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 is a valuable part of southeastern Wisconsin and northern Illinois.

Milwaukee PBS marked 62 years on the air in 2019. Since 1957, Milwaukee PBS has served as a public service outreach initiative of the Milwaukee Area Technical College (MATC). WMVS/WMVT-TV, also known as Channels 10 & 36, serve southeastern Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, and entertains.

WMVS (Channel 10.1) is the primary outlet for both local and national PBS programming. WMVT (Channel 36.1) provides more vocational as well as news-and-public-affairs programs. WMVS and WMVT offer two high-definition and four unique 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.

Milwaukee PBS produced its first live remote broadcast from the Wisconsin State Fair in 1961. The 2000 telecast of Milwaukee’s "Great Circus Parade" was the first live, national, high-definition program broadcast on PBS.
2019 LOCAL CONTENT AND SERVICE IN THE COMMUNITY

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, the most-used provider throughout southeastern Wisconsin. Some of these channels are carried on other regional cable and telephone systems, including Charter Cable and AT&T U-verse in Wisconsin, Comcast in northern Illinois, and DirecTV and Dish Network on satellite. During the final months of 2019, Milwaukee PBS channel 10.1 began carriage on YouTube TV.

In 2019, Milwaukee was the 36th largest Nielsen market in the country with 848,420 television households in the 10-county market area. Among its various distinct services, Milwaukee PBS served roughly 481,271 viewers during an average month*. Milwaukee PBS is consistently among the top-ten viewed PBS stations in the country. During February 2019, Milwaukee PBS was rated the number one Public Television Station in the United States. **

* (Audience data from Nielsen Media Research; TracMedia estimates 1.57 persons per household in the Milwaukee market.) **(Nielsen 2019 February sweeps, WMVS Channel 10.1 sign-on to sign-off in metered markets.)

Milwaukee PBS’ award-winning locally produced series programs continue to be responsive to the community with: 10thirtySix™, ¡Adelante!, Around the Corner with John McGivern™, Black Nouveau, International Focus, Outdoor Wisconsin, and The Arts Page. Local specials and limited series that have aired include: Next Avenue Community Conversations, and Kids in Crisis: You’re Not Alone. Local programs that are nationally distributed for use on PBS stations across the country include: Around the Corner with John McGivern™, Outdoor Wisconsin, Healthful Indian Flavors with Alamelu, and Tracks Ahead. Local production efforts also include on-air membership drives; a well-attended appraisal fair; the final multi-day broadcast of the Milwaukee PBS Great TV Auction; and weekly underwriting and special-event spot production in support of a variety of fundraising efforts.

In 1965, Milwaukee PBS was the first non-commercial U.S. television station to introduce a regular schedule of color programs. Today, all local programs are produced in high definition, in color, in stereo, and closed captioned for the hearing impaired.
Complementing the national PBS schedule, Milwaukee PBS’ monthly series ¡Adelante! and Black Nouveau produce occasional additional segments in their regularly scheduled programs that localize specific topic areas presented on PBS prime-time specials. Additionally, both programs allow groups who have traditionally been under-represented in programming to see reflections of themselves and to hear the stories of their communities.

Audience feedback is obtained through viewer mail, email, social 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 130 Milwaukee Area Technical College (MATC) TV and Video Production and e-Production 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 Workshop series and Student Operations seen on Channel 36.1 and the Letters to Santa series presented on Channel 10.1. The students also create two, 30-minute weekly web-streamed programs about the college experience called MATC Now and College Today, and produce a web-based music series called Live at the Lakefront that is broadcast from Milwaukee’s lakefront during the summer. Student projects amount to over 100 programs streamed or broadcast on Milwaukee PBS services. The MATC School of Creative Arts, Design and Media Creative Pathway students, faculty, and administration are also incorporated into Milwaukee PBS’s local production efforts.

LOCAL VALUE

Six, 24-hour broadcast streams totaling 144 hours of daily programming available to over 1.4 million potential viewers.

Our Americans with Disability Act (ADA) compliant Web and mobile-friendly content is accessible via computer, tablet, and smartphone or through our website milwaukeepbs.org for program listings, station events and outreach activities, and online contribution opportunities. This content includes access to archived video of both Milwaukee PBS local productions and PBS national programs.

Social media engagement on Facebook, Twitter, YouTube, Instagram, Pinterest, and Flickr provide additional contact and communication with our audiences.

LOCAL IMPACT

The station's blend of national, syndicated, and locally produced programs provide our viewers with quality programming including: occupational, academic, enrichment, cultural, minority, public affairs, business, news, children's, arts, entertainment, recreation, and life-long educational television programming.

Our award-winning local productions continue to be responsive to a diverse community; 10thirtySix™, ¡Adelante!, Around The Corner with John McGivern™, Black Nouveau, International Focus, Outdoor Wisconsin, and The Arts Page.

Milwaukee PBS's outreach efforts associate local and national programming with community issues that both bring awareness and provide discussion opportunities to find solutions.

In 2001, Milwaukee PBS became the first broadcaster in Milwaukee to place four digital multicast channels on cable. Today, there are two high definition channels, three special-interest channels, and a dedicated weather-and-traffic channel provided by Milwaukee PBS available for both over-the-air and cable viewing.
In February 2019, Milwaukee PBS was presented with the National Advocacy Award by America’s Public Television Stations (APTS) for our “Plan to Scan” consumer education initiative. This campaign ensured that the citizens of southeastern Wisconsin and northern Illinois knew where to find both Milwaukee PBS as well as local commercial stations after they mandatorily rescanned their frequencies.

In April 2019, General Manger Bohdan Zachary was appointed to the Federal Communications Commission (FCC) Consumer Advisory Committee. This FCC committee addresses consumer issues that fall within the jurisdiction of the FCC, with a mission to make recommendations to the FCC regarding consumer topics specified by the FCC and to facilitate the participation of consumers in proceedings before the FCC. Zachary is the first representative appointed in the 20-year history of the committee to come from and represent Public Television stations.

**IN THE COMMUNITY**

Milwaukee PBS hosted preview screenings for a number of important locally produced programs including local specials such as *Kids In Crisis: You’re Not Alone* and *A Hope For Tomorrow*. Milwaukee PBS partnered with community organizations, museums, and educational institutions for these screenings, and presented panel discussions with experts in the respective fields after select screenings.

Milwaukee PBS continued to conduct *Next Avenue Community Conversations* throughout our viewing area in 2019. *Next Avenue Community Conversations* are designed to provide topics of interest to baby boomers and beyond. The target audience is anyone aged 50 and over, and anyone interested in topics that included health and well-being; money and financial security; caregiving; living and learning; and work and purpose. Hosted by Emmy-winning local Milwaukee PBS personality John McGivern, expert panelists discussed topics important to seniors, and five community conversations events were recorded and later aired on Milwaukee PBS.

Milwaukee PBS hosted bus trips celebrating the communities highlighted in broadcasts of *Around the Corner with John McGivern™* as well as bus trips to scenic Mackinac Island, Michigan; A Smokey Mountains Christmas Tour; and the annual December Windy City Holiday Express day trip to Chicago.

*In 1969, the very first fundraising event raised $67,000 to help support Milwaukee PBS. Today, the Milwaukee PBS Development Department raises over $6.2 million in annual support.*
Milwaukee PBS also participated for the third year in “Doors Open Milwaukee”, a community event that celebrates Milwaukee's art, architecture, culture, and history. In 2019, 991 visitors from across the viewing area enjoyed guided tours of the station during a seven-hour period. This free annual outreach event "opens the doors" to locations in and around Milwaukee so that residents and visitors alike can learn more about the influential places and spaces in the area.

Milwaukee PBS hosted a tour of England during the summer of 2019. Guided by Milwaukee PBS staff, “To the Manor Born” brought participating travelers behind-the-scenes of many of their favorite Milwaukee PBS British series, with stops at Highclere Castle (as seen in Downton Abbey); Bath; Devon, the beloved estate of Agatha Christie; and Port Isaac, the iconic backdrop of the ever-popular Doc Martin.

Lidia’s Kitchen award-winning chef Lidia Bastianich returned to Milwaukee in the late fall and included a visit to the station before her evening event: Lidia Bastianich in Conversation. Held at the Italian Community Center, the event featured her new cookbook and a conversation with Milwaukee’s culinary historian Kyle Cherek, former host of Wisconsin Foodie. The event was in partnership with Boswell Books and Bartolotta Catering.

To celebrate the holiday season, Milwaukee PBS members and guests were invited to “Holiday at Pabst Mansion”. This historic mansion was once the home of beer baron Captain Frederick Pabst, and one of the last grand mansions remaining in Milwaukee. Participants enjoyed the Victorian beauty and holiday splendor of the mansion illuminated by Christmas tree lights and lush seasonal decorations in this beautifully restored site.

To celebrate the “Summer of Space”, Milwaukee PBS held a screening about Milwaukee’s Moon Mission, a celebration of the 50th anniversary of the moon landing, at the Milwaukee Public Museum. Additionally, Milwaukee PBS was present at Senorfest Day at Summerfest, the world’s largest music festival held yearly at Milwaukee’s lakefront.

The Milwaukee PBS website was launched in 1995. Today, it has over 2.1 million total page views, over 1.4 million unique page views, and provides access to hundreds of videos and interactive content at any time on multiple platforms.
Commitment to Education

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 live stream that viewers can watch on their computer, tablet, or smartphone. 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.

Milwaukee PBS Kids Writers Contest

For the 25th consecutive year, the Milwaukee PBS Kids Writers Contest encourages children from kindergarten through third grade to create original and unforgettable characters, exciting plots, and their own expressive illustrations in a storybook. This contest is designed to promote the advancement of children’s literacy skills through hands-on, active learning. This year, children submitted 247 stories that demonstrate a love of writing and creative artwork. Eighteen winners were chosen second, third places, and honorable mention recognitions, with the winning entries presented on Milwaukee PBS in a half-hour special program as well as on the Milwaukee PBS website, YouTube channel, and social media. Wisconsin’s College Savings Plan “Edvest” supported the contest, and prizes were donated by the Betty Brinn Children’s Museum and the Kiwanis Club of Milwaukee.

Storytelling 101

In 2019, Milwaukee PBS presented 14 free workshops throughout southeastern Wisconsin called “Storytelling 101”. Children enrolled in kindergarten through third grade learned the basics of storytelling and creating unforgettable characters, exciting plots, and expressive illustrations, all to assist them in writing and illustrating their own original stories. These hour-long workshops were held at various public libraries, elementary schools, and the Betty Brinn Children’s Museum in downtown Milwaukee. Edvest, the Betty Brinn Children’s Museum, and the Kiwanis Club of Milwaukee supported these workshops.

Daniel Tiger’s “Be My Neighbor Day”

Milwaukee PBS presented the third annual Daniel Tiger’s “Be My Neighbor Day” focused on the importance of neighborhoods, what children can learn from their community, and how basic values like courtesy and forgiveness can make a difference in a life. Over 690 individuals enjoyed the day filled with family-fun activities, fun craft projects, and an opportunity to meet Daniel Tiger. Our partners included Fred Rogers Productions, PNC Bank Foundation, and the Betty Brinn Children’s Museum.
Mittens & More Drive

For the 12th year, Milwaukee PBS hosted the "Mittens and More" drive where hats, mittens, gloves, and scarves were hand knit, crocheted, and sewn by individual donors, knitting and sewing guilds, groups, and clubs. In 2019, 8,781 items were collected and distributed to 50 area agencies and local organizations. Our partners included Milwaukee Area Technical College, Back on the Rack Consignment Boutique, Ben Franklin Crafts, Clear Water Outdoor, Colectivo Coffee, Fredrick’s Hallmark, Grafton Yarn Store, Heaven & Earth Acupuncture, Ovation Sarah Chudnow, Sew Much More, Sew N’ Save, Springs Water Park, and Studio S Fiber Arts. Home Depot once again donated the many boxes used at our drop-off locations, and numerous volunteers helped to sort and box the items for distribution.

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 e-Production students collaborated with Milwaukee PBS to broadcast the station’s longest running locally produced holiday series Letters to Santa. During this year’s “Greetings from Santa’s Village”, invited children joined Santa at his home at the North Pole for the show. Each half-hour episode introduced a different elf in Santa’s village, including Santa’s personal bodyguard and the Elf Police force, and then the children told Santa what they wish he would bring them for Christmas. These productions were taped live 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.

The first national production from Milwaukee PBS was "Hatha Yoga" in 1970. In 2019, Milwaukee PBS continues to provide "Around the Corner with John McGivernTM", "Outdoor Wisconsin", "Healthful Indian Flavors with Alamelu", and "Tracks Ahead" to PBS member stations nationwide.
Commitment to Our Community

10thirtySix™

Named after Milwaukee PBS’s major channels, 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.

In 2019, 10thirtySix™ received a Chicago/Midwest Emmy Award for Outstanding Achievement for Public/Current/Community Affairs Programming – Program/Special for “A Hope for Tomorrow” which told the story of Edumakono Zetho, who came to Milwaukee from the war-torn Democratic Republic of the Congo. It documents his refugee story of challenges and triumphs, from his 15 years in a Tanzanian refugee camp living in unthinkable conditions, to his resettlement in Milwaukee, becoming an American citizen, and his hopes for the future while trying to give back to the refugee camp he came from.

The Milwaukee Press Club awarded 10thirtySix™ with multiple awards, including a Bronze award for writing in the category Best Investigative Story or Series for the special “MeToo, Milwaukee”, which was produced in partnership with the Milwaukee Neighborhood News Service. “MeToo, Milwaukee” also received a 2nd place award from the Wisconsin Broadcasters Association in the Best Web Story category. The segment “My Friend Linkin”, which tells the story of kids who write a book about one child’s personal cancer experience, received a Milwaukee Press Club Gold award for Best Long Soft Feature Story (Video). The program about “Troubadour Refugees” won a Milwaukee Press Club Silver Award for Best Writing in a Video Story and received an online award for Best Hard Feature Story for “An American Dream on a Ginseng Farm”.

Around the Corner with John McGivern™

The series returned for its eighth season and celebrated the broadcast of its 100th episode. The Emmy-award-winning Around the Corner with John McGivern™ has local host John McGivern guide the audience to 13 diverse Wisconsin towns and neighborhoods. In each program, McGivern discovers the secrets to living, working, and playing in all of these hometowns. At the beginning of each program, he spends a few minutes with local historian John Gurda, who shares historical insights about the locals, buildings, parks, and neighborhoods.

In 2019, John McGivern was once again awarded a Chicago/Midwest Emmy for Outstanding Crafts Achievement for On-Camera Talent – Program Host/Moderator. Also, Around the Corner with John McGivern™ airs in several broadcast markets around the Midwest and since 2018, it is seen nationally on the PBS World Channel.
¡Adelante!

Now in its 21st season, each episode of the Emmy-award-winning ¡Adelante! explores the culture and concerns of the fastest growing 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.

Among the stories covered this past year, ¡Adelante! presented a segment outlining the partnership established between Milwaukee Area Technical College and the Consulate of Mexico (recently established in the City of Milwaukee), who are working together to help MATC serve more Hispanic students; an inspiring story of a high school drop-out who triumphed in the face of challenging barriers to graduate from MATC’s Automotive Maintenance Program; and a profile on the School Sisters of Notre Dame and School Sisters of St. Francis, whose members are traveling to the border to assist asylum seekers.

¡Adelante! received a Milwaukee Press Club Silver award in the category of Best Long Soft Feature story for the segment “Sonia Manzano is Maria in Sesame Street”.

Black Nouveau

For 28 seasons, the Emmy-award-winning Black Nouveau is regarded by the community as one of the most accurate and positive perspectives of African-American life in Milwaukee, Wisconsin, and the nation. The program offers messages that promote positive images, interviews, and profiles of African-Americans, and explores the history, heritage, culture, and challenges of the African-American experience. The program also serves as an agent for positive change within the community at large.

In 2019, Black Nouveau producer Everett Marshburn was inducted into the Milwaukee Press Club Hall of Fame for his immeasurable contributions to local journalism. The program also received two awards from the National Association of Black Journalists (NABJ) for the Public Affairs Segment “We Got This”, telling the story of African-American men that mentor African-American young men in what is believed to be the worst zip code – 53206 – to raise an African-American child in America. Additionally, the NABJ Public Affairs Specialty award went to the “Amazing Grace Chorus” feature, where is the chorus is made up of Alzheimer’s patients and their caregivers exploring how music and melodies can help to ignite memories.

The series continues to pursue stories as diverse as a special episode that looked back 50 years ago at Milwaukee’s historic struggle for civil rights and fair housing, and explores whether housing is truly fair and open today; a feature on Corey Pompey, the new University of Wisconsin Marching Band director and the first person of color in this position; and Milwaukee’s Juneteenth Celebration, one of the oldest in the nation, and reflecting on the history and significance of the date and efforts to move the African American forward in American society.
2019 LOCAL CONTENT AND SERVICE
STORIES OF IMPACT

Kids in Crisis: You’re Not Alone

Milwaukee PBS partnered with reporters from the USA Today Network-Wisconsin, including the Milwaukee Journal Sentinel, to produce Kids in Crisis: You’re Not Alone. This half-hour, groundbreaking documentary tells the story of four diverse young people from southeastern Wisconsin who open up about their struggles with mental health and thoughts of suicide in order to shine a light on the problem and help identify solutions. They shared their individual stories to help end the stigma around mental illness and to encourage other young people to know that they are not alone no matter what they may be going through.

The original documentary broadcast was followed by a live half-hour discussion with medical professionals, parents of one of the documentary participants, and insights from the newspaper reporter on her long running newspaper series. During the discussion, national help line telephone and text numbers were shown on the bottom of the screen. The program was streamed live simultaneously on the websites of the USA Today Newspaper Networks.

The documentary has also aired nationally on PBS stations both on the PBS World Channel in September 2019 and through national distribution stations through the National Educational Telecommunications Association (NETA), been screened in middle and high schools, and screened in the Wisconsin state capital by invitation of a state legislator and contributed to new legislation regarding youth mental health in the state which was signed into law by the Governor. A digital toolkit was made available online with information about resources, tips on how to identify problems, and even conversation starters to help friends and family. The program was produced in partnership with the Milwaukee Journal Sentinel / USA Today Network-Wisconsin.

The documentary participants, producers, and partners have also participated in discussions and presentations across Wisconsin as well as at the Public Media Development and Marketing Conference (PMDMC) in Dallas.

The Chicago/Midwest Emmy Awards presented the Emmy for Outstanding Achievement for Children/Youth/Teen Programming - Program/Special/Series to “Kids in Crisis: You’re Not Alone”.

Next Avenue Community Conversations

Next Avenue Community Conversations are designed to provide topics of interest to baby boomers and beyond. Hosted by Emmy-winning local Milwaukee PBS personality John McGivern, expert panelists discussed topics important to seniors, and five community conversations events were recorded in various locations statewide for this limited series, later airing on Milwaukee PBS and available on the Milwaukee PBS website. This year’s topics were: Alzheimers’ effects on families; volunteering after retirement; Living the life you want; you’re never too old to learn; and being fit and engaged at the same time.
Outdoor Wisconsin

For 35 years, the Emmy-winning Outdoor Wisconsin continued to explore outdoor activities across the Badger State in some out-of-the-way places. As long as there are fish to catch, trails to hike, pollution to clean up, and wildlife to conserve, Outdoor Wisconsin helps audiences understand and respect the natural resources on which the many forms of outdoor recreation depend.

Outdoor Wisconsin was recognized with a 2019 Excellence in Craft award from the Outdoor Writers Association of America, and the Association of Great Lakes Outdoor Writers awarded a first place to an Outdoor Wisconsin segment titled “Honeybees in Peril”.

The Arts Page

The Arts Page is Milwaukee PBS’ multi-Emmy and award-winning series exploring the local and national arts scene. Through the Major Market Group (MMG) 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 a 2019 second place award from the Wisconsin Broadcasters Association Awards for Excellence in the category of Best Use of Video for a feature about local tintype photographer Margaret Muza, which also aired on the PBS NewsHour. Additionally, a feature about graffiti mural artist Mauricio Ramirez crafted in partnership with Milwaukee PBS’ ¡Adelante! was made available for national online distribution through PBS NewsHour’s Canvas arts initiative. Sandy Maxx, the host of The Arts Page, was honored with the 2019 James T. Tiedge Memorial Award given by Marquette University for an outstanding alumni in the communications field.

Milwaukee PBS’ first series to serve local African-American viewers was “Black Thang”, which premiered in 1969, and the first program for the Latino community was “Panorama Hispano”, which began in 1973. Today, the Emmy-winning “Black Nouveau” and Emmy-winning ¡Adelante!” continue our commitment to these underserved communities.
“It’s a great family station – never have to worry about what you will see or hear!”
-Don & Dom, Milwaukee

“We really enjoyed the series The Making of Milwaukee and want to support future programming efforts like this!”
-Charles, Milwaukee

“I can trust the content both factually and to be appropriate for my children.”
-Anne, Waukesha

“We all learn so much and can enjoy so much programming together. I always know can trust that the kids and I will learn something.”
-Amanda, Delafield

“We find your programming very enjoyable, uplifting, inspirational, and educational.”
-Harold, Racine

“Love so much of the diverse programming, documentaries, and specials.”
-Larry, Sheboygan

“My kids have been avid PBS watchers for years, and now we are in a position to give back.”
-Daphne, West Allis

“I always learn something new and know that I get an honest representation of ideas/news. Thank you!”
-Kristine, Sheboygan Falls

Milwaukee PBS has been a part of the local community for over 62 years.

Our name, Milwaukee PBS, communicates that Milwaukee comes first. Our name emphasizes that we are a responsive, 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. Our hope is that the stories we tell on our local programs help us to get to know each other better.

Our name also signifies that Milwaukee PBS is the region’s primary broadcaster of programming from PBS, which has been rated first in public trust among nationally known institutions for 16 consecutive years.

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 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 serve almost a half million households during an average month throughout southeastern Wisconsin and northern Illinois.

Milwaukee PBS is a viewer-supported service of Milwaukee Area Technical College.