



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

A Viewer Supported Service of  MILWAUKEE AREA Technical College

### MILWAUKEE PBS 65<sup>TH</sup> ANNIVERSARY EXHIBIT OPENS

#### *MATC Create Gallery – June 5*

**MILWAUKEE; May 23, 2023** – In celebration of its 65<sup>th</sup> Anniversary, Milwaukee PBS will open a very special exhibit in MATC’s Create Gallery at the Downtown campus on June 5. The exhibit, ***Milwaukee PBS at 65: Looking Back & Moving Forward***, is a chance to remember how Milwaukee PBS has evolved over its 65-year history and to celebrate the future. Attendees will have the chance to look at historic memorabilia as well as watch some clips of its incredible production accomplishments including ***The Great Circus Parade, The Making of Milwaukee,*** and ***The Great TV Auction***. It also celebrates how Milwaukee PBS continues to serve the community with thought-provoking local programs like ***10thirtysix™, Adelante, Black Nouveau, The Arts Page, My Wisconsin Backyard,*** and ***Rhythm Cafe MKE***, all currently in production.

The exhibit is free to anyone in the community who is interested in visiting. It is located at MATC’s Create Gallery, at the downtown campus in the M building, in room M175. Exhibit hours are 10 am to 4 pm weekdays.

Milwaukee PBS began broadcasting on October 28, 1957, becoming the nation’s 28<sup>th</sup> educational television station on WMVS-TV. The station was licensed to Milwaukee Area Technical College which had established a hands-on Television Production Course in 1952. In 1963, MATC obtained a license for a second station, WMVT-TV, Channel 36. Throughout the years the station experienced technological advances, including being the first station in the area to broadcast a digital signal in 2000.

Today, Milwaukee PBS offers its two over-the-air channels in high definition, and four additional channels - WORLD, PBS KIDS, and CREATE, as well as a weather/traffic channel.

***Milwaukee PBS at 65: Looking Back & Moving Forward*** runs from June 5 through September 1. Watch for special evening hours coming this summer. For more information about the exhibit and to learn more about the 65<sup>th</sup> anniversary celebrations visit [milwaukeepbs.org/65/](http://milwaukeepbs.org/65/)

# #

#### **About Milwaukee PBS**

Milwaukee PBS is southeastern Wisconsin’s premier non-commercial media organization. It consists of two high-definition television stations, WMVS and WMVT, and four additional digital television services. The Milwaukee PBS stations are the area’s only over-the-air source for PBS and other national public television programs, and is one of the most-watched public television stations in the nation. Milwaukee PBS is a viewer-supported service of Milwaukee Area Technical College. MATC is a two-year vocational-technical college based in Milwaukee, WI offering day, evening and weekend classes on four campuses. For more information, visit [www.MilwaukeePBS.org](http://www.MilwaukeePBS.org).

#### **Contact:**

Julie Hill Lehr, Manager-Marketing and Community Engagement

E: [hillej@matc.edu](mailto:hillej@matc.edu)

P: (414) 297-7518