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.
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 vocational, news, and public affairs mission. WMVS and WMVT offer high-definition and seven unique standard-definition digital television services that range from nationally packaged public affairs programs; how-to programs such as painting, exercise, woodworking, sewing, cooking, lifestyle and self-help programs; arts and culture programming; and Spanish-language programs, to locally originated weather, traffic, classical, and jazz music services. All of 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 2015 Milwaukee was the 35th largest Nielsen market in the country with 893,210 television households in the 11-county market area. Among its nine district services, MPTV served nearly 500,000 households during an average month. (Audience data from Nielsen Media Research; TracMedia estimates 1.48 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, International Focus, 4th Street Forum, The Arts Page, 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; Storia Italiana Milwaukee; Nostra Aetate; Milwaukee: A City Built On Water; Milwaukee’s Diamonds In The Rough; the Black Nouveau special: Tribute to the Negro Leagues; Behind The Pearl Earrings: The Story of Dickey Chapelle, Combat Photojournalist; and Mettle and Honor: The War Memorial Center Veterans Story Project. Local programs that are nationally distributed for use on PBS stations across the country include: Outdoor Wisconsin, Healthful Indian Flavors with Alamelu, and Tracks Ahead. Local production efforts also include 50 days of on-air membership drives, nine days of Auction, and weekly underwriting and special-event spot production in support of fundraising efforts.

Complementing the national PBS schedule, MPTV’s weekly series Black Nouveau and ¡Adelante! produced additional program segments in their regularly scheduled programs that dovetailed with the specific topic areas presented on 180 Days: Hartsville and Cancer: The Emperor of All Maladies.

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, 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.

MPTV also hosted a series of community screenings associated with its popular program Around the Corner with John McGivern. Each program in the 14 program series had its own community screening held in the community where that episode was produced. Different communities celebrating how people live, work, and play in those communities.

Preview screenings also were held for a number of important national and locally produced broadcasts including: Cancer: Emperor of All Maladies; 180 Days Of Hartsville; Indian Summers; Poldark and local specials Vel Phillips: Dream Big Dreams; Storia Italiana Milwaukee; The Arts Page; Milwaukee: A City Built on Water; Milwaukee’s Diamonds in the Rough; and Behind the Pearl Earrings: The Story of Dickey Chapelle, Combat Photojournalist. MPTV partnered with health-care organizations, museums, educational institutions and ethnic groups for the screenings.

In 1965, MPTV was the first noncommercial U.S. television station to introduce a regular schedule of color programs. Today, MPTV’s local programs are produced in high definition, in color, in stereo, and closed captioned for the hearing impaired.
MPTV and the Skylight Music Theatre hosted a “Salute to the Arts in Milwaukee”, kicking off new seasons for both organizations, with previews of the upcoming PBS Arts Fall Festival as well as MPTV’s returning locally produced programs including The Arts Page.

MPTV also hosted four public Downton Abbey screenings. Attendees enjoyed activities prior to the screenings, and had an opportunity to learn more about MPTV and the upcoming new drama Mercy Street. MPTV, Milwaukee Area Technical College, and MillerCoors also hosted the “Holiday Lites” event. Students from the college’s Baking and Culinary Arts Program provided cookies representing MPTV’s locally produced programs. Program hosts and staff helped with the event and met attendees. More than 700 children and adults attended.

MPTV conducted nine Next Avenue Community Conversations throughout the MPTV viewing area in 2015. The target audience is anyone 50 plus as well as anyone interested in the topics, which included Health and Well-Being; Money and Financial Security; Caregiving; Living and Learning; and Work and Purpose. Panelists discussed topics important to seniors including identity theft, Alzheimer’s caregiving, and how to talk to your aging parents. Five of the community conversations events were recorded and later aired on MPTV. Twenty-five interstitials were also produced covering a wide range of subjects in the above specific topic areas.

For the last 21 years, MPTV has hosted a young writers’ and illustrators’ contest and workshops that provide literacy basics for kindergartners through third graders. MPTV presented 6 workshops free of charge in the Milwaukee area with partners including the Milwaukee Public Library system and the Betty Brinn Children’s Museum. For the 2015 local contest, 359 children submitted their works, and 16 winners were chosen for first place, second place, third place, and special merit recognitions. Two of our first-place winners were finalists in the national competition.

MPTV and Boswell Book Company hosted a “Summer Safari Reading Party” in July of 2015. Participants were encouraged to complete a summer reading log, and those who did were awarded books that PBS provided. The intent is to help bridge the learning gap over the summer. Children’s activities included receiving bookmarks, stickers, and the reading log. Children created their own binoculars before a “Jungle Guide” took them on safari around the bookstore where they encountered wild animals and talked about them.

Through a 2015 PBS Kids and Overstock.com book grant, MPTV was able to assist low-income children by giving away 900 books. The books were donated to the following organizations: Educations Foundation of Brown Deer, Brown Deer School District, Friedens Community Ministries, Journey House, and St. Adalbert School.

MPTV’s children's interstitial programming schedule continued this year, with 18 new MPTV-produced Kids in the Kitchen interstitial spots, which are targeted to at-home mothers and caregivers and their children. The healthy-eating messages and recipes are kept simple and easy to duplicate in viewers’ homes. The on-camera cooks range in age from 5 to 10 and help prepare the food under the guidance of an adult. The purpose of the segments is to increase awareness of a greater variety of foods that are good for them, are easy to prepare, and can play a part in reducing childhood obesity. The new recipes/spots bring the total to 92 Kids in the Kitchen interstitials available for local broadcast rotation.

In 2015, MPTV hosted its 8th annual “Mittens and More” campaign. MPTV collected 5,572 items and distributed hats, mittens, gloves, and scarves to 37 organizations who serve the needy. Our partners included Milwaukee Area Technical College, Ben Franklin Crafts, Country Springs Hotel, Sarah Chudnow Community, and this year Colectivo. Partnering with Colectivo increased our drop-off locations. Volunteers included many sewing and knitting organizations as well as numerous individual volunteers who donated items and helped box them for distribution.

More than 130 Milwaukee Area Technical College TV and Video Production and e-Production Associate Degree program students gain real-life broadcast television industry experience by utilizing MPTV facilities, staff mentors, and local production settings. Student productions include: the Student Workshop series and Student Operations seen on Channel 36.1; the Letters to Santa series presented on Channel 10.1; Storm Watch, a college newscast, as well as the collaboration in MPTV’s studios with University of Wisconsin-Milwaukee journalism students to create Panther Vision. They are streamed live, archived on mptv.org and UWM’s websites, and available on demand on Time Warner Cable and ATT U-Verse. The programs feature the composite efforts of TV students and visual media and music students from the School of Media and Creative Arts. School of Media and Creative Arts students, faculty and administration are also being incorporated into MPTV’s production efforts. The students also staff productions selected for College Place webcasts and produce a web-based music series from Milwaukee’s lakefront during the summer. Total student output amounts to over 100 programs streamed or broadcast on MPTV services.
Commitment to Kids

MPTV PBS Kids 2015 Writers Contest
Childrens’ imaginations are infinitely awe-inspiring and should be given every opportunity to flourish. That is why MPTV encourages and stimulates the creativity of children in southeastern Wisconsin by giving them the opportunity to bring their imagination to life. The “PBS Kids Writers Contest” offers children the experience of writing and illustrating their own book. For the last 21 years, MPTV has hosted the young writers’ and illustrators’ contest and workshops that provide literacy basics for kindergartners through third graders. In 2015, MPTV presented 6 workshops free of charge in the Milwaukee area. Partners included the Milwaukee Public Library system and the Betty Brinn Children’s Museum. 359 children submitted their works to the local contest, and 16 winners were chosen for first place, second place, third place, and special merit recognitions. Two of our first place winners were finalists in the national competition.

Summer Safari Reading Party
MPTV and Boswell Book Company hosted a “Summer Safari Reading Party” in July of 2015. Participants were encouraged to complete a summer reading log, and those who did were awarded books provided by PBS. The intent is to help bridge the learning gap over the summer. Children’s activities included receiving bookmarks, stickers, and the reading log. Children created their own binoculars before a “Jungle Guide” took them on safari around the bookstore, where they encountered wild animals and talked about them during the “Week of the Young Child”. MPTV staff members read books to children at the Community Reading Challenge hosted by Thurston Woods School and at the Milwaukee Area Technical Colleges children’s center.

Book Donations
In 2015, PBS Kids and Overstock.com offered book grants for which MPTV applied to assist low-income children. We received 900 books that were donated to these organizations: Education Foundation of Brown Deer, Brown Deer School District, Friedens Community Ministries, Journey House, and St. Adalbert School.

Mittens & More Drive
MPTV hosted its 8th annual “Mittens and More” campaign. In 2015, MPTV collected 5,572 items and distributed hats, mittens, gloves, and scarves to 37 organizations who serve the needy. Our partners included Milwaukee Area Technical College, Ben Franklin Crafts, Country Springs Hotel, Sarah Chudnow Community and this year Colectivo. Partnering with Colectivo increased our drop-off locations. Volunteers included many sewing and knitting organizations as well as numerous individual volunteers who donated items and helped box them for distribution. The appeal included on-air spots.

Kids in the Kitchen / Childhood Obesity Initiative
Targeted to at-home mothers and caregivers and their children, the healthy-eating messages and recipes are kept simple and easy to model and duplicate in viewers’ homes. The on-camera cooks, ages 5-10, help prepare the food under the guidance of an adult. The purpose of the segments is to increase awareness of a greater variety of foods that are good for us, are easy to prepare, and can play a part in reducing childhood obesity. Twelve new recipes/spots were produced this year, bringing the total MPTV-produced Kids In the Kitchen interstitials available for local broadcast rotation to 92.

MPTV’s website mptv.org was launched in 1995. Today, it provides access to hundreds of videos at any time. For 1995, the mptv.org website had 1,992,145 total page views and 1,410,149 unique page views.
Commitment to History

AROUND THE CORNER WITH JOHN McGIVERN
For the fourth season of the Emmy-award winning Around the Corner with John McGivern, host John McGivern led unique field trips to 13 diverse Wisconsin towns and neighborhoods. In each program, John McGivern discovers the secrets to living, working, and playing in all of these hometowns. At the top of each program, he spends a few minutes with local historian John Gurda who shares historical gems about town settlers, buildings, parks, and neighborhoods. MPTV organizes a premiere screening in each of the communities featured in the series at which John McGivern, John Gurda, and series producer Lois Maurer engage program participants, family members, local dignitaries, and residents in a light-hearted review of the episode.

STORIA ITALIANA MILWAUKEE
Their story is over 150 years old, but MPTV is telling it for the first time. It is the story of Italians in Milwaukee, and a look at their hardships and unwavering faith since the first Italian immigrant came to Milwaukee. Storia Italiana Milwaukee explores the rich history of Milwaukee's Italian immigrant community. It follows their journey as they settled in the city and adjusted to American life. It also highlights Milwaukee's current Italian community and features Milwaukee's Italian-Immersion School. The documentary attempts to address the question of who will carry on Milwaukee's Italian culture to the next generation. "It was my sincere pleasure to work on this project and to bring a never-before told immigrant story to our television audience," said Maryann Lazarski, producer of Storia Italiana. "That story, along with others included in the documentary, are treasured material that shouldn't be taken for granted. In many ways, this documentary speaks to all ethnic groups, and their courageous new beginnings and hope for the future."

BEHIND THE PEARL EARRINGS: THE STORY OF DICKEY CHAPELLE, COMBAT PHOTOJOURNALIST
Shorewood native Dickey Chapelle redefined the notion of a war correspondent. Fifty years ago, Chapelle made history when she became the first female correspondent killed in Vietnam. MPTV honors her legacy with this production. From World War II, the Korean War, and the Vietnam War, Chapelle strove to not just capture the horrors of the war, but also the day-to-day lives of soldiers: how combat took a heavy toll on them, and what was really happening on the front lines. Although petite, she was a strong and determined presence on the front lines of countless conflicts, clad in fatigues, an Australian bush hat, harlequin eyeglasses, a Leica camera slung around her shoulder, and her trademark pearl earrings. She reported from the battle lines and put a face to soldiers. She shared their personal stories while reporting to the country what was really happening during combat, and developed a special relationship with the U.S. Marine Corps that was evident at her full military funeral after she tragically died in combat in 1965.

METTLE AND HONOR: THE WAR MEMORIAL CENTER VETERANS STORY PROJECT
As part of its special Veterans Day programming, MPTV presented Mettle and Honor: The War Memorial Center Veterans Story Project. The special featured 16 local veterans' personal stories -- what it meant to them to go to war, what impact service had on their lives, and what life was like after they returned to civilian duty. These 16 veterans reflect a mix of old and young, male and female, and a variety of ethnicities. Mettle and Honor also follows Milwaukee County's War Memorial Center as it embarks on a new, momentous oral history project, meant to capture the stories of area residents who patriotically served in the U.S. Armed Forces during both war and peacetime.

MPTV's first national production Hatha Yoga premiered in 1970. In 2015, MPTV continues to provide Outdoor Wisconsin, Healthful Indian Flavors with Alamelu, and Tracks Ahead to PBS member stations nationwide.
**Commitment to the Arts**

**CELEBRATING NOSTRA AETATE**
Fifty years ago, the Catholic Church’s Second Vatican Council issued “Nostra Aetate” (Latin for “In Our Time”), a declaration of the Catholic Church’s relation with other denominations, including its relationship with the Jewish faith. It changed the course of Catholic-Jewish relations for generations to come. *Celebrating Nostra Aetate* features a musical celebration of “Nostra Aetate” held at the Cathedral of St. John the Evangelist and presided by the Most Reverend Jerome Listecki, Archbishop of Milwaukee, and Rabbi Noah Chertkoff of Milwaukee’s Congregation Shalom. The celebration features the Jewish Community Chorale along with the Archdiocesan Choir, cantors, and other musical leaders from both faith traditions. The program also includes several features that highlight the “Nostra Aetate” document and revisit its significance 50 years later.

**THE DREAM LIVES ON: A TRIBUTE TO DR. MARTIN LUTHER KING, JR**
*Black Nouveau* presented a special Martin Luther King Jr. Day episode. The special includes highlights from the “4th Annual Tribute to Martin Luther King Jr.” concert, featuring Milwaukee’s Bel Canto Chorus and the Sanctuary Choir of the Holy Redeemer Institutional Church of God in Christ. Through the diverse backgrounds of these two choirs, special readings, and poetry, Dr. King’s iconic dream is illuminated, and the combination of their different musical perspectives helps bridge the gulf of segregation and prejudice.

**THE ARTS PAGE**
*The Arts Page*, MPTV’s weekly look at the local and national arts scene, is a collaborative effort among individual public television stations nationwide. MPTV’s locally produced 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 called “Stitching History from the Holocaust” explored an exhibit at the Jewish Museum Milwaukee. The special has garnered several awards, including a 2015 Midwest Emmy award for Outstanding Achievement for Arts/Entertainment Programming in the Program/Specials/Series category.

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**Commitment to Important Social Issues**

**MILWAUKEE: A CITY BUILT ON WATER**
Water has been central to the city of Milwaukee’s history. Water was the reason Milwaukee is on the map: its harbors are the best on the western shores of Lake Michigan. Water shaped how the city’s first settlers earned a living. Its rivers were harnessed to grind flour and saw lumber, and millions of gallons were used to tan leather, cool machinery, and brew the beverage that made Milwaukee famous. But as Milwaukee moved into the modern era, its use of its waterways became abusive. Portions of the Milwaukee River were choked with sewage, and Lake Michigan was used as a garbage dump. However in recent decades, the currents of Milwaukee’s water have turned for the better, and the damage of the past is being reversed. *Milwaukee: A City Built On Water* is a fast-paced, richly illustrated one-hour documentary that premiered on MPTV in April of 2015 in honor of Earth Day. The special, produced in collaboration with WisconsinEye, was written and hosted by historian and MPTV personality John Gurda. A preview screening of the program was held at Discovery World museum that is located on Milwaukee’s lakefront.
MILWAUKEE’S DIAMONDS IN THE ROUGH

It’s more than a game -- it’s a lesson in life. MPTV producer Mark Siegrist explored the social impact that urban little league baseball is having on Milwaukee’s urban neighborhoods. Milwaukee’s Diamonds In The Rough investigates the positive effect that iconic little league baseball programs -- Beckum-Stapleton and Felix Mantilla -- have had on the city’s youth in some of its most challenging neighborhoods. It’s a story about learning the value of self-confidence, discipline, teamwork, respect, and education. The documentary profiles the baseball culture of the leagues inspired by two hometown favorites: Felix Mantilla and James Beckum. For decades, both baseball veterans have endeared themselves through their social outreach and by their nurturing of Milwaukee’s Diamonds In The Rough. A free public screening was held at the Jewish Museum Milwaukee.

BLACK NOUVEAU SPECIALS

Living with HIV: this special episode of Black Nouveau profiled two HIV-positive African Americans highlighting the realities of living with this disease. These individuals allowed Black Nouveau producer Everett Marshburn into their world to share their stories with our audience. The program showed that information and enlightenment are the keys to eradicating this disease. The special won first place at the National Association for Black Journalists’ 2015 Salute To Excellence Awards.

Black Nouveau also traveled to Washington, DC, to cover the “Million Moms March”. Organized by Milwaukeean Maria Hamilton, whose son Dontre was killed by a Milwaukee police officer, the event brought together mothers and friends who also lost a loved one at the hands of police officers to demand justice, answers, and responsibility. Mothers for Justice United, founded by Hamilton, created this opportunity for the mothers and supporters to tell their stories, share their grief, lobby for justice and change, and try to heal.

Black Nouveau attended the “Justice or Else Rally”, marking the 20th Anniversary of the “Million Man March”, and hosted a panel with a number of Milwaukee residents who made the trip to Washington D.C. State Senator Nikiya Harris Dodd, community activist Muhibb Dyer, Minister William Muhammad, and Rev. Richard Shaw conversed about what happens next in our local communities.

¡ADELANTE!

Each episode of the Emmy-award-winning ¡Adelante! explores the culture and concerns of the fastest growing community in southeastern Wisconsin. The program looks at change and progress, highlighting the contributions of Latino individuals and organizations to the community. The series also discusses a variety of issues such as education, health, immigration and human rights issues as they relate to Latinos.

MPTV’s first series to serve local African American viewers was Black Thang, which premiered in 1969, and the first program aimed at our Latino community was Panorama Hispano, which began in 1973. Today, the award-winning Black Nouveau and ¡Adelante! continue MPTV’s commitment to those historically underserved communities.
"It was beautiful, well done, and I appreciate what MPTV does to unite the communities of Catholic and Jewish faiths."

Joanne, Merton
Commenting on "Nostra Aetate"

“I thought the program was just beautiful. I would like to see more programming like this. I think it would help our world heal.”

Margaret, Mequon
Commenting on "Nostra Aetate"

“Thank you for the wonderful program. This interfaith concert was inspiring and very beautiful.”

Joanne, New Berlin
Commenting on "Nostra Aetate"

“It was one of the most incredible programs I have seen in years. Extremely moving, concise, factual, and filled me with admiration of a woman I have never heard of.”

Elizabeth, Wauwatosa
Commenting on "Behind the Pearl Earrings: The Story of Dickey Chapelle"

“It was a wonderful program, beautifully done and so moving. So inspirational, it brought me to tears.”

Candice, Kenosha
Commenting on "Behind the Pearl Earrings: The Story of Dickey Chapelle"

“Very well done. I am a veteran myself and I enjoyed the show. Thank you for putting it on.”

Dick, Menomonee Falls
Commenting on "Behind the Pearl Earrings: The Story of Dickey Chapelle"

“Good program. I think it should be part of every school’s curriculum. They need to know what sacrifices have been made on their behalf.”

Allen, Sheboygan
Commenting on "Mettle and Honor"

In 2001, MPTV became the first broadcaster in Milwaukee to place four digital multicast channels on cable. Today, there are nine MPTV program streams available for both over the air and cable viewing.
“It was another wonderful program that you have produced honoring our veterans. I have to say that out of all the TV channels, Milwaukee Public TV is the one channel of all that produces these programs and shows.”

Bonnie, Libertyville, IL
Commenting on “Mettle and Honor”

“We would like to see more programs like this to keep the memory alive and to know that they did not serve in vain. Thank you for showing this.”

Myron, Milwaukee
Commenting on “Mettle and Honor”

“We could use more positive programs about kids in the city of Milwaukee. We only hear about the negative on the other news. I’m glad you broadcast this.”

Diana, Germantown
Commenting on “Milwaukee’s Diamond in the Rough”

“Excellent show, I really appreciate seeing the kids and how the grown-ups work with the children and how they develop their baseball skills as well as life skills.”

Rodney, Milwaukee
Commenting on “Milwaukee’s Diamond in the Rough”

In 1969, the very first Great TV Auction raised $67,000 to help support MPTV. In 2016, the Great TV Auction fundraising goal is $1 million.
“The Negro League program was very well done. Information was very informative, very thorough, and I also appreciate the personal stories given by the players. Thank you for producing these programs.”
Donna, Milwaukee
Commenting on “Black Nouveau Negro Leagues Tribute”

“We would like to see more programs like this. We did not know most of what we saw on the program tonight. It was very interesting”
Alice, Wauwatosa
Commenting on “Storia Italiana Milwaukee”

“I enjoyed the program. I think this is a very valuable contribution to Milwaukee’s history.”
Bill, Bayside
Commenting on “Storia Italiana Milwaukee”

“I enjoyed the program very much. It gave me a lot of insight into another culture.”
Rosalie, Delavan
Commenting on “Storia Italiana Milwaukee”

“Program was excellent. Have yet to see anything from regular television that compares to this.”
Ron, Kenosha
Commenting on “A City Built on Water”

“It was a very historic, informative, and educational program.”
Audrey, Delavan
Commenting on “A City Built on Water”

“It was enlightening, interesting, and taught me things that I had no idea existed in Milwaukee’s history along the lake and river.”
Christopher, Milwaukee
Commenting on “A City Built on Water”

MPTV conducted the world’s first long-range digital signal test on WMVT in 1992. Today, television stations across the United States broadcast using digital high definition signals.
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, children’s programming, 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 varied perspectives and using creative processes or emerging technologies.

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