### Figure 2.4: 2008 Results for MPTV (compared to 2007 where appropriate)

<table>
<thead>
<tr>
<th>Educational Programming</th>
<th>• Channel 10: avg. weekly audience of 466,000 households (up from 461,000); Channel 36: 260,000 households (up from 255,000).</th>
</tr>
</thead>
</table>
| Community Outreach      | • 32,000 members donated to MPTV Friends (up from 29,000)  
                           • 56 writing and literacy workshops held in Spanish and English in 2008  
                           • Reading Rainbow writing process workshops prepared 1,155 young writers and illustrators (up from 826) for the 14th annual Reading Rainbow contest, and MPTV had three national award winners.  
                           • 4,034 children (down from 4,201) and 1,130 adults (up from 926) participated in MPTV family literacy projects with bilingual and English language books distributed to children who attend MPS and Head Start Centers.  
                           Approx. 35,000 Vacation Station magazines (same as 2007) were distributed through area libraries for a summer reading and activity program. |
| Public Service          | • FY09, volunteers contributed 34,270 hours (up from 33,164) to station events, pledge drives and the Great TV Auction.  
                           • Mittens & More Drive distributed 1,375 new mittens, scarves, and hats to the needy at 27 sites.  
                           • The station conducted the Clifford the Big Red Dog Book Drive in 2007, collecting 6,500 children’s books to the essentially the same agencies.  
                           • MPTV sponsored:  
                             o Betty Brinn Children’s Museum’s Teacher of the Year Award  
                             o The YWCA Circle of Women Awards Luncheon  
                             o The Public Policy Forum’s Salute to Local Governments Awards Breakfast  
                           • Multiple activities educating the community about transitioning to digital TV. |

*Source: MPTV*

*NOTE: This is not a complete picture of MPTV operations and results because of limited reporting. Digital services are not included because audience measurement is still under development by the ratings company.*