OUR STORY IS YOU

MILWAUKEE PBS
Southeastern Wisconsin's premier non-commercial media organization.
Milwaukee PBS consists of the television stations WMVS and WMVT, plus four digital television services. These stations are southeastern Wisconsin’s only over-the-air source for PBS programming.
Winning the hearts and minds of Milwaukee PBS viewers pays dividends with this highly engaged group.

**Educated**
They value education, making higher education and lifelong learning a priority.

**Influential**
They drive trends through word of mouth and influence corporate and social networks.

**Cultural**
Passionate about the arts, they relish in local music, theatre and museums.

**Community Minded**
They participate in community initiatives and are highly active in their neighborhoods.

**Affluent**
With discretionary income, they have vast purchasing power.
Sponsorship with MILWAUKEE PBS provides a brand lift and enhances corporate image.

- **81%** agree that PBS is selective about the companies that can sponsor PBS.
- **76%** of viewers believe companies that support PBS have a commitment to quality and excellence.
- **74%** of viewers believe PBS sponsors provide a valuable public service.
- **64%** believe that sponsorships on PBS are more trustworthy than other networks.
- **64%** of viewers agree that sponsor messages are seen as different and better.
- **55%** of viewers say that companies that sponsor PBS are industry leaders.

- PBS Sponsorship Study, March 2015
MESSAGES STAND OUT & INSPIRE ACTION

In Milwaukee PBS's clutter-free environment, viewers pay attention throughout short sponsorship breaks. Underwriters enjoy greater share of voice and greater retention rates.
CONCISE SPONSORSHIP MESSAGES IN A NO-HYPE TONE MAKE THE MOST OF THIS HIGH CREDIBILITY ENVIRONMENT.

Milwaukee PBS works with sponsors to create a compelling message that reflects your community relations and marketing goals while maintaining the objective style that our viewers expect, respect and appreciate. The cost of creating and producing your message is included in our sponsor rate.
Milwaukee PBS’s signals cover all of the 895,700 households in the Southeastern Wisconsin TV market from both over the air and cable TV.
Southeastern Wisconsin’s largest stage, largest classroom and window to the world.

Milwaukee PBS provides iconic PBS and locally produced programming.

LEVERAGE PROGRAM GENRES TO REACH YOUR MOST SIGNIFICANT AUDIENCE.

Arts and Culture
American Masters, Great Performances, Austin City Limits, Finding Your Roots and Antiques Roadshow

Drama and Mystery
Father Brown, Frankie Drake, Vera and MASTERPIECE includes: Baptiste, Endeavor and Grantchester

News and Public Affairs
PBS NewsHour, Washington Week, Firing Line, Frontline, BBC World News, POV and Amanpour & Company

Science and Nature
NOVA, Nature, PBS Science specials, Expedition with Steve Backshall and Life from Above

History
American Experience, Ken Burns documentaries, History Detectives, BBC Specials and Secrets of the Dead

How-To
This Old House Hour, America’s Test Kitchen, Lidia’s Kitchen, Classical Stretch, Milk Street TV and Rick Steves’ Europe

PBS Kids
Nature Cat, Wild Kratts, Daniel Tiger’s Neighborhood, Curious George and Dinosaur Train
Local productions create a personal connection with viewers

Our Local Programs

10thirty six™ highlights the eclectic mix of the fascinating people and gripping topics from throughout southeastern Wisconsin. Telling stories that will inform, entertain and inspire, while weaving the dense tapestry that makes up our proud local community. In 2019, 10thirty six received two Emmy Awards for the episodes “A Hope for Tomorrow” and “Kids in Crisis: You’re Not Alone”. The program is hosted by Portia Young.

Adelante celebrates the rich heritage of Latinx people in southeastern Wisconsin. Adelante, means “forward” and the show focuses on progress, highlighting the contributions of Latino individuals and organizations to the community. Broadcast in Spanish with English subtitles, Adelante serves both the Spanish-speaking and English-speaking populations. Adelante is hosted and produced by Patricia Gomez and is an Emmy Award winning show.

Black Nouveau tells stories of triumph and transformation in Milwaukee’s African American community through profiles and interviews of the city’s changemakers. Each episode is a celebration of the culture, race and heritage of African Americans in southeastern Wisconsin. Black Nouveau has been recognized more than a dozen times with “Salute to Excellence” awards by the National Association of Black Journalists and is an Emmy Award winning show.

The Arts Page is a 30-minute Emmy- and multiple award-winning monthly series hosted by Sandy Maxx. Each episode features four to five segments on the arts and culture, short performances, interviews, profiles of well-known and not-so-well-known artists, and much more.
Mission Statement

Milwaukee PBS is a media organization, cultural institution, educational partner and community leader, telling compelling local, national and international stories with depth and context, as well as creating engaging and inclusive experiences benefitting our community.

Our Values

Truth and Transparency
Quality and Context
Community Partnership and Collaboration
Diversity and Inclusion
Education and Entertainment

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