

CPB Annual Diversity Report - 2020

Milwaukee PBS television stations WMVS and WMVT-TV, are licensed to the nine-member Board of Directors of the Milwaukee Area Technical College (MATC) in Milwaukee, Wisconsin.

The MATC District Board's duties and powers are outlined in Chapter 38 of the Wisconsin State Statutes. Each member of the board has the responsibility to ensure that MATC is meeting its commitment in increasing the potential and productivity of the people in the district through the development and delivery of high-quality educational programs consistent with current and emerging educational and labor market needs.

As outlined in MATC Policy A0104-B: *"The Federal Communications Commission (FCC) has entrusted the District Board to operate the stations in the public interest, necessity, and convenience for the residents of southeastern Wisconsin. As the license holder of WMVS/WMVT the District Board:*

- 1. Understands and contributes to the vision of WMVS/WMVT and an approved mission statement.*
- 2. Sets all standards and policies for the operation and continued development of program services.*
- 3. Approves overall policy service goals and stations' objectives.*
- 4. Assures overall policy direction per FCC and Corporation for Public Broadcasting (CPB) requirements including Equal Employment Opportunities, Americans With Disabilities Act, open meeting and records regulations, and technical broadcast requirements.*
- 5. Assumes, holds, and assists in all fiduciary policy responsibilities, including revenue (and related expenses) required for WMVS/WMVT through MATC, community, state and federal sources."*

Board members are selected through a statutory process that defines racial, gender and occupational criteria. The current board consists of six female and three male members of which four members are persons of color.

District Board Directors serve without compensation. However, directors do receive reimbursement for actual and necessary expenses incurred in the performance of their duties.

The District Board has adopted a number of policies committing to Equal Opportunity Employment and citing applicable state and federal laws regulating the hiring process.

Equal Opportunity, Harassment and Nondiscrimination

[C0200 8.17.2020 District Board \(2\) \(matc.edu\)](#)

Complaint Procedures

[C0202 rev 10.26.18 Substantive \(matc.edu\)](#)

Discrimination Against Individuals with Disabilities

[c0203-rev-112807.pdf \(matc.edu\)](#)

WMVS/WMVT Affirmative Action EEO Policy

[i0505-rev-12-1016-3.pdf \(matc.edu\)](#)

Milwaukee PBS as a division of MATC, utilizes the services of the MATC Human Resources Department and is bound by the policies and procedures established by the MATC Board for EEO, Nondiscrimination, Anti-Harassment and Complaint compliance. Milwaukee PBS is further regulated by FCC and CPB requirements for tracking and reporting recruitment, hiring and EEO outreach efforts.

Milwaukee PBS Full Time Positions Filled, Recruitment Sources for Full Time Vacancies, and Longer-Term Outreach Recruitment Initiatives reports are all available as posted in the FCC Public File for the period of August 1, 2019 – July 31, 2020 are available under the EEO Public File Report section of the Milwaukee PBS web site located at:

<https://www.milwaukeepbs.org/footer-items/fcc-records/>

MATC's Human Resources Department determines utilization criteria for each position opening and evaluates the application pool for adequate minority/gender representation. If the applicant pool is found to be underrepresented, the position is then evaluated by the hiring manager and if necessary reposted, advertisements modified and recruitment sources reviewed and, if necessary, expanded.

Milwaukee PBS strives for hiring pools that are representative of the population of the service area and that the station staff overall, would reflect a similar diverse make up.

The Nielsen Company reports that the Milwaukee Designated Market Area (DMA) is made up of 24.2% minority households; Milwaukee PBS full-time minority workforce as reported in February 2021, for the 2020 CPB Station Activities Survey (SAS), is 21.42% full-time and 47.1% part-time. The female population in the Milwaukee DMA per the Nielsen Company is reported at 51.4%; the percentage of full-time females in the Milwaukee PBS workforce is 44.64%, part-time 41.18%.

Diversity training for Milwaukee PBS management staff is provided through seminars and webinars conducted by the Wisconsin Broadcasters Association (WBA), the Public Media Business Association (PMBA), the Public Broadcasting Service (PBS) and in-service training materials provided by the MATC Human Resources Department. Topics ranged from legal issues in hiring, promoting EEO, and preventing unlawful discrimination to FCC EEO tracking, outreach, and reporting requirements. MATC Human Resource professionals provide EEO/AA/ADA training to selection committees in candidate screening, interview question development, pitfall free interviewing, and ensuring confidentiality of the process.

2020 CPB Diversity Report Statement

The Milwaukee PBS television stations WMVS and WMVT, as a department of Milwaukee Area Technical College (MATC), are committed to diversity in hiring, student recruitment and training, and acquiring and producing programming that celebrates our area's rich cultural heritage.

Staff hiring and board appointment, policy, goals and results are outlined in the body of the report. The Milwaukee PBS goal is to "*strive for hiring pools that are representative of the population of the service area*". In most cases, hiring pools have included minority representation, although technical positions often generate a lower response.

Milwaukee PBS' service to the community considers diversity in program selection, local productions, outreach efforts, and web offerings. Viewers can be assured that Milwaukee PBS strives to acquire and produce programs that include an editorial balance, inclusive representation, and non-traditional role models both in front of and behind the scenes.

The Milwaukee PBS broadcast services are comprised of two high definition and four standard definition programming streams. The two high-definition channels, WMVS 10.1 and WMVT 36.1 offer locally scheduled network programs from PBS, APT, NETA, and the BBC, augmented

by local, state, regional, independent, and collaborative productions. National programs of note are often presented with local follow-up productions and station outreach efforts. Discussion panels, and community engagement sessions include local experts from diverse backgrounds to add depth and conversations to and about the presented program topic. Milwaukee PBS acquires and schedules specials around monthly national observances that can include racial, cultural, and national commemorations of significance. Milwaukee PBS' digital sub channels – World, Create, and the PBS Kids channel, often offer programs that highlight diverse issues.

Two Milwaukee PBS series productions stand out for their focus on minority populations in our coverage area. *Black Nouveau* highlights the events and issues in the African American community with positive stories told through noteworthy residents and leaders. *Adelante* approaches the Latino community in a similar fashion, and is presented with open captions that translate the native language of guests so both Spanish and English speaking viewers can benefit from the program's content. Both *Black Nouveau* and *Adelante* continue to win local, regional and national awards and both programs have also received multiple Emmy Award nominations and have been presented with Emmy Awards for segments or program specials.

Virtually all other Milwaukee PBS productions include diverse staffs and cover diverse topics. These include: *The Arts Page*, *Around the Corner with John McGivern*, *Outdoor Wisconsin*, *Healthy Indian Flavors with Alamelu*, *Tracks Ahead*, and our news and public affairs program *10thirtysix*. Milwaukee PBS productions include African American, Latino, and Asian American producers and hosts. The special projects producer for Milwaukee PBS local productions is a Latino.

Community engagement efforts include our annual Mittens & More drive for needy families, Milwaukee PBS Kids writing contest and workshops, and print, web and/or event preview screenings and panel discussion follow-ups to local and national productions.

Milwaukee PBS also houses the MATC Television and Video Production Associate Degree program and the e-Production Associate Degree program. These two-year programs train students for futures in the television, corporate video and social media industries in an actual broadcast facility under the supervision of professional instructors and television station staff members. The program counselors and instructors continue to recruit for a diverse student population into the program. Currently for this semester there are nine instructors; four full-time one of which is female and five part-time instructors of which three are female.