The Directors Circle was founded in 1989 to recognize those special friends of WPT who contribute annual gifts of $1,000 or more.

Directors Circle members are ambassadors for WPT, an essential community institution that provides non-commercial television and educational services of high quality, integrity and diversity.

These leaders sustain WPT’s tradition of innovation and help launch new projects. Their extra commitment ensures universal access to ideas and culture for children and adults.

Directors Circle members help WPT celebrate state history and traditions with original productions. Wisconsin’s Rustic Roads captures the scenic beauty of our rustic roads system, the only one of its kind in the country. Wisconsin World War II Stories shares the stories of the battlefront and the home front from the people who were there, preserving them for the generations who benefit from the veterans’ sacrifice.
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Leadership support for Wisconsin Public Television
The driving force behind WPT is the dedication of creative people. Ken Burns set the standard for historical documentaries, including, *The Civil War, Jazz* and *Frank Lloyd Wright*. Currently, he is producing a new series on American cities during World War II. Fred Rogers exemplified a life dedicated to teaching and caring for children. Since 1953, *Mister Rogers’ Neighborhood* has been a source of comfort and learning for children and parents.

Each year, Wisconsin Public Television (WPT) researches, produces and tells the stories about the people, history and spirit of our state. We capture the natural beauty and intangible qualities that set Wisconsin apart.

Our commitment to children is unparalleled in television through broadcast programs and community outreach that connect in the classroom and at home.

We are leaders in using emerging technologies to bring the benefits of the new digital universe to people where they live, work and meet. We thrive on partnerships with businesses, universities, government and communities.

Rachel Gurney and David Langton, Masterpiece Theatre “Upstairs, Downstairs,” 1973
Our future is built on a solid history of quality, service and innovation.

Wisconsin Public Television began with a single station in 1954 that broadcast a few hours a day. Today, there are six stations — each with a digital TV signal — six translators, online services, community outreach projects and more.

The hardware has changed while our purpose has remained unaltered: to be an essential community institution, dedicated to public service. With the arrival of digital TV, the technology has now caught up with our mission.

Local productions Here and Now and In Wisconsin exemplify WPT's commitment to covering politics, elections and issues. WPT has a national reputation as one of America's finest public television stations with a 50-year history of innovation and service. Early on, WPT pioneered children's educational programming with The Friendly Giant. Now, WPT is developing digital services that will offer a new world of educational tools.