Milwaukee Public Television 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 Public Television Vision Statement

2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Milwaukee Public Television is a valuable part of southeastern Wisconsin.

Since 1957, Milwaukee Public Television 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, noncommercial programming that educates, informs, and entertains.

In 2016, Milwaukee Public Television provided these key local services:

- Nine, 24-hour broadcast streams that totaled 216 hours of programming every day, 365 days a year, available to over 1.4 million potential viewers.
- Web and mobile-friendly content via smartphone, tablet, or computer and through the official website milwaukeepbs.org served as a one-stop shop for program listings, information about station events and outreach activities, and online contribution opportunities. Content included access to archived video of Milwaukee Public Television’s local productions and PBS programs.
- Social media presences on Facebook and Twitter provided and enhanced interactivity with our audiences.

Milwaukee Public Television’s 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 life-long educational television programming.

Our award-winning weekly 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 Public Television’s outreach efforts associate local and national programming with community issues that bring both awareness and provide discussion opportunities to help formulate solutions.

Milwaukee Public Television’s first live remote broadcast was from the Wisconsin State Fair in 1961. The 2000 telecast of Milwaukee’s “Great Circus Parade” was the first live, national, high-definition program on PBS.
WMVS (Channel 10.1) is the primary outlet for both local and national PBS programming. WMVT (Channel 36.1) fulfills a more vocational as well as a news-and-public-affairs mission. WMVS and WMVT offer high-definition and seven unique standard-definition digital television services that range from nationally packaged public affairs, how-to programs such as painting, exercise, woodworking, sewing, and cooking, lifestyle, and self-help programs; arts and culture programming; and Spanish-language programs to locally originated weather, traffic, classical and jazz music services. All of these channels are carried on Time Warner Cable throughout southeastern Wisconsin, the most-used provider in our region. Some, but not all, 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 2016, Milwaukee was the 35th largest Nielsen market in the country with 882,210 television households in the 11-county market area. Among its nine distinct services, Milwaukee Public Television served nearly 500,000 households during an average month*.

* (Audience data from Nielsen Media Research; TracMedia estimates 1.57 persons per household in the Milwaukee market.)

Award-winning local production efforts continue to be responsive to the community with the weekly series **10thirtysix**, **¡Adelante!**, **Black Nouveau**, **International Focus**, **Outdoor Wisconsin**, and **The Arts Page**. Local specials and limited series that have recently aired or are in production include: **Around the Corner with John McGivern**; **Next Avenue - Community Conversations; On the Issues with Mike Gousha**; **the 5th Annual MLK Concert; Bud Selig, Commissioner Emeritus; the Frank P. Zeidler Memorial Lecture 2016; the Making of Milwaukee: The Next Chapter; Mettle and Honor: The Greatest Generation; Washington Week Extra – Milwaukee Edition**. 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 Public Televisions weekly series **¡Adelante! and Black Nouveau** produce occasional additional program 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, e-mail, phone calls, pledge memberships, overnight program ratings, viewer comments at events, telephone calls to our **Reaction Line** that lets viewers call in their comments and opinions about selected programs, and formal public comments at board meetings of the Milwaukee Area Technical College, which holds the licenses to the Milwaukee Public Television stations. Local production proposals are reviewed by a committee made up of station staff. Program Advisory Panels are enlisted as needed for stakeholder input from the African American and Latino communities to further enhance the content of programs of minority interest.
We’ve also 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 as a “thank you” to each community for their participation.

Preview screenings also were held for a number of important national and locally produced broadcasts including: Downton Abbey; Mercy Street; Poldark; Victoria; Black Panthers: Vanguard of the Revolution; The Making of Milwaukee: The Next Chapter; Mettle and Honor: The Greatest Generation; and The Arts Page “Tour de Force” special. Milwaukee Public Television partnered with community organizations, museums, and educational institutions for these screenings.

Milwaukee Public Television hosted two trips to see “Dressing Downton: Changing Fashion for Changing Times”. Guests visited Chicago’s Driehaus Museum for a stunning exhibit of 36 period costumes and a fashion overview from the first four season of the acclaimed PBS Masterpiece series Downton Abbey.

The Milwaukee Public Television-produced documentary about renowned local photojournalist Dickey Chapelle was part of the 2016 Milwaukee Film Festival. Behind the Pearl Earrings: The Story of Dickey Chapelle was showcased as part of the Milwaukee Film Festival’s Cream City Cinema program. Milwaukee native Dickey Chapelle made history when she became the first female correspondent killed in Vietnam. Amidst the chaos of World War II, the Korean War, and the Vietnam War, Chapelle’s wartime photography captured not only the horrors of the war but also the day-to-day lives of soldiers -- how combat took a heavy toll on them, and what was really happening on the front lines. Milwaukee Public Television’s hour-long special originally premiered in October 2015, on the 50th anniversary of her death, and has won several awards.

Milwaukee Public Television continued to conduct Next Avenue Community Conversations throughout our viewing area in 2016. Next Avenue is intended to help “grownups keep on growing”. The target audience is anyone 50 plus 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 two of the community conversations events were recorded and later aired on Milwaukee Public Television. Nearly thirty 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 Public Television’s facilities, staff mentors, and local production settings. Student productions include: the Student Workshop series and Student Operations seen on Channel 36.1; the Letters to Santa series presented on Channel 10.1; MATC Now! and M.A.T.C. - Media, Arts, Technology, Community. These last two web series programs feature the composite efforts of TV students and visual media and music students from the MATC School of Media and Creative Arts. 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. Total student output amounts to over 100 programs streamed or broadcast on Milwaukee Public Television’s services. The MATC School of Media and Creative Arts students, faculty, and administration are also being incorporated into Milwaukee Public Television’s local production efforts.
Commitment to Children

Milwaukee Public Television’s PBS Kids 2016 Writers Contest
For the last 22 years, Milwaukee Public Television has encouraged children in southeastern Wisconsin to experience writing and illustrating their own book, and have hosted the “PBS Kids Young Writers and Illustrators’ Contest” and workshops that provide literacy basics for kindergartners through third graders. Each year, the judges are amazed at the creativity and imagination of the children who enter their fantastic stories. In 2016, we presented 11 workshops free of charge in the Milwaukee area along with our partners Milwaukee Public Schools, Betty Brinn Children’s Museum, the Harley Davidson Foundation, and the Kiwanis Club. A total of 431 children submitted their works to the local contest, and 16 winners were chosen for first place, second place, third place, and special merit recognitions. The winning entries were also presented on Milwaukee Public Television as a half-hour special program.

Storytelling 101
Milwaukee Public Television offered several free workshops for children and teachers. At Storytelling 101, children learn the basics of storytelling and learn how art makes stories come alive by helping them identify story and illustration elements. Storytelling 101 was offered to children enrolled in kindergarten through third grade throughout southeastern Wisconsin. Each workshop was 45 to 60 minutes in length.

Sound Safari Adventure
Milwaukee Public Television presented four “Sound Safari Adventures” in 2016. Children ages 4 to 8 were encouraged to complete a summer reading log with the intent to help bridge the learning gap over the summer. The children were encouraged to discuss sound effects they heard when gathered as a group, the different sounds they found when reading, the impact of the sounds they hear in different environments, and how reading inspired their imaginations.

Mittens & More Drive
Milwaukee Public Television hosted its 9th annual “Mittens and More” campaign. In 2016, we collected 8,285 items and distributed hats, mittens, gloves, and scarves to 43 organizations who serve the needy. Our collection partners included Milwaukee Area Technical College, Ben Franklin Crafts, Clear Water Outdoor, Colectivo Coffee, Country Springs Hotel, Frank’s Sewing Center, Heaven & Earth Acupuncture, and Sarah Chudnow Community. Home Depot donated the boxes used at our drop-off locations. Volunteers included many sewing and knitting organizations as well as numerous individual volunteers who donated items and helped box them for distribution.

Kids in the Kitchen
Milwaukee Public Television’s locally produced Kids in the Kitchen series is targeted to at-home mothers and caregivers and their children. The healthy-eating messages and recipes are kept simple and easy to duplicate in viewers’ homes. The on-camera cooks, ages 5-10, helped to prepare the food under the guidance of an adult. The segments increase awareness of a greater variety of foods that are good for us, easy to prepare, and play a part in reducing childhood obesity. There are 92 interstitial segments available for both on-air and online use.

Milwaukee Public Television’s website was launched in 1995. Today, it has nearly 2 million total page views, and nearly 1.4 million unique page views, and provides access to hundreds of videos at any time.
Commitment to History

AROUND THE CORNER WITH JOHN McGIVERN
The most highly rated local program on Milwaukee Public Television returned for its fifth 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 Public Television 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 light-hearted review of the episode.

THE MAKING OF MILWAUKEE: THE NEXT CHAPTER
When The Making of Milwaukee premiered in October of 2006, it made local television history. Not only was it the most ambitious production Milwaukee Public Television had ever attempted, the series also made Channel 10 the most watched public television station in America for four nights running. The program went on to win a Midwest Emmy award for “Best Documentary”. This year was the 10th anniversary of the original broadcast so Milwaukee Public Television marked the anniversary with a follow up production: The Making of Milwaukee: The Next Chapter. This half-hour update chronicled the last decade of dramatic changes to Milwaukee as old struggles persist and a new Milwaukee rises.

BUD SELIG, COMMISSIONER EMERITUS
The Milwaukee Public Television documentary Bud Selig, Commissioner Emeritus is a follow-up to the Milwaukee Public Television 1998 documentary Bud Selig, Baseball Baron. Milwaukee native Bud Selig is now 82-years of age and has loved baseball since his childhood days. After the Braves moved to Atlanta, he missed baseball so much that he brought baseball back to Milwaukee by acquiring the Seattle Pilots, moving them to Milwaukee as the Milwaukee Brewers. His love of the game was so strong that in 1998, he was elected Commissioner of Major League Baseball. During his years as commissioner, he revolutionized the game from its economics to its technology. As commissioner emeritus, he's helping preserve the game. In this update, we see Selig teaching a class at Marquette Law School, where he offers insights on the business of baseball and the player, and hear comments from both civic leaders and his personal friends who talk about his passion for baseball and his commitment to the community.

METTLE AND HONOR: THE GREATEST GENERATION
As part of its special Veterans Day programming, Milwaukee Public Television presented Mettle and Honor: The Greatest Generation. This inspiring documentary features interviews with World War II veterans that tell stories of sacrifice, struggle, and even moments of humor the soldiers experience when a military unit is stationed far from home. Stories included veterans being POWs in 1944, being part of the last bombing mission of World War II, and watching General Douglas MacArthur come on shore in the famous “I shall return” scene along with their personal stories of Iwo Jima, Guadalcanal, Okinawa, D-Day, the Battle of the Bulge, and many more.

Commitment to the Arts

BoDeans: 30 YEARS OF LOVE & HOPE & SEX & DREAMS
Many Milwaukeeans will remember the BoDeans. Some remember their breakthrough album released in 1986 “Love & Hope & Sex & Dreams”. Others remember their song “Closer to Free” that became the theme song to the hit television show Party of Five. Anyone who saw the BoDeans play live anywhere will remember their unforgettable harmonies and their every-man lyrics. Milwaukee Public Television brought viewers a chance to go back in time with a special concert recorded on location at Cedar Creek Park in Cedarburg on a rainy August night in 2016. BoDeans co-founder Kurt Neumann leads the group through a set list of the band’s classic recordings as well as their new single “My Hometown”. The program also visited with Neumann at the Milwaukee County Historical Society for the opening of an exhibit featuring the band as part of their 30th anniversary celebration.

THE 5TH ANNUAL MLK CONCERT
Black Nouveau presented a special broadcast dedicated to Reverend Dr. Martin Luther King Jr. The special included highlights from the 5th Annual Tribute to Dr. Martin Luther King Jr. featuring Milwaukee’s Bel Canto Chorus and the choir from Holy Redeemer Church of God in Christ. United in song to celebrate the life of Dr. Martin Luther King, Jr and showcasing the diverse backgrounds of these two choirs, Dr. King’s iconic dream is illuminated, and the combination of their different musical perspectives bridges the gulfs of segregation and prejudice.

THE ARTS PAGE
The Arts Page, Milwaukee Public Television’s multi-Emmy and award-winning weekly look at the local and national arts scene, is a collaborative effort among individual public television stations nationwide. Milwaukee Public Television’s locally produced segments are augmented with pieces about artists and topics from around the nation, and stories about the southeastern Wisconsin arts community are shared with partner PBS stations. The Arts Page received a 2016 Midwest Emmy award for Arts/Entertainment Programming for a locally produced segment on the compelling photography of Shorewood native Dickey Chapelle, Combat Photojournalist, and a Milwaukee Press Club “Excellence in Journalism” Gold Award for Best Long Form feature for its Delavan Walldogs segment about a four-day mural painting marathon.

Commitment to Important Social Issues

PBS NEWSHOUR: DEMOCRATIC DEBATE
In February, the nation’s eyes were on Milwaukee when the 2016 Democratic Presidential Primary Debate was held at the Helen Zelazo Center for the Performing Arts on the campus of the University of Wisconsin-Milwaukee. This was the first Democratic debate following the Iowa caucuses and the New Hampshire primary. PBS NewsHour’s co-anchors and managing editors Gwen Ifill and Judy Woodruff were selected as the moderators. The debate was produced in cooperation with Milwaukee Public Television. Milwaukee Public Television was honored to assist the PBS NewsHour team in this first ever, nationally telecast, presidential-candidate debate entirely produced by public television.

WASHINGTON WEEK EXTRA - MILWAUKEE EDITION
The late Gwen Ifill broadcast her Washington Week program from Milwaukee the day after the PBS NewsHour broadcast of the Milwaukee 2016 Democratic Presidential Primary Debate. Ifill and her panel of political journalists provided context and analysis of the previous evening’s debate before a live audience in the same hall at the Helen Zelazo Center that hosted the debate the night before. Immediately after her national broadcast, she taped a second, special edition of her program in which she took questions from Milwaukee Public Television attendees. We are grateful to the Washington Week producers and especially to Ms. Ifill who took the time to create this extra program just for Milwaukee Public Television viewers, both for broadcast and online distribution.
TAVIS SMILEY: THE “ONE GREAT IDEA TOUR”
Tavis Smiley brought his weeklong “One Great Idea” tour to Milwaukee and Milwaukee Public Television in April. The week-long tour was designed to inspire the nation with solutions to some of this country’s most difficult challenges. Milwaukee was one of five cities that shared “one great idea” the city is doing to improve America, and focused on the impact of technical colleges in building bridges out of poverty and providing opportunities for every demographic in our community regardless of gender, race, or zip code. Smiley was joined by Milwaukee Area Technical College President Dr. Vicki J. Martin as well as two of the college’s graduates to share their experiences. The program was recorded live before an audience on the campus of Milwaukee Area Technical College for national broadcast later that same evening. Facilities and crew for the taping were provided by Milwaukee Public Television. After recording his special, Smiley taped an extended interview segment for Milwaukee Public Television’s Black Nouveau program.

SHERMAN PARK SPECIAL
Milwaukee Public Television and WUWM 89.7 FM – Milwaukee Public Radio partnered together on the special broadcast of Sherman Park: The Aftermath. The program convened community leaders to discuss what sparked the violence and civil disturbance of August 13 and 14 in Sherman Park, and how the neighborhood and the greater community could move forward during this uncertain time. Milwaukee Public Television recorded the special edition of the “Lake Effect” at the WUWM radio studios for later broadcast.

10thirtySix
Titled after Milwaukee Public Television’s major channels, we were excited to introduce southeastern Wisconsin and northern Illinois to our newest program 10thirtySix. This monthly news magazine highlights interesting topics from throughout our viewing area. Each episode features in-depth segments designed to give the viewer greater knowledge about the place we call home, exploring the issues in our own backyard and focusing on important community stories we hope will inform, entertain, and inspire.

BLACK NOUVEAU
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-American movers and shakers 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. Black Nouveau won first place at the 2016 National Association of Black Journalists’ “Salute to Excellence” Awards in the ‘Features-Long Form’ category for an episode titled Trippin’, which showcased sites around the state of Wisconsin that are significant to the African American experience, as well as first place in the “Specialty” category for a feature about a new weapon in the fight against HIV - pre-exposure prophylaxis.

¡ADELANTE!
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 4th consecutive year, ¡Adelante! received a Midwest Emmy nomination for Outstanding Achievement for Public Affairs/Current Affairs Programming.

In 1969, the very first Great TV Auction raised $67,000 to help support Milwaukee Public Television. Today, Milwaukee Public Television’s development department raises over $6 million in annual support.
Viewer comments on the 5th Annual MLK Concert

“I was just overwhelmed by the concert. I was transfixed through the whole program. It really moved me. The singing and the music was just awesome.”
Elaine, Wauwatosa

“I thought the program was very inspiring, reverent, and it had an excellent variety of music and liturgy.”
Patricia, Fond du Lac

“I was at the concert, and I think the broadcast was better than being there. It was fantastic. It was really delightful.”
Annie, Milwaukee

Viewer comments on 10thirty6

“How insightful – especially the story about what we’re facing in our country right now with law enforcement, and the story about the veteran’s son. I look forward to seeing future episodes.”
May, Fox Point

“I appreciate how you are showcasing the reality of humanity and what brings us together rather than emphasizing what might break us apart.”
Majorie, Milwaukee

“I just watched the new 10thirty6 news magazine. I thought it was just excellent. Now this is the kind of production I expect from our local Milwaukee PBS.”
Christine, St. Francis

“I was especially touched by the son who went to Europe to find his father’s grave. I liked the fact that you were dealing with both sides of the Sherman Park issue.”
Karen, Brookfield

In 2001, Milwaukee Public Television became the first broadcaster in Milwaukee to place four digital multicast channels on cable. Today, there are nine Milwaukee Public Television program streams available for both over-the-air and cable viewing.
Viewer comments on Mettle and Honor

“I found the program inspiring, educational, and fulfilling. It represents the best of local program content. Thank you for showing this.”

James, Brookfield

“My husband is 92, and he was both in Europe and the Philippines. Thank you for recognizing these veterans.”

Janice, South Milwaukee

“I thought the program was excellent. It actually made me cry. Thank you very much for producing this program. My dad was in the Pacific so this meant quite a bit to me.”

Marcy, Milwaukee

“I thought the program was very interesting and provided first-hand accounts of soldier’s experiences in World War II. I appreciated this very much.”

John, Wauwatosa

Viewer comments on Bud Selig, Commissioner Emeritus

“I think the program was great. The man did more for baseball in his tenure than anybody before him. I enjoyed the program, the history, and the candor.”

Bill, Oak Creek

Milwaukee Public Television’s first series to serve local African American viewers was “Black Thang”, which premiered in 1969, and the first program aimed at our Latino community was “Panorama Hispano”, which began in 1973. Today, the multi-award-winning “Black Nouveau” and “¡Adelante!” continue our commitment to those historically underserved communities.
Viewer comments on the Frank P. Zeidler Memorial Lecture 2016
“Thought it was definitely one of the best locally produced programs I’ve seen lately.”
Paul, Brookfield

Viewer comments on Washington Week Extra – Milwaukee Edition
“I really enjoyed show. I would like to see more programs with audience participation with the audience asking questions”
Ed, East Troy

“[I enjoyed the program. I liked the variety of views, and you covered a lot of issues.”
John, Waukesha

“I found this program very enlightening and a refreshing change from the normal broadcasting from the major networks.”
Kathleen, Whitefish Bay

Viewer comments on The Making of Milwaukee: The Next Chapter
“I want to express my deep gratitude for this program. Very moving, very fair, and very encompassing with its positives and negatives.”
Lance, Brown Deer

“Excellent, excellent program as usual. We have all the tapes from the previous programs of “The Making of Milwaukee”. Please keep up the good work.”
Delores, Pewaukee

“Enjoyed the program very much. Very informative. It gave a very positive message. It didn’t sugar coat the way things are. Thank you very much.”
Ursala, Milwaukee

“I very much enjoyed it. I would like to see more like it. I think it was very, very well done. It was very informative and a lot of fun to watch. Great job.”
Wade, Fort Atkinson

Milwaukee Public Television becomes Milwaukee PBS

In 2017, as we approach our 60th anniversary, Milwaukee Public Television is changing its name and its image to better express what it has come to stand for over the last several decades in Milwaukee.

Milwaukee PBS is a name that reflects where we are and what sets us apart from commercial broadcasters. We want people to know we are recommitting our mission to tell local stories. That's the "Milwaukee" reference in our new name. At the same time, we are dedicated to sharing trusted PBS content on our television channels as well as our website.

Milwaukee PBS is the new moniker, communicating that Milwaukee comes first. The new name emphasizes that our enterprise is a responsive, locally governed community resource, whose primary goal is to serve the needs of viewers in the area. The new 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 13 consecutive years.

PBS President and CEO Paula A. Kerger had this to say about our new name: "Milwaukee PBS effectively communicates what is best in public broadcasting—deep community roots and national scope. WMVS and WMVT are true homegrown treasures, dedicated to the idea that media can educate, inspire, and entertain their audiences. As Milwaukee PBS moves towards the celebration of its 60th anniversary, its new name signals that the community continues to have a relevant, forward-looking media enterprise that will serve its audience well for years to come."

Milwaukee PBS will still offer entertaining, inspiring, and informative local programming focusing on southeastern Wisconsin. Also, viewers can still watch their favorite dramas, documentaries, science shows, and public affairs programs from PBS.

"The new name for our stations represents our renewed commitment to strengthening the region through the Milwaukee Area Technical College's many services, including Milwaukee PBS," said Milwaukee Area Technical College President Dr. Vicki J. Martin. "Aligning the stations with the recognized and respected PBS brand demonstrates the high-quality local programming and services that help improve the quality of life in southeastern Wisconsin and northern Illinois."

Milwaukee PBS is southeastern Wisconsin's premier non-commercial media organization. Milwaukee PBS consists of two high-definition television stations, WMVS and WMVT, and seven 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.

- Milwaukee PBS Local Productions -