel."

-Elizabeth, Hartland

"Quality programming: intelligent, inclusive, educational, fascinating, moving, challenging, revealing, and entertaining."

-Christine, Milwaukee

"Always something to enlighten the mind for all ages – entertaining and informative."

-Bonnie, Greenfield

"I learn about things I didn't know I was interested in. The information isn't sensationalized."

-Nickie, Wauwatosa

"Wholesome entertainment that I don't have to shield my grandkids from seeing."

-Harold, Brookfield



"I love the programming."

-Stephaine, South Milwaukee

"It is so important to my family and me that there is quality, informative, and educational programs available."

-Abby and Bernie, Menomonee Falls

"I love the clean, well-choreographed, and meaningful programs that add knowledge, depth, and beauty."

-Kumar, Oconomowoc





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

Milwaukee PBS has been a part of the local community for over 61 years.

Our name, Milwaukee PBS, communicates that Milwaukee comes first. Our name emphasizes that we are a responsive, 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. Our hope is that the stories we tell on our local programs help us to get to know each other better.

Our name also signifies that Milwaukee PBS is the region's primary broadcaster of programming from PBS, which has been rated first in public trust among nationally known institutions for 15 consecutive years.

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 over-the-air source for PBS and other national public television programs, and also offer a diverse schedule of their own award-winning local series and specials. The stations serve over 500,000 households during an average month throughout southeastern Wisconsin and northern Illinois. Milwaukee PBS is a viewer-supported service of Milwaukee Area Technical College.

- Milwaukee PBS Local Productions -



Cook. Plate. Dine.

