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

MPTV is a valuable part of southeastern Wisconsin

Since 1957, Milwaukee Public Television (MPTV) has served as a public service outreach venture for the Milwaukee Area Technical College. WMVS/WMVT, also known as Channels 10&36, serve the southeastern counties of Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, entertains, stimulates, and inspires a sense of wonderment.

In 2011, 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.org continues to provide “one-stop shopping” for program listings, information about station outreach events, online pledging, activities and program curriculum ideas for teachers, and links to archived video of MPTV and PBS programs.

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

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 local productions continue to be responsive to the community with the weekly series Black Nouveau, Outdoor Wisconsin, InterChange, I Remember, International Focus, 4th Street Forum, and ¡Adelante! Outreach efforts associated with regular and other special programming bring awareness and solutions to community issues.

"If not for MPTV, we would probably not watch TV at all”

- Andrea and Patrick, Shorewood, WI
WMVS, Channel 10.1 is the primary outlet for PBS programming, children’s, quality-of-life, 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 two HD and seven unique standard definition digital television services that range from nationally packaged public affairs, lifelong learning, 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, and Comcast in northern Illinois. DirecTV satellite has reached a national agreement with public television which enables its subscribers to see the HD signals and two SD streams, but public television’s negotiations with Dish Network satellite have not yet concluded.

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. MPTV-HD/Channel 10.1 and its SD simulcast on 36.2 has an average weekly audience of more than 350,000 households; MPTV-World/Channel 10.2, 44,928 households; and MPTV-V-me/Channel 10.3, 386 households; MPTV-Digital/Channel 36.1, 181,000 households; MPTV/Create, Channel 36.3, 65,977 households. (Audience data from Nielsen rating service Viewer Profile - November 2011; Nielsen estimates 1.6 viewers per household in the Milwaukee DMA.)

Award-winning local production efforts continue to be responsive to the community with the weekly series Black Nouveau, Outdoor Wisconsin, InterChange, I Remember, International Focus, 4th Street Forum, and ¡Adelante! Local specials and limited series which have recently aired or are in production include Wisconsin Governor’s Recall and U.S. Senate Debates, On the Issues with Mike Gousha, Around the Corner with John McGivern, The American Graduate, Freedom Walkers for Milwaukee, A Rising Wind: The Lady Elgin Story, This Little Light of Mine, Cooking Raw, Healthy Indian Flavors with Alamelu, Jobs, United We Stand: The 9/11 10th Year Anniversary Concert, and the nationally distributed series Tracks Ahead. Fifty days of Pledge, nine days of Auction, and weekly underwriting and special-event spot production are conducted in support of fundraising efforts.

MPTV presents the monthly Community Cinema, a program preview/discussion series at Discovery World on Milwaukee’s lakefront. This spring there are 12 planned previews of Around the Corner with John McGivern in the communities/neighborhoods where the weekly programs were produced. MPTV continues to partner with MATC, UWM, and the Milwaukee Turners to produce the weekly town hall meeting 4th Street Forum; with Marquette University to produce On the Issues with Mike Gousha; and with the Wisconsin Broadcasters Association and Wisconsin Public Television for political debates. Most local series and specials may be viewed for a week after their broadcast through MPTV On Demand, a partnership with Time Warner Cable, and they are archived online at mptv.org.

MPTV joins with other area broadcasters in community ascertainment, a twice yearly effort that brings together community leaders and radio and TV broadcasters to identify issues affecting southeastern Wisconsin. In addition, audience feedback is obtained through viewer mail and phone calls, pledge membership, overnight program ratings, viewer comments at events, and formal public comment at open, monthly meetings of the licensee, the Milwaukee Area Technical College (MATC) District Board and its Public Television Committee. 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. As funding permits, MPTV management continues to convene focus groups and measure community opinion through surveys conducted by the MATC Office of Institutional Research. The findings are incorporated into strategies to improve service and increase fundraising potential.
The stations provide educational delivery services that individuals can use in their own homes. Some of the programs on Channel 36.1 are fed from the Wisconsin Educational Communications Board, a state agency, and provide post-secondary programming, while other programs are considered curriculum enhancements that teachers use in pre-K to 12th grade in area schools. Other programs on the MPTV stations provide informal, self-paced instruction, such as painting, exercise, woodworking, sewing and cooking classes.

The delivery of the PBS children's literacy broadcast services and local outreach enhancements provide developmental education for children. Thirty-two writing and literacy-based workshops were conducted in 2011 in both Spanish and English. Over 1,400 adults and children participated in MPTV family literacy projects and events with bilingual and English language materials distributed to children who attend Milwaukee Public Schools, Head Start Centers, and other schools in our viewing area. The PBS Kids Go writing process workshops are 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 544 young writers and illustrators for the 17th annual contest.

Our summertime Vacation Station project was combined with our I Am the Fit Generation healthy kids initiative. Thirty thousand health-related booklets were distributed through area libraries to encourage activities that complement MPTV's children's programming schedule and healthy eating workshops. MPTV produced six I Am the Fit Generation interstitials, distributed 4,000 Food for Thought outreach kits, and conducted four Food for Thought workshops attended by 30 adults and 75 children, in addition to the established rotation of 62 Kids in the Kitchen interstitial programs designed to address childhood obesity issues.

MPTV completed its fourth annual sponsorship of the Mittens & More Drive, distributing 3,587 new mittens, scarves, and hats to the needy at 36 sites throughout southeastern Wisconsin. MPTV also served as media sponsor for the Public Policy Forum's Salute to Local Governments Awards Breakfast.

More than 60 MATC TV and Video Production (TVP) Associate Degree program students gain real-life TV industry experience by utilizing MPTV facilities, staff mentors, and local production settings. Student productions included the Student Workshop series and Student Operations broadcast on Channel 36.1; the Letters to Santa series presented on Channel 10.1; Storm Watch, a closed circuit campus newscast with weekly segments from Discovery World; and a collaboration in MPTV's studios with University of Wisconsin-Milwaukee journalism students on Panther Vision, which is viewed on the UWM campus, and Time Warner Cable. Eleven MATC/TVP students were recognized as winners in two 2011 Midwest Emmy awards for their productions in the Arts and Entertainment/Cultural Affairs and Long Form Production categories. The programs featured the composite efforts of TV students and visual media and music students from the MATC School of Media and Creative Arts (MCA). MCA students, faculty, and administration were also incorporated into select MPTV production efforts. A group of their students and faculty worked with MPTV staff to design the interactive website for the station's Finding Work initiative.
FREEDOM RIDERS and FREEDOM WALKERS FOR MILWAUKEE

The American Experience program Freedom Riders premiered on PBS on May 16, 2011. That same night, MPTV's commitment to local history continued with the premiere of Freedom Walkers for Milwaukee, about the 1960s key Civil Rights events in our community. Prior to those broadcasts, in January 2011, MPTV co-sponsored the national traveling exhibit "Freedom Riders" at the University of Wisconsin-Milwaukee Golda Meir Library. In February, a panel discussion on national and local civil rights efforts, "Riding the Freedom Road: Are We There Yet?" was held. American Experience executive producer Mark Samels hosted screenings and talkbacks about Freedom Riders at UWM and Milwaukee Area Technical College. And in May, MPTV Community Cinema featured both programs and a panel discussion with participants of the 1960s Freedom Walks in Milwaukee.

PBS KIDS GO CONTEST

A total of 544 children, in kindergarten through grade three, entered illustrated stories in MPTV’s Seventeenth Annual Writers Contest. Local judges recognize the time, effort and talent invested in this activity by selecting twenty young authors and inviting them, their families and teachers to attend an awards reception in their honor at the MPTV Studios.

The compiled stories, with professional narration, are shown as a full-length broadcast program on MPTV 10.1 HD and 36.1 HD in the summer. The individual stories air between children’s programs for one year.

Funding is made possible by the Harley-Davidson Foundation and the Northwestern Mutual Foundation.

I AM THE FIT GENERATION Initiative

Obesity in children has become a troubling trend over the past 20 years; the likelihood that an American child will be overweight has tripled. The Trust for America’s Health estimates that 28% of children in the Dairy State are overweight...

MPTV is dedicated to every child’s potential and supports growing healthy kids. With its partner organizations, our initiative demonstrates – through age appropriate programs and locally produced television spots, educational and outreach activities and workshops, and online resources – our commitment to supporting healthy communities. To encourage a healthy and active lifestyle, we have developed a list of resources for parents, teachers, and kids. Within each interest group you will find activities, exercises, games, recipes, and resources that help foster healthy habits. Community partners include the Milwaukee Brewers Community Foundation, the Cordon Family Foundation, the Greater Milwaukee Foundation, the Charles D. Jacobus Family Foundation, and the Dorothy Watkins Inbusch Foundation.
**Finding Work Initiative**

MPTV’s Finding Work Initiative is made up of the flagship eight-part television series Jobs, with companion segments presented on regular MPTV series Black Nouveau, 4th Street Forum, and ¡Adelante!, the special Women at Work, the interactive website [http://www.mptv.org/special_series/finding_work/](http://www.mptv.org/special_series/finding_work/) and a planning and evaluation advisory group made up of community workforce development agencies.

**Reach in the Community:**

The series and the website amassed a plethora of information about local organizations, websites, and events – over 130 in all – that were geared toward helping folks find meaningful work in southeastern Wisconsin. Resources to enable viewers to cope with job loss, get organized, write a resume, network, update skills, seek temporary help, and prepare for an interview were all available. The Milwaukee Bar Association’s Lawyer Referral and Information Service provided a panel of private attorneys to answer employment law questions and concerns; they fielded questions concerning wrongful termination, discrimination, unemployment compensation, severance packages, FMLA, and worker’s compensation.

**Partnerships:**

Goodwill Industries and Manpower Group were the two underwriters on Jobs and the entire Finding Work initiative. Also active on our advisory group were representatives from the Milwaukee Public Library, the Interfaith Conference of Greater Milwaukee, the Hillside Family Resource Center, Milwaukee Area Technical College, and the Northwestern Mutual Foundation. The Milwaukee Bar Association provided its Lawyer Referral and Information Service at no cost to viewers.

**Impact and Community Feedback:**

The initiative’s flagship Jobs series was viewed in more than 63,000 households during its 2011 broadcasts. The special Finding Work website was accessed almost 2,400 times during the project, and those referring to it and our Facebook page found the initiative to be a reliable and extensive portal for over 130 organizations, events, and websites that provided useful information about finding jobs, preparing for a job search, retraining, and educational opportunities.

"I saw the jobs special on MPTV and it gave me some hope, so I think anyone who might benefit from this is better off or at least was given some new options.”

– Joanne, Oak Creek, WI
“I am a senior citizen and appreciate all the effort you put forth to entertain and educate all ages”
– Carole, Milwaukee, WI

“MPTV educates me and enriches my life.”
– Eileen, Thiensville, WI

“We enjoy watching MPTV more than regular TV” – Judith, Watertown, WI

Milwaukee Public Television (MPTV): Opening Your World
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.