

LONGER-TERM OUTREACH/RECRUITMENT INITIATIVES

WMVS/WMVT-TV, MILWAUKEE WI

MILWAUKEE PBS

August 1, 2021 – July 31, 2022

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Date	Initiative	FCC Category	Description	Involvement	Participating Staff
10/5/21 11/9/21	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Anti-Bias Workshop: Managing a Transformative Culture	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; and all other fulltime employees on their own various dates
1/7/22	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Wage and Hour for Managers training session	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; and all other station managers on their own various dates.
3/9/22	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Annual FMLA and ADA Training for Supervisors	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; and all other station managers on their own various dates.
5/18/22	Corporation for Public Broadcasting	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Specialized online training by Everfi for the Corporation for Public Broadcasting on Preventing Harassment and Discrimination: Gateway	Completed this online training course.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning; all fulltime employees have a time frame window to complete this online training course.

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On-going	Offer tours, presentations, and discussions to students and individuals interested in broadcasting.	<i>FCC Category 11 – sponsorship of at least two events in the community designed to inform the public as to employment opportunities in broadcasting.</i>	A representative sample of some of our outreach activity is presented below.	Specific type is presented below.	Milwaukee PBS station staff and members of the Television and Video Production and eProduction instructional department
Fall Semester 2021 and Spring Semester 2022	Discussion and instructional mentoring	<i>FCC Category 11</i>	Mentoring of Television and Video Production eProduction enrolled students	Mentored 2 students each semester on the aspects of Digital Content Creation and Distribution.	Carole Burns, Digital Content Manager for Milwaukee PBS
8/5/21	Presentation	<i>FCC Category 11</i>	University of Washington	Undergraduate talk on Writing for Mass Media	Alexandria Mack, Milwaukee PBS Multimedia Producer
10/19/21	Presentation	<i>FCC Category 11</i>	Mount Mary University	Presentation to the Journalism Class of apx a dozen students on the topic of “how to find stories”	Scott Meyers, Milwaukee PBS Multimedia Producer
12/8/21	Presentation	<i>FCC Category 11</i>	St. Joan Antida all girls High School	Journalism talk with other women journalists in the area	Alexandria Mack, Milwaukee PBS Multimedia Producer
4/13/22	Presentation	<i>FCC Category 11</i>	University of Wisconsin - Madison	Talk to Journ335 class on the Principals and Practices of Reporting	Alexandria Mack, Milwaukee PBS Multimedia Journalist
5/24/22	Presentation	<i>FCC Category 11</i>	Oak Creek School District	Administrators invited Milwaukee PBS to screen the local documentary “Kids In Crisis” about mental health to apx 100 in attendance.	Maryanne Lazarski, Milwaukee PBS Editorial Producer; Scott Myers, Milwaukee PBS Multimedia Producer

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8/19/21 8/20/21 10/20/21 12/15/21 3/15/22 7/6/22	Tour and discussion	<i>FCC Category 11</i>	Milwaukee Area Technical College	Over the six dates prospective students toured the station and our television production instructional areas	Tiff Pua Schank, Instructor of Television and Video production
3/11/22	Tour and discussion	<i>FCC Category 11</i>	Marshall High School	In-depth tours and talkbacks to discuss media with students from Marshall High School	Kevin Pulz, Tiff Pua Schank, Mark Bergner, Gary Wernette, Celina DeLeon; instructors
3/15/22	Tour and discussion	<i>FCC Category 11</i>	Milwaukee Area Technical College	Tour for 6 students and 1 high school teacher of the station as part of the colleges "Connects" program of recruitment.	Tiff Pua Schank, Instructor of Television and Video production
4/7/22	Presentation	<i>FCC Category 11</i>	Milwaukee Area Technical College	Presentation to 12 TV Students about editing as a career	Jason Pinkowski, Milwaukee PBS Television Video Editor
4/8/22	Tour	<i>FCC Category 11</i>	Milwaukee Area Technical College	Tour of Milwaukee PBS for a group of 15 Latin American Educators International Delegation with their interpreters through the college's recruitment office.	Tiff Pua Schank, Instructor of Television and Video production
6/22/22	Presentation	<i>FCC Category 11</i>	Brand Lab	Milwaukee PBS and Milwaukee Area Technical College hosted a group of 17 BIPOC high school students.	Bohdan Zachary, Vice President & General Manager, Milwaukee PBS; Everett Marshburn Milwaukee PBS Television Producer; lead presenters

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Fall 2021 and February 2022 to July 2022	Project Mentoring	<i>FCC Category 11</i>	Firelight Media “Homegrown Project”	Milwaukee PBS was selected to mentor a local emerging BIPOC film maker in the production of a digital non-fiction short film.	Bohdan Zachary, Vice President & General Manager, Milwaukee PBS; Everett Marshburn Milwaukee PBS Television Producer
On-going	Internet Job Postings	<i>FCC Category 6 – participation in general outreach efforts through job banks or internet programs.</i>	Post full-time position openings on various internet job sites to maximize dissemination.	MilwaukeePBS.org Ywca.org Matc.edu Umos.org Governmentjobs.com Current.org Wi-broadcasters.org Monster.com Nabj.org Sbe.org Cpb.org Smpte.org Jsonline.com MilwaCnty.com Chronicle.com Indeed.org	Amanda Groh, MATC Human Resources Talent Acquisition Partner; Angela Nixon, MATC Human Resources Talent Acquisition Manager
On-going	MATC TV and Video Production Associate Degree Program	<i>FCC Category 5 – establishment of an internship program designed to develop skills needed for broadcast employment.</i>	Milwaukee Area Technical College and Milwaukee PBS	Over 100 MATC Television and Video Production and E-Production students have access to the Milwaukee PBS facilities and equipment and all staff members serve as mentors for career development. Students also staff crew positions for Milwaukee PBS studio productions and assist on location remote productions.	Kevin Pulz, Instructional Chair/Producer; Tiff Pua Schank, instructor; Mark Bergner, instructor; Gary Wernette, instructor; John Larscheid, Milwaukee PBS Studio Supervisor

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11/11/21 and 4/28/22	Career Presentations	<i>FCC Category 10 - participation in at least four events or program relating to career opportunities sponsored by educational institutions</i>	Milwaukee Area Technical College	Participated in one virtual and one in person open house over 4 hours each in length, to inform prospective students about the career possibilities in traditional broadcasting and digital media.	Tiff Pua Schank, Instructor of Television and Video production
Annual	Ev O'Hare Scholarship	<i>FCC Category 7 – Participation in scholarship programs directed to students who want to pursue a career in broadcasting.</i>	Scholarship program for students enrolled in the Milwaukee Area Technical College (MATC) TV and Video Production Associate Degree Program.	Solicitation of gifts in partnership with the MATC Foundation and selection of annual recipient.	Kevin Pulz, Instructional Chair/Producer; Tiff Pua Schank, instructor; Gary Wernette, instructor