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 initiative of Milwaukee Area Technical College. WMVS/WMVT, also known as Channels 10&36, serves southeastern Wisconsin and northern Illinois with quality, non-commercial programming that educates, informs, and entertains.

In 2013, 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.

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.
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, and quality-of-life programming, as well as local productions. WMVT/Channel 36.1 fulfills a more formal educational/vocational 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 and 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 2013, WMVS/Channel 10.1 had an average weekly audience of 240,536 households; WMVT/Channel 36.1, 108,016 households; MPTV World/Channel 10.2, 31,922 households; MPTV V-me/Channel 10.3, 1,767 households; and MPTV Create, Channel 36.3, 42,212 households. The average weekly viewing for all MPTV services is 424,453 households, up 2.5 percent from 2012. (Audience data from Nielsen rating service Viewer Profile - November 2013; Nielsen estimates 1.57 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, The Graduates/Los Graduados - ¡Adelante!’s follow-up special from the Racine schools, On the Issues with Mike Gousha, two Black Nouveau specials - Soldiers’ Stories and The Great March on Washington for Jobs and Freedom, Wisconsin Remembers John F. Kennedy, Veterans of the Forgotten War, To The Promised Land, Cooking Raw, Healthy Indian Flavors with Alamelu, and Tracks Ahead. Outdoor Wisconsin, Peter Pan by Milwaukee Ballet, 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 productions are conducted in support of fundraising efforts.

In the spring, MPTV concluded its monthly Community Cinema series and conducted 12 previews of the second season of Around the Corner with John McGivern. The previews took place in the communities where the weekly programs were produced. MPTV continues to produce the weekly town hall meeting 4th Street Forum, and continues its partnership with Marquette University to produce On the Issues with Mike Gousha. Most local series and specials may be viewed for a week after their broadcast through MPTV On Demand, in partnership with Time Warner Cable. They are also archived online at mptv.org.

Audience feedback is obtained through viewer mail, email, 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.

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 Educational Communications Board in Madison, and provide curriculum enhancements that teachers use in pre-K to 12th grade in area schools. Other programs on MPTV 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 2013, 15 writing and literacy-based workshops were conducted in both Spanish and English. An estimated 630 children and 336 adults participated in MPTV family literacy projects and events. Bilingual and English language books were distributed to children who attend Milwaukee Public Schools, Head Start Centers, and other schools in our viewing area. Six PBS Kids writing process workshops were offered 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 903 young writers and illustrators for the 19th annual MPTV Kids GO! contest.

MPTV’s children’s interstitial spots and healthy eating workshops continued this year, with 150 Food for Thought outreach kits distributed, and two 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 sixth annual sponsorship of the Mittens & More drive, distributing 6,009 new mittens, scarves, and hats to the needy at 41 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 aired The Graduates/Los Graduados and continued local efforts to increase awareness of the dropout problem and improve student retention with an ¡Adelante! special focusing on the graduation gap among Latinos in the Racine schools. MPTV’s Next Avenue website provided five 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 100th Anniversary Celebration.

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 UW Milwaukee journalism students to create Panther Vision, which is viewed on the UWM campus and Time Warner Cable. The programs featured the efforts of TV, visual media, and music students from the MATC School of Media and Creative Arts. School of Media and Creative Arts students and faculty are also incorporated into MPTV production efforts. The students staff productions selected for College Place webcasts and produce a web based music series from Milwaukee’s lakefront during the summer.
Commitment to Kids

PBS KIDS GO CONTEST
In 2013, 903 children, kindergarten through grade three, entered illustrated stories in MPTV’s 19th annual writers contest. Twenty 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, an electronics store, and a bookstore. Funding was made possible by The Harley-Davidson Foundation and the Jerome J. and Dorothy Holz Family Foundation.

The compiled stories are broadcast as a program on MPTV 10.1 HD and 36.1 HD in the summer. The individual stories air between children's programs for one year.

Blake Lardinois, a first grade student at Paris Elementary School in Kenosha, took first place in the national contest with his entry “What Do Snowflakes Like to Do.”

MITTENS & MORE
For the past six 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.

In 2013, MPTV collected more than 6000 items for 30 organizations, a 45% increase in the number of donated items.

Commitment to History

AROUND THE CORNER WITH JOHN MCGIVERN
For a second season, Emmy-winning actor John McGivern led unique field trips through 13 diverse Wisconsin towns and neighborhoods from Waupaca to Mineral Point, and Shorewood to Waukesha. McGivern discovered the secrets to living well, working hard, and playing merrily in all of the hometowns. Along the way, he bumped into local historian John Gurda who shared fascinating historical gems about town settlers, buildings, parks, and neighborhoods.

MPTV organized a premiere screening in each of the communities featured in the series. McGivern, Gurda, and the producers engaged program participants, family members, local dignitaries, and residents in a light hearted preview of the episode.

GREAT MARCH ON WASHINGTON FOR JOBS AND FREEDOM
The involvement of local citizens in the 1963 Great March on Washington for Jobs and Freedom was the focus of a Black Nouveau special that commemorated the march's 50th anniversary. MPTV also offered a free screening of the program at the Wisconsin Black Historical Society and Museum in Milwaukee.

The broadcast was followed by Freedom Walkers for Milwaukee. This 30-minute documentary traced Milwaukee's most turbulent events during the Civil Rights struggle, and revealed how Milwaukee earned the nickname "the Selma of the North."
WISCONSIN REMEMBERS JOHN F. KENNEDY
Commemorating the 50th anniversary of JFK’s assassination, this special featured two former governors, a civil rights legend, an assassination expert, and archival local film footage that allowed viewers to join Kennedy as he shook hands at Mitchell Airport, walked down Wisconsin Avenue, and spoke at the Milwaukee Arena.

INSIDE THE PFISTER, A MILWAUKEE HOTEL ICON
For 120 years, the Pfister Hotel has served as an icon in hospitality in Milwaukee. This locally-produced 30-minute documentary featured breathtaking video of the Pfister’s architectural beauty, and took viewers behind the scenes to capture the daily rhythm, tradition, and luxury service of this treasured landmark.

Commitment to the Arts
THE ARTS PAGE
Milwaukee Public Television’s weekly look at the local and national arts scene moved to a new time, Thursdays at 6:30 p.m., for its second season. The Arts Page 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.

TO THE PROMISED LAND
First Stage Theater’s world premiere, by Milwaukee playwright Jonathan Gillard Daly, depicts Ruth, a young African-American in 1960’s Milwaukee, who is ready to quit school when she finds inspiration in the autobiography of Golda Meir, past student of the former Fourth Street School who rose to become the first woman prime minister of Israel. Both Ruth and Golda find the strength and courage across generations to break barriers and reach their own “promised land.”

To The Promised Land is part of the Young Performers Initiative (YPI), a statewide effort to raise the visibility of the arts, and celebrate the creative achievements of Wisconsin youth and those who inspire them. Other titles in the series include The State Honors Concert, Final Forte: Wisconsin’s Young Artists Compete, and The 2013 UW Varsity Spring Band Show. The YPI is a collaboration among MPTV, Wisconsin Public Television, Wisconsin Public Radio, and the Wisconsin School Music Association.

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 1,926,610 web page views in 2013.
Commitment to Veterans

In June, 2013, MPTV was honored to receive the Year of the Veteran Award from the Wisconsin Broadcasters Association and the Wisconsin National Guard. MPTV was recognized for ongoing local segments that focused on veterans’ issues, events and profiles. The 2012 award-winning MPTV documentaries *Field of Honor* and *Return to Pearl* honored their service.

"I am honored that MPTV’s celebration of America’s World War II veterans was deemed worthy of these awards. Each production was a team effort beginning with the two Honor Flight Organizations, Stars and Stripes and Old Glory, and community partners, the Milwaukee Brewers, Freethink Media, Inc., and two talented production teams. Most importantly though, we must thank the veterans themselves for their sacrifices and willingness to share their experiences with us," said Everett Marshburn, senior producer of Return to Pearl and producer of Field of Honor.

On Veterans Day 2013, MPTV continued its commitment by airing two specials, *Veterans of the Forgotten War* and *Soldiers’ Stories: A Black Nouveau Special*.

The Korean War did not end with victory as did World War II, nor did it stir the passions of our nation like Vietnam, yet it had a profound impact on the United States and the world. *Veterans of the Forgotten War* honored the 132,000 Wisconsin veterans of the Korean War, and explained the significance of the Korean War and its impact on the Cold War. MPTV interviewed Korean War veterans and military historians, and traveled with the Stars and Stripes Honor Flight to Washington, D.C., as Milwaukee Korean veterans visited their national memorial.

*In Soldiers’ Stories: A Black Nouveau Special*, MPTV profiled three of Wisconsin’s African-American veterans: a Korean War veteran who served as the state president of the Disabled American Veterans; a Vietnam War veteran who is one of the founders of the National Association for Black Veterans, a national organization headquartered in Milwaukee; and a female veteran who served in the National Guard.

Through web appeals, on-air announcements, program segments, and community outreach events, Milwaukee Public Television, Milwaukee Public Radio, Wisconsin Public Radio, and Wisconsin Public Television are partnering with Wisconsin veterans organizations and the Vietnam Veterans Memorial to collect a photo of each of the 1,244 Wisconsinites listed on the Vietnam War Memorial Wall in Washington, D.C. The photos of these veterans will become part of the “Wall of Faces,” a lasting tribute planned for the Vietnam Memorial Education Center near the mall in the nation’s capital.

*MPTV’s first national production, Hatha Yoga, premiered in 1970; in 2014, PBS will broadcast MPTV’s newest national production, Peter Pan by Milwaukee Ballet.*
“It was really wonderful. I thought it was so nice to have a program that highlights our young Wisconsin musicians.”
Mary Lynn, Brookfield
Commenting on “The Final Forte: Wisconsin Young Artists Compete”

“I enjoyed the program on Black vets. Contributions of African-Americans in the armed services need to be made more mainstream.”
Muriel, Milwaukee
Commenting on “Soldiers’ Stories - A Black Nouveau Special”

“I thought the JFK Special was done very well. It was good to get local viewpoints on things. Very good show.”
Therese, East Troy
Commenting on “Wisconsin Remembers JFK”

“A very excellent program. Tonight’s program was very informative about domestic violence and programs to alleviate it and meet the needs of the sufferers.”
Regina, Brookfield
Commenting on “4th Street Forum”

“The program gives a lot of depth to the communities in the area. It makes you want to visit them and realize that we have a lot to offer in our state.”
Mary, Big Bend
Commenting on “Around The Corner With John McGivern”

In 1969, the very first Great TV Auction raised $67,000 to support MPTV; in 2014, 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.
“That was fantastic. Great things about our city and state and great historical pieces. Really appreciate that you aired that.”
Evan, Milwaukee
Commenting on “Bottoms Up: Wisconsin’s Historic Bars & Breweries”

“Tonight’s program was very interesting with its thoughtful presentation on deer stalking plus the ice fishing segment on Lake Winnebago. Keep up the good work.”
Bill, Sheboygan Falls
Commenting on “Outdoor Wisconsin”

“I learned a lot that I didn’t know. It was a nice experience watching the program.”
Mary, Greendale
Commenting on “Inside The Pfister, A Milwaukee Hotel Icon”

“Very much impressed. I would like a copy of this program so that when I’m teaching I can present this to my students. Awesome job.”
Sharon, Milwaukee
Commenting on “For Jobs and Freedom: 50 years and Counting”

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.
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.

**Approachability**
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.