



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I really enjoyed the excellent production! Thank you again MPTV for all the wonderful programming that you do!"*

– Lillie, Lake Geneva

*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 Milwaukee Area Technical College. WMVS/WMTV, also known as Channels 10&36, serve the southeastern counties of Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, and entertains.

### **In 2012, 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*, *Around the Corner*, *The Arts Page*, and *¡Adelante!* Outreach efforts associated with regular and other special programming bring awareness and solutions to community issues.

**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 (audio)**

**36.5 MPTV Jazz (audio)**

**36.6 MPTV Traffic**



WMVS, Channel 10.1, is the primary outlet for PBS, children's, and quality-of-life programming; 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 2012, WMVS/Channel 10.1 and its SD simulcast on 36.2 had an average weekly audience of 245,460 households; WMVT/Channel 36.1, 97,824; MPTV-World/Channel 10.2, 30,345 households; MPTV-V-me/Channel 10.3, 2,183 households; and MPTV/Create, Channel 36.3, 38,141 households. The average weekly viewing for all MPTV services, therefore, is nearly 414,000 households, up 7.6 percent from 2011. (Audience data from Nielsen rating service Viewer Profile - November 2012; Nielsen estimates 2.42 persons per household in the Milwaukee market.)

MPTV covers our communities every week on regular series *Black Nouveau*, *Outdoor Wisconsin*, *InterChange*, *I Remember*, *International Focus*, *4th Street Forum*, *Around the Corner with John McGivern*, *The Arts Page*, and *¡Adelante!* Local specials and limited series which have recently aired or are in production include the *U.S. Senate Debate*, *On the Issues with Mike Gousha*, *Next Avenue Community Conversations*, *American Graduate*, *Christmas in the Basilica with the Bel Canto Chorus*, *The Milwaukee Ballet's Peter Pan*, *Return to Pearl*, *Field of Honor: A Salute to the Greatest Generation*, *Holy Orders - The Making of a Priest*, *Cooking Raw*, *Healthy Indian Flavors with Alamelu*, and *Tracks Ahead*. *Outdoor Wisconsin*, *the Milwaukee Ballet's Peter Pan*, *Healthy Indian Flavors with Alamelu*, and *Tracks Ahead* are nationally distributed for use on PBS stations across the country; most of the local specials are 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 continues to present the monthly Community Cinema, a program preview/discussion series at Discovery World on Milwaukee's lakefront. In 2012, we initiated previews of the new series *Around the Corner with John McGivern* in the communities where the programs were produced. MPTV continues to produce the weekly town hall meeting *4th Street Forum*; to partner with Marquette University to produce *On the Issues with Mike Gousha* specials; and to produce Wisconsin Broadcasters Association political debates. Most local series and specials may be viewed for a week after their broadcast through MPTV On Demand, in partnership with Time Warner Cable, and they are archived online at [mptv.org](http://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 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. During the year, the *MPTV Reaction Line* was launched to capture viewer opinions about selected programs.

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 and 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, 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. In 2012, 22 writing and literacy based workshops were conducted in both Spanish and English. An estimated 638 children and 365 adults participated in MPTV family literacy projects and events with bilingual and English language books distributed to children who attend Milwaukee Public Schools, Head Start Centers, and other schools in our viewing area. Eight PBS Kids Go! writing process workshops were given free of charge to K-3<sup>rd</sup> grade children and adults at schools, libraries, and community centers throughout our viewing area. This past year, those workshops prepared over 619 young writers and illustrators for the 18th annual contest.

MPTV's children's interstitial programming schedule and healthy eating workshops continued this year, with 300 *Food for Thought* outreach kits distributed, and four *Food for Thought* workshops conducted at area libraries. These projects enhanced the established rotation of 62 *Kids in the Kitchen* interstitial spots, which are designed to address childhood obesity issues.

MPTV completed its fifth annual sponsorship of the Mittens & More Drive, distributing 4,160 new mittens, scarves, and hats to the needy at 36 sites throughout southeastern Wisconsin. The appeal was enhanced this year with on-air spots and web based instructions on how to make mittens out of polar fleece material.

This spring MPTV will partner with the Milwaukee Public Schools for a discussion and preview of the American Graduate initiative *80 Days: A Year Inside an American High School* in an effort to increase awareness of the drop-out problem and improve student retention. MPTV introduced the *Next Avenue* website and resources at a booth at the Wisconsin State Fair and has provided live, streamed, and archived webcasts of community conversation events throughout our coverage area to help adults over age 50 lead more fulfilling lives. 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 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* seen 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 UWM journalism students to create *Panther Vision*, which is viewed on the UWM campus and Time Warner Cable. The programs featured 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 production efforts. The students also staff productions selected for *College Place* webcasts.





## Return To Pearl

MPTV documentary host Mark Siegrist traveled with 19 World War II veterans from around Wisconsin to Pearl Harbor in June 2012 to capture their memories, stories, thoughts, and feelings about the event that catapulted the United States into World War II. For many of the veterans, this was the first time they had talked about their experiences. These veterans were stationed at Pearl Harbor when the Japanese air force bombed it in 1941. They traveled with guardians as part of the Old Glory Honor Flight, and visited the USS Arizona Memorial, the Submarine Base, and other locations of historical importance.



## Field of Honor

On August 11, 2012, co-hosts Denise Callaway and Mark Siegrist joined thousands of World War II veterans from Wisconsin as they were honored at Miller Park in Milwaukee during the "Field of Honor: A Salute to the Greatest Generation" day-long celebration. Milwaukee Public Television provided exclusive broadcast coverage of this spectacular event both inside and outside the stadium. The program featured veterans talking about the impact of the War on their lives, along with clips from a documentary featuring the honor flights to the WWII memorial in Washington, D.C. that many of these veterans have experienced. WW II re-enactors, live music, the Stars and Stripes Honor Flight Art Show, flyovers and fireworks were also featured. The model of the National WW II Memorial model, displayed at this event before it went into the Smithsonian, was also highlighted.



## PBS KIDS GO! CONTEST

In 2012, 619 children, K-3<sup>rd</sup> grade, entered illustrated stories in MPTV's 18<sup>th</sup> annual Writers Contest. Local judges recognize the time, effort, and talent invested in this activity by selecting 20 young authors and inviting them, their families, and teachers to attend an awards reception in their honor at the MPTV studios. Entries were judged on the basis of originality, creative expression, storytelling, and integration of text and illustration; prizes awarded included digital cameras for first place winners, MP3 players for second place winners, and art kits for third place winners. Major funding was provided by the Harley-Davidson Foundation and the Northwestern Mutual Foundation; the contest prize partners were Art and Display and the Betty Brinn Children's Museum.

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



## Around the Corner with John McGivern

Emmy Award-winning actor John McGivern leads viewers on unique field trips through 13 diverse towns and neighborhoods from Sheboygan to Racine, and Burlington to Brady Street. McGivern discovers the secrets to living well, working hard, and playing merrily in all of these hometowns. Along the way, he bumps into local historian John Gurda who shares fascinating historical gems about town settlers, buildings, parks, and neighborhoods.

MPTV organized well-attended premiere screenings in all the communities featured in the series. At them, McGivern, Gurda, and the producers engaged program participants, family members, local dignitaries, and residents in a review of the episode.



## MPTV Next Avenue

Designed to help adults over age 50 lead more fulfilling lives, NEXT AVENUE offers in-depth information in several specific areas. They include health and well-being, money and security, work and purpose, living and learning, and caregiving.

### Reach in the Community:

Milwaukee Public Television began offering the national website NEXT AVENUE in southeastern Wisconsin on Friday, June 1, and the site was highlighted in the interactive MPTV booth at the Wisconsin State Fair in August.

The site includes video from programs such as THE PBS NEWSHOUR and contributions from travel show host Rick Steves and other public television personalities. The site also draws material from trusted organizations including the National Council on Aging and the Family Caregiver Alliance. Top experts and leading journalists provide insight and perspective. Among them are Chris Farrell, from NPR's Marketplace Money; John Sharp, a Harvard neuropsychiatrist; and marriage expert Terri Orbuch.

Viewers can access the site by clicking on the NEXT AVENUE logo on the MPTV homepage (mptv.org).

### Partnerships:

NEXT AVENUE is coordinated by Twin Cities PublicTelevision.

MPTV is one of more than 70 PBS affiliates across the country providing the nationwide service. With the help of a grant from Milwaukee's Helen Bader Foundation, MPTV is also developing ways to use the site to serve the needs of Milwaukee area viewers.

The Medical College of Wisconsin in Milwaukee, The John Michael Kohler Art Center in Sheboygan, and Waukesha County Technical College in Pewaukee have generously provided facilities for NEXT AVENUE events.

### Impact and Community Feedback:

The public discussions feature local and national experts and take place at various locations throughout our coverage area. The NEXT AVENUE outreach efforts are streamed live and archived on mptv.org.



*"NEXT AVENUE is a project that is engaging people online, on-air, and in community conversations throughout our area. It's exactly what public television is best at -- providing information that is unavailable elsewhere in a way that is accessible and meaningful. The response to it has been terrific!"*

*- Ellis Bromberg,  
MPTV General Manager*





*"I am a public television supporter. It's a delight to watch. I am definitely hooked!"*  
– Karen, Milwaukee



*"Thank you for showing television like this. I don't know what I would do without it."* – Phil, Milwaukee



*"What a wonderful program! This is the kind of thing we really appreciate having public television bring to us. Thanks a lot!"* – Tom, Oconomowoc



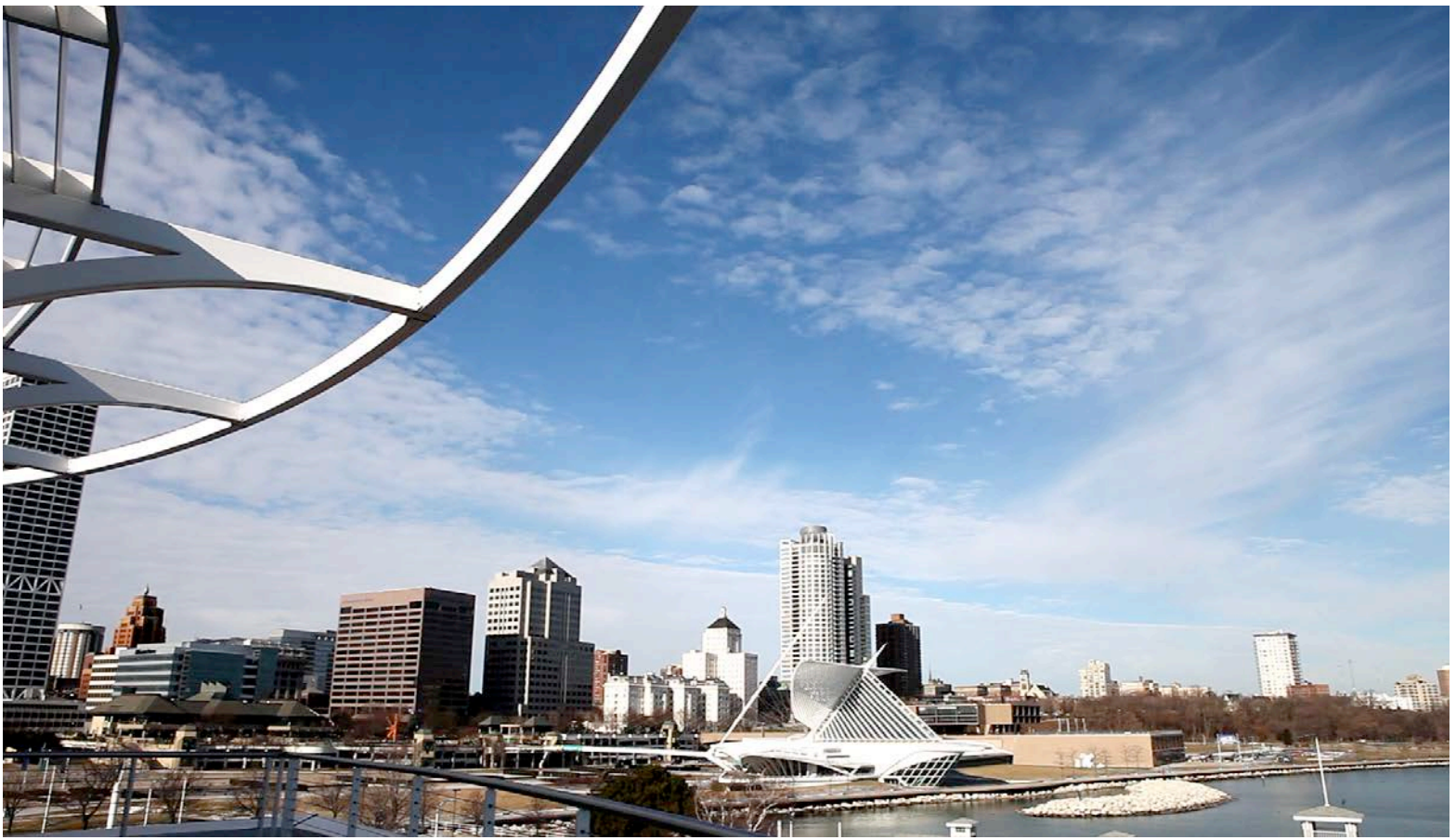
*"We appreciate you putting this great programming on. We totally enjoy MPTV."* – Robert and Karen, Brookfield

*"I just have to thank you for such a wonderful program. I am very grateful to Channels 10 and 36 on my TV, and I am a member!"* – Geraldine, Brookfield

## **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.





## MPTV LOCAL PRODUCTIONS



Opening your world.