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.

Milwaukee PBS is a valuable part of southeastern Wisconsin. During 2017, Milwaukee PBS marked 60 years on the air. Since 1957, Milwaukee PBS has served as a public service outreach initiative of the Milwaukee Area Technical College. 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.

In 2017, Milwaukee PBS provided these key local services:
- Nine, 24-hour broadcast streams that totaled 216 hours of programming every day, 365 days a year, that are available to over 1.4 million potential viewers.
- Web and mobile-friendly content via computer, tablet, smartphone or through our website milwaukeepbs.org serve as a one-stop shop for program listings, information about 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.
- Our social media presence on Facebook, Twitter, and Instagram provides and enhances interactivity and engagement with our audiences.

Milwaukee PBS’ local services have a deep impact in the Milwaukee area. 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, entertainment, recreation, and lifelong educational television programming.

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

Milwaukee PBS’ outreach efforts associate local and national programming with community issues that bring both awareness and provide discussion opportunities to help formulate solutions.

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 and explore ideas, and by inspiring a continued sense of wonderment.

--Milwaukee PBS Vision Statement
WMVS (Channel 10.1) is the primary outlet for both local and national PBS programming. WMVT (Channel 36.1) provides a more vocational “DIY” as well as a news-and-public-affairs mission. WMVS and WMVT offer high-definition and four unique standard-definition digital television services that range from nationally packaged public affairs programs, how-to shows such as painting, exercise, woodworking, sewing, cooking, lifestyle, and self-help programs; arts and culture programming; a dedicated children’s channel; and locally originated traffic and weather. Previous stand-alone traffic, classical, and jazz music sub channels have been discontinued due to our participation in the FCC Spectrum Auction, which will result in our need to realign our services. Starting in January 2018, our revised channel lineup for Milwaukee PBS services is:

**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

All of these channels are carried on Time Warner/Spectrum Cable throughout southeastern Wisconsin, the most-used provider in our region. Some of these channels are carried on other regional cable and telco systems, including Charter Cable and AT&T U-verse in Wisconsin, Comcast in northern Illinois, and DirecTV and Dish Network on satellite.

In 2017, Milwaukee was the 35th largest Nielsen market in the country with 868,500 television households in the 10-county market area. Among its various distinct services, Milwaukee PBS served nearly 578,000 households during an average month*. * (Audience data from Nielsen Media Research; TracMedia estimates 1.57 persons per household in the Milwaukee market.)

Award-winning production efforts continue to be responsive to the community with our locally produced series programs: 10thirty-six™, ¡Adelante!, Black Nouveau, International Focus, Outdoor Wisconsin, and The Arts Page. Local specials and limited series that have aired include: Around the Corner with John McGivern™; Next Avenue Community Conversations; Mettle and Honor: Vietnam. Local programs that are nationally distributed for use on PBS stations across the country include: Outdoor Wisconsin, Healthful Indian Flavors with Alamelu, and Tracks Ahead. Local production efforts also include 50 days of on-air membership drives, nine days of the Great TV Auction, and weekly underwriting and special-event spot production in support of fundraising efforts.

Complementing the national PBS schedule, Milwaukee PBS weekly series ¡Adelante! and Black Nouveau produce occasional additional segments in their regularly scheduled programs that dovetail with specific topic areas presented on PBS prime-time specials.

Audience feedback is obtained through viewer mail, email, web postings, phone calls, pledge memberships, overnight program ratings, viewer comments at events, and telephone calls to our comment line, where viewers can call in their comments and opinions about our local productions.

We’ve hosted a series of community screenings associated with our popular program Around the Corner with John McGivern™. Each program in the 13-episode series showcases how a different community celebrates the people and organizations that live, work, and play there. A public preview screening is held ahead of each episode’s air in the community highlighted in that week’s particular episode.

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.
Preview screenings were also held for a number of important national and locally produced programs including: *Mercy Street; Victoria; Alzheimer’s: Every Minute Counts; The Vietnam War*. Milwaukee PBS partners with community organizations, museums, and educational institutions for these screenings, and presents a panel discussion with experts in the respective fields after select screenings.

Milwaukee PBS hosted trips to see a theatrical production of “Beauty and the Beast”; an audience-participation mystery play “Murder at the Mansion”; a nine day bus trip celebrating the history of the Civil War touring Monticello, Bull Run, Washington DC and Gettysburg; a tail gate party at a Milwaukee Brewers game; and a discounted ticket event to a Milwaukee Bucks game.

Milwaukee PBS continued to conduct *Next Avenue Community Conversations* throughout our viewing area in 2017. *Next Avenue* is intended to help "grownups keep on growing". 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. Panelists discussed topics important to seniors, and three of the community conversations events were recorded and later aired on Milwaukee PBS. Over 30 interstitials have also been produced and broadcast, covering a wide range of subjects in the above topic areas.

More than 130 Milwaukee Area Technical College (MATC) TV and Video Production and e-Production Associate Degree program students gained 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 staff productions selected for *College Place* webcasts and produce a web-based music series called *Live at the Lakefront* broadcast from Milwaukee’s lakefront during the summer. Student output amounts to over 100 programs streamed or broadcast on Milwaukee PBS services. The MATC School of Media and Creative Arts students, faculty, and administration are also incorporated into Milwaukee PBS local production efforts.

*Milwaukee PBS conducted the world’s first long-range digital signal test on WMVT in 1992. Today, television stations across the United States broadcast using digital high-definition signals.*
Commitment to Education

Milwaukee PBS Kids Channel
During January 2017, along with PBS, we premiered the Milwaukee PBS Kids channel. Children’s programming is now available 24 hours a day, 7 days a week on channel 10.3. Milwaukee PBS Kids includes extras such as accompanying websites, educational apps, and a live stream that viewers can watch on their computer, tablet, or smart phone. Programs will help children build critical skills that enable them to find success in school and life, while helping parents to increase their own engagement. With this new service, Milwaukee PBS continues to support early childhood learning initiatives in southeastern Wisconsin.

Milwaukee PBS Kids 2017 Writers Contest
For the 23rd consecutive year, this contest encourages children from kindergarten through third grade in creating original, inspiring, entertaining, and funny stories with their own illustrations. Two hundred twenty-one submitted stories this year ranged from animals that have super powers to searching for a sparkling ruby to fish made out of candy. This year’s stories demonstrated a love of writing and some very creative artwork. This contest is designed to promote the advancement of children’s literacy skills through hands-on active learning. In preparation for this year’s contest, Milwaukee PBS presented six workshops free of charge at various public libraries and the children’s museum to help the children get ready to write and illustrate their original stories. Sixteen winners were chosen for first, second, third places, and honorable mention recognitions. The winning entries were also presented on Milwaukee PBS in a half-hour special program. 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
Milwaukee PBS offered several free writing workshops for children who are budding young authors. At Storytelling 101, children learn the basics of storytelling and creating unforgettable characters, exciting plots, and expressive illustrations, all to make a great story. Storytelling 101 was offered to children enrolled in kindergarten through third grade throughout southeastern Wisconsin. Edvest, Betty Brinn Children’s Museum, and the Kiwanis Club of Milwaukee supported the workshops that averaged 45 to 60 minutes in length.

Daniel Tiger’s “Be My Neighbor Day”
Milwaukee PBS presented Daniel Tiger’s “Be My Neighbor Day”. This special 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. The day featured family fun activities, gave the children an opportunity to meet Daniel Tiger, offered fun craft projects, and more. Our partners included PNC Bank Foundation’s Grow Up Great, The Fred Rogers Company, and the Betty Brinn Children’s Museum.

Mittens & More Drive
Milwaukee PBS hosted its 10th annual “Mittens and More” campaign. In 2017, 13,360 items were collected and distributed to 56 area organizations that serve the needy. A vast majority of the items were beautifully hand knit, crocheted, and sewn hats, mittens, gloves, and scarves donated by individual donors, knitting and sewing guilds, groups, and clubs. Our partners included Milwaukee Area Technical College, Ben Franklin Crafts, Clear Water Outdoor, Colectivo Coffee, Country Springs Hotel, Frank’s Sewing Center, Fredrick’s Hallmark, Heaven & Earth Acupuncture, and Ovation Sarah Chudnow. Home Depot donated the boxes used at our drop-off locations. Numerous volunteers helped to box the items for distribution.

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.
Kids in the Kitchen
Milwaukee PBS’s *Kids in the Kitchen* is targeted to at-home mothers, caregivers, and their children. The healthy-eating recipes are kept simple and easy to duplicate in viewers’ homes. There are 84 recipes available on the Milwaukee PBS web site for families and children to easily prepare including snacks, main dishes, and desserts. Preparing these with children provides quality time together, reinforces making healthy choices, inspires self-confidence, teaches responsibility, and can even play a part in reducing childhood obesity. Childhood obesity. There are 92 interstitial segments available for both on-air and online use.

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*. *Letters to Santa: Dreamland* welcomed kids and families to join Santa Claus and his elves for a special letter-reading session on the set of a child’s playful bedroom. Along with Santa and the elves, goofy neighbor Patches the Puppet also made an exciting visit to the children in this annual holiday series.

Commitment to Our Community

10THIRTYSix™
Titled after Milwaukee PBS’ major channels, *10thirtySix™* is a monthly news magazine that highlights interesting topics from throughout southeastern Wisconsin. 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 2017, The Milwaukee Press Club awarded *10thirtySix™* with its top honor - the Gold Award for Excellence in Wisconsin Journalism - for Best News or Sports Program. It was also awarded a Silver Award for Best Writing in a Video Story for a feature titled “Who Wants to be a Police Officer These Days?” The Chicago/Midwest Emmy’s awarded *10thirtySix™* with an Emmy Award for Outstanding Achievement for News Specialty Report/Series – Environment for a feature on “Homesteading”. The segment profiled a couple that left the city, and despite their age, live entirely off their own homegrown food sources as homesteaders. This feature was also later shown on *Outdoor Wisconsin*.

AROUND THE CORNER WITH JOHN MCGIVERN™
Winning the 2017 Chicago/Midwest Emmy Award for Best Magazine Program series, the highest rated local program on Milwaukee PBS returned for its sixth season. 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. Milwaukee PBS organizes a preview screening in each of the communities featured in the series at which John McGivern, John Gurda, and series producer Lois Maurer engage program participants, family members, local dignitaries, and residents in a discussion of the episode previewed.

The first national production from Milwaukee PBS was “Hatha Yoga” in 1970. In 2017, Milwaukee PBS continues to provide "Outdoor Wisconsin", "Healthful Indian Flavors with Alamela," and "Tracks Ahead" to PBS member stations nationwide.
¡ADELANTE!
Now in its 19th season, each episode of the Emmy-award-winning ¡Adelante! explores the culture and concerns of the fastest growing community in southeastern Wisconsin. 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 issues as they relate to Latinos, as well as celebrating the rich heritage of Latinos in southeastern Wisconsin. For the 5th consecutive year, ¡Adelante! received a Chicago/Midwest Emmy nomination for Outstanding Achievement for Public Affairs/Current Affairs Programming and won the 2017 Chicago/Midwest Emmy for Outstanding Achievement for Public Affairs/Current Affairs Programming - Segment. The “Alzheimer’s The Epidemic” segment examined how Alzheimer’s disease impacts the Latino community, and why they are at a higher risk when compared to other ethnic groups. The segment also aired on an episode of 10thirtysix™.

BEYOND SHERMAN PARK: A 10THIRTY SIX™ SPECIAL
Milwaukee PBS and WUWM Radio joined forces once again to discuss what many believe are the underlying issues that provoked a weekend of frustration and violence in Milwaukee's Sherman Park neighborhood in August 2016. 10thirtysix™ looked at what is making a positive difference and what still needs work in terms of housing, unemployment, education, community pride and police relations - and the impact all of this has on neighborhoods and residents in a special broadcast called 10thirtysix™: Beyond Sherman Park. Approximately 270 people came together for this community conversation featuring a moderated panel hosted by Portia Young of Milwaukee PBS and LaTonya Dennis of WUWM at the Parklawn Assembly of God Church in the Sherman Park neighborhood. Panelists, community residents and government leaders added their thoughts to the discussion. Questions and comments from the audience provided spirited interactivity.

BLACK NOUVEAU
For 26 seasons, the multiple-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 the challenges of the African-American experience. The program also serves as an agent for positive change within the community at large. During 2017, Black Nouveau was recognized with two honors at the National Association of Black Journalists’ “Salute to Excellence” Awards. Awards were presented for “Public Affairs-Segment” for a special on Milwaukee’s Black Panther Party and an award for “Public Affairs-Interview” for an interview with a human trafficking survivor.

LEAD AND OUR HEALTH: A 10THIRTY SIX SPECIAL
Milwaukee has a lead problem in which dangerous levels have been found in schools, day care centers and in some homes. There are over 70,000 lead service lines throughout the city. 10thirtysix™ presented a live, interactive special broadcast on the crisis. Viewers were able to pose questions to the experts via a phone bank or Facebook that contributed to the in-depth, on-air discussion. Medical staff from Children’s Hospital, Aurora Health Care, and the Sixteenth Street Community Health Center were on hand to help callers in English and Spanish. Various health professionals including the City of Milwaukee Health Commissioner were part of the live panel discussion. Lead in paint and in the water pipes is an issue that will have continued coverage on 10thirtysix™.

METTLE & HONOR: VIETNAM
Milwaukee PBS presented a local companion program to the national PBS broadcast of The Vietnam War. Mettle & Honor: Vietnam, tells the stories of Wisconsin veterans who served in America’s most controversial war on the battlefront of Southeast Asia. Interviews included a Milwaukee attorney who was among the first U.S. forces to take part in the conflict, serving as an advisor and Vietnamese translator before American ground forces arrived; veteran Milwaukee TV meteorologist John Malan recounted how he was wounded in a tank battle; a medic described how he witnessed the last moments of life for men who had become close friends; and other veterans who survived detailed brutal attacks in the unfamiliar territory of the jungle. Even today, many of the veterans are still dealing with the impact that serving in Vietnam continues to have on their lives.
OUTDOOR WISCONSIN
For 33 years Outdoor Wisconsin continues 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 will continue to help audiences understand and respect the natural resources on which the many forms of outdoor recreation depend. Outdoor Wisconsin was recognized with a Bronze Award by the 2017 Milwaukee Press Club in the category of Best Long Form Feature Story for a special episode that featured an inspiring story of an eight-year-old competitive skier who had overcome personal challenges to compete. A segment on “homesteading” that first aired on 10thirtySix™ won a 2017 Chicago/Midwest Emmy Award in the category of Outstanding Achievement for News Speciality Report/Series – Environment. The segment profiled a couple that left the city, and despite their age, live entirely off their own homegrown food sources as homesteaders. That couple profiled includes Outdoor Wisconsin’s own longtime and only series host Dan Small.

THE ARTS PAGE
The Arts Page, Milwaukee PBS’ multi-Emmy and award-winning series exploring the local and national arts scene, is a collaborative effort among individual public television stations nationwide. 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 both a 2017 Wisconsin Broadcasters Association Best Specialty Programming Large Market 2nd place and a Milwaukee Press Club Silver Award for Best Documentary for its special titled “Tour de Force” that featured a unique collaboration between the Milwaukee Ballet Company and Children’s Hospital of Wisconsin.

THE SECRET WAR: A 10THIRTYSIX™ SPECIAL
In tribute to local veterans, Milwaukee PBS presented this 10thirtySix™ special as a companion piece to the national broadcast of The Vietnam War. An often overlooked perspective of the Vietnam War is from the Hmong community, who are the largest Asian population in southeastern Wisconsin. This special presented their stories of the war, how and why they aided the American troops, their escape from Laos and the communists, why these Hmong soldiers are grateful to the United States, and how they transitioned to becoming American citizens. Additionally, over 150 individuals attended a very special screening event of the program that was held at the Hmong American Peace Academy in Milwaukee.

In 1969, the very first Great TV Auction raised $67,000 to help support Milwaukee PBS. Today, the Milwaukee PBS Development Department raises over $6 million in annual support.
“The 10thirty six program was done with warmth, compassion and passion. I learned a lot about the desegregation of our schools but from a very different point of view. Having the people who were involved and lived through it share their experience was really an eye opener. I thank you for these types of shows.”

Pam, Brown Deer

“This program was just outstanding and really reflected on some of the treasures of Wisconsin. It was really beautiful. I look forward to the next program. This segment was very poignant and very real, something we need in these times.”

Dick, Oak Creek

“There were a number of interesting segments. I was really interested in the digging up the remains from a 19th century cemetery in Milwaukee, the reverence, and the study that was given to the bones that were found I thought that was very well done. I enjoyed the whole program, so keep up the good work on 10thirty six. I absolutely love my public television station, thank you.”

Audrey, Delavan

“It was an excellent program, well researched and very, very interesting. I really enjoyed the program and I hope it continues.”

Rita, Milwaukee

In 2001, Milwaukee PBS became the first broadcaster in Milwaukee to place four digital multicast channels on cable. Today, there are two high definition, three special interest and a weather channel provided by Milwaukee PBS available for both over-the-air and cable viewing.
Viewer comments on Mettle and Honor: Vietnam

“I appreciated the show Mettle and Honor: Vietnam. It was very informative and emotional. It was a very good show, thank you for doing that and showing that. I thought it was excellent, thank you.”
Sue, South Milwaukee

“This a real tribute to the local guys who served in Vietnam. I am an army vet and it’s always good to know there’s a lot of support from the community in showing and telling the story of what it was like at that time. Thank you again, it’s a worthwhile service you’re doing.”
Jim, Waukesha

“I really enjoyed the program and listening to local Vet’s experiences. I am a nurse, I was interested in hearing the nurse’s stories. It was an excellent show. I enjoyed seeing the war memorial piece and the whole thing, thank you.”
Nancy, West Bend

“Even though these stories are very sad, I think it’s important these people are able to tell their stories. I thank you for having this program, thank you.”
Verna, Germantown

Milwaukee PBS’ first series to serve local African American viewers was "Black Thang", which premiered in 1969, and the first program for our Latino community was “Panorama Hispano”, which began in 1973. Today, the multi-award-winning "Black Nouveau" and "¡Adelante!" continue our commitment to these underserved communities.
In 2017, Milwaukee PBS celebrated being part of the local community for over 60 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 14 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 their own award-winning local series and specials. The stations serve nearly 500,000 households during an average month throughout southeastern Wisconsin and northern Illinois. Milwaukee PBS is a viewer-supported service of Milwaukee Area Technical College.