

LONGER-TERM OUTREACH/RECRUITMENT INITIATIVES

WMVS/WMVT-TV, MILWAUKEE WI

MILWAUKEE PBS

August 1, 2022 – July 31, 2023

Date	Initiative	FCC Category	Description	Involvement	Participating Staff
2/1/23	Milwaukee Area Technical College Human Resources department training.	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	The Institute For Advanced Leadership Development	Completed this 10 session Milwaukee Area Technical College Human Resources training.	Dan Mueller, Milwaukee PBS Chief Content Officer
3/26/23	Milwaukee Area Technical College Human Resources department online training.	<i>FCC Category 14 -</i>	Harassment Prevention for Managers	Completed this online Milwaukee Area Technical College Human Resources training.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
4/14/23	Wisconsin Broadcasters Association (WBA) Sponsored EEO Seminar entitled: <i>A Review of the FCC's EEO Requirements for Broadcasters</i>	<i>FCC Category 14 -</i>	Review of FCC EEO Obligations including topics such as: Outreach efforts, Dissemination, Online Sources, Nondiscrimination	Attended this WBA sponsored online training presented by the WBA and attorney David Oxenford from Wilkinson Barker Knauer, LLP	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
7/20/2023	Corporation for Public Broadcasting	<i>FCC Category 14 -</i>	Specialized online training by Everfi for the Corporation for Public Broadcasting on Preventing Harassment and Discrimination:	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
9/30/22	Tour and discussion	<i>FCC Category 11</i>	Pathways High School	Sixteen students interested in pursuing a television or multi-media career	Julie Hill Lehr, Milwaukee PBS Manager Marketing and Community Engagement
2/10/23	Tour	<i>FCC Category 11</i>	Riverside High School	Tour of Milwaukee PBS for 18 high school students	Julie Hill Lehr, Milwaukee PBS Manager Marketing and Community Engagement
4/11/23	Presentation	<i>FCC Category 11</i>	Thiensville Mequon Rotary Club	Presentation to 30 individuals about “My Wisconsin Backyard” and Milwaukee PBS	Traci Neuman, Milwaukee PBS Video Editor; Brian Ewig, Milwaukee PBS Videographer
4/20/23	Tour	<i>FCC Category 11</i>	Barack Obama High School	Tour of Milwaukee PBS for 10 prospective students	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
4/24/23	Tour	<i>FCC Category 11</i>	Greendale High School	Tour of Milwaukee PBS for 10 students	Tiff Pua Schank, Instructor of Television and Video production
5/3/23	Presentation	<i>FCC Category 11</i>	Milwaukee Area Technical College	how to write promos for television and discussion on careers in television	Dale Palecek, Milwaukee PBS Chief Programming Officer
5/24/23	Presentation	<i>FCC Category 11</i>	Oak Creek Community Center	Presentation and Panel Discussion on local documentary “Kids In Crisis” about mental health	Maryanne Lazarski, Milwaukee PBS Editorial Producer; Scott Myers, Milwaukee PBS Multimedia Producer

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6/22/23	Presentation	<i>FCC Category 11</i>	University of Wisconsin – Milwaukee at the Osher Institute	Presentation on the documentary “Dickey Chapelle” backstory on the idea, how it happened, how it was produced etc.	Maryanne Lazarski, Milwaukee PBS Editorial Producer; Darin Malkowski, Milwaukee PBS Video Editor
6/26/23	Tour	<i>FCC Category 11</i>	Milwaukee Area Technical College recruitment department	Tour of Milwaukee PBS for a college recruiter and prospective student	Julie Hill Lehr, Milwaukee PBS Manager Marketing and Community Engagement
Fall Semester 2022 and Spring Semester 2023	Discussion and instructional mentoring	<i>FCC Category 5 – establishment of an internship program designed to develop skills needed for broadcast employment.</i>	Mentoring of Television and Video Production eProduction enrolled students	Mentored 3 students each semester for 4 hours per week and provided curriculum projects used on our social media platforms of Digital Content Creation and Distribution.	Carole Burns, Digital Content Manager for Milwaukee PBS
On-going	MATC TV and Video Production Associate Degree Program	<i>FCC Category 5 –</i>	Milwaukee Area Technical College and Milwaukee PBS	Some 100 MATC Television and Video Production and e-Production students have access to the Milwaukee PBS facilities; 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
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.	Assoc Fundraising professionals current.com yourmembership.org employee referrals glassdoor.com governmentjobs.com indeed.com jobsthathelp.com linkedin.com	Angela Nixon, MATC Human Resources Talent Acquisition Manager

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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
4/27/23	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 the colleges Spring Open House to inform prospective students about the career possibilities in traditional broadcasting and digital media.	Dan Brown, Instructor of Television and Video production; Lauren Hill, Educational Assistant for Television and Video Production and eProduction