



2021 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 has been a valuable part of southeastern Wisconsin and northern Illinois for 64 years.

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.

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 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

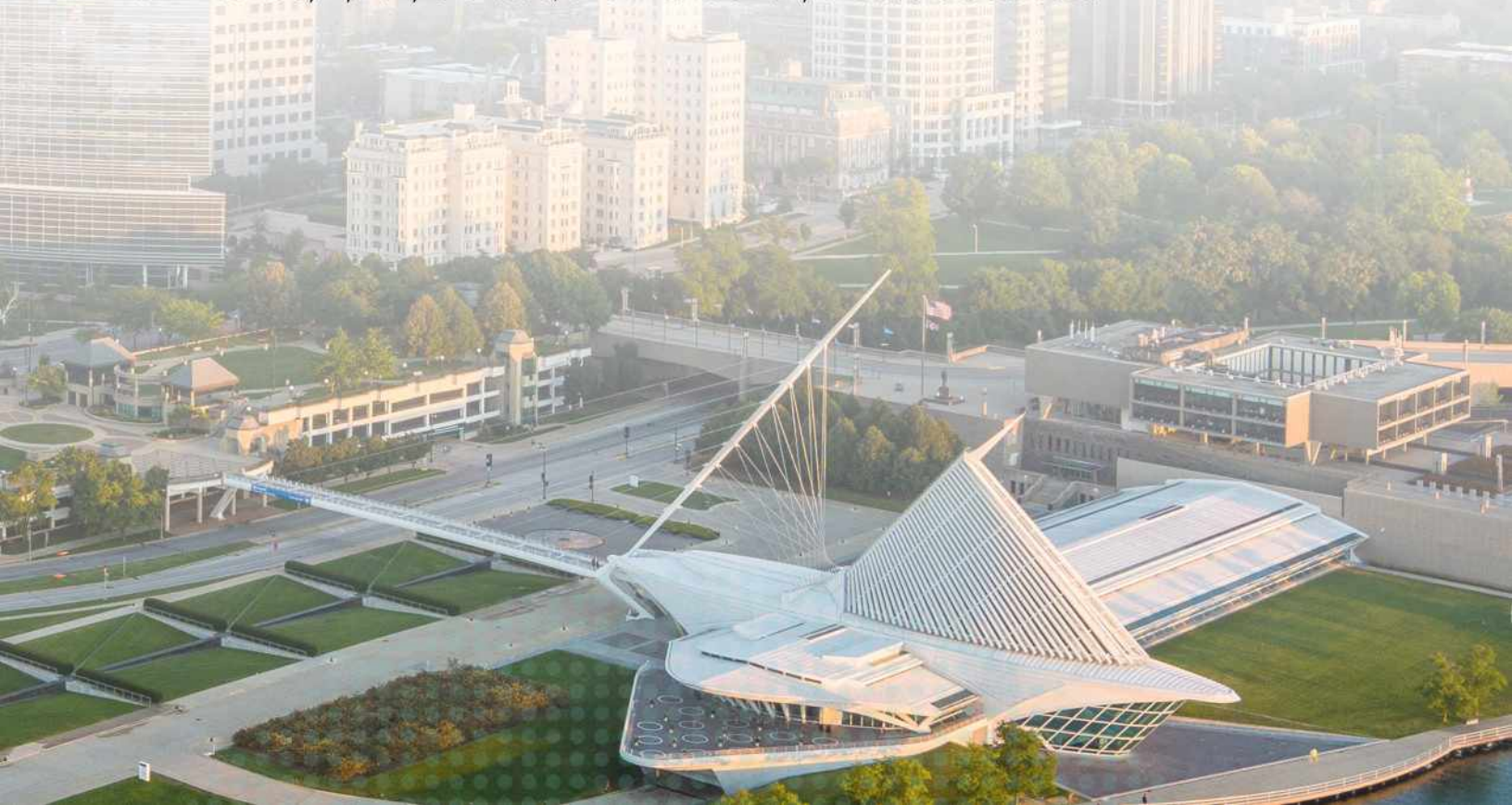
36.2 Milwaukee PBS World

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, AT&T U-verse, and ATT-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 and DirectTV Stream, and can also be streamed on our website **milwaukeepbs.org**

During 2021, Milwaukee was the 36th largest Nielsen designated market area (DMA) in the United States with 921,920 television households in the DMA, with a potential viewing audience of 1.447 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™*, *Adelante*, *Black Nouveau*, and *The Arts Page*. Local programs that are nationally distributed for use on PBS stations across the country include *Kids in Crisis: You're Not Alone*; *Live from Bradley Symphony Center: The Milwaukee Symphony Orchestra*; and *America's Dairyland at the Crossroads*.



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 125 Milwaukee Area Technical College (MATC) TV and Video Production and eProduction 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 TV Workshop* series and *Student Operations Day* 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 *MATC Now!* and *Campus Edge* during the academic year. During the summer, students usually produce a web-based music series called *Live at the Lakefront* that is livestreamed from Milwaukee's lakefront, which was again canceled this year due to COVID-19. Student productions 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's local production efforts.

During this year's *Student Operations Day*, the Television and Video Production students "took over" Milwaukee PBS channel 36.1 on the first Saturday in May for their second-year capstone event. Starting at 10:00 am, the students broadcast more than 14 hours of original, student-produced content with a mix of recorded and live content throughout the day. The students assumed professional roles for this project that include general manager, promotions, writer, producer, videographer, editor, traffic, and other roles found in the media industry. The student team works together to produce new broadcast-quality content and schedule it for air, including four hours of live studio broadcasting from the Milwaukee PBS studios and throughout the community.



LOCAL VALUE

Milwaukee PBS provides six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 1.4 million potential viewers. Our Americans with Disability Act compliant web and mobile-friendly content--program listings, station events and outreach activities, student productions, and online contribution opportunities--is accessible via computer, tablet, and smartphone or through our website **milwaukeepbs.org**. The website also includes access to archived programs of both Milwaukee PBS local productions and PBS national programs.

Social media engagement on Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, and Flickr provide additional contact and communication with our audiences. Web platforms such as OVEE, Zoom, Microsoft Teams, and Google Meet are still being used to engage with our audiences during the ongoing COVID-19 pandemic.

LOCAL IMPACT

The Milwaukee PBS 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 bring awareness and provide thoughtful discussion opportunities to find solutions.



2021 LOCAL CONTENT AND SERVICE FOR THE COMMUNITY

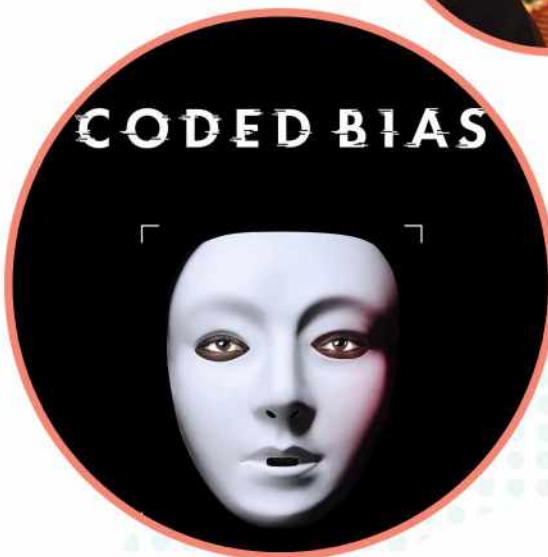
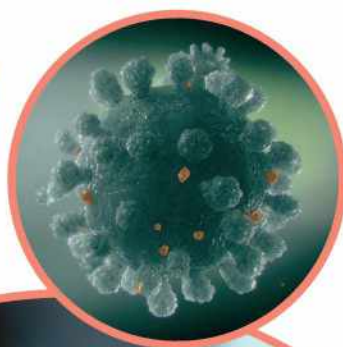


At Milwaukee PBS, we believe OUR STORY IS YOU. Our locally produced series and specials strive to provide local storytelling to reflect our community. Since mid-March of 2020 and continuing until today, life in southeastern Wisconsin changed due to the pandemic. State and local government officials occasionally still continue to ask people to stay home to help stop the spread of COVID-19 due to fluctuating local seven-day averages. Milwaukee PBS continues to stay focused on bringing everyone in southeastern Wisconsin and northern Illinois the services they depend on. *10thirtysix™*, *Adelante*, and *Black Nouveau* continue to tell critical, local, and in-depth stories that highlight the stories of importance in Milwaukee and beyond. During 2021, Milwaukee PBS was awarded the honor of Overall Excellence in Content presented by the Public Media Awards.

IN THE COMMUNITY

Milwaukee PBS hosted a number of online preview screenings across varied topics of community interest. *The Black Church: This is Our Story, This is Our Song* was followed by a Q&A session featuring Henry Louis Gates Jr. *Independent Lens* hosted several virtual screenings including *Coded Bias*, which explored the topic of facial recognition software, and *Philly D.A.*, which examined the issues of police brutality. The station also hosted a nine-part virtual screening for *Conversations on Hemingway* with the film's makers and special guests; a four-part virtual session for *Conversations on Muhammad Ali*; and one session for *The Donut King*, examining the impact of a Cambodian refugee who escaped genocide and overcame poverty to build a multimillion-dollar empire of donut shops in California.

Milwaukee PBS provided a virtual seminar about tax-advantaged charitable giving. Our popular "To the Manor Born" summer tour of England was once again postponed due to pandemic concerns, we were able to offer bus trip visits to the Grand Hotel on Mackinac Island, a craft trip to Door County, and an autumn experience on the Mississippi River. Plus, we cooked live – virtually – with Chef Lidia Bastianich and had a virtual travel party with Rick Steves.



COMMITMENT TO EDUCATION

The pandemic continued to impact several of our most popular educational and outreach-related activities. We had to cancel our annual participation in “Doors Open Milwaukee”, Mister Rogers “Be My Neighbor Day”, and our “Mittens and More” Clothing Drive for underprivileged individuals in our community. After careful consideration, we also decided to pause what would have been our 27th annual Young Writers Contest. However, we encouraged children in kindergarten through first grade to create their own short stories and share them with our followers on our Milwaukee PBS Facebook page.



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 livestream 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’s 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.

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 even 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 eProduction students collaborated with Milwaukee PBS to broadcast the station’s longest running, locally produced holiday series *Letters to Santa*. Due to the pandemic, production of this beloved series utilized social distancing Zoom visits with Santa. Following all pandemic precautions, these student-produced half-hour programs were taped at the Milwaukee PBS studios, and later aired on Milwaukee PBS’ channel 10.1. These productions are also available on the Milwaukee PBS website and YouTube channel.



At-Home Learning

Milwaukee PBS created a special “Learn” page on our website at the onset of the pandemic that included information about PBS KIDS, PBS Learning Media, and other curated resources intended to help parents educate and keep their children active on off-school hours as they navigated the pandemic. In September, the WORLD channel launched *Discover Your World*, a five-hour weekday educational programming block with popular programs like *NOVA*, *American Masters*, and *Frontline* along with signature WORLD channel documentary series such as *America Reframed*, *Doc World*, and *Local USA*.

COMMITMENT TO OUR COMMUNITY

10thirtysix™

Milwaukee PBS's *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.

Recent stories on *10thirtysix*™ included personal stories involving the COVID-19 vaccine; the rising price of lumber during these pandemic times; the continuing problem of lead in water pipes; a conversation with a former journalist who first broke the story of serial killer Jeffrey Dahmer; and follow ups on our stories about Edumakono Zetho, a former Congolese refugee, and two friends named Naudia and Linkin who (just kids themselves) who are doing incredible things to help kids with cancer.

National partnerships included a segment produced in partnership with *PBS FRONTLINE* where we introduced some of Wisconsin's next generation dairy farmers and their approaches to farming and technology to try and save America's dairyland, as well as a review of President Biden's first days in office with Margaret Hoover, host of *Firing Line with Margaret Hoover*.

The show's impact continues through our follow-up with the four young men and women featured in our award-winning documentary *Kids in Crisis: You're Not Alone*. These brave young people have shared their stories of mental health with millions, as *Kids in Crisis* has been aired on PBS stations throughout the country and at countless middle and high schools across the U.S. In this recent follow-up, they shared how they've managed during the pandemic, offered more advice to other young people living with mental health issues, and updated viewers on their ongoing advocacy work. After the follow-up, the conversation continued with an online OVEE discussion with the clinical director of mental and behavioral health at Children's Wisconsin about their new efforts to help address mental health in children.



Adelante

Now in its 23rd season, each episode of the Emmy-award-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.



Recent stories on *Adelante* explored the future of Latinos under the new presidential administration, including Latinos appointed to President Biden's cabinet; discussed with doctors the COVID-19 pandemic and vaccine concerns for this community; shared how local Latino organizations have changed and adapted during the pandemic; and brought to light the many decisions facing school districts whether to return to in-person instruction or continue virtual learning, including a conversation with a pediatric doctor about safety measures for unvaccinated kids under the age of 12 who are returning to school.

Non-pandemic reports on *Adelante* included an interview with a Venezuelan asylum seeker on the importance and impact of the Biden administration's designation for Venezuelan temporary protected status; a profile on the Wisconsin Women's Business Initiative Corporation's efforts to expand its bilingual services; a look at a bilingual literacy and school readiness program for children ages 2 to 5; folk artists living in Mexico and Wisconsin sharing their traditional art forms of cartonera (paper mache), barro (pottery), and textile and corn husk art; an exploration of the mental and emotional health crisis in Milwaukee's Latino community; and a profile of Vanessa Varela, the author of "Attributes of a Hispanic Girl: I Can" and other books that empower Hispanic girls.

Adelante Pronto!

The Milwaukee PBS podcast *Adelante Pronto!* amplifies the voices of the Latino community of Milwaukee and southeastern Wisconsin. By sharing stories of struggle and hope along with community resources, *Adelante Pronto!* celebrates the diversity and complexity of the Latinos in Wisconsin with stories that resonate and empower.



America's Dairyland at the Crossroads

There is no more quintessential image of Wisconsin than a red barn with a herd of cows grazing in a green field against a blue sky. The state's dairy history is an essential part of Wisconsin culture and economy. Now, all of it is at risk. A confluence of factors is causing many small, family-owned dairy farms to quit, from low milk prices to changing consumer tastes to labor issues and now a pandemic. So many farmers are at a crossroads of either making big changes or calling it quits. Milwaukee PBS partnered with the Milwaukee Journal Sentinel to produce *America's Dairyland at the Crossroads*, an hour-long documentary that takes a deeper look at the continuing crisis and the future for farmers, businesses, and communities who rely on the dairy industry to survive.



American Dream

The American Dream is one of the core themes in our collective narrative. While it may seem unifying, it actually means different things to different people. Milwaukee PBS' award-winning local programs *10thirtysix*TM, *Adelante*, and *Black Nouveau* share the thoughts and definitions of the American Dream from the perspective of the people in our community. On *10thirtysix*TM a Cuban-American shared his personal American dream, and a Milwaukee PBS executive reminisced on his first-hand experience being in New York September 11, 2001, and that impact on his view of the American dream. On *Adelante*, chef Pati Jinich of *Pati's Mexican Table* discussed the American Dream means to her, and on *Black Nouveau*, a Somali refugee who established a local Milwaukee restaurant showed what it means to live his American dream.



Black Nouveau

For 30 seasons, the Emmy-award-winning *Black Nouveau* has offered one of the most accurate, positive perspectives and trusted chronicler of African-American life in southeast Wisconsin. 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.



During its 30th anniversary season, *Black Nouveau* showcased a look back at how it all started with interviews with the show's founders; highlighted a visit to Milwaukee's historical Bronzeville neighborhood to speak about its renaissance; sat down with Milwaukee's new top cop after a lengthy and often confusing selection process by the Fire and Police Commission; explored the Milwaukee Public Museum's exhibit of "Nelson Mandela: The Official Exhibition"; profiled the Milwaukee Symphony Orchestra's principal flutist; interviewed psychologists about ways to practice good mental health, especially during this pandemic time and during the racial tensions that occurred during the year; and introduced the new director of Milwaukee's office of violence prevention discussed her priorities and plans for curbing violence in the city. Plus, the show dedicated a special episode to highlight Milwaukee's 50th "Juneteenth Day" celebration, one of the oldest celebrations in the country.

Black Nouveau received the Milwaukee Press Club's Bronze Award for Excellence in Journalism for Best Long Soft Feature Story for a profile of Major General Marcia Anderson, the first African American woman in the US Army's history to achieve the rank of major general in the US Army Reserve.



Black Nouveau: Understanding Implicit Bias

The death of George Floyd and other racial injustices brought to light in 2020 left many wondering about their own perspective on these issues and why they think the way they do. The human experience is biased, developed by our personal experiences. Sometimes, our implicit biases can negatively affect the way we interact with others. Milwaukee PBS's *Black Nouveau* offered a virtual interactive event and corresponding broadcast that helped people to understand unconscious patterns and stereotypes that affect individuals, attitudes, and actions.

Listen MKE

Listen MKE entered its second year as a collaborative project with 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 served as the partner to bring these conversations to the wider audience on TV. This year, these virtual town halls examined the rise in Asian hate and harassment during the coronavirus, the fatal shootings of six Asian women in Atlanta, and what's happening in Milwaukee with Asian and African American relations; delved into Milwaukee's more than 70,000 lead lateral service lines that continue to pose a serious public health problem for the city's families; and looked back at the civil unrest in Kenosha one year later. *Listen MKE* received the Milwaukee Press Club's Gold Award for Excellence in Journalism for Best Public Service Story or Series.



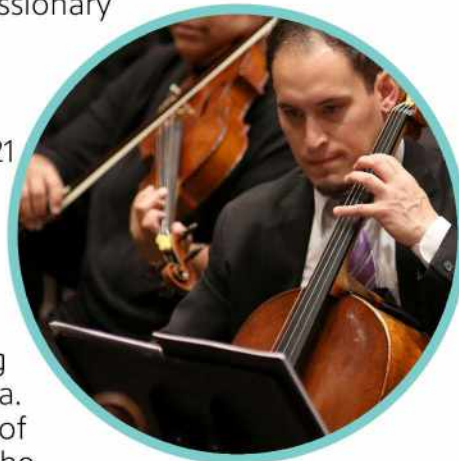
Milwaukee's Black Churches

The producing teams from *10thirtysix*™ and *Black Nouveau* teamed up for a special local companion to the national broadcast of *The Black Church, This Is Our Story. This Is Our Song*. Milwaukee's Black Churches explored the history, significance, and cultural impact of this vibrant and integral part of Milwaukee's African American community. This special explored the first Black churches in Wisconsin, examined the changing role of the church, and discovered what young people are doing to continue its legacies. Featured churches included Milwaukee's St. Mark AME, Calvary Baptist Church, and St. Benedict the Moor Catholic Church, and St. Paul Missionary Baptist Church in Racine.



Milwaukee Symphony Orchestra

After a yearlong pandemic delay, Milwaukee PBS broadcast the 2021 grand opening concert in the Milwaukee Symphony Orchestra's newly acquired and restored Bradley Symphony Center. Prior to the live concert, the station presented the pre-concert special *A Symphonic Celebration: The Milwaukee Symphony's New Home*. This program provided a behind-the-scenes look at the historic restoration of the former landmark Warner Grand Theater, reviving its 1930s glory as it transformed into the new home of the orchestra. The construction included a new addition and the historic moving of the 625-ton, 7-story brick wall 35 feet to expand the stage area of the former movie theater to convert it into a proper stage for a symphony orchestra. The special also showcased interviews with conductor Ken-David Masur and inspiring performers behind the music to be performed in the new hall.



The pre-show special was immediately followed by *Live from Bradley Symphony Center: The Milwaukee Symphony Orchestra* that was the live broadcast of the orchestra's first concert series of 2021. The concert featured Aaron Diehl, pianist and artistic partner of the orchestra, and a newly commissioned world-premiere composition from Eric Nathan titled "Opening" to celebrate the grand opening of the new Bradley Symphony Center. Other featured pieces included compositions from James B. Wilson's "Green Fuse", George Gershwin's "Rhapsody in Blue", Duke Ellington's "New World A-Comin'", and Igor Stravinsky's "Firebird Suite".

Live from Bradley Symphony Center: The Milwaukee Symphony Orchestra was also broadcast nationally on PBS in December 2021.

My Wisconsin Backyard

As an outgrowth of the COVID-19 pandemic, *My Wisconsin Backyard* featured a weekly environmentally friendly/outdoor-focused story added to the Milwaukee PBS website milwaukeepbs.org each Friday. 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 mental and physical health, eco-friendly gardening, and community engagement. Once a quarter, a compilation of the best *My Wisconsin Backyard* web features were assembled into a half-hour broadcast special. Stories included a father-and-son team who ride penny-farthing bikes; advice on how to garden almost anywhere; the joy of quarry diving; a meet-up group for owners of French bulldogs; the art of blacksmithing; and a look at beautiful fall foliage.



My Wisconsin Backyard has been honored with a Gold Telly Award for Excellence in a Social Video Series and the producers also received the Milwaukee Press Club's Silver Award for Excellence in Journalism for Best Documentary for *Shipwrecks of Milwaukee*, which was produced in conjunction for Milwaukee PBS' *10thirtysix*™.

The Arts Page

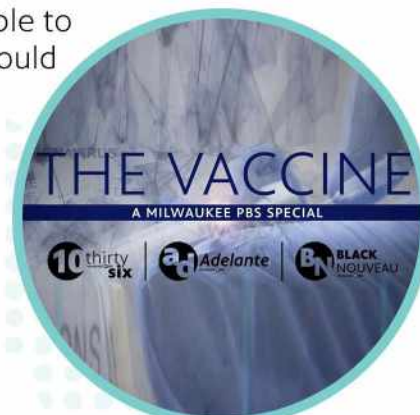
Production of *The Arts Page*, which was paused during the pandemic, will return during the spring 2022 season. *The Arts Page* is Milwaukee PBS' multi-Emmy and award-winning series exploring the local and national arts scene. Through the Major Market Group Arts Initiative, a collaborative effort among 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 the Milwaukee Press Club's Gold Award for Excellence in Journalism for Best Long Feature Story for a look at the first "Deaf StorySlam", a collaboration between community-storytelling organization Ex Fabula, the Milwaukee Public Library, and the Deaf community.

The Vaccine: A Milwaukee PBS Special

The severity of the COVID-19 pandemic and its impact on "normal" life has created unexpected change and disruption. Milwaukee PBS presented *The Vaccine: A Milwaukee PBS Special* to focus on the questions surrounding the vaccines, their efficacy, and the ethics of the vaccine. Presented in February, just as vaccines were becoming available to the general public, the hour-long broadcast examined how the vaccine would be distributed in the viewing area, why some were guarded against receiving the vaccine, and what public health lessons have been learned from past pandemics that impact what is occurring in the present day. Hosted by the main anchors from *10thirtysix*™, *Adelante*, and *Black Nouveau*, it was simultaneously broadcast and streamed on the Milwaukee PBS website so viewers could post direct questions to the hosts as well as the invited medical and political experts.



2021 LOCAL CONTENT AND SERVICE EVALUATING OUTCOMES & MEASURING IMPACT

MILWAUKEE  PBS

"All I ever watch is public television. My life is enriched by public television. I don't bother with commercial television; public television has everything I want!"

-Julie, Milwaukee

"I've loved it for years and watch every bit that I can. I love Nature and Masterpiece and everything about PBS. I think it's wonderful."

-Ellyn, Greenfield

"I love PBS and am a sustaining member. I love the Fine Tuning magazine and all the Masterpiece series including The Chaperone. I tell all my friends to support Milwaukee PBS!"

-Barbara, Franklin

"I'm glad to donate to a worthy cause!"

-Geraldine, Waukesha

"I am a native Milwaukeean and I watch Milwaukee PBS all the time. There are so many shows I appreciate and yes – I still watch Sesame Street. Thank You!"

-Judithann, Caledonia

"Thank you for all the good you do – during this time, especially. Keep sharing the stories that were left out of the school history books. Being uncomfortable and then enlightened is how we truly learn."

-Brenda, Racine

"We enjoy the music specials. We donate because of the quality programming. If we don't support it, how can it continue? We just believe in it."

-Deborah and Douglas, Shorewood

"Thanks to Milwaukee PBS, the past year was pretty fabulous. I would wake up and watch Nature and it really helped me to be mindful and stress free. I am also an avid watcher of PBS NewsHour and BBC World News. It's important to know what is going on in the world and to have an accurate source of information."

-Sunni, Milwaukee

FRONTLINE

EXPERIENCE US YOUR OWN WAY





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

Milwaukee PBS has been a valuable part of southeastern Wisconsin and northern Illinois for 64 years.

At Milwaukee PBS, OUR STORY IS YOU. Our name communicates that Milwaukee comes first. Milwaukee PBS is a 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.

Milwaukee PBS is the region's primary broadcaster of programming from PBS, which for the 18th year in-a-row Americans have named as the most trusted institution in a nationwide survey.

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 free 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. The stations serving southeastern Wisconsin and northern Illinois are a viewer-supported service of Milwaukee Area Technical College.

MILWAUKEE PBS LOCAL PRODUCTIONS

