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For more information:

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New season of *Why Race Matters* premieres May 5

Eight new digital episodes premiere each Monday, May 5 through June 23

Why Race Matters, PBS Wisconsin's digital series highlighting critical issues affecting marginalized communities across Wisconsin, returns with eight all-new episodes premiering each Monday, May 5 through June 23.

A season 4 preview broadcast featuring highlights from all eight episodes premieres 7 p.m. Thursday, May 8, on PBS Wisconsin.

Stream the first episode now at whyracematters.org and on the free PBS app on all streaming devices and smart TVs. New episodes premiere 6 p.m. each Monday through June 23. Podcast versions of the episodes will also be available at whyracematters.org.

In *Why Race Matters*, producer and host Angela Fitzgerald engages in conversations with Wisconsinites whose work and commitments focus on community, identity and belonging. We share stories from artists, community organizers, health professionals and subject experts while amplifying their lived experiences. The series explores topics that are both historically rooted and urgently relevant – identity, civic engagement, spirituality, education, economic opportunity and representation – while offering hope, guidance and resources to empower all communities to thrive.

"This season is our best yet," Fitzgerald said. "I had great conversations with people who are all doing amazing work, personally and professionally, to bring about change in our community. Now more than ever, we're leaning into understanding *Why Race Matters*, for our state and beyond."

A preview of each episode can be found below:

- **Black Midwesterners – Watch now!**

Learn how Black communities in the Midwest formed before the Great Migration with University of Wisconsin-Madison historian and professor Christy Clark-Pujara.

- **Black vs. African American Identity – Premieres 6 p.m. Monday, May 12**

Discuss the difference between identifying as African American or Black American with

UW-Madison Ph.D. candidate and instructor Harry Kiiru.

- **Black Spirituality – Premieres 6 p.m. Monday, May 19**

Investigate how Black spirituality in the United States is deeply rooted in the resilience and creativity of African-descended communities with Pastor Coliér McNair, a dedicated spiritual leader and community advocate based in Madison.

- **Reentry – Employment and Education – Premieres 6 p.m. Monday, May 26**

Examine the challenges Black individuals in Wisconsin encounter as they re-enter society after prison with Dynae Saba.

- **Food Deserts – Premieres 6 p.m. Monday, June 2**

Analyze the impact of food deserts – areas with limited access to affordable, nutritious food – with Miriam Maldonado of Luna’s Grocery.

- **Racial Identification – Premieres 6 p.m. Monday, June 9**

Study how racial identification is both personal and shaped by society with Johnathan Delgado, founder of the Puerto Rican Awareness Project.

- **Gentrification in the Age of Climate Change – Premieres 6 p.m. Monday, June 16**

Investigate new studies that show how climate change and its cascading effects on urban development intersect with the gentrification of Black neighborhoods, intensifying existing inequities with social scientist and community advocate Nicole Robinson, Ph.D.

- **Black Journalism – Premieres 6 p.m. Monday, June 23**

Explore how journalism can be a challenging place for many Black journalists with *Capital Times* local government reporter Enjoyiana Nururdin and Milwaukee PBS’ *Black Nouveau* host Earl Arms.

Funding for *Why Race Matters* is provided by Park Bank, UnityPoint Health — Meriter, UW Health, donors to the Focus Fund for Wisconsin Programs and Friends of PBS Wisconsin.

PBS Wisconsin is a service of the Educational Communications Board and the University of Wisconsin-Madison.

PBS Wisconsin is a place to grow through learning on WHA-TV, Madison; WPNE-TV, Green Bay; WHRM-TV, Wausau; WLEF-TV, Park Falls; WHLA-TV, La Crosse; and WHWC-TV, Menomonie-Eau Claire.

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