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, November 27, 2007, and called to order by Chairperson Wilson at 3:05 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Robert Davis, Pedro Colon

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 – October 15, 2007 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of October 15, 2007.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Mr. Bill Werner and Ms. Patricia Gomez raised concerns regarding editorial integrity. Mr. Kevin Pulz and Mr. Ben Clark spoke to the issue of transferring the TVP program to the Business Division. Mr. Peter Earle requested that Mr. Werner’s comments could become part of the minutes. (Appendix A)

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, December, 2007 – Attachment 2

Motion It was moved by Mr. Colon, seconded by Dr. Davis to approve the monthly advertising fund expenditures for October, November and December, 2007.

Action Motion approved.
ITEM F: DISCUSSION ITEMS

F-1 Consolidated Financial Report to CPB – Attachment 3
Discussion: Mr. Mike Sargent, vice president finance, spoke to this item.

F-2 FY 2007 Budget Adjustment – Attachment 4
Discussion: Mr. Sargent explained this item resulted from a miscommunication regarding the Friends budget.

F-3 FY 2008 Budget Adjustment – Attachment 5
Discussion: Mr. Sargent explained this adjustment was in response to an estimated increase in the Friends contribution for FY2008.

F-4 General Manager’s Report
Mr. Bromberg, general manager of Milwaukee Public Television, reported that:
♦ a tentative agreement was reached with Local 715
♦ the 50th Anniversary celebration weekend was a great success
♦ repairs were needed to the antenna because of high winds
♦ the TVP program Quality Review was presented to ESIR
♦ the TVP Advisory Committee has formed a sub-committee to study the potential move of the TVP program to the Business Division which will come back with a recommendation in January
♦ the next Community Cinema is Thursday, December 6 @ 7pm at Discovery World and will feature AN UNREASONABLE MAN a biography on Ralph Nadar

F-5 MPTV Friends Report – Attachment 6
Mr. Scott Rackham, executive director MPTV Friends reported that:
♦ the Holiday Auction raised over $53,000
♦ 57 local artists sold their wares at the Holiday Art Fair
♦ Sesame Street Live sold over 500 tickets to Friends Kids Club members
♦ Lidia Bastianich will be in the studio and at the Public Market on December 1st

F-6 Process/Procedure for Addressing the Preliminary Review of the Recommendation of the Lewis and Kenned Report, including the Editorial Integrity of the Stations
Discussion: Ms. Wilson commented on the celebration of 50 years of wonderful service provided by MPTV and hoped that it continued for 50 more.

She spoke to the recommendations of the Lewis Kennedy report, specifically the executive summary and the list of 10 key recommendations. One of these recommendations centered on the issue of editorial integrity. This issue was further fueled by the article that appeared in MILWAUKEE MAGAZINE. The question was raised whether or not there is an adequate policy regarding editorial integrity that the board needs concern itself with. After much discussion it was decided that each
member of the board should be sent copy of the Lewis Kennedy report before any discussion takes place on this issue. Ms. Wilson asked if board members could speak directly to Lewis and Kennedy.

Ms. Wilson asked station management to report on the evolution of the current editorial integrity policy. She further asked that the Wingspread report that was referred to during public comment also be forwarded to the board.

ITEM G: INFORMATION ITEMS

G- Monthly Bills – Attachment 7

Mr. Sargent presented the monthly bills.

G-2 Monthly Clippings Attachment 8

Mr. Bromberg presented the monthly clippings

G-3 MPTV Awards/Acknowledgements

Mr. Bromberg displayed two Emmy Awards won for THE MAKING OF MILWAUKEE. Patricia Gomez was honored with a La Blanca Rosa award from the Wisconsin Hispanic Lawyers Association. MPTV also received plaques from Governor Doyle, County Executive Walker, and Mayor Barrett all proclaiming October 28, 2007 as Milwaukee Public Television Day in honor of our 50th Anniversary.

ITEM H: MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

None

H-2 INFORMATION ITEMS

None

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, December 10, 2007, 5:00 p.m. Regular PTV Committee Meeting, Downtown Milwaukee Campus, Board Room, (Room M210)

ADJOURNMENT

The meeting adjourned at 4:30 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist
Appendix A

Supplement to November 27, 2007 Public Television Committee Minutes

My name is Bill Werner. I am a producer and director at Milwaukee Public Television and have been for over 25 years. I am a resident of the City of Milwaukee.

I speak today concerning matters of content, hiring, and editorial integrity for Milwaukee Public Television. I respectfully urge the Public Television Committee to implement a process that leads to the establishment of policy ensuring that Milwaukee Public Television staff has control over program content and personnel.

It is time; indeed it is past time, for MPTV's editorial integrity to be guaranteed by its governing body, the MATC board.

♦ This question was examined at a Wingspread Conference called Editorial Integrity in Public Broadcasting, held in 1984. The recommendations of the conference were subsequently adopted by PBS and the National Association of Public Television Stations.

Here are some key points from the executive summary.

♦ Editorial integrity in public broadcasting programming is the responsible application by professional practitioners of a free and independent decision-making process which is ultimately accountable to the needs and interests of a well-informed citizenry.
♦ The issue of editorial integrity in public broadcasting is one of public policy.
♦ The issue is significant for all public broadcasting entities, national as well as local stations.
♦ Boards and commissions are the key to insulating public broadcasting's editorial decision-making process from undue influence.
♦ Undue influence is any influence that leaves the person normally and regularly responsible for programming decisions no alternative.
♦ The functions of the board/commission and the professional management of a public broadcasting organization and the relationships between them should be clearly defined and understood by both parties.

Another critical issue in addition to the points I just mentioned, is the maintenance of public credibility--- public trust, if you will. The perception of our viewing community must always be that what MPTV presents is produced in the public interest. That our programs are created to serve a public need, not a personal one. Our responsibility is to the public, not to those who desire to appear on the air or to have a particular program produced.
It is in the best interest of all concerned that MPTV is absolutely shielded, by policy, from undue interference and influence.

Such a policy can be positive for MPTV, for the Friends and for the administration of Milwaukee Area Technical College. There will always be those who approach people in power at the Friends or the College... and pressure them...ask them for favors-- “get me on MPTV, get my friend on MPTV, get my program on MPTV”. It would be a relief, I would think, for those so approached to be able to say, “I can only refer you to MPTV and to the established process. It is fair, seeks to maintain high standards, and its mission is to serve the public”.

The criteria for programs that are produced must unfailingly include professionalism, experience, feasibility, and need. When this happens, Milwaukee Public Television will be doing its job... and MATC can be proud of its invaluable contribution to the public interest in Southeastern Wisconsin.

Thank you.