

2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial 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.

– MPTV Vision Statement

LOCAL VALUE

MPTV is a valuable part of southeastern Wisconsin:

Since 1957, Milwaukee Public Television (MPTV) has served as a public service outreach initiative of Milwaukee Area Technical College. WMVS/WMTV, also known as Channels 10&36, serves southeastern Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, and entertains.

2014 KEY SERVICES

In 2014, MPTV provided these key local services:

Nine 24-hour broadcast streams totaling 216 hours of programming each day, 365 days a year, are delivered to 2.1 million potential viewers.

MPTV Mobile and mptv.org provide “one-stop shopping” for program listings, information about station outreach events, online pledging, activities and program curriculum for teachers, and links to archived video of MPTV and PBS programs.

MPTV’s presence on Facebook and Twitter enhance interactivity with new audiences.

LOCAL IMPACT

MPTV local services have a deep impact in the Milwaukee area:

The stations’ blend of national, syndicated, and locally produced programs provides our viewers with quality occupational, academic, enrichment, cultural, minority, public affairs, business, news, children’s, entertainment, recreation, and life-long educational television programming.

Award-winning weekly local productions continue to be responsive to the community: *Black Nouveau*, *Outdoor Wisconsin*, *InterChange*, *I Remember*, *International Focus*, *4th Street Forum*, *Around the Corner with John McGivern*, *The Arts Page*, and *¡Adelante!* Outreach efforts associated with regular and other special programming bring awareness and solutions to community issues.

MPTV’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.

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WMVS

- 10.1 MPTV 10HD
- 10.2 MPTV World
- 10.3 MPTV V-me (Spanish Language)
- 10.4 MPTV Weather

WMVT

- 36.1 MPTV 36HD
- 36.2 MPTV 10.1 Simulcast
- 36.3 MPTV Create
- 36.4 MPTV Classical (music)
- 36.5 MPTV Jazz (music)
- 36.6 MPTV Traffic

WMVS/Channel 10.1 is the primary outlet for PBS programming, children's, quality-of-life programming, and local productions; WMVT/Channel 36.1 fulfills a more formal educational/avocational mission and serves as the secondary outlet for PBS and news programming. WMVS and WMVT offer HD and seven unique standard definition digital television services that range from nationally packaged public affairs, "how to"/lifestyle, and Spanish language programs to locally originated weather, traffic, and classical and jazz music services. All 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 2014, WMVS/Channel 10.1 had an average weekly audience of 237,874 households; WMVT/Channel 36.1, 102,219; MPTV-World/Channel 10.2, 30,986 households; MPTV-V-me/Channel 10.3, 1,864 households; MPTV/Create, Channel 36.3, 39,452 households. The average weekly viewing for all MPTV services, therefore, is 412,395 households, down 2.8 percent from 2013. (Audience data from 2014 Nielsen Company County Coverage – All Station Cume report; TRAC Media estimates 1.5 persons per household in the Milwaukee market.)

Award-winning local production efforts continue to be responsive to the community with the weekly series *Black Nouveau*, *Outdoor Wisconsin*, *InterChange*, *I Remember*, *The Arts Page*, *International Focus*, *4th Street Forum on the Road*, and *¡Adelante!* Local specials and limited series which have recently aired or are in production include: *Around the Corner with John McGivern*, *Next Avenue Community Conversations*, *On the Issues with Mike Gousha*, *Black Nouveau Specials* (*Black Men in Prison*, *Our Right to Vote*, and *The Dream Lives On Concert: A Tribute to Dr. Martin Luther King Jr.*), *The Address*, *The Sikh Temple Shootings: Waking In Oak Creek*, *The Beatles Invade Milwaukee*, *Folk Fair Celebration*, *Memorializing Kosciuszko*, *Peter Pan by Milwaukee Ballet*, *Healthy Indian Flavors with Alamelu*, *Tracks Ahead*, and *The Council of the Great City Schools Town Hall Meeting on School Testing*. *Outdoor Wisconsin*, *Peter Pan by Milwaukee Ballet*, *Healthy Indian Flavors with Alamelu*, *Tracks Ahead*, and *The Council of the Great City Schools Town Hall Meeting on School Testing* were nationally distributed for use on PBS stations across the country; most of the local productions aired statewide on Wisconsin Public Television. Fifty days of on-air membership drives, nine days of Auction, and weekly underwriting and special-event spot production are conducted in support of fundraising efforts.

MPTV conducted community previews of *Around the Corner with John McGivern*, *The Arts Page*, *The Beatles Invade Milwaukee*, and *Memorializing Kosciuszko*. MPTV continues to produce the weekly town hall meeting *4th Street Forum on the Road*; to partner with Marquette University to produce *On the Issues with Mike Gousha*, the University of Wisconsin - Milwaukee Institute of World Affairs on *International Focus*, and WUWM Radio on the *Black Men in Prison* initiative. Most local series and specials may be viewed for a week after their broadcast through MPTV On Demand, in partnership with Time Warner Cable. Programs are also archived online at mptv.org.

Audience feedback is obtained through viewer mail and phone calls, pledge membership, overnight program ratings, viewer comments at events and formal public comments at board meetings of the Milwaukee Area Technical College (MATC), which holds the licenses to the MPTV stations. Local production proposals are reviewed by a committee made up of station staff and community representatives. 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. The MPTV Reaction Line continues to capture viewer opinions about selected programs.



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The stations provide educational delivery services that individuals can use in their own homes. MPTV has partnered with the Educational Communications Board's Wisconsin Media Lab to provide curriculum enhancements that teachers use in pre-K to 12th grade in area schools. Other programs on MPTV stations provide informal, self-paced instruction in areas that include painting, exercise, woodworking, sewing, and cooking.

The delivery of PBS children's literacy broadcast and online services and local outreach enhancements provide developmental education for children. In 2014, four writing and literacy based workshops were conducted in both Spanish and English. Ten PBS Kids Writing Contest process workshops were given free of charge to K-3rd grade children and adults at schools, libraries, and community centers throughout our viewing area. This past year, those workshops prepared over 486 young writers and illustrators for the 20th annual contest.

PBS grants allowed MPTV to partner with Lakeview Elementary School's first grade classes for its *100 Days of School* program. Sixty students were provided the use of electronic readers for the spring semester. The classes also received three gathering spot rugs, activity sheets, and games from the *Peg + Cat* grant, and print materials were made available to the community on mptv.org.

MPTV presented at the state's Math Council conference and distributed approximately 80 educator kits from a *Cyberchase* Grant.

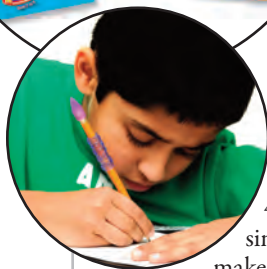
MPTV distributed 500 PBS Kids books to HeartLove Place, St. Adalbert School, and the Hunger Task Force through their summer lunch program.

MPTV's children's interstitial programming schedule continued this year with 12 new *Kids in the Kitchen* interstitial spots produced. The recipes are designed to address childhood obesity issues.

MPTV completed its seventh annual sponsorship of the Mittens & More drive, distributing 4,567 new mittens, scarves, and hats to the needy at 33 sites throughout southeastern Wisconsin. The appeal was enhanced this year with on-air spots and web based instructions on how to make mittens and scarves out of polar fleece material.

MPTV provided original content via the Internet with five live streamed *Next Avenue Community Conversations* webcasts throughout our coverage area to help adults over age 50 lead more fulfilling lives; the events were edited for delayed broadcast. *The Council of the Great City Schools Town Hall Meeting on School Testing* was live streamed in partnership with the Milwaukee Public Schools; and MPTV hosted an OVEE online interactive panel discussion following the airing of *The Sikh Temple Shootings: Waking in Oak Creek* special. MPTV also served as media sponsor for the Public Policy Forum's Salute to Excellence breakfast.

More than 60 MATC TV and Video Production Associate Degree program students gain real-life TV industry experience by utilizing MPTV facilities, staff mentors, and local production settings. Student productions include: the *Student Workshop* series and *Student Operations*; *Letters to Santa*; *Storm Watch*, a closed circuit MATC campus newscast; and a collaboration in MPTV's studios with University of Wisconsin-Milwaukee journalism students to create *Panther Vision*, which is viewed on the UWM campus, AT&T U-verse, and Time Warner Cable. The programs featured the combined efforts of TV students and visual media and music students from MATC's School of Media and Creative Arts. Students, faculty, and administration are also incorporated into MPTV production efforts. MATC students also staff productions selected for *College Place* webcasts and produce a web based music series from Milwaukee's lakefront during the summer.



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STORIES OF IMPACT



Commitment to Kids

PBS KIDS GO CONTEST

In 2014, 486 children, in kindergarten through 3rd grade, entered illustrated stories in MPTV's 20th Annual Writers Contest. Twenty-two young authors were awarded prizes that included a tablet computer, e-readers, and MP3 players at a reception at the MPTV Studios attended by their families and teachers. All of the winners received gift certificates for merchandise at Artist and Display, Betty Brinn Children's Museum, and a book store. Funding is made possible by the Harley-Davidson Foundation, the Betty Brinn Children's Museum, Artist and Display, and the Kiwanis Club of Greater Milwaukee.

The compiled stories are broadcast as a program on MPTV in the summer. The individual stories air between children's programs for one year.

Sam Ellenbecker, a 1st grade student at Campbellsport Elementary School, took second place honors in the national contest with his entry "Survival Guide to South Dakota."

MITTENS & MORE

For the past seven years, area residents have generously donated their time, talents, and financial support to provide many of the Milwaukee and Racine area's needy families with warm mittens, hats, and scarfs for the coming winter. This year MPTV collected more than 4567 items for 33 organizations.

WISCONSIN MEDIA LAB

As part of its mission to educate, Milwaukee Public Television partners with the Wisconsin Educational Communications Board to provide classroom resources to local educators. The Wisconsin Media Lab is a free statewide resource for teachers that focuses on Common Core standards for classroom and student achievement across math, science, reading/language arts, social studies, health/physical education, and world languages.

The Wisconsin Media Lab main webpage also provides access to national PBS LearningMedia content consisting of thousands of classroom-ready, curriculum-targeted digital resources designed to improve teacher effectiveness and student achievement.



Commitment to History

AROUND THE CORNER WITH JOHN MCGIVERN

For a third season, host John McGivern led unique field trips to 13 diverse Wisconsin towns and neighborhoods from Waupaca to Mineral Point, and Shorewood to Waukesha. In each program, McGivern discovers the secrets to living well, working hard, and playing merrily in all of these hometowns. Along the way, he talks with historian John Gurda who shares fascinating historical gems about town settlers, buildings, parks, and neighborhoods. Gurda also hosts a special dedicated to the history derived from the communities visited. Both McGivern and Gurda, and the series itself, are Emmy Award winners.

MPTV organizes a premiere screening in each of the communities featured in the series at which McGivern, Gurda, and series producer Lois Maurer engage program participants, family members, local dignitaries, and residents in a light hearted review of the episode.

MEMORIALIZING KOSCIUSZKO

MPTV cameras captured the sculpture of Polish patriot and military man Tadeusz Kosciuszko being removed from its perch in Milwaukee's Kosciuszko Park and shipped to an art restoration facility in Ohio for a complete overhaul and cleaning. The Polish general's life and his involvement with George Washington and the American Revolution were traced, as was his role in designing defense fortifications at West Point, his return to Poland, his struggle on behalf of Polish independence, his capture by the Tsar's forces, and his eventual return to the United States in 1796. Donations from Milwaukee's Polish community funded the original monument and accomplished the restoration a century later.



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THE BEATLES INVADE MILWAUKEE

Milwaukee was one of only 25 cities on the Beatles' first American tour. MPTV celebrated the 50th anniversary of the concert and visit to the city with concert emcee Bob Barry, and interviewed numerous individuals who attended the event. Rare footage of the Beatles arriving at the Milwaukee airport, their press conference, and highlights from the concert were presented.

THE ADDRESS

To celebrate the 150th anniversary of Abraham Lincoln's Gettysburg Address, MPTV joined the national effort to encourage everyone in America to video record themselves reading or reciting the speech. Many Milwaukeeans did, including the mayor, the sheriff, the county executive, the police chief, MPTV's general manager, on-air personalities, and school groups as class projects. MATC Television and Video Production students produced, and MPTV broadcast, a half-hour program on a project to study the address at Lincoln High School in Manitowoc, Wisconsin. The special included a live Skype interview with the high school teacher, and a series of recordings by Manitowoc community leaders.

Only 300 words, the Gettysburg Address resonates with Americans even today. Many educators use the address to teach students how the American government is supposed to work. Its powerful words not only remember the fierce Civil War battle that took place in Gettysburg, Pennsylvania, in 1863, but emphasizes the importance of preserving self-government.

MPTV presented the compiled recordings as interstitial promotional spots for the PBS documentary by Ken Burns with individual recitations archived at mptv.org.

Commitment to the Arts

PETER PAN BY MILWAUKEE BALLET

As part of PBS's national Friday night lineup, PETER PAN BY MILWAUKEE BALLET aired in primetime broadcasts on April 18 in New York, Los Angeles, Chicago, Philadelphia, Boston, Washington, and Houston, seven of the 10 largest TV markets, and most PBS stations in the U.S., including all in Wisconsin.

The program was seen by over 200,000 viewers in its premiere release on PBS, the largest audience ever to see a Milwaukee Ballet performance at one time.

FOLK FAIR CELEBRATION

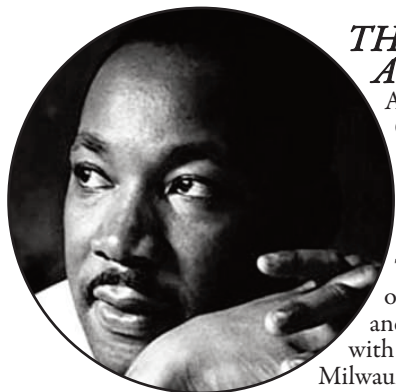
Recorded at the 70th annual Holiday Folk Fair International at State Fair Park in West Allis, this hour-long special captured the atmosphere, and entertained and informed the viewer about 12 ethnic dance groups, the creation of folk art, and the preparation and serving of many traditional foods found at Wisconsin's largest international bazaar.

THE DREAM LIVES ON: A TRIBUTE TO DR. MARTIN LUTHER KING, JR

A *Black Nouveau* special concert commemorating the MLK Day observance at the Holy Redeemer Church of God in Christ featured the Bel Canto Chorus and the church choir. The concert "...celebrates the man and his achievements while providing an artistic forum for building understanding and connection between Milwaukee's diverse communities," said Richard Hynson, Music Director of Bel Canto Chorus.

THE ARTS PAGE

THE ARTS PAGE, Milwaukee Public Television's weekly look at the local and national arts scene, is a collaborative effort among 32 public television stations. MPTV 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. A special half-hour edition of *The Arts Page* explored an exhibit at the Jewish Museum Milwaukee called "Stitching History from the Holocaust"; MPTV shared research from that program with PBS NEWSHOUR WEEKEND, which ran its own national segment on the exhibit.



In 1965, MPTV was the first noncommercial U.S. station to introduce a regular schedule of color programs; today the stations' schedules are all color, all stereo, closed captioned for the hearing impaired, and most programs are high definition productions.

MPTV's website, mptv.org, was launched in 1995; today it provides access to hundreds of videos at any time, and recorded 1,753,787 web page views in 2014.

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Commitment to Important Social Issues

BLACK MEN IN PRISON

In the 2010 census, Wisconsin had the highest percentage of incarcerated black men in the nation. One of every eight black men of working age is behind bars. In Milwaukee County, more than half of African American men in their thirties have served time in prison.

In 2014, Milwaukee Public Television, partnering with WUWM Public Radio, embarked on a collaboration to examine the problem and propose solutions in our *Black Men in Prison* initiative. Over the course of six months, MPTV and WUWM explored the issue, through expert analysis and personal stories of people involved in the criminal justice system.

"WUWM is pleased to partner with MPTV," said WUWM's General Manager Dave Edwards. "Our participation in this collaboration allows us to expand our coverage of the issues and stories that affect our city, our state and our region. We are especially pleased about the broadened capability to investigate stories that have an impact on the future of our community."

MPTV General Manager Ellis Bromberg said, "The stories we are working on as part of this special initiative are dramatic and often overlooked. Partnering with our colleagues at WUWM enables us to present these important issues to a wider audience through TV, radio and online."

Reports explored why the rate of black male incarceration is so high. Conversations focused on how imprisonment affects not only the men and their futures, but also their families, neighborhoods, and the region's economy. The series also investigated recommended solutions, including changes in sentencing law and programs offering alternatives to prison.

Town Hall meeting specials and ongoing reports and discussions were broadcast on the MPTV programs *Black Nouveau*, *4th Street Forum*, and *Adelante!* and WUWM programs *Morning Edition* and *Lake Effect*.

The project is archived on both MPTV's and WUWM's websites. Facebook and Twitter enhanced community interactive participation in the conversation, as well.



THE SIKH TEMPLE SHOOTINGS

Two years after the tragedy that rocked Oak Creek, Wisconsin, MPTV broadcast *The Sikh Temple Shootings: Waking in Oak Creek*.

The program featured the broadcast premiere of the documentary *Waking in Oak Creek*, which focuses on the events of August 5, 2012, when a white supremacist shot and killed six worshipers at the Sikh Temple of Wisconsin, and the year following the attack. It tells the story of the mayor and police chief who led the community to forge new bonds with their Sikh neighbors. Young temple members and a police lieutenant, who was shot 15 times by the assailant, inspired thousands to gather for events and honor the victims. The documentary was produced by Not in Our Town, a national effort to connect people who are taking action against hate and creating safe, inclusive communities.

MPTV produced the last half-hour of the special, which featured reactions to the documentary from Oak Creek Mayor Stephen Scaffidi; Lt. Brian Murphy of the Oak Creek Police Dept. (retired); and Pardeep Kaleka, whose father was the president of the temple and was gunned down in the rampage. The discussion was moderated by MPTV's Dan Jones.

Viewers participated in a live, online OVEE discussion with key community leaders and those who were involved in the events of 2012, and in producing *Waking in Oak Creek* following the broadcast.



*MPTV's first national production, **Hatha Yoga**, premiered in 1970; in 2014, PBS broadcast, in primetime MPTV's newest national production, **Peter Pan by Milwaukee Ballet**.*

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HUMAN TRAFFICKING

A *Black Nouveau* special examined the human trafficking epidemic on a local and national level. Detective Dawn Jones of the Milwaukee Police Department; Bevan Baker, City of Milwaukee Health Commissioner; Luke Blocher from the National Underground Railroad Freedom Center; and Dana World-Patterson, president of the Human Trafficking Task Force of Greater Milwaukee, were featured in a program hosted by Joanne Williams. The program received a Midwest Emmy Award nomination. MPTV also aired a live, statewide *Teen Connection* special on this topic to alert young people to the dangers facing them in their communities and on the internet.

THE 2014 ELECTIONS

4th Street Forum offered four episodes as a lead-up to the 2014 elections. The first two, produced in collaboration with the Hispanic Professionals of Greater Milwaukee and held at the studios of Radio Milwaukee, were entitled "Race, Youth and Wisconsin's Future." Hosted by Marcus White, these programs featured State Rep. Mandela Barnes (D-Milwaukee); Darryl Morin, the national vice-president of the Midwest League of United Latin American Citizens (LULAC); and University of Wisconsin-Milwaukee political science professor Paru Shah. Two additional programs, taped at Carthage College, Kenosha, and produced in collaboration with their Clausen Center for World Business, were hosted by Denise Callaway and featured Carthage professors Yuri Maltsev and Jerald Mast; former State Rep. Terri McCormick (R-Appleton); and State Sen. Lena Taylor (D-Milwaukee). The panel discussed two topics: "The U.S. Senate – A Shift in the Majority Ahead?" and "The Governor's Race and Wisconsin's Future."



MPTV produced, in our Milwaukee studios, the second and final Wisconsin Broadcasters Association gubernatorial debate between Republic incumbent Scott Walker and his Democratic challenger Mary Burke. The station also broadcast the first gubernatorial debate, held in Eau Claire, and the only statewide debate between attorney general candidates Susan Happ (D) and Brad Schimel (R), held in Madison.

Other MPTV productions offered campaign coverage as well. *Adelante !* contributed an interview with Burke, which was captioned for Spanish-speaking viewers; *Black Nouveau* repeated its *Our Right to Vote* special about the history of voting rights; and *Interchange* provided lively conversation about the campaign from conservative and progressive commentators, throughout the campaign.

BOOK DONATIONS

During summer break, schoolchildren can lose up to two months of learning in math and reading – and for those who don't have ready access to books and learning materials the "summer slide" is even worse. In 2014, MPTV and Hunger Task Force partnered to distribute math and reading activity books to underserved children throughout Milwaukee County at meal sites. "Hunger Task Force is thankful to Milwaukee Public Television for this contribution," said Sherrie Tussler, Hunger Task Force executive director. "Sharing books and meals on the playgrounds is a great way to help our community's children." MPTV contributed and distributed 500 activity books to children at Columbia Park, Burnham Park, Rogers Street Academy, Woodlands Housing, and HeartLove Place. The books were donated to PBS stations by Carson-Dellosa Publishing.



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EVALUATING OUTCOMES, MEASURING IMPACT



"Just finished watching your show on Plymouth, WI. I am so jealous! I have lived here since 1969 and I have never been inside Sargento! Thank you to you and your staff for a job well done."

Joan, Plymouth

Commenting on *"Around the Corner with John McGivern"*



"It was great to see this program because it meant so much to many of us."

Mary, Menomonee Falls

Commenting on *"The Beatles Invade Milwaukee"*



"That was a great show; it really personalized Milwaukee in a national phenomenon. It's great to recall our history; Well done MPTV!"

Julie, Milwaukee

Commenting on *"The Beatles Invade Milwaukee"*



"It was nice to hear political commentary from people outside of Milwaukee but still in Wisconsin. I like the show, it was a nice change."

Michael, Pleasant Prairie

Commenting on *"4th Street Forum: On the Road"*

"It was fabulous. It encourages me. I'm 75 years old and I think I can do that; Thank you very much."

Nancy, Menomonee Falls

Commenting on *"The Address"*

"I thought it was absolutely superb; It should be required viewing for all Americans, absolutely great. Thank you so much."

Audrey, Delevan

Commenting on *"The Address"*

*In 1969, the very first **Great TV Auction** raised \$67,000 to support MPTV; in 2015, the goal is \$1 million.*

In 2001, MPTV became the first broadcaster in Milwaukee to place its four new digital multicast channels on cable; today there are nine MPTV program streams available on cable and over the air.

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EVALUATING OUTCOMES, MEASURING IMPACT



*"I grew up on Milwaukee's South side. It was an excellent program.
I learned quite a few things that I hadn't known before."*

Doug, Summers

Commenting on "Memorializing Kosciuszko"

*"The show was wonderful. Thank you so much for having
something so nice and local that is a true piece of Milwaukee.
Keep up the good work."*

Darlene, Shorewood

Commenting on "Memorializing Kosciuszko"



*"We loved every second. It was simply gorgeous. Any
time you do anything like this it's a thrill;
Thank you!"*

Jean, Whitefish Bay

Commenting on "Peter Pan by Milwaukee Ballet"

*"I think people are going to sit up and take notice. I
couldn't be more proud, it was spectacular. Thank you,
thank you, and thank you for all the wonderful offerings!
You enrich my life."*

Margie, Greendale

Commenting on "Peter Pan by Milwaukee Ballet"



*"The research to find the artists featured is
very thorough and each episode holds my interest.
I learned so much about the many facets of the art world.
Keep the programs coming, and thanks!"*

Carol, Franklin

Commenting on "The Arts Page"

MPTV's first series to serve local African American viewers, **Black Thang**, premiered in 1969; the first to serve local Latino viewers, **Panorama Hispano**, began in 1973. Today, the Award-winning **Black Nouveau** and **¡Adelante!** cover those communities.

MPTV conducted the world's first long-range digital signal test, on WMVT, in 1992; today all stations broadcast digital high-definition signals.

OPENING YOUR WORLD..... MILWAUKEE PUBLIC TELEVISION

MPTV is southeastern Wisconsin's premiere noncommercial media organization. With studios and offices at Milwaukee Area Technical College's downtown campus, the MPTV family consists of broadcast, online, print, outreach, and educational services that no one else provides. MPTV is the area's only over-the-air source for PBS and other national public television programs, and offers a diverse schedule of its own award-winning local series and specials, K-12 and college credit broadcasts, and other outreach activities that are responsive to community needs and interests.



Our programming, services, and fundraising activities reflect values we share with you and, like you, we are committed to these values.

Quality

Our programming and services will meet the highest standards of quality, both in content and aesthetic form.

Trust

Our programming and services will respect our viewers and adhere to the highest ethical standards, engendering trust with the public who are at the heart of public television.

Variety

Our programming and services will be diverse and not limited to a single genre, perspective, or niche.

Education

Our programming and services will be intelligent, substantial, and challenging to viewers, engaging their interests through education and instruction.

Accessibility

Our programming and services will be presented, whenever aesthetically possible, in a manner that facilitates their integration into the lifestyle of the ordinary viewer.

Localism

Our schedule and activities will include programs and services that address issues of importance to viewers in southeastern Wisconsin.

Balance

Our programming and services will be balanced and impartial, presenting factual information with a minimum of spin and glitz.

Innovation

Our programming and services will be unique and innovative, offering a new perspective, an unusual format, or a source for otherwise marginalized information or entertainment.

Noncommercialism

Our programming and services will be selected to respond to the needs and concerns of our viewers, not to ratings or commercial interests.

MPTV LOCAL PRODUCTIONS

- ¡Adelante!
- Around the Corner with John McGivern
- Black Nouveau
- Healthful Indian Flavors with Alamelu
- interChange
- I Remember
- Outdoor Wisconsin
- The Arts Page
- Tracks Ahead
- The Making of Milwaukee