Friends
The Channel 10/36
Friends, Inc.

MILWAUKEE
MPTV
PUBLIC TELEVISION

dreams
MATTER
The Power of Dreams

Fifty years ago, the admired CBS newsman Edward R. Murrow said, “The new medium of television has the potential to educate, illuminate and inspire. But it can do so only the extent that humans are determined to use it to those ends. Otherwise, it is mere lights and wires in a box.”

From its inception, Milwaukee Public Television has recognized that television is a powerful instrument that can be used for good or ill. It can raise the level of discourse in our society, but it can also degrade it. It can broaden our horizons, but it can also narrow our worldview. It can bring us together, or leave us isolated and self-absorbed.

For children, Milwaukee Public Television is a story teller and teacher. For families, MPTV is the channel they trust – a valued friend that shares their values. For adults, MPTV is a source of childlike wonder and lifetime learning.

Teachers find here the tools to help educate the young. Aspiring students turn to MPTV for the chance to earn a degree. Newcomers learn English through outreach services. Those who cannot read come to learn a skill that others take for granted.

In a world of increasing commercial media consolidation, MPTV is a locally owned television provider committed to the region. The array of education and outreach service means that MPTV is actively engaged in our community, creating content and providing services that respond to local needs.
MPTV further stands on the threshold of a new era. Just as computers changed the way we work and communicate, the world of digital computer bits and bytes is transforming television broadcasting. MPTV is moving rapidly to keep up with the dramatic changes coming to television with the advent of digital transmission.

Public and government support have been unable to keep pace with the growing community needs that MPTV serves in so many ways. The necessity for private support is critical to meeting these needs consistent with our community’s values and heritage.

Gifts to the Channel 10/36 Friends Annual Fund are unrestricted and provide the greatest flexibility to protect MPTV’s essential activities from economic uncertainty and help reduce dependence on government support. Annual contributions help support MPTV’s core needs including technology and renovation, program development and innovation, universal access, educational services, outreach projects and community enrichment.

For MPTV to continue to build and expand upon the role it has played so proudly for almost 50 years, your help is needed.

Your generous support of the Channel 10/36 Friends Annual Fund will help MPTV secure the future power of public broadcasting in our region.
OUR DREAM

In 1946, a group of citizens had an idea. This group, now the Channel 10/36 Friends, Inc., had the idea to make quality television a reality in Southeastern Wisconsin.

From the first day it began broadcasting in October 1957, Milwaukee Public Television has been a pioneer in quality television.

MPTV was the first to broadcast a live courtroom trial in Wisconsin. MPTV was the first to broadcast instruction to the Milwaukee Public Schools. MPTV was the first to broadcast stereo sound. And MPTV launched the first digital television station in Milwaukee.

Yet Milwaukee Public Television, in partnership with the Channel 10/36 Friends for community support, is so much more than simply a program provider.

MPTV and the Channel 10/36 Friends are an integral part of the community. We are locally operated. Our staff and volunteers live and work in the community they serve.

We believe in better schools, stronger families and an educated citizenry. We help to make these happen, thereby enriching the community.

As a broadcaster, a production center, a fundraising arm and community catalyst, our identity can be best summarized by our mission.

**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. The Channel 10/36 Friends helps to secure the financial viability of Milwaukee Public Television by promoting and generating community support for its programming and related activities.**

At MPTV, we do not sell our audience for commercial purposes. We exist for our audience.

The dreams for this community are our dreams, too.

At Milwaukee Public Television and the Channel 10/36 Friends, you matter.
AT MPTV, YOUR TRUST MATTERS

We are a community partner you can trust.

A 2004 survey conducted by the non-partisan, international research company RoperASW, found that the American public called public television the most trusted institution from among seven nationally known organizations - with our court system coming in second.

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, bang, 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.
Information is the lifeblood of democracy. In an era of intense global interaction, the critical issues facing our community and nation have become more complex than ever.

MPTV provides the needed information, in-depth reporting, reasoned debate and meticulous analysis that supports our ability to make intelligent decisions in our democracy.

The NewsHour with Jim Lehrer presents a daily hour that is hailed as the most impartial news program on television. Washington Week In Review ranks as the most interesting conversation of the week with journalists discussing the implication of the stories they’ve covered in a calm and dispassionate manner.

I feel I receive a valuable resource of news....

Ron, Lake Villa, IL

Calatrava, Milwaukee, WI

Frontline, recognized as “the last best hope for broadcast documentaries,” has won every major journalism award during its 21-year history.

... One of Frontline’s great strengths is its ability to give context to events that the viewer may have heard of but never considered how those events fit into a bigger issue.

Edward, Wauwatosa, WI

Likewise, special documentaries such as The Cost of Freedom, an examination of the history of civil liberties during wartime, keep the information from MPTV most relevant to our lives.

...after recently viewing The Cost of Freedom...I commend Channel 10, such excellent public service should be rewarded....

Richard, Milwaukee, WI
AT MPTV, OUR HISTORY MATTERS

Television can illuminate the past, help us to understand where we have been and help us to understand our current and unprecedented time in history.

MPTV’s commitment to preserving history has spawned a new genre and produced many imitators, but no other broadcaster brings our community more programming with a historical perspective – or does it more accurately than MPTV does.

We regularly select 10/36 over regular channels for quality.
Edward & Georgette, Milwaukee, WI

We began telling the story of who we are and how we got here more than three decades ago with Sir Kenneth Clark’s landmark series, Civilisation. Over the years, we have delivered to you stories of the ancient world as well as the biographies of the broad cast of characters who comprise our cultural history.

Thanks for airing one of the best all-time television documentaries. The quality and thoroughness of the broadcast left me astounded, tearful and enlightened.
Sherry, New Berlin, WI

We have recorded American history from Ken Burns’ groundbreaking series The Civil War to his most recent Unforgivable Blackness and to more whimsical historic stories like Drive-In Movie Memories.

Ken Burns created a monumental piece of television that chronicled, if not in a general fashion, by far the most defining moment in our history and an incredibly groundbreaking way.
Mercy, Brookfield, WI

Special series like The Six Wives of Henry VIII gave us another side of well-known historical chapters. And new angles on history, like Manor House, 1940’s House and Regency House Party bring freshness to the dusty past.

We tell these stories to our children. We tell them to preserve the contributions of those that have gone before us. We tell them to remind ourselves that everything we do today, as a community, state and nation, will become part of history tomorrow.

Calatrava, Milwaukee, WI

American Experience
American Masters
Battlefield
History Detectives
In the Life
Independent Lens
P.O.V.
Television in America

Whitewater, WI
AT MPTV, OUR CHILDREN MATTER

For our children, MPTV is the first window on the world – bringing them thoughtful, caring programs at a time when they are most impressionable. Of all the services we provide to our community, nothing surpasses MPTV’s commitment to its youngest viewers.

Parents trust MPTV because it treats their children as precious resources, not just young consumers. Parents know that our children’s programs are non-violent, non-commercial and educational. They know that these programs teach reading and math skills, convey concepts and teach values.

We are a home schooling family….MPTV fills the void, supplementing our curriculum and offering entertainment.

Ken, Colgate, WI

Parents are also aware that no one else in the community serves the development needs of pre-school youngsters as consistently and as well.

It’s helping reinforce what my husband and I are teaching our daughter about phonics. Thank you!

Sharon, Elm Grove, WI

Our special mission to children goes beyond television. MPTV brings children and families the special initiative, Ready to Learn, designed to improve the school readiness of young children. This innovative project centers on a full day of non-violent, commercial free, educational children’s television programs such as Dragon Tales, Clifford and Between the Lions as well as extensive outreach services.

Thank you so much for the box of children’s books you sent.... Thank you so much for the smile you brought to their faces....

Salvation Army, Milwaukee, WI

Your generous contribution of books symbolizes hope and compassion...for many of the kids we serve...to move beyond their current circumstances.

Hmong Educational Advancements, Milwaukee, WI
AT MPTV, OUR WORLD MATTERS

In the space of a year, people in our community turn to Milwaukee Public Television millions of times.

For many of you, MPTV offers a visit to nature with all of its splendor – a showcase for understanding the beauty, mysteries and variety of the natural world.

Thank you for your efforts in making all of us aware of the interactive nature of our world. I am beginning to believe that a butterfly flapping its wings in my backyard really does affect someone else’s world thousands of miles away.

Sandy, Cudahy, WI

Nature, now in its 23rd season, has won more than 250 honors from the television industry, parent groups, the international wildlife film community and environmental organizations, including the first award given to a television program by the Sierra Club.

For others, MPTV opens new scientific worlds through programs like Nova.

What is the farthest that a hot air balloon has ever flown?

Ethan, Slinger, WI

Equally important, perhaps no single force has done more to safeguard our environment than public television.

What can an ordinary citizen do to assist in preserving this planet?

Marla, La Grange, WI

The nature and science programming on MPTV not only pioneered the genre but continue to set the standard.
It has been said that the arts help us to view the world, to create meaning and develop the mind.

While the visual and performing arts are all but invisible on most television stations, MPTV continues to create a rare haven for artistic experiences that stir the senses and elevate the spirit.

10/36 seem to be the only channels that have programs worth using your eyes and ears for.

Lon, West Bend, WI

From Glenn Miller to Willie Nelson to Ella Fitzgerald, from the Boston Pops to Live From The Met to Martin Scorsese’s The Blues, MPTV brings classical performances and contemporary masters into your living room.

Shame on you, bringing tears to an old man’s eyes.
Two hours of the Glenn Miller Orchestra....
the most beautiful memories one could never replace.

Fred, Sheboygan, WI

MPTV brings you dance performances from Paul Taylor to Bob Fosse, with Nureyev’s Don Quixote thrown in for good measure.

Great Performances recently celebrated 30 years as television’s only showcase for all the performing arts – from ballet to opera to jazz to Broadway.

The most inspiring, curative...TV I’ve ever experienced...“Great Performances 30th Anniversary”. Demonstrating in 90 minutes the value of the PBS contribution towards nurturing our culture’s appreciation of art could hardly be improved upon.

Tom, Milwaukee, WI

Jewels of our community like The Milwaukee Symphony Orchestra, the Skylight Opera, and other local cultural treasures are highlights of MPTV.

MPTV makes artistic television a part of our daily life and by offering equal cultural opportunity to all.
AT MPTV, YOUR CURIOSITY MATTERS

MPTV is for the curious mind. It respects your intelligence, helping you to learn and grow throughout your life. It’s always there to inspire you, pique your interest, enliven your daily life and take you to fascinating destinations near and far.

Lifelong learning isn’t limited to science, history and government.

In the pioneering *The French Chef* and most recently *Cooking with Master Chefs*, Julia Child not only taught us how to cook but how to savor life.

**I love - and learn - from the cooking shows...**

Dorothy, Brookfield, WI

MPTV’s life learning series cover how to add that room to your house, repair that leaky pipe, rebuild a carburetor or paint a watercolor.

**This Old House certainly rocks!**

Gary, Wauwatosa, WI

MPTV knows that learning never ends. We are the community’s most accessible, credible broadcasting resource for your learning life.

**I love this show...**

*Antiques Roadshow* presents cultural and manufacturing history in a quick, accessible way.

Debbi, Waukesha, WI

America’s Test Kitchen
*Antiques Roadshow*
*Ask This Old House*
*At the Chef’s Table*
*Body Electric*
*Caprial & John’s Kitchen*
*Ciao Italia*
*Cruising America’s Waterways*
*Destination Diving*
*Fons & Porter’s Love of Quilting*
*Globe Trekker*
*Graham Kerr’s Gathering Place*
*Great Cars*
*Great Lakes Gardener*
*Hometime*
*In Julia’s Kitchen with Master Chefs*
*Jacques Pepin: Fast Food*
*Jerry Yarnell’s School of Fine Arts*
*Kitchen Sessions with Charlie Trotter*
*Kitchens of Biro*
*M’liss’s World of Quilting*
*Motor Week*
*New Scandanavian Cooking*
*New Yankee Workshop*
*Piano Guy*
*P. Allen Smith’s Garden Home*
*Priscilla’s Yoga Stretches*
*Rick Steves’ Europe*
*Sewing with Nancy*
*Sit & Be Fit*
*This Old House*
*Tom Tang’s Let’s Get Cooking*
*Travel America*
*Victory Garden*
*Wai Lana Yoga*
*Weir Cooking in the City*
*Woodwright’s Shop*
AT MPTV, OUR NEIGHBORS MATTER

Some of MPTV’s best programs are the ones you never see on the screen. We have been more than a television station with outreach that addresses the needs of our community.

MPTV’s Ready To Learn Service demonstrates our commitment to serving our children by providing quality educational programming and building on that foundation serving over 1500 children, parents and others in workshops annually.

MPTV also offers workshops and teaches classes on how best to use television in schools, in homes, and in childcare centers.

Thank you very much for sharing expertise on the use of television to help educate children....

Betty Brinn Children’s Museum

MPTV has been the local sponsor of the Reading Rainbow Young Writers and Illustrators Awards contest since 1995. An annual in-station workshop is held for adults and children interested in entering the contest and over 1000 participated in 2004. MPTV has had six national winners in the past 10 years.

Since 1998, MPTV’s Mister Rogers Sweater Drive has collected almost 50,000 sweaters for distribution to those in need.

Thank you deeply....Warm clothing, something most of us take for granted in this increasingly cold weather, is a large need with our homeless population.

Community Shares of Greater Milwaukee

Coupling the power of television with the power of people to help others and confront challenges has been central to MPTV’s service to its community.
AT MPTV, YOUR FUTURE MATTERS

MPTV is our region’s largest classroom. And not only do our children share in opportunities for success in school, but we play a key role in providing all ages formal, educational opportunities.

We are a trusted classroom resource, helping teachers supplement their lesson plans by providing access to the best of our primetime schedule and our programs.

You really got me crazy about reading! I’ve never loved reading this much! Thank you!!!!

Love, Matthew, age 7

We provide TeacherSource, an online website of preK-12 educators that helps them incorporate digital media in the classroom. This valuable teaching tool offers free lesson plans, teachers’ guides and online activities that meet state curriculum standards.

TeacherLine, funded by a grant from the U.S. Department of Education, provides high quality professional development for K-12 educators with the goal of improving teacher quality and increasing student achievement.

I am so much more prepared to teach geometry and to integrate more technology in my math classroom because of this class....

Terry, West Allis, WI

For adults, we partner with the Adult Learning Service, the nation’s largest source of high quality multimedia courses.

Our College of the Air partnership with area colleges and universities helps adults earn college credit in about 125 comprehensive courses, ranging from sociology to marketing to writing. College of the Air courses are broadcast over public television station WMVT, Channel 36 and some courses are offered in both broadcast and individualized, self-paced formats for your convenience. Students are offered the ability to earn entire degrees and professional certification. In addition, students can prepare for the GED exam through the telecourse TV High School for Adults.

In the 2004-05 academic year, over 900 students are enrolled in College of the Air.

Currently, MPTV University, which is one of our new digital services, is the nation’s most comprehensive, around-the-clock educational television service for adults working toward a college degree, gaining basic skills or exploring a topic of general interest.
AT MTPV, YOUR CHOICES MATTER

Channels 10 and 36 are our foundation – our founding stations that continually evolve to serve you.

Channel 10, WMVS, is the most-watched public television station in Wisconsin, averaging more than 720,000 viewers each week. It offers a broad variety of quality informational, educational, and entertainment programming.

Channel 36, WMVT, began service in January 1963 and today attracts about 300,000 viewers each week. Much of its airtime is devoted to MATC’s College of the Air and programs for K-12 classroom use.

With the move into the digital age, MPTV is at the forefront of using new technology to provide better service and programs to an even wider, more diverse community. Mandated by the Federal Communications Commission (FCC), conversion to digital, simply put, is changing the analog signal to a digital signal – the language of computers. The conversion requires replacement of the entire broadcast infrastructure.

The picture you view will be much more vivid and on a wider screen. The sound will be digital, therefore it will be crystal clear — similar to the quality you experience with CD’s.

In place at present time by MPTV are new digital services, allowing you to receive expanded programming opportunities as well as educational and informational data.

**MPTV - HD – DIGITAL 36.1**
The best video and audio technologies are on display 24-hours-a-day. MPTV-HD, available on digital television sets and Time Warner Cable’s digital tier, features true high-definition and widescreen programs including *The Desert Speaks*, *Chefs A’Field*, *Great Museums* and the MPTV production *Tracks Ahead*.

**MPTV LATER – DIGITAL 10.1 and 10.2**
The MPTV-10 and MPTV-36 schedules are available on 3-hour delays on these MPTV digital multicast stations. They may be found on digital television sets as well as channels 550 and 551 on the basic digital tier of Time Warner Cable in the Milwaukee area.

**MPTV UNIVERSITY – DIGITAL 10.3**
This multicast channel offers college credit courses in subjects ranging from economics to marketing, from business communications to the law, from American literature to world history, and beyond. These are supplemented with repeats of PBS interview programs including *Charlie Rose*, *Thank Tank*, and *Tony Brown’s Journal*, and lifelong learning series ranging from *Baking With Julia* to *The Router Workshop*.

**MPTV KIDS – DIGITAL 10.4**
PBS’s quality children’s series are available 24-hours a day, 7-days-a-week on this digital multicast channel. The daily lineup includes such favorites as *Arthur*, *Barney & Friends*, *Caillou*, *Clifford The Big Red Dog*, *Dragon Tales*, *Jay Jay The Jet Plane* and *Teletubbies*.

**MPTV EXTRA – DIGITAL 10.5**
A multicast channel reserved for coverage of live events and other special programming. When those are not available, MPTV Extra displays the latest regional weather maps from the National Weather Service and a noncommercial audio classical music service, the Beethoven Network.

MPTV is continually expanding its viewing possibilities to you as new and better programming options become available.
OUR HOME IS YOUR HOME

Milwaukee Public Television’s and the Channel 10/36 Friends main offices are on the downtown campus of the Milwaukee Area Technical College (MATC). The stations’ transmission tower and transmitter facilities are located on college owned land north of Capitol Drive and west of the Milwaukee River on the Milwaukee/Shorewood border. The Channel 10/36 Friends also occupy an auction warehouse/production building located in Brookfield, Wisconsin.

Station operations include:

- Two 40x60 foot HDTV television studios
- Audio and video production control rooms
- Two “on-line” HDTV-capable edit suits
- Master broadcast control rooms
- Associated technical support areas
- An instructional studio/lecture room with “on and off-line” edit stations

MPTV also has live mobile HDTV origination remote broadcast and HDTV Electronic Field Production capabilities to capture community events or produce segments anywhere in the world.

_Eagle, WI_
AT MTPV, YOUR HOMETOWN MATTERS

On the home front, MPTV gives the viewers of Southeastern Wisconsin and Northern Illinois keener local vision with a long-running array of programming each with a unique perspective on life in MPTV’s viewing area.

The weekly, locally produced series Adelante! hosted by Patricia Gomez celebrates the rich heritage of Latino people. The program airs in Spanish and may be heard in English on the Second Audio Program Channel (SAP).

Cost of Producing One Season of MPTV Local Programming

<table>
<thead>
<tr>
<th>Program</th>
<th>Cost</th>
<th>Episodes</th>
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</thead>
<tbody>
<tr>
<td>Outdoor Wisconsin</td>
<td>$850,000</td>
<td>40</td>
</tr>
<tr>
<td>Great Lakes Gardener</td>
<td>$473,000</td>
<td>24</td>
</tr>
<tr>
<td>Tracks Ahead</td>
<td>$439,000</td>
<td>13</td>
</tr>
</tbody>
</table>

Hosted by Sharon Patterson and Keith Murphy, Black Nouveau has long been embraced by the community and lauded for its accurate and positive coverage of African-American life in southeastern Wisconsin. This award-winning program offers positive images, interviews and profiles of African-American movers and shakers.

Great Lakes Gardener horticulturist and author Melinda Myers offers tips and techniques for plant lovers from Minnesota to New York on MPTV and other stations throughout the Great Lakes region. Produced in high definition and entirely on location, each episode showcases its horticultural content with clear, clean images and colorful, eye-catching graphics.

Each week, Emmy-award winning talk show host Jim Peck interviews guests who share their personal stories on I Remember. Viewers get an intimate look at politicians, entrepreneurs, artists, educators and others who recount the great experiences and special moments of their lives.

Interchange examines the week’s major news stories in-depth. Veteran newsman Dan Jones moderates a spirited discussion on topics of interest to the people of southeastern Wisconsin. Regular panelists include Kathleen Dunn, Kevin Fischer, Joel McNally and Gerard Randall, with commentary from nationally syndicated columnist Rick Horowitz.

Celebrating its 20th anniversary this year, Outdoor Wisconsin promotes the stewardship of the natural environment and a responsible attitude towards outdoor pursuits. Avid outdoorsman and writer/photographer Dan Small hosts this half-hour weekly magazine series that travels Wisconsin covering a variety of outdoor activities and related issues and events.

Now broadcast on more than 200 PBS stations across America and on the high definitional cable service HDNet, Tracks Ahead has a unique appeal for train lovers of all ages. Host Spencer Christian, formerly of ABC-TV’s Good Morning America, presents the best of steam locomotives, railroad stories, model trains and art.
OUR DREAM CONTINUES and stretches to include possibilities for better serving you in the future.

- A weekly program on science, innovation, medical technology, and entrepreneurship, focusing in particular on groundbreaking work being done in southeastern Wisconsin.
- A daily, fast-paced, issues-oriented discussion program originating from various sites throughout southeastern Wisconsin, utilizing satellite appearances from experts throughout the country, interactivity through the Internet and a live studio audience in Milwaukee.
- A dramatic increase in the amount of live and recorded programming featuring the best concerts, plays and performances by national and local artists on stage in and around southeastern Wisconsin.
- Locally-produced “lifelong learning” programs of all sorts -- about cooking, crafts, repair, painting and more -- featuring local talent.
- Establishing a History Production Unit to increase the quantity and quality of programs about the history of southeastern Wisconsin.
- New educational and entertaining children’s programming that could be produced in the MPTV studios and distributed nationally.
- The addition of foreign language tracks, closed captioning, and descriptive video to programming to enhance the understanding and enjoyment of all viewers.
- Local news and weather updates between programs 24 hours a day.
MTPV is one of our community’s most precious treasures. It’s a bright, steady source of inspiration that values education, integrity and fresh ideas – something few other broadcast entities can claim today.

In order to continue to meet MPTV’s core funding needs including technology, programming development and innovation, universal access, educational services, outreach projects and community enrichment, MPTV depends on the generosity of our community.

Private support to the Channel 10/36 Friends accounts for 49% of MPTV’s annual operating budget, greater than any other single public or government source including the Milwaukee Area Technical College, the Corporation for Public Broadcasting and state grants.

And the need for private support is ever increasing as public and government funding fails to keep pace with the rising costs in programming and services.

This is why your unrestricted gift to the Channel 10/36 Friends Annual Fund is so important.

Indeed, private support is what makes it possible for everyone to access the highest-quality programming. Renowned icons of public television like Washington Week in Review, The NewsHour with Jim Lehrer and Charlie Rose open our minds. From science to the arts, programs as NOVA and Great Performances inspire. Much-loved programs like Sesame Street and Arthur create a safe-haven for our children and enrich their lives.

Private support makes it possible for MPTV to provide enhanced viewing with improved image and sound quality, interactive capabilities and simultaneous programming. Private support makes it possible for MPTV to reach out and respond to community needs whether it be warm clothing, reading books, health screenings, writing programs or a high school or college education.

Your investment with the Channel 10/36 Friends will have a significant impact on MPTV’s continued efforts to inform and help thousands of viewers, children and families, students and teachers all across the region. Your support matters.

### Cost of Acquiring One Hour of PBS Programming

<table>
<thead>
<tr>
<th>Program</th>
<th>Cost</th>
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<tbody>
<tr>
<td>NOVA</td>
<td>$2534</td>
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<tr>
<td>Great Performances</td>
<td>$1366</td>
</tr>
<tr>
<td>NewsHour with Jim Lehrer</td>
<td>$759</td>
</tr>
<tr>
<td>Sesame Street</td>
<td>$841</td>
</tr>
</tbody>
</table>
The Channel 10/36 Friends invites you to generously support the work of MPTV with gifts to our annual fund. Gifts and pledges can be tailored to meet your interests and tax situation.

**Restricted and Unrestricted** - A donor may designate a gift for a specific interest or give it without restriction. Unrestricted gifts are especially valuable since they can be used where they are most needed.

**Cash** - The most popular form of charitable giving is by cash – currency, credit card, money order, check or bank draft – because of its simplicity.

**Securities** - Giving long term appreciated securities saves capital gains tax and may serve you better than giving cash. The donor of stock receives a tax deduction for the stock’s fair market value.

**Matching Gifts** - Many corporations will match the gifts of employees or retirees. You can increase the impact of your gift by contacting your employer’s corporate human resources office to obtain a matching gift form and sending it to the Channel 10/36 Friends along with your gift.

**Real Estate** - You may donate residential, commercial or undeveloped property.

**Life Insurance** - The gift of a life insurance policy can be a gift with a modest out of pocket cost, particularly attractive to younger donors and those of any age who have paid-up policies which may no longer be needed for the original purpose. To make a gift of a life insurance policy, the donor transfers ownership of the policy to the Channel 10/36 Friends; the Friends then become the owner and beneficiary of the policy.

For many, the largest gift of a lifetime may come only through their estate plan. No decision is more personal than the disposition of your estate. A will can help you provide for loved ones, but it also allows you to express your charitable intentions. A bequest to the Channel 10/36 Friends can be easy and flexible and may benefit your heirs through tax savings. A bequest may take the form of cash, securities, real estate, life insurance and other forms.

**Deferred gifts also include:**

**Charitable Remainder Trust** Cash, marketable securities or real estate may be placed into a charitable remainder trust. A Charitable Remainder Trust is a way to make a gift that allows you to retain income from your property for life or for another period of time that you specify. Your funds are held separately and invested for payment of a fixed or variable income to you and/or someone else you name. Such payments may be a welcome supplement to your retirement plan. When the trust ends (at the death of the income recipient or at the end of the period of time you specified), whatever remains in the trust is distributed for the charitable purposes you specify. A tax deduction is allowed at the time you create your trust. The size of the deduction depends on beneficiary ages(s), payment percentage and other factors.

**Charitable Lead Trust** Provide a substantial gift over a period of years while ensuring that the property will ultimately return to the donor or to loved ones. The lead trust is one of the few ways to reduce or eliminate taxes that otherwise would be due on assets left to children or grandchildren. Under the terms of a charitable lead trust, assets are transferred to a trust that pays income to one or more charitable recipients for a number of years you determine. At the end of that period, the assets remaining are returned to you or other persons you name.
MPTV and the Channel 10/36 Friends have a rich history of technological, programming and development firsts including the following highlights.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1946</td>
<td>The Milwaukee Radio and Television Council is formed to encourage quality programming on local stations</td>
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<tr>
<td>1954</td>
<td>MATC establishes TV Technician and Telecasting training programs</td>
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<tr>
<td>1957</td>
<td>WMVS, Channel 10, begins broadcasting as the nation’s 28th educational TV station  &lt;br&gt; First live instructional broadcasts to the Milwaukee Public Schools</td>
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<tr>
<td>1961</td>
<td>First live broadcast from the Wisconsin State Fair</td>
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<tr>
<td>1963</td>
<td>WMVT, Channel 36, begins broadcasting  &lt;br&gt; First live broadcast of Milwaukee’s Great Circus Parade  &lt;br&gt; Live coverage of Milwaukee Public Schools desegregation hearings</td>
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<tr>
<td>1967</td>
<td>The Milwaukee Radio and Television Council is renamed the Community Broadcasting Council, refocusing its efforts exclusively on public television</td>
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<td>1969</td>
<td>First GREAT TV AUCTION raises $67,000  &lt;br&gt; Live broadcast of the opening of the Milwaukee Performing Arts Center</td>
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<td>1970</td>
<td>HATHA YOGA premieres; becomes national series</td>
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<td>1972</td>
<td>MATC creates COLLEGE OF THE AIR</td>
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<td>1975</td>
<td>First on-air membership campaign raises $23,000</td>
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<td>1978</td>
<td>The Community Broadcasting Council is renamed the Channel 10/36 Friends, Inc., and begins soliciting corporate and foundation underwriting for MPTV</td>
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<td>1979</td>
<td>AMARO MURDER TRIAL – first live telecast of a courtroom trial in Wisconsin (second in nation)  &lt;br&gt; Special events are added to fundraising efforts</td>
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<td>1980</td>
<td>Public/private transmission tower cooperative between WVTV-TV and MPTV</td>
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<tr>
<td>1984</td>
<td>OUTDOOR WISCONSIN premieres; becomes national series</td>
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<tr>
<td>1985</td>
<td>First station in Wisconsin to broadcast stereo sound</td>
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<tr>
<td>1987</td>
<td>National Emmy Award recognition for participation in Descriptive Video Service experiment  &lt;br&gt; Hispanic program CONCIENCIA offers Spanish translation on Second Audio Program (SAP)  &lt;br&gt; The first Volunteer Recognition event is held  &lt;br&gt; The Friends are honored with four PBS awards including the PBS Overall Development Award as one of the three top fundraising stations in the country</td>
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<tr>
<td>1989</td>
<td>GREAT CIRCUS PARADE taped in experimental High Definition TV (HDTV) format  &lt;br&gt; GREAT TV AUCTION surpasses $1 million to become the second largest public television auction in the country  &lt;br&gt; An anonymous donor leaves a $700,000 bequest to the Channel 10/36 Friends which initiates the Friends endowment fund</td>
</tr>
<tr>
<td>1990</td>
<td>TRACKS AHEAD premieres; becomes national series The Friends are honored with the PBS Overall Development Award as one of the three top fundraising stations in the country</td>
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<tr>
<td>Year</td>
<td>Event</td>
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<tr>
<td>1992</td>
<td>WMVT conducts world’s first full-power digital broadcast test with Zenith and AT&amp;T</td>
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<td>1994</td>
<td>First annual OUTDOOR WISCONSIN Banquet</td>
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<td>1995</td>
<td>The endowment fund surpasses $789,000</td>
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<td>1998</td>
<td>The mptv.org website is inaugurated</td>
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<td>1999</td>
<td>Ground broken on 1221-foot community digital transmission tower, a cooperative with American Tower</td>
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<td>1999</td>
<td>This year’s Honorary Chair is Mrs. Jane Bradley Pettit, one of those responsible for the very first Auction</td>
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<tr>
<td>1999</td>
<td>The endowment reaches $1,786,000</td>
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<td>1999</td>
<td>Underwriting by corporate and foundation donors tops $900,000</td>
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<tr>
<td>2000</td>
<td>GREAT CIRCUS PARADE produced as first live HDTV broadcast on PBS</td>
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<td>2000</td>
<td>WMVS-DT is first digital television station to sign on the air in Milwaukee</td>
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<td>2001</td>
<td>GREAT LAKES GARDENER becomes first MPTV series produced, edited and distributed regionally in HDTV</td>
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<td>2001</td>
<td>WMVS-DT begins multicasting four distinct channels of digital programming</td>
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<td>2001</td>
<td>WMVS, WMVS-DT and WMVT expand schedules to 24-hours a day</td>
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<td>2001</td>
<td>Local Enhancement Collaborative started to test DTV data technology</td>
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<tr>
<td>2002</td>
<td>OUTDOOR WISCONSIN and TRACKS AHEAD are produced, edited and distributed in HDTV</td>
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<tr>
<td>2002</td>
<td>First non-linear HDTV post-production system activated</td>
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<td>2002</td>
<td>MPTV begins partnership with Wisconsin Broadcasters Association Foundation to produce statewide political debates</td>
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<td>2002</td>
<td>4th STREET FORUM premieres, a partnership with the University of Wisconsin-Milwaukee and the Milwaukee Turners</td>
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<td>2003</td>
<td>Launch first Wisconsin-based HDTV remote broadcast production truck</td>
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<td>2003</td>
<td>Milwaukee Symphony Orchestra concert series produced and edited in HDTV</td>
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<td>2003</td>
<td>WMVT-DT begins broadcasting as Wisconsin’s first 24/7 HDTV and widescreen broadcast station</td>
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<td>2003</td>
<td>GREAT TV AUCTION held for first time in new Brookfield site</td>
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<tr>
<td>2004</td>
<td>GREAT TV AUCTION produced and broadcast in HDTV for the first time</td>
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<td>2004</td>
<td>Most successful on air membership drive in history in March</td>
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<tr>
<td>2004</td>
<td>MPTV production studios converted to HDTV capability</td>
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</tbody>
</table>
The Channel 10/36 Friends, Inc. is a 501(c)(3) non-profit corporation. It is governed by a board of 15 to 30 individuals.

Each board member is nominated by a nominating committee of the current board. The names then appear on a ballot which is sent to all members of the Channel 10/36 Friends. The ballots are returned and tallied with the results published at an annual meeting of the Friends members.

Each board member may serve up to three three-year terms. The chair of the board serves two one-year terms. The vice chair of the board is considered to be the “chair-in-waiting” and is normally elected to serve for the next term of office.

The Friends board is an oversight and policymaking board for the organization. It hires and fires the president of the organization, approves the annual budget and monitors activities.

**Milwaukee Area Technical College**

WMVS-TV/DT and WMVT-TV/DT operate in the public interest, convenience and necessity under a license granted by the Federal Communication Commission (FCC) to the Milwaukee Area Technical College (MATC) District Board. This nine member policy board is selected by the presidents of the K-12 school boards found in the MATC district boundaries. Each MATC Board member is selected to satisfy state established balance criteria for race, gender and occupational affiliation, and serves a staggered, three year, renewable term. Board officers are elected from the board membership; the board president determines committee assignments and appoints committee chairs. The Board has three standing committees, including the three-member Public Television Committee.

Station business requiring board action is presented by the General Manager, reviewed by the Public Television Committee, and approved by the entire MATC Board at monthly, open meetings.

Milwaukee Public Television is a division of MATC. The General Manager reports to the MATC President and serves as a member of the college’s administrative cabinet.

MPTV is bound by FCC regulation, Wisconsin State Statutes, Wisconsin Technical College System Board/Agency Policy, MATC Board policy, MATC administrative regulation and community advisory group input that provide guidance for all aspects of our broadcast service and business operations.
Thank you to the following for the gracious support in providing this case statement:

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KarlaMattson@plumpicks.com
David La Hay and Milwaukee Department of City Development
Corporation for Public Broadcasting and Sister PBS Stations