

LONGER-TERM OUTREACH/RECRUITMENT INITIATIVES

WMVS/WMVT-TV, MILWAUKEE WI

MILWAUKEE PBS

August 1, 2019 – July 31, 2020

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Date	Initiative	FCC Category	Description	Scope of involvement	Participating Staff
1/29/2020	Wisconsin Broadcasters Association (WBA) Job Fair – Madison, Wisconsin	<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.	Attended this WBA sponsored job and career fair and staffed the Milwaukee PBS booth.	Raul Galvan, Milwaukee PBS Manager of Local Program Production
Week of July 20, 2020	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 the WBA sponsored job and career fair was a virtual online event.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning
1/29/2020	Wisconsin Broadcasters Association (WBA) Sponsored EEO Seminar entitled: "Avoiding Discrimination in Employment Terminations"	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Review of EEO laws at the Local, State and Federal level as far as they relate to prevent unlawful discrimination in employment terminations.	Attended this WBA sponsored in service training session presented by the WBA and attorney Rebeca Lopez and Katheryn Mills from the firm of Godfrey & Kahn, S.C.	Raul Galvan, Milwaukee PBS Manager of Local Program Production
3/24/2020	Milwaukee Area Technical College Human Resources training session entitled: "Understanding Unconscious Bias"	<i>FCC Category 14 - providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	Provides information about the different kinds of unconscious bias and how to recognize them in action including the importance of addressing unconscious bias in the work place.	Attended and successfully completed this employer required online training course for all managerial level employees assigned to the television station.	Dan Braovac, Milwaukee PBS Manager of Administration and Planning

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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.
8/8/2019	Station tour and discussion	<i>FCC Category 11</i>	Milwaukee PBS	19 students from the Greenfield YMCA Summer Camp toured the station and had a discussion about how a TV station works.	Julie Hill-Lehr, Community Relations dept.
8/6/2019 to 8/11/2019	Discussion and instructional mentoring	<i>FCC Category 11</i>	Attended National Association of Black Journalists Convention	Mentored 15 of the apx 40 students in a mentoring workshop by assisting them in the art of visual media.	Everett Marshburn, Producer of Milwaukee PBS's national award winning "Black Nouveau" series
9/27/2019	Presentation	<i>FCC Category 11</i>	Milwaukee Area Technical College	Class presentation to apx 25 to 30 college students about working as a full-time television producer.	Tiff Pua, Television Producer and Director
9/28/2019	Station tour and discussion	<i>FCC Category 11</i>	Doors Open Milwaukee	991 persons of all ages participated by visiting the station during this city-wide event. They received station tours and broadcast information.	Staff members from Administration, Production, Engineering, Development, Digital Content, and Community Relations.
11/25/2019 and 11/26/2019	Station tour	<i>FCC Category 11</i>	Information on broadcasting careers	60 incoming MATC students were given a tour of the television station.	Erin Eaton, Community Relations dept.

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10/7/2019 11/5/2019 1/28/2020 2/6/2020	Station tour and discussion	<i>FCC Category 11</i>	Milwaukee Area Technical College	Over the four dates 6 prospective students toured the station and our television production instructional areas	Mark Bergner, Instructor/Director
1/10/2020	Station tour and discussion	<i>FCC Category 11</i>	Hamilton High School	4 high school seniors who have an interest in broadcasting received a tour	Erin Eatonr, Community Relations dept.
6/1/2020 to 7/31/2020	Instructional mentoring	<i>FCC Category 11</i>	Milwaukee Area Technical College	Mentoring two MATC students in Social Media	Carole Burns, Digital Content Manager
7/14/2020	Presentation	<i>FCC Category 11</i>	University of Wisconsin – Milwaukee	Presentation to 73 attendees in the University of WI - Milwaukee's Upward Bound TRIO & Pre-College programs	Thay Yang, Manager of Creative Services
10/10/2019	Presentation	<i>FCC Category 11</i>	ArtSpin at the Visit Milwaukee Offices	Presentation to apx. 25 members of the marketing committees of local arts organizations.	Tiff Pua, Television Producer and Director; and Sandy Maxx, host of The Arts Page
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 Umos.org Glassdoor.com Governmentjobs.coCur rent.org Linkedin.com Wi-broadcasters.org Cpb.org Milwaukee County Indeed.com	Amanda Groh, MATC Talent Acquisition Partner

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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 120 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; Glenn Riley, Instructor/Director; Mark Bergner, Instructor/Director; Gary Wernette, Instructor/Production Specialist; John Larscheid, Studio Supervisor
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 K-12 schools and colleges to discuss the variety of jobs in broadcasting and the MATC TV and Video Production and e-Production A.A.S. Degree Programs, and two associated technical diplomas in studio production and field production. 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, e-Production Instructor; Glenn Riley, Instructor/Producer; Natalia Dean, Educational Assistant; Mariella Godinez, Part-Time Instructor; Gary Wernette, Instructor

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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; Glenn Riley, Instructor/Director