

**LONGER-TERM OUTREACH/RECRUITMENT INITIATIVES**

WMVS/WMVT-TV, MILWAUKEE WI

MILWAUKEE PBS

August 1, 2020 – July 31, 2021

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Date	Initiative	FCC Category	Description	Involvement	Participating Staff
Week of March 1, 2021	Wisconsin Broadcasters Association (WBA) Virtual Job Fair	<i>FCC Category 1 - participation in four job fairs by station personnel with hiring responsibilities.</i>	Job Fair to expose/recruit attendees to jobs/internships in broadcasting.	Due to the Covid-19 Pandemic this WBA sponsored job and career fair was a virtual online event.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning.
Week of June 7, 2021	Wisconsin Broadcasters Association (WBA) Virtual Job Fair	<i>FCC Category 1 - participation in four job fairs by station personnel with hiring responsibilities.</i>	Job Fair to expose/recruit attendees to jobs/internships in broadcasting.	Due to the Covid-19 Pandemic this WBA sponsored job and career fair was a virtual online event.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning.
3/24/21	Wisconsin Broadcasters Association (WBA) Sponsored EEO Seminar titled: <i>"Staying on Top of Your Broadcast FCC EEO Obligations"</i>	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Highlight some of the important provisions of the FCC's EEO rules and some of the pending issues concerning these rules.	Attended this WBA sponsored in service training webinar session presented by the WBA and attorney David Oxenford from the firm of Wilkinson Barker Knauer, LLP	Dan Braovac, Milwaukee PBS Manager of Administration and Planning.
10/17/20 and 12/23/20	Milwaukee Area Technical College Human Resources department online training sessions titled: <i>"Harassment Prevention for Employees"</i> and <i>"Harassment Prevention for Managers"</i>	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Focusing on the forms of harassment prohibited by federal law. An overview of behaviors that can give rise to harassment claims. Discuss strategies for promoting a respectful work environment that is free of all forms of harassment, intimidation, and discrimination.	Completed these on-line Milwaukee Area Technical College Human Resources assigned training sessions. The Employees one was assigned to all employees and the managerial specific one was assigned to all manager level employees.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning.  <i>"Harassment Prevention For Employees"</i> for all full-time station staff.  <i>"Harassment Prevention For Managers"</i> for all full-time station leadership and managerial staff

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On-going	Offer tours, presentations, and discussions to students and individuals interested in broadcasting.	<i>FCC Category 11 – sponsorship of at least two events in the community designed to inform the public as to employment opportunities in broadcasting.</i>	A representative sample of some of our outreach activity is presented below.	Specific type is presented below.	Community Relations & Outreach dept.'s., Development, Production, Engineering and Instructional departments.
2/9/21	Presentation and discussion	<i>FCC Category 11</i>	Milwaukee Wisconsin Rotary Club virtual meeting	Presentation presented by the producer and guests of a program on the topic of "Implicit Bias"	Everett Marshburn, Producer of Milwaukee PBS's national award winning "Black Nouveau" series
8/4/20	Presentation and discussion	<i>FCC Category 11</i>	Speaking to college students at the University of Washington	Presentation to students in an undergraduate introductory writing for mass media class	Alexandria Mack, segment producer for "Black Nouveau" and our 2020 election coverage specials.
11/17/20	Presentation and discussion	<i>FCC Category 11</i>	Guest speaker for presentation "Youth Journalism Conversation"	Presentation to south side Chicago students from different schools in an after-school program about journalism.	Alexandria Mack, segment producer for "Black Nouveau" and our 2020 election coverage specials.
9/30/20 and 2/4/21	Presentation and discussion	<i>FCC Category 11</i>	Milwaukee Area Technical College & Milwaukee PBS	Virtual presentation to some 15 to 20 MATC students on the topic of media management and producing for television.	Tiff Pua Schank, Television production instructor
6/15/21	Station tour	<i>FCC Category 11</i>	Boys & Girls Club of Milwaukee	Students from the Boys and Girls Club take a tour of the Milwaukee PBS studios and talk about careers at a Television station.	Tiff Pua Schank, Television production instructor

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10/5/20 11/11/20 12/15/20 1/27/21 3/3/21 4/13/21 4/30/21 5/19/21	Tour and discussion	<i>FCC Category 11</i>	Prospective Milwaukee Area Technical College students and various high school students	Tour and discuss possible careers with prospective students while touring the television station and our television production instructional areas	Tiff Pua Schank, Television production instructor
11/4/20 2/23/21	Tour and discussion	<i>FCC Category 11</i>	High school student	Zoom (11/4) and in person meeting with prospective student and parents about TV production program which is instructed at the television station.	Gary Wernette, Television production instructor
11/30/20	Career presentation	<i>FCC Category 11</i>	Milwaukee Area Technical College	Class presentation to college students enrolled in MATC TV class talking about a career in television	Dale Palecek, Coordinator of Television promotion
10/13/20 2/4/21 5/4/21	Presentation	<i>FCC Category 11</i>	High school students	Virtual (10/13), (2/4) and in person (5/4) tour of TV station and TV instructional program to prospective student and family members	Mark Bergner, Television eProduction instructor
3/18/21	Career presentation	<i>FCC Category 11</i>	Benet Academy, Lisle, Illinois	Zoom presentation to 15 students about careers in television broadcasting	Tiff Pua Schank, Television production instructor
3/31/21 and 4/16/21	Career training presentation	<i>FCC Category 11</i>	Milwaukee Area Technical College, Milwaukee PBS and John Marshall High School.	Meetings to develop partnership with the High School media students to later enroll in the TV Production program at the college and television station	Kevin Pulz, Television Instructional chair; Tiff Pua Schank, television instructor; David Schank, Milwaukee PBS TV engineering

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4/9/21	Career Presentation	<i>FCC Category 11</i>	Benedictine University, Illinois	Zoom presentation including a two-hour panel discussion to some thirty-five professionals about working in television	Tiff Pua Schank, Television production instructor
On-going	Internet Job Postings	<i>FCC Category 6 – participation in general outreach efforts through job banks or internet programs.</i>	Post full-time position openings on various internet job sites to maximize dissemination.	MilwaukeePBS.org Matc.edu Current.org Glassdoor.com Governmentjobs.com Indeed.com Jobsthathelp.com Linkedin.com Wi-broadcasters.org Nabj.org Sbe.org Cpb.org Smpte.org MilwCnty.com	Amanda Groh, MATC Talent Acquisition Partner
On-going	MATC TV and Video Production Associate Degree Program	<i>FCC Category 5 – establishment of an internship program designed to develop skills needed for broadcast employment.</i>	Milwaukee Area Technical College and Milwaukee PBS	Over 100 MATC Television and Video Production and e-Production students have access to the Milwaukee PBS facilities and equipment and all staff members serve as mentors for career development. Students also staff crew positions for Milwaukee PBS studio productions and assist on location remote productions.	Kevin Pulz, Instructional Chair/Producer; Tiff Pua Schank, instructor; Mark Bergner, instructor, Gary Wernette, instructor; John Larscheid, Studio Supervisor

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On-going	Career Day Presentations	<i>FCC Category 10 - participation in at least four events or program relating to career opportunities sponsored by educational institutions</i>	Visit area schools and colleges to discuss the variety of jobs in broadcasting and the MATC TV and Video Production A.A.S. Degree and eProduction programs. Serve on the Milwaukee Public High School curriculum development committee. Serve on the Wisconsin Broadcasters Association Student Seminar and Education Committee.	Assigned speaker, developed presentation aids/materials, travel to the schools. Attend committee meetings	Kevin Pulz, Instructor/Producer; Mark Bergner, eProduction instructor; Tiff Pua Schank, instructor; Gary Wernette, instructor
Annual	Ev O’Hare Scholarship	<i>FCC Category 7 – Participation in scholarship programs directed to students who want to pursue a career in broadcasting.</i>	Scholarship program for students enrolled in the Milwaukee Area Technical College (MATC) TV and Video Production Associate Degree Program.	Solicitation of gifts in partnership with the MATC Foundation and selection of annual recipient.	Kevin Pulz, Instructional Chair/Producer; Tiff Pua Schank, instructor; Gary Wernette, instructor