

Alabama Public Television Mission, Vision, and Values

MISSION

Each of us is born with a natural desire to learn. We seek to explore our world and to understand life and the people around us. Alabama Public Television is a center of discovery for people of all ages. We motivate children to learn, empower students and teachers to succeed, and provide a lifelong path to knowledge.

VISION

Alabama Public Television, through our unique programs, services and technologies, will empower people to discover their world, broaden their horizons, and become active participants in shaping the future.

VALUES

We at Alabama Public Television are committed to the values of honesty, fairness, civility and ethics in our programming and our everyday interaction with viewers, volunteers, co-workers, funding partners, and the community at large.