



2020 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 and northern Illinois for the past 63 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.

WMVS and WMTV offer two high-definition and four unique 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 locally originated weather and traffic channel.



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 Spectrum Cable and 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, DirecTV and Dish Network on satellite. Milwaukee PBS channel 10.1 can also be seen YouTube TV and can be streamed on our website.

During 2020, Milwaukee was the 35th largest Nielsen designated market area (DMA) in the United States with 837,300 television households in the DMA, with a potential viewing audience of 1.314 million individuals*. Milwaukee PBS is consistently rated 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.)

Milwaukee PBS' award-winning, locally produced series programs continue to be responsive to the community with: *10thirtysix*TM, *Adelante*, *Around the Corner with John McGivern*TM, *Black Nouveau*, *International Focus*, *Outdoor Wisconsin*, and *The Arts Page*. Local specials and limited series that have aired include: *Next Avenue Community Conversations* and *Latino Wisconsin*. Local programs that are nationally distributed for use on PBS stations across the country include: *Around the Corner with John McGivern*TM, *Kids in Crisis: You're Not Alone*, *Outdoor Wisconsin*, *Healthful Indian Flavors with Alamelu*, and *Tracks Ahead*TM. Local production efforts also include on-air membership drives and a variety of special-events and fundraising efforts.

2020 LOCAL CONTENT AND SERVICE IN THE COMMUNITY

MILWAUKEE  PBS

Audience feedback is obtained through viewer mail, email, social media postings, phone calls, pledge memberships, overnight program ratings, viewer comments at events, and telephone calls to our comment line, where viewers are encouraged to call in their comments and opinions about our local productions.

More than 100 Milwaukee Area Technical College (MATC) TV and Video Production and e-Production Associate Degree program students gain 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* (cancelled this year due to COVID-19) on Channel 36.1 and the *Letters to Santa* series presented on Channel 10.1. The students also produce two, 30-minute weekly web-streamed programs about the college experience called *Campus Edge* and *MATC Now!* Their weekly web-based music series called *Live at the Lakefront* is webcast live from Milwaukee's lakefront during the summer, which was unfortunately cancelled this year due to Covid-19. Student projects normally amount to over 100 programs streamed or broadcast on the Milwaukee PBS services. The MATC Creative Arts, Design and Media Pathway students, faculty, and administration are also incorporated into Milwaukee PBS' local production efforts.



LOCAL VALUE

Milwaukee PBS provided six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 1.3 million potential viewers. Our Americans with Disability Act (ADA) compliant web and mobile-friendly content is accessible via computer, tablet, and smartphone or through our website **milwaukeepbs.org** for program listings, station events, outreach activities, and online contribution opportunities. The website includes access to archived programs of both Milwaukee PBS local productions and PBS national programs as well as a live stream of real-time, on-air programming on channel 10.1.

Social media engagement on Facebook, Twitter, YouTube, Instagram, Pinterest, and Flickr provide additional contact and communication with our audiences. Web platforms such as Ovee, Zoom, and Google Meet were used to engage with our audiences extensively during the COVID-19 pandemic.

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. Our award-winning local productions continue to be responsive to a diverse community, and our outreach efforts connect local and national programming with community issues that both bring awareness and provide discussion opportunities to find solutions.



2020 LOCAL CONTENT AND SERVICE FOR THE COMMUNITY

MILWAUKEE  PBS

At Milwaukee PBS, we believe our story is you. Our locally produced series and specials strive to provide local storytelling to reflect our community. Beginning in mid-March of 2020 and continuing into 2021, life in southeastern Wisconsin and northern Illinois changed for all of us. Government officials asked people to stay home to help stop the spread of COVID-19. Milwaukee PBS continued our commitment to provide viewers in southeastern Wisconsin and northern Illinois with the services they had come to depend on from our stations safely.

During 2020, we worked to share the stories of our community amid three major and concurrent crises: COVID-19, the resulting economic fallout, and issues of racial injustice. *10thirtysix™*, *Adelante*, and *Black Nouveau* continued to tell critical, local, and in-depth stories that highlighted what was occurring in Milwaukee and beyond.

As the pandemic began, Milwaukee PBS developed the *Home/Work Stories of Impact* series, short stories created by and featuring Milwaukee PBS staff members and hosts as well as community leaders and helpers throughout southeastern Wisconsin. Over 40 brief “slice of life” stories created on personal cell phones and laptops were shared on our website and social media platforms, highlighting and documenting the shifts in “normal” life during this extraordinary time.

IN THE COMMUNITY

Milwaukee PBS hosted online preview screenings for several important locally produced programs including *Latino Wisconsin*. This local, independently produced documentary presented the aspirations, struggles, and journeys of Wisconsin’s Latino community. Milwaukee PBS presented a series of three online interactive discussions with the producers and other program guests on the impact, influence, and importance of the state’s fastest growing population prior to broadcasting this special program.

Next Avenue Community Conversations continued to provide topics of interest to baby boomers and beyond. These community conversations consisted of expert panelists discussing topics important to seniors. Three of the previous year’s events were recorded and first broadcast this year on Milwaukee PBS.

Sadly, many planned events were cancelled due to concerns about the COVID-19 pandemic. Among them were Milwaukee PBS hosted bus trips and our “To the Manor Born” summer tour of England as well as our annual participation in “Doors Open Milwaukee”. Last year, this popular community event brought nearly 1,000 visitors to the station in seven hours to tour the station. Finally, we made the difficult decision to cancel the well-received “Appraisal Fair” traditionally held in October.



COMMITMENT TO EDUCATION

The COVID-19 pandemic had a major effect on several educational and outreach related activities. Among our more well-known events, we had to cancel our annual Mister Rogers “Be My Neighbor Day” and our wildly popular and impactful annual “Mittens and More” drive to provide much needed winter clothing and supplies for underprivileged individuals in our community.

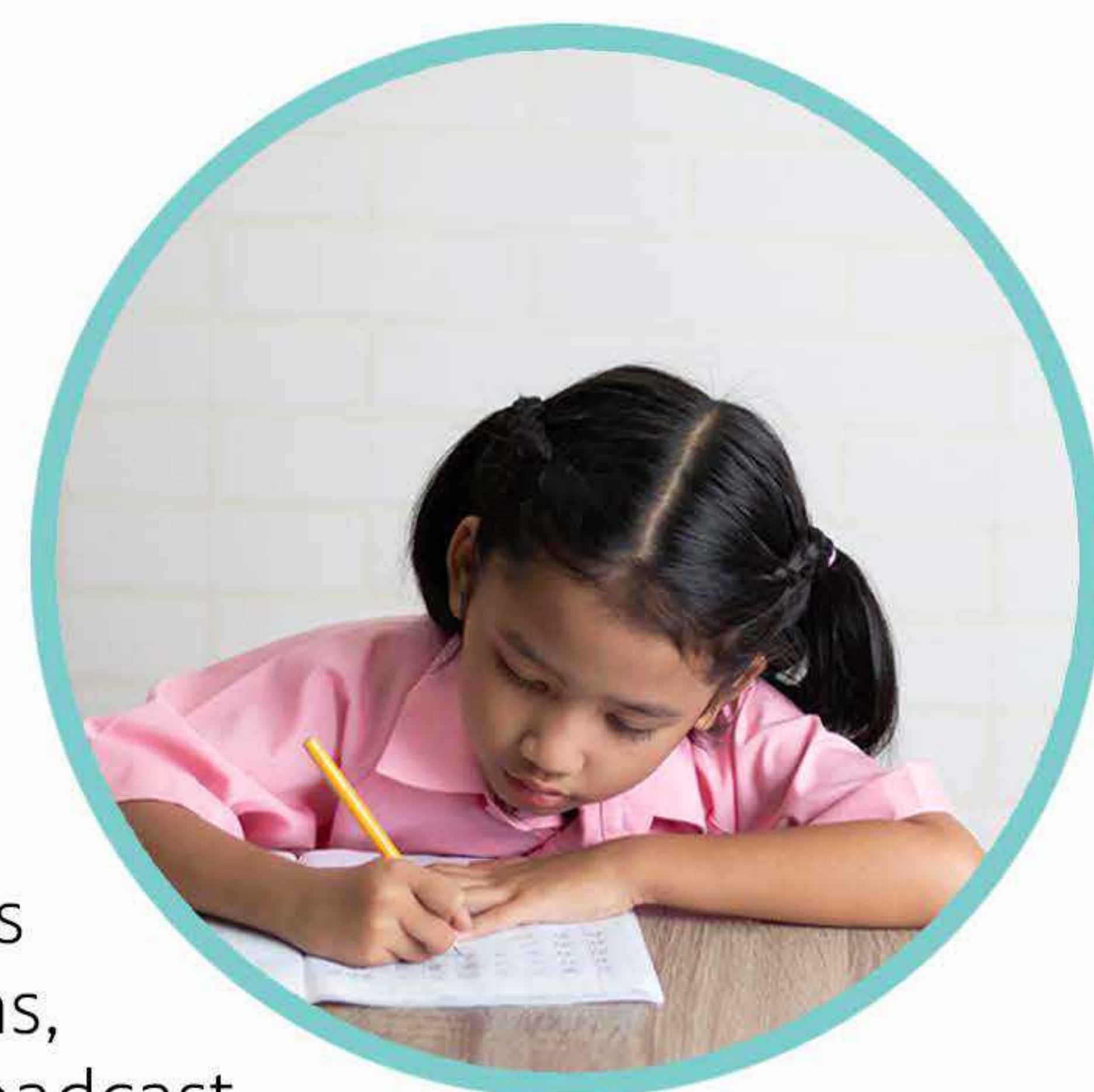


Milwaukee PBS KIDS Channel

The *Milwaukee PBS KIDS* channel provides children’s programming 24 hours a day, 7 days a week on channel 10.3. *Milwaukee PBS KIDS* extras include accompanying websites, educational apps, and a live stream that viewers can watch on their computer, tablet, or smartphone. These programs help children build critical skills that enable them to find success in school and life, while assisting parents and caregivers to increase their own engagement with their children. Additionally, Milwaukee PBS’ locally produced parenting tips are presented during various station breaks and in a dedicated section of the Milwaukee PBS website. With this dedicated channel, Milwaukee PBS continues to support early childhood learning initiatives in southeastern Wisconsin and northern Illinois.

Milwaukee PBS KIDS Writers Contest

For the 26th consecutive year, the *Milwaukee PBS KIDS Writers Contest* encouraged children throughout our viewing area from kindergarten through third grade to create their own original stories, identify unforgettable characters, develop exciting plots, and create their own expressive illustrations for a storybook. The contest is designed to promote the advancement of children’s literacy skills through hands-on, active learning. This year, children submitted 229 stories that demonstrate a love of writing and creative artwork. Sixteen winners were chosen for first, second, third, and honorable mention recognitions, with the winning entries presented on Milwaukee PBS in a half-hour broadcast special program as well as on the Milwaukee PBS website. The Kiwanis Club of Milwaukee and the Betty Brinn Children’s Museum supported the contest and donated prizes.



Storytelling 101

In 2020, Milwaukee PBS presented 16 free workshops throughout southeastern Wisconsin called “Storytelling 101”. Over 360 children enrolled in kindergarten through third grade learned the basics of storytelling and creating unforgettable characters, exciting plots, and expressive illustrations, all to assist them in writing and illustrating their own original stories. These hour-long workshops were held at various public libraries, elementary schools, and the Betty Brinn Children’s Museum in downtown Milwaukee. The Betty Brinn Children’s Museum, and the Kiwanis Club of Milwaukee supported these workshops.



In late 2019 and early 2020, Milwaukee PBS partnered with the Wauwatosa Public Library to hold a 4-session “Writer’s Club” pilot program, which were include as part of the “Storytelling 101” workshops. The Writer’s Club project provided a continuing opportunity for children to learn the process of developing with a story, from ideation to writing to illustrating the final work through extra educational time outside of the usual one-hour workshops.

Brain Building Moments

“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 short parenting tip videos produced by Milwaukee PBS in cooperation with Vroom. The Herzfeld Foundation and the Terri and Verne Holoubek Family Foundation generously contributed to support the website.

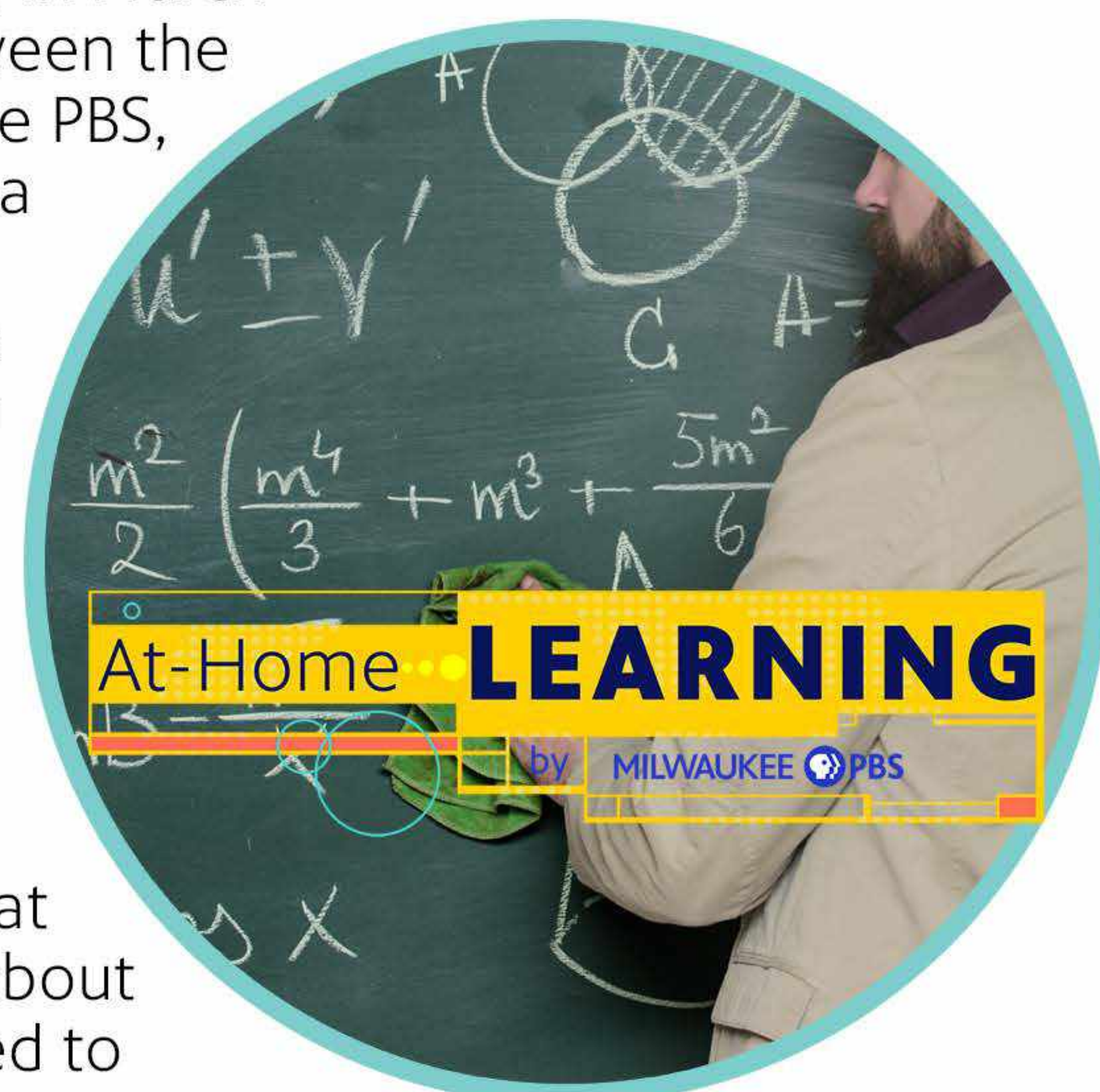
Letters to Santa

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*. Due to COVID-19, the MATC students had to re-imagine production of this beloved series utilizing social distancing, zoom visits with Santa, and creative production that protected both those in front of and behind the cameras. Following all COVID-19 pandemic precautions, 4 half-hour programs and a podcast were taped at the Milwaukee PBS studios, and later aired on Milwaukee PBS’ channel 10.1 and made available on the Milwaukee PBS website and YouTube channel.



At-Home Learning

The COVID-19 pandemic closed schools all over our area beginning in March and through the rest of the year. As a result of a collaboration between the Wisconsin Department of Education, PBS Wisconsin, and Milwaukee PBS, we launched “At-Home Learning” to support all students in our area and bring an equitable education into every home, particularly to homes without reliable internet access. Milwaukee PBS broadcast a schedule of specially curated programs approved by the Wisconsin Dept. of Education beginning on March 30 from 7am to 5pm, five days a week. During the summer from June 22 until August 28, as COVID-19 closures continued, the instructional programs were aired from 11am until 5pm. Since then, programs continue to air on the World Channel from 11am to 4 pm, 5 hours per weekday.



Milwaukee PBS also created a special “Learn” page on our website at the onset of the “Safer at Home” order that included information about PBS KIDS, PBS Learning Media, and other curated resources intended to help parents educate and keep their children active during off-school hours as they navigated the pandemic. The “At-Home Learning” Schedule was posted on our website and updated continuously. We also worked with Milwaukee Public Schools and the Milwaukee Boys and Girls Clubs to make a print edition of the schedule available at homework and meal pickup sites from March until August.

Countdown to Kindergarten

This year, a group of community partners who serve our youngest citizens have worked diligently to support families as their children prepared to go to kindergarten. Milwaukee PBS and our community partners provided materials that parents could take advantage of to get their children ready for the school year. Due to COVID-19, the intended in-person event was switched to curbside pickup, with around 500 activity bags handed out during the project.



COMMITMENT TO OUR COMMUNITY

10thirtysix™

Named after Milwaukee PBS's major channels, *10thirtysix*™ is an Emmy-winning monthly news magazine that 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, exploring the topical and relevant issues in their own backyard, and focusing on important community stories that inform, entertain, and inspire.

10thirtysix™ received a Chicago/Midwest Emmy nomination for Public/Current/Community Affairs Programming for the segment titled "Cutting the Stigma: New Workshop Trains Hair Stylists to Help With Mental Health Clients" and also was nominated for Outstanding Achievement for Children/Youth/Teen Programming – Program/Special/Series for the segment "Kids in Crisis: Hannah and Amai". The Wisconsin Broadcasters Association presented *10thirtysix*™ with a second place award in the category of Best Series or Documentary for last year's well received special "A Hope For Tomorrow", and the Milwaukee Press Club Excellence in Journalism Awards presented a Gold Award to the program in the category of Best News Program Outside of a Newscast.

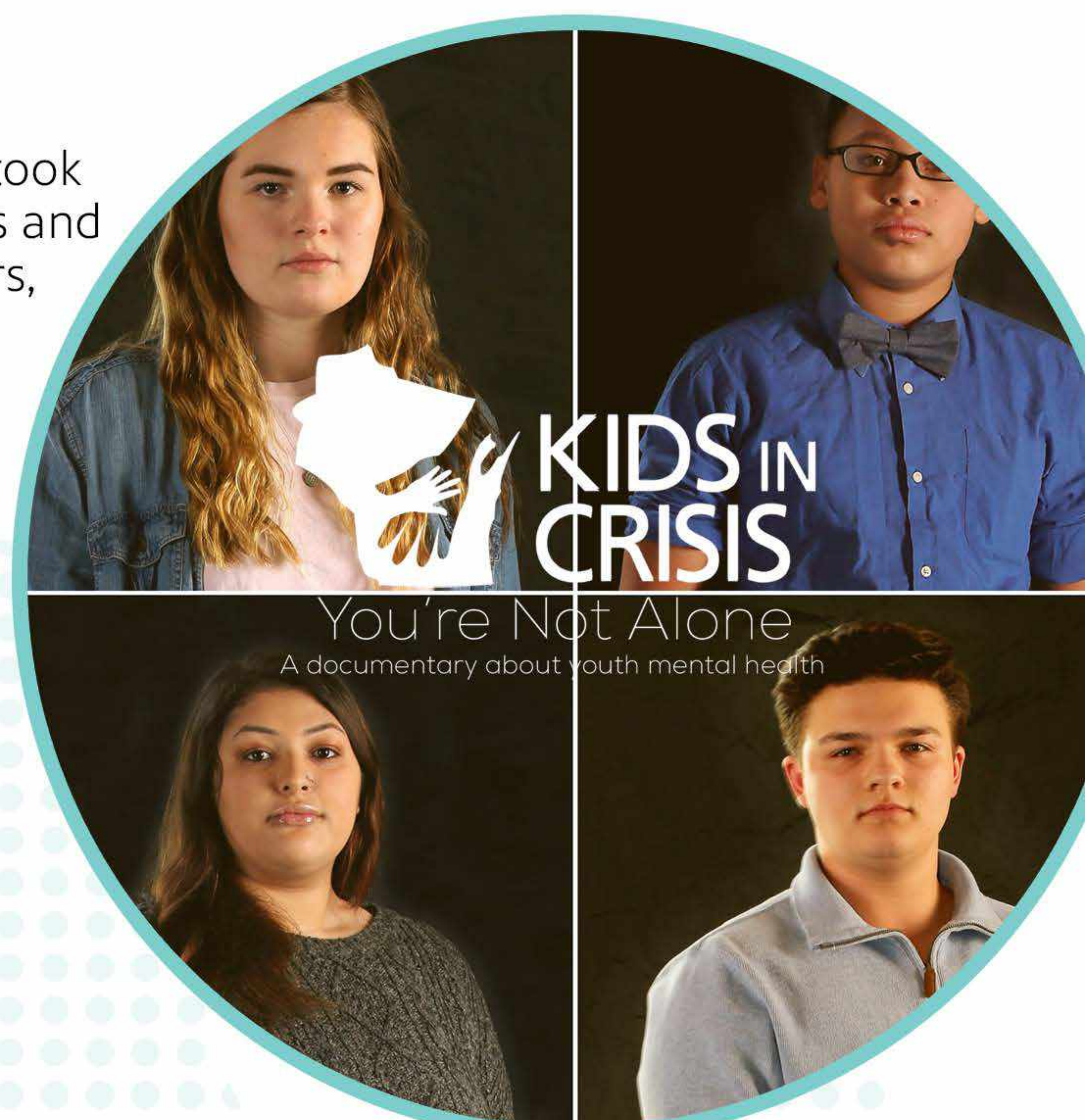
"A Hope For Tomorrow" told the story of Edumakono Zetho, who came to Milwaukee from the war-torn Democratic Republic of the Congo. It documented his refugee story of challenges and triumphs, from his 15 years in a Tanzanian refugee camp living in unthinkable conditions, to his resettlement in Milwaukee, becoming an American citizen, and his hopes for the future while trying to give back to the refugee camp he came from.

10thirtysix™: Pandemic in the Heartland

A small dairy community in the northwest part of Wisconsin recorded zero cases of COVID-19. Despite that, the virus hit the city of Loyal hard. As part of the Local Journalism Initiative for PBS FRONTLINE, Milwaukee PBS and the Milwaukee Journal Sentinel presented "Pandemic in the Heartland," a look at how small business owners and dairy farmers coped with a coronavirus shutdown.

10thirtysix™: Shipwrecks of Milwaukee

This special explored shipwrecks in Lake Michigan that took viewers down into its waters with divers to see the ships and provided detailed interviews from historians, researchers, and even a survivor.



2020 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

MILWAUKEE  PBS

Around the Corner with John McGivern™

The Emmy-award-winning *Around the Corner with John McGivern™* returned for its ninth season to complete 120 episodes. Host John McGivern once again visited 13 diverse Wisconsin towns and neighborhoods, as he discovered the secrets to living, working, and playing in all of these hometowns. At the beginning of each program, he spends a few minutes with historian John Gurda, who shares historical insights about that episode's location, locals, buildings, parks, and neighborhoods. Program previews traditionally held in the cities covered in that episode's broadcast were cancelled due to COVID-19 gathering restrictions.



In 2020, John McGivern was once again awarded the Chicago/Midwest Emmy for Outstanding Crafts Achievement for On-Camera Talent – Program Host/Moderator. *Around the Corner with John McGivern™* airs in several broadcast markets around the Midwest and has been seen nationally on the PBS World Channel.

Adelante

Now in its 22nd season, each episode of the Emmy winning *Adelante* 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.



Adelante Pronto!

Milwaukee PBS presented its first podcast series *Adelante Pronto!*, which amplifies the voices of the Latino community of Milwaukee and southeastern Wisconsin as it shares stories of struggle and hope, discusses common topics under the Latino lens, and provides resources to the community. *Adelante Pronto!* celebrates the diversity and complexity of the Latinos in Wisconsin with stories that resonate and stories that empower. Recent podcasts have been produced in both English and Spanish.

Black Nouveau

For 29 seasons, the Emmy winning *Black Nouveau* is regarded by the community as one of the most accurate, positive perspectives and 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.

The Wisconsin Broadcasters Association honored a *Black Nouveau* segment called “We Got This” with a third-place award in the category of Best Series or Documentary, and the National Association of Black Journalists presented to the program a Salute to Excellence Award in the category of General Assignment News: Long Form for the segment “Black Nouveau: Leading Men Fellowship”.



Black Nouveau: Listen MKE

Listen MKE began as a yearlong project involving the Ideas Lab of the Milwaukee Journal Sentinel, Milwaukee's NPR station WUWM, and the Milwaukee Public Library to create listening opportunities for residents living on the north side of Milwaukee. Milwaukee PBS partnered with these organizations to present the virtual town halls as special broadcasts. Topics included questions raised by the recent protests calling for social change, the deeper challenges facing the city of Kenosha after the shooting of Jacob Blake, the increase of domestic violence in the African-American community during the pandemic, and the importance of African-American mentors for young African-American males.



Black Nouveau: Beyond the Virus and Protests

Black Nouveau hosted this virtual town hall with four panelists via Zoom to discuss how COVID-19 and the protests against the murder of George Floyd have reminded America of the unique challenges facing African-Americans. Guests included a clinical and sport psychologist and a panel of mental health clinicians who discussed the issues recent events have raised, best practices for coping with racism, and the anxiety and stress of the current crises. The panelists offered proactive self-help strategies for moving the community forward, and viewers had the opportunity to submit questions to the panel during the event.

Kids in Crisis: You're Not Alone

Milwaukee PBS partnered with reporters from the USA Today Network-Wisconsin, including the Milwaukee Journal Sentinel, to produce the Emmy-winning *Kids in Crisis: You're Not Alone*. This groundbreaking documentary produced in 2019 told the story of four diverse young people from southeastern Wisconsin who opened up about their struggles with mental health and thoughts of suicide in order to shine a light on the problem and help identify solutions. They shared their individual stories to help end the stigma around mental illness, and to encourage other young people to know that they are not alone no matter what they may be going through.



Milwaukee PBS received over 250 requests for DVDs of the documentary from all over the country for use in screenings and facilitating discussions about youth mental health issues. In 2020, the program received the 2019 Award for Community Engagement from the National Educational Telecommunications Association. The documentary also aired nationally on local PBS stations and the World Channel. It continues to be screened in middle and high schools, and contributed to new legislation regarding youth mental health in the state that was signed into law by Wisconsin Governor Tony Evers. The Wisconsin Broadcasters Association presented its Community Impact Award to *Kids in Crisis: You're Not Alone* in 2020.

2020 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

MILWAUKEE  PBS

Milwaukee Symphony Orchestra

Milwaukee PBS was to slated to broadcast the 2020 grand opening night concert of the symphony's newly acquired and restored Bradley Symphony Hall. However, the COVID-19 pandemic had other plans. While hoping to present this production in 2021, we presented a special re-broadcast of two concerts performed in 2007: the joyous sounds of Brahms' Symphony No. 2 and Dvorak's Symphony No. 6. Former MSO Music Director Andreas Delf conducted both symphony performances produced by Milwaukee PBS.



My Wisconsin Backyard

One of the outgrowths of the COVID-19 pandemic was *My Wisconsin Backyard*. The series features a weekly environmentally friendly or outdoor-focused segment for the web, focusing on things people are doing outside in nature at this time in our city and state. These short features showcased the benefits of outdoor activity including improving mental and physical health, eco-friendly gardening, and community engagement.



Outdoor Wisconsin

For 36 years, the Emmy-winning *Outdoor Wisconsin* continued 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 2020 Milwaukee Press Club Excellence in Journalism Gold Award for Best Long Soft Feature Story for a segment titled "Surf". In January 2020, *Outdoor Wisconsin* host Dan Small was recognized with the 2019 Conservation Educator Award from the Wisconsin State Chapter of the National Wild Turkey Federation. Small has been the host since the series began 36 years ago.



Stories of Our Pandemic

Each of us has been impacted by the COVID-19 pandemic. During this extraordinary time, Milwaukee PBS featured personal stories from our hosts and producers, stories of impact across our community, and stories of "Milwaukee's Helpers" – those going above and beyond to help people cope, stay well, and survive this crisis. "Stories from Our Pandemic" shared these stories of health, help, and hope; stories of our friends and neighbors; and stories about healthcare, education, and the economy. These stories culminated in new local broadcast episodes of *10thirtysix™*, *Adelante*, and *Black Nouveau* that went in-depth on how COVID-19 is impacting our community.



The Arts Page

The Arts Page is Milwaukee PBS' Emmy 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 two awards from the Milwaukee Press Clubs Excellence in Journalism Awards in 2020: a Silver Award was presented for Best Editing for a segment titled "Tibetan Monks Sand Mandala" and a Bronze Award in the Best Long Soft Feature Story category for a segment on the "Milwaukee Bucks Art Collection". *The Arts Page* also received two Chicago/Midwest Emmy nominations for Outstanding Achievement for Arts/Entertainment Programming – Segment for "Milwaukee Bonsai Society" and "Deaf StorySlam".

Vote 2020

Milwaukee was chosen as the host city for the 2020 Democratic National Convention, to be held at the Fiserv Forum, just down the block from the Milwaukee PBS Studios. Milwaukee PBS planned specials leading up to the convention and a daily wrap-up show. With the arrival of the COVID-19 pandemic, the convention became a largely virtual event and everything changed, including our local coverage plans.

On the first night of the now virtual convention, Milwaukee PBS produced *DNC 2020 Milwaukee: A 10thirtysix™ Special*. This special looked at what was on tap for the week at the Democratic National Convention. Guest panelists included Zac Schultz from PBS Wisconsin and Angelina Mosher Salazar from WUWM Radio. On the last night of the convention, *DNC 2020 Milwaukee: A Here and Now Special* wrapped up the week's activities. This PBS Wisconsin-produced wrap-up special included segments produced by the Milwaukee PBS staff.

Four election preview programs were produced: *10thirtysix™* produced two programs that included the latest poll results, and commentary from numerous special guests including interviews with the host of *Firing Line with Margaret Hoover*, and Milwaukee and suburban voters offering their take on the upcoming election. *Black Nouveau* produced a voter special including a discussion about voting and absentee voting, and talked to young voters about their specific concerns and issues. *Adelante* investigated the impact of Milwaukee's Latino youth vote, what's was done to register them, and the results of a survey of Latino GenZers.

On election night, Milwaukee PBS' three local public affairs programs - *10thirtysix™*, *Adelante*, and *Black Nouveau* - teamed up to bring the latest local poll results and analysis, commentary from voters here in southeastern Wisconsin, and discussion by expert panelists regarding the presidential candidates and the issues surrounding the election.



2020 LOCAL CONTENT AND SERVICE EVALUATING OUTCOMES & MEASURING IMPACT

MILWAUKEE  PBS

“Milwaukee Public Television is a big part of my entertainment/educational life – thank you!”

-Miriam, Milwaukee

“Thank you for doing a great job. We travel around the country and realize how fortunate we are to have Milwaukee PBS in Wisconsin.”

-Randall and Kathryn, Racine

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

-Bonnie, Greenfield

“The programming is entertaining and educational.”

-Dorothy, Milwaukee

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

-Kumar, Oconomowoc

“I think Milwaukee PBS is a valuable asset and shares a more honest view of the world than regular TV provides.”

-Maureen, Racine

“When nothing else appeals, Milwaukee PBS always comes through with interesting, educational, and newsworthy programs.”

-Vicki, Sussex

“I always liked the educational shows you’ve had for children of various ages. I have 5 children and 9 grandchildren who have always watched...”

-Barbara, West Allis

FRONTLINE

EXPERIENCE US YOUR OWN WAY



MILWAUKEE PBS

A viewer-supported service of  MILWAUKEE AREA *Technical College*

Milwaukee PBS has been a part of the local community for over 63 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 story is you.

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 17 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 award-winning local series and specials.

Milwaukee PBS is a viewer-supported service of Milwaukee Area Technical College.

MILWAUKEE PBS LOCAL PRODUCTIONS

