MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
MARCH 18, 2008

CALL TO ORDER

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Tuesday, March 18, 2008, and called to order by Chairperson Wilson at 4:05 p.m. in Board Room, M210, at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Robert Davis

Excused: Pedro Colón

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – February 18, 2008 – Attachment 1

Motion It was moved by Mr. Davis and seconded by Ms. Wilson to approve the minutes of February 18, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – February, March, April, 2008–Attachment 2

Discussion Mr. Ellis Bromberg, General Manager, explained the advertising and displayed the two Latino mailers which will be mailed within the next two weeks.

Motion It was moved by Mr. Davis, seconded by Ms. Wilson to approve the monthly advertising fund expenditures for February, March and April, 2008.

Action Motion approved.
E- 2 MPTV Communication Counsel – Attachment 3

Discussion  Mr. Bromberg explained this item.

Motion  It was moved by Ms. Wilson, seconded by Mr. Davis to approve the acceptance of Dow Lohnes, LLC as the communications counsel for MPTV.

Action  Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion  Mr. Bromberg informed the committee about the following:

- he, Ms. Wilson, and Friends Board chairman John Bernaden attended The Corporation for Public Broadcasting’s National Leaders meeting last week in Virginia.
- the Provost and a sub-committee of the TV and Video Production Advisory group came to an agreement which preserved TV and Video Production as a separate MATC division, but tightened up the relationship of our division with the Provost’s office, and other divisions.
- he addressed the Milwaukee Rotary Club about the transition to digital Television today.
- the next Community Cinema showing will be held Thursday, March 20, 2008 at Discovery World.
- a Frank Zeidler Memorial Lecture entitled “Global Wars, Private Armies and Public Money.” will feature Jeremy Scahill. MPTV will be taping Scahill’s lecture for later broadcast.
- MPTV will produce a County Executive debate which will be moderated by Mike Gousha and will air Wednesday, March 26, at 9 pm on Channel 36.
- Wisconsin Public Television is producing a Wisconsin Supreme Court debate which we will air March 30, at 10 am on Channel 10

F-2 MPTV Friends Report – Attachment 4

Discussion  Mr. Scott Rackham, Executive Director of the MPTV Friends informed the committee about the following:

- March pledge drive raised $447,000
- The Art and Antique show at State Fair Park
- The next Friends Board meeting
- Andre Rieu in town in April
- The Great TV Auction begins April 25, 2008
F-3 FY 2008-2009 Final Budget Assumptions – Attachment 5

Discussion
Mr. Michael Sargent, Vice President Finance, addressed this item and informed the committee that the attached assumptions are actually preliminary.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – Attachment 7
Mr. Sargent presented the monthly bills.

G-2 Monthly Clippings Attachment 8
Mr. Bromberg presented the monthly clippings.

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions
None

H-2 Information Items

Mr. Bromberg displayed a couple of acknowledgments: a Milwaukee Common Council resolution acknowledging PUNCHING IN; and a certificate of appreciation from the House of Peace in recognition of station contributions to their 2007 Holiday Gift Box & Toy Drive program.

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of next meeting: Monday, April 14, 2008 in the conference room of MPTV, 1036 N. Eighth Street.

ADJOURNMENT

The meeting adjourned at 4:35

Respectfully submitted,

Karen Wierschem
Karen Wierschem
Administrative Specialist