



August 12, 2010

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA  
TECHNICAL COLLEGE DISTRICT, WISCONSIN

A regular open meeting\* of the **MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, WISCONSIN, PUBLIC TELEVISION COMMITTEE** will be held in the **MPTV CONFERENCE ROOM, ROOM C442** of **MILWAUKEE AREA TECHNICAL COLLEGE, 1036 N. 8<sup>TH</sup> STREET, MILWAUKEE, WISCONSIN**, on **MONDAY, AUGUST 16, 2010**, beginning at **2:00 P.M.**

The agenda\*\* for said meeting is presented as follows:

**A. Roll Call**

**B. Compliance with Open Meetings Law**

**C. [Approval of Minutes – June 14, 2010 - Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

1. [Monthly Advertising Fund Expenditures June, July, August, September, 2010 - Attachment 2](#)
2. [Tentative Public Television Committee Meeting Dates – Attachment 3](#)

**F. Discussion Items**

1. General Manager's Report
2. Friends Report
3. 2010 MPTV Regional Market Report Presentation
4. [Events Calendar – Attachment 4](#)

**G. Information Items**

1. [Monthly Bills –June and July, 2010 – Attachment 5](#)
2. [Monthly Clippings – March, 2010 – Attachment 6](#)

## H. Miscellaneous Items

1. Awards / Acknowledgments
2. Communications and Petitions
3. Information Items

## I. Old Business/New Business

1. Next Committee Meeting

**Monday, September 20, 2010, 2:00 P.M., Regular PTV Committee Meeting, Downtown, Milwaukee Campus, MPTV Conference Room, (Room C444)**

Committee Members: Wilson, Monroe, Earle

- \* Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.
- \*\* Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.

*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 MPTV Friends promote and generate community support for MPTV.*

Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call (414) 297-6221 to schedule services at least 48 hours prior to the meeting.



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
June 14, 2010**

**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 Monday, June 14, 2010, and called to order by Director Wilson at 3:04 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Ann Wilson, Dr. Rick Monroe

**Excused:** Dr. Robert Davis

**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 – May 17, 2010 – Attachment 1**

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of May 17, 2010.

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – May, June, and July, 2010 – Attachment 2**

Discussion Mr. Ellis Bromberg, General Manager, explained this item.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures May, June, and July, 2010.

Action Motion approved.

**E-2 Sole Source Media Service Providers – Attachment 3**

- Discussion Mr. Bromberg explained this item.
- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Sole Source Media Service Providers as written.
- Action Motion Approved.

**E-3 PBS and Regional Memberships – Attachment 4**

- Discussion Mr. Bromberg explained this item.
- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the PBS and Regional Memberships as written.
- Action Motion approved.

**E-5 Independent Production Contracts – Attachment 5**

- Discussion Mr. Bromberg explained this item.
- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Independent Production contracts as written.
- Action Motion approved.

**E-6 Backup MPTV Digital Antennas – Attachment 6**

- Discussion Mr. Bromberg explained this request allowing MPTV to award the bid during the summer months. We will report the results at the August meeting.
- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the bid process for backup MPTV Digital Antennas.
- Action Motion approved.

**E-5 – Approval of FY2010-2011 Activity Plan and Budget – Attachment 7**

- Discussion Mr. Michael Sargent, Vice President Finance, presented this item noting that MPTV was able to hold down costs because of the capitalization labor for local programming. Dr. Monroe questioned the amount of the 2008-2009 fund balance as it relates to the 2009-2010 amounts. Mr. Sargent believes this is a typo that will be fixed.
- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the FY2010-2011 Activity Plan and Budget.
- Action Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager's Report**

- Discussion Mr. Ellis Bromberg, General Manager
- thanked the members of the PTV Committee for attending the Jobs Initiative kickoff.
  - informed the committee that The Friends continue to seek additional monies for ARTS DIGEST. We currently have enough funds to produce two more installments.
  - stated that MPTV will cover the Milwaukee Blue Footprint Water summit later this summer.
  - told the committee that BLACK NOUVEAU will tape a special performance of This Light of Mine, a one woman show that tells the stories of Marian Anderson and Leontyne Price.
  - mentioned another local production about women in non-traditional jobs.
  - reported that several upcoming PBS programs were screened at the meetings he attended. Of note is American Experience: Freedom Riders
  - informed the committee that the Television Video Production Division is expected to be expanded to include such programs as Animation, Graphic Arts, Music and others. The expanded division will have a new name which is yet to be determined.

**F-2 MPTV Friends Report**

- Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, informed the committee that:
- the Friends would like to plan an event around Freedom Riders airing later this fall.
  - the expectation for the full Jobs Initiative would be a total of 13 hours of programming including segments on MPTV's local series'.
  - searching continues for funding opportunities for ARTS DIGEST
  - the June membership drive ended above goal.

**F-3 Events Calendar – Attachment 8**

Discussion Mr. Bromberg presented this item.

**ITEM G: INFORMATION ITEMS**

**G-1 Monthly Bills – May, 2010 – Attachment 9**

Discussion Mr. Bromberg presented this item.

**G-2 Monthly Clippings – February, 2010 - Attachment 10**

Discussion Mr. Bromberg presented this item.

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards / Acknowledgments**

Mr. Joe Bauer, Manager Administration, informed the committee that MPTV won three Wisconsin Broadcasters Association awards: two first place awards for NATIONAL PARKS WISCONSIN and BRAVES NEW WORLD, and a second place award for FACING THE MORTGAGE CRISIS.

**H-2 Communications and Petitions**

**H-3 Information Items**

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**Date of Next Meeting:** To be determined

**ADJOURNMENT**

The meeting adjourned at 3:59 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist



**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
Milwaukee, WI 53202  
P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

**June, 2010 Actual**

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**Advertising Objectives:**

June Pledge

**Media Budget:**

\$13,291.33

**Online**

**Out-of-Home**

**Print**

**Radio**

June Pledge

\$13,291.33

**Television**

***Target Minority Media Percentage: 10-12% of media cost***

20%

\$2,617.76

**Hispanic**

WDDW-FM \$1,022.13

**African American**

WLDB-FM \$1,595.63



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 219 North Milwaukee Street  
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**Milwaukee Public TV Media**

**July, 2010 Actual**

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**Advertising Objectives:**

July Programming

**Media Budget:**

\$20,009.16

**Online**

**Out-of-Home**

**Print**

Livingston Taylor - Ozaukee News Graphic \$189.68

**Radio**

Arts Digest II \$1,488.70

Livingston Taylor \$1,433.75

Cooking Raw \$1,509.65

Bud Selig Baseball Baron \$1,503.13

July 2010 Prgm Awareness \$13,884.25

***Target Minority Media Percentage: 10-12% of media cost***

14%

\$2,858.27

**Hispanic**

(Prgm Awareness) WDDW-FM = \$1,040.63

(Bud Selig) WDDW-FM = \$254.38

**African American**

(Prgm Awareness) WLDB-FM = \$1,419.88

(Cooking Raw) WMCS-AM = \$143.38





**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
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P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

## **August, 2010 Estimate**

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### **Advertising Objectives:**

August Pledge  
Local Programming  
Channel Change "Mini Campaign"

### **Media Budget:**

**\$27,810.57**

#### **Online**

#### **Out-of-Home**

#### **Print**

Channel Change "Mini Campaign" (MJS) \$4,910.12

#### **Radio**

August "Weekend" Pledge \$6,500.00

Milw. Water Summit IV \$1,400.45

Channel Change "Mini Campaign" \$15,000.00

#### ***Outdoor/Transit/Direct Mail:***

***Target Minority Media Percentage: 10-12% of media cost*** 10%

#### **Hispanic**

#### **African American**



**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
Milwaukee, WI 53202  
P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

**September, 2010 Estimate**

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**Advertising Objectives:**

September Pledge  
Local Premieres (6) \$9,000

**Media Budget:** \$15,500.00

Online

Out-of-Home

Print

Radio

September Pledge \$6,500.00

***Target Minority Media Percentage: 10-12% of media cost***

Hispanic

African American

**MILWAUKEE PUBLIC TELEVISION**  
**MINORITY SPENDING REPORTS**  
**FY2010 (JULY 2009-JUNE 2010)**  
30-Jun-10

*Media amounts by month billed*

<b>TOTAL MEDIA SPENDING (ALL TARGETS)</b>										
Month	Radio	TV	Print	Outdoor	Other	Value-Added	Value-Added	Placed directly through MPTV	Total Media Placements	
						Promotions H	Promotions AA			
Jul-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-09	\$11,997.25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,997.25
Sep-09	\$10,873.38	\$0.00	\$3,264.41	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,137.79
Oct-09	\$5,994.01	\$0.00	\$4,436.02	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,430.03
Nov-09	\$4,481.63	\$0.00	\$3,362.65	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,844.28
Dec-09	\$13,996.18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,996.18
Jan-10	\$2,997.00	\$0.00	\$1,550.74	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,547.74
Feb-10	\$1,387.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,387.50
Mar-10	\$12,001.88	\$0.00	\$3,019.86	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,021.74
Apr-10	\$54,501.93	\$0.00	\$0.00	\$2,611.76	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$57,113.69
May-10	\$7,179.63	\$0.00	\$3,540.02	\$0.00	\$1,490.88	\$0.00	\$0.00	\$0.00	\$0.00	\$12,210.53
Jun-10	\$13,291.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,291.33
<b>Total</b>	<b>\$138,701.72</b>	<b>\$0.00</b>	<b>\$19,173.70</b>	<b>\$2,611.76</b>	<b>\$1,490.88</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$161,978.06</b>

<b>TOTAL MINORITY OWNED &amp; TARGETED MEDIA SPENDING</b>								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong Spending	Hmong Spending %	Minority	Minority Spending %
			American Spending	American Spending %			Spending Total	
Jul-09	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Aug-09	\$1,059.13	9%	\$1,794.50	15%	\$0.00	0%	\$2,853.63	24%
Sep-09	\$2,458.42	17%	\$2,043.17	15%	\$0.00	0%	\$4,501.59	32%
Oct-09	\$175.75	2%	\$974.63	9%	\$0.00	0%	\$1,150.38	11%
Nov-09	\$222.00	3%	\$766.67	10%	\$0.00	0%	\$988.67	13%
Dec-09	\$860.25	6%	\$1,434.68	10%	\$0.00	0%	\$2,294.93	16%
Jan-10	\$0.00	0%	\$619.75	14%	\$0.00	0%	\$619.75	14%
Feb-10	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Mar-10	\$920.38	6%	\$1,406.01	9%	\$0.00	0%	\$2,326.39	15%
Apr-10	\$1,543.83	3%	\$2,936.88	5%	\$0.00	0%	\$4,480.71	8%
May-10	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Jun-10	\$1,022.13	8%	\$1,595.63	12%	\$0.00	0%	\$2,617.76	20%
<b>Total</b>	<b>\$8,261.89</b>	<b>5%</b>	<b>\$13,571.92</b>	<b>8%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$21,833.81</b>	<b>13%</b>

<b>TOTAL MINORITY SPENDING (OWNED VS. TARGETED)</b>									
Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African	African	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other	Other Hmong vendors
			American Minority Owned *	American Minority Targeted				African- American vendors	
Jul-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-09	\$1,059.13	\$0.00	\$1,794.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-09	\$2,458.42	\$0.00	\$2,043.17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-09	\$175.75	\$0.00	\$974.63	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-09	\$222.00	\$0.00	\$766.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-09	\$860.25	\$0.00	\$1,434.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-10	\$0.00	\$0.00	\$619.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-10	\$920.38	\$0.00	\$1,406.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-10	\$1,543.83	\$0.00	\$2,936.88	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-10	\$1,022.13	\$0.00	\$1,595.63	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$8,261.89</b>	<b>\$0.00</b>	<b>\$13,571.92</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2010 (JULY 2009-JUNE 2010)  
30-Jun-10**

*Media amounts by month billed*

Minority Spending by Radio Station								WJYI- AM 1340
Month	WKKV-FM 100.7 AA Minority Targeted	WMCS-AM 1290 AA Minority Owned	WNOV-AM 8.60 AA Minority Owned	WLDB-FM 93.3 AA Minority Owned	WLUM-FM 102.1 AA Minority Owned	WJTI - AM Hisp. Minority Owned	WDDW-FM Hisp. Minority Owned	Hmong Minority Targeted
Jul-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-09	\$0.00	\$601.25	\$0.00	\$1,193.25	\$0.00	\$0.00	\$1,059.13	\$0.00
Sep-09	\$0.00	\$379.25	\$194.25	\$1,045.26	\$0.00	\$1,060.05	\$1,170.13	\$0.00
Oct-09	\$0.00	\$0.00	\$0.00	\$374.63	\$0.00	\$0.00	\$175.75	\$0.00
Nov-09	\$0.00	\$78.63	\$0.00	\$263.63	\$0.00	\$0.00	\$222.00	\$0.00
Dec-09	\$0.00	\$361.68	\$0.00	\$1,073.00	\$0.00	\$0.00	\$860.25	\$0.00
Jan-10	\$0.00	\$0.00	\$0.00	\$619.75	\$0.00	\$0.00	\$0.00	\$0.00
Feb-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-10	\$0.00	\$226.63	\$0.00	\$1,179.38	\$0.00	\$0.00	\$920.38	\$0.00
Apr-10	\$0.00	\$0.00	\$0.00	\$2,936.88	\$0.00	\$670.63	\$873.20	\$0.00
May-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-10	\$0.00	\$0.00	\$0.00	\$1,595.63	\$0.00	\$0.00	\$1,022.13	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$1,647.44</b>	<b>\$194.25</b>	<b>\$10,281.41</b>	<b>\$0.00</b>	<b>\$1,730.68</b>	<b>\$6,302.97</b>	<b>\$0.00</b>

Minority Spending by Newspaper							
Month	Spanish Journal Minority Owned	Spanish Times Hisp. Minority Owned	EI Conquistador Hisp. Minority Owned	Milwaukee Milwaukee Com. Jnl. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Hmong Comm. Jnl. Hm Minority Owned
Jul-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-09	\$0.00	\$0.00	\$228.24	\$0.00	\$0.00	\$424.41	\$0.00
Oct-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$424.41	\$0.00
Dec-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$228.24</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$848.82</b>	<b>\$0.00</b>

Minority Spending - Other						
Month	Abrazo Minority Owned Hispanic Translation	Sales & Marketing - AA Owned Media Buyer	Other Hispanic Owned Vendors	Other Hmong Owned Vendors	Postage for Hispanic Targeted Flyers	Wisconsin Black Pages
Jul-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00
Nov-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-09	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$600.00</b>

Attachment PTV 3

Tentative PTV Committee Schedule  
2:00 p.m.

Monday, August 16, 2010

Monday, September 20, 2010

Monday, October 18, 2010

Monday, November 15, 2010

Monday, December 13, 2010

Monday, January 10, 2011 (one week earlier due to MLK day)

Monday, February 21, 2011 (one week later due to ACCT meeting)

Monday, March 14, 2011

Monday, April 18, 2011

Monday, May 16, 2011

Monday, June 20, 2011

Attachment PTV 4

**Events Calendar  
Summer / Fall 2010**

**August**

- 14 – 15            Membership Drive
- 20                 MPTV Friends Pabst Mansion Wine Event
- 21 – 22            Membership Drive
- 28                 Jeeves and Tea – Milwaukee Chamber Theater

**September**

- 1                    Channel realignment
- 2                    Community Cinema: ON THE TRAIL OF THE HOLLYWOOD INDIAN
- 11 – 12            Membership Drive
- 22                 Tommy Emanuel – South Milwaukee Performing Arts Center
- 25 – 26            Membership Drive

**October**

- 1                    Richard Glazier – Steinway Gallery
- 7                    Community Cinema: Topic TBA
- 11 - 29            Mittens and More Drive
- 16                 Appraisal Fair – Auction site

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/03/10	0693942	AT&T Mobility	5454 Telephone	93 52
06/03/10	0693943	Apple Inc	5674 Technical Operations	2,442 00
06/03/10	0693944	AT&T	5454 Telephone	1,924 99
06/03/10	0693949	David K Baula	5668 Program Production	2,500 00
06/03/10	0693952	Larry D Brown	5668 Program Production	450 00
06/03/10	0693953	Denise Callaway Reis	5668 Program Production	100 00
06/03/10	0693955	CDI Logistics	5675 Traffic	10 61
06/03/10	0693956	CDW Government Inc	5673 Studio Equipment Rep	1,714 10
06/03/10	0693962	Dan Small Outdoors L	5668 Program Production	2,468 00
06/03/10	0693963	Dow Lohnes PLLC	5361 Legal Services	5,313 23
06/03/10	0693968	FedEx	5675 Traffic	332 36
06/03/10	0693974	Fujison Inc	5673 Studio Equipment Rep	2,544 08
06/03/10	0693985	Harris Corporation	5678 Wmvs Transmitter Rep	6,949 05
06/03/10	0693986	Heartland Video Syst	5674 Technical Operations	4,099 52
06/03/10	0694004	Lisa Lutowski	5357 Professional & Consu	5,633 34
06/03/10	0694005	MacProfessionals Inc	5674 Technical Operations	5,239 20
06/03/10	0694025	Judith Nugent	5668 Program Production	750 00
06/03/10	0694035	Professional Sound S	5840 Equipment	5,305 50
06/03/10	0694036	QIT Consumer Lease S	5454 Telephone	18 85
06/03/10	0694037	Gerard Randell	5668 Program Production	200 00
06/03/10	0694041	Roscor Corporation	5673 Studio Equipment Rep	1,050 70
06/03/10	0694046	Sony Electronics Inc	5673 Studio Equipment Rep	480 22
06/03/10	0694047	Sony Electronics Inc	5840 Equipment	2,726 40
06/03/10	0694054	Sitora Takaneev	5357 Professional & Consu	883 33
			5668 Program Production	1,000 00
08/03/10	0694055	Tape Company	5677 Videotape	6,645 50
06/03/10	0694057	Time Warner Cable	5454 Telephone	119 01
06/03/10	0694061	United Parcel Servic	5675 Traffic	106 31
06/07/10	0694084	American Public Tele	5667 Program Acquisition	4,837 00
06/07/10	0694089	Audio Video Distribu	5677 Videotape	5,002 00
06/07/10	0694108	Dalis Inc. H I	5674 Technical Operations	1,442 00
06/07/10	0694113	Thomas J. Dvorak	5201 Travel Expenses	1,306 00
06/07/10	0694114	Eichenbaum & Associa	5270 Advertising	51,615 55
06/07/10	0694115	David C Felland	5201 Travel Expenses	474 00
06/07/10	0694130	Joseph Electronics	5840 Equipment	1,975 49
06/07/10	0694161	Jan L Prilzl	5673 Studio Equipment Rep	1,471 09
06/07/10	0694196	Thay Yang	5357 Professional & Consu	3,390 00
06/10/10	0694208	AT&T	5201 Travel Expenses	1,081 49
06/10/10	0694210	AT&T	5454 Telephone	328 79
06/10/10	0694210	B&H Photo Video Pro	5674 Technical Operations	1,739 70
06/10/10	0694221	CDW Government Inc	5673 Studio Equipment Rep	586 02
06/10/10	0694246	FedEx	5675 Traffic	136 26
06/10/10	0694262	Heartland Video Syst	5840 Equipment	492 84
06/10/10	0694270	Brian S Jones	5668 Program Production	500 00
06/10/10	0694284	Milwaukee Water Work	5455 Water	1,859 42
06/10/10	0694293	National Educational	5675 Traffic	15 00
06/10/10	0694295	Nielsen Media Resear	5661 Audience Research	5,955 92
06/10/10	0694310	Sencore	5674 Technical Operations	2,950 97
06/10/10	0694318	Tektronix Inc	5674 Technical Operations	2,926 59
06/10/10	0694323	United Parcel Servic	5675 Traffic	157 61
06/10/10	0694335	Debra A Wisniewski	5668 Program Production	1,985 00
06/14/10	0694342	Jack R Abrams	5201 Travel Expenses	600 00
06/14/10	0694348	AT&T	5454 Telephone	320 14
06/14/10	0694350	Audio Video Distribu	5677 Videotape	855 27

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/14/10	0694359	Denise Callaway Reis	5668 Program Production	200.00
06/14/10	0694376	Thomas C Faber	5668 Program Production	675.00
06/14/10	0694377	FedEx	5675 Traffic	229.10
06/14/10	0694379	Full Compass Systems	5674 Technical Operations	1,352.00
			5673 Studio Equipment Rep	1,003.60
06/14/10	0694382	Greg Best Consulting	5357 Professional & Consu	4,200.00
			5201 Travel Expenses	514.36
06/14/10	0694380	Daniel R Jones	5668 Program Production	125.00
06/14/10	0694392	Laura Koalsch	5357 Professional & Consu	120.00
06/14/10	0694404	Milwaukee County Irs	5674 Technical Operations	6,000.00
06/14/10	0694415	Mullit Service Corpor	5674 Technical Operations	973.21
06/14/10	0694435	Gerard Randell	5668 Program Production	200.00
06/14/10	0694441	Joseph M Sankey	5668 Program Production	89.40
06/14/10	0694455	Sitora Takaneev	5357 Professional & Consu	883.33
06/14/10	0694463	United Parcel Servic	5675 Traffic	26.00
06/17/10	0694481	Kathleen M Worzalla	5201 Travel Expenses	1,114.66
06/17/10	0694492	Airgas North Central	5678 Wmvs Transmitter Rep	18.60
06/17/10	0694495	Apple Inc	5674 Technical Operations	11,000.00
06/17/10	0694499	Kent Aschenbrenner	5201 Travel Expenses	44.00
06/17/10	0694500	AT&T	5454 Telephone	40.62
06/17/10	0694502	Audio Video Distribu	5677 Videotape	349.75
06/17/10	0694506	Joseph D Bauer	5201 Travel Expenses	817.63
06/17/10	0694512	Ellis R Bromberg	5201 Travel Expenses	118.00
06/17/10	0694535	Dow Lohnes PLLC	5361 Legal Services	350.00
06/17/10	0694542	Full Compass Systems	5673 Studio Equipment Rep	1,098.60
06/17/10	0694545	Salvador Gomez	5668 Program Production	2,250.00
06/17/10	0694598	Johnny R Muzot	5668 Program Production	1,808.00
06/17/10	0694620	Sony Electronics Inc	5840 Equipment	444.32
06/17/10	0694624	Thomas S Strini	5668 Program Production	2,084.00
06/17/10	0694637	Jan Anne Willow	5668 Program Production	2,000.00
06/21/10	0694649	David K Baula	5201 Travel Expenses	1,050.00
06/21/10	0694656	Dielectric	5678 Wmvs Transmitter Rep	1,240.89
06/21/10	0694659	Eichenbaum & Associa	5270 Advertising	34,910.72
06/21/10	0694671	Industrial Electroni	5674 Technical Operations	149.11
06/21/10	0694680	Mered Mechanical	5678 Wmvs Transmitter Rep	7,350.00
06/21/10	0694682	John S McKay	5201 Travel Expenses	75.70
06/21/10	0694685	Myers Information Sy	5674 Technical Operations	225.00
06/21/10	0694708	Time Warner Cable	5454 Telephone	179.55
06/24/10	0694729	Aldis Systems Inc	5673 Studio Equipment Rep	2,810.97
06/24/10	0694735	Audio Video Distribu	5677 Videotape	6,563.00
06/24/10	0694738	PSI	5674 Technical Operations	3,021.00
06/24/10	0694739	B&H Photo Video Pro	5674 Technical Operations	737.90
			5678 Wmvs Transmitter Rep	2,791.95
06/24/10	0694750	Thomas S Bruce	5201 Travel Expenses	10.00
06/24/10	0694765	Liddie M Collins	5201 Travel Expenses	10.00
06/24/10	0694770	Daily Reporter Publi	5840 Equipment	29.56
06/24/10	0694771	Dan Small Outdoors L	5668 Program Production	2,961.22
06/24/10	0694782	EMCO Systems Inc	5840 Equipment	145.62
06/24/10	0694784	Executive Program Se	5667 Program Acquisition	6,000.00
06/24/10	0694785	FedEx	5675 Traffic	200.46
06/24/10	0694789	Full Compass Systems	5674 Technical Operations	2,329.00
06/24/10	0694798	Heartland Video Syst	5677 Videotape	6,167.00
			5674 Technical Operations	16,701.13
06/24/10	0694818	Jose A Lozano	5201 Travel Expenses	10.00

BOARD BILL LIST  
TV Fund by Check No  
06/30/10

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/24/10	0694828	Markerlak Video Supp	5678 Wmvs Transmitter Rep	1,608.85
			5674 Technical Operations	1,263.85
			5259 Postage	18.45
06/24/10	0694832	Chris D. Michalski	5201 Travel Expenses	41.00
06/24/10	0694836	Milwaukee Courier	5840 Equipment	26.78
06/24/10	0694840	Mitug Inc	5840 Equipment	14,400.00
06/24/10	0694843	National Educational	5675 Traffic	250.00
06/24/10	0694846	Judith Nugent	5668 Program Production	750.00
06/24/10	0694873	Spanish Journal	5840 Equipment	40.00
06/24/10	0694874	Wendel L. Stevens	5673 Studio Equipment Rep	1,050.00
06/24/10	0694886	United Parcel Servic	5259 Postage	238.68
06/24/10	0694887	United Parcel Servic	5675 Traffic	33.94
06/28/10	0694914	AT&T	5454 Telephone	1,167.00
06/28/10	0694921	Denise Callaway Reis	5668 Program Production	200.00
06/28/10	0694934	Dell Marketing L P	5674 Technical Operations	1,617.00
06/28/10	0694936	Eichenbaum & Associa	5270 Advertising	35,190.00
06/28/10	0694939	ExxonMobil	5676 Vehicle Supplies	604.96
06/28/10	0694952	Keystone Travel Serv	5201 Travel Expenses	966.90
06/28/10	0694973	Gerard Randall	5668 Program Production	200.00
06/28/10	0694983	System Parking Inc	5668 Program Production	65.00

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351,054.14



Check Date	Check No	Vendor Name	Object Description	Object Amount
06/03/10	0693963	Dow Lohnes PLLC	5361 Legal Services	5,313.23
06/03/10	0693974	Fujinon Inc	5673 Studio Equipment Rep	2,544.08
06/03/10	0693985	Harris Corporation	5678 Wmvs Transmitter Rep	6,949.05
06/03/10	0693986	Heartland Video Syst	5674 Technical Operations	4,099.52
06/03/10	0694004	Lisa Lutomski	5357 Professional & Consu	5,633.34
06/03/10	0694005	MacProfessionals Inc	5674 Technical Operations	5,239.20
06/03/10	0694035	Professional Sound S	5840 Equipment	5,305.50
06/03/10	0694047	Sony Electronics Inc	5840 Equipment	2,726.40
06/03/10	0694055	Tape Company	5677 Videotape	6,645.50
06/07/10	0694084	American Public Tele	5667 Program Acquisition	4,837.00
06/07/10	0694089	Audio Video Distribu	5677 Videotape	5,002.00
06/07/10	0694114	Eichenbaum & Associa	5270 Advertising	51,615.55
06/07/10	0694161	Jan L Pritzi	5357 Professional & Consu	3,390.00
06/10/10	0694295	Nielsen Media Resear	5661 Audience Research	5,955.92
06/10/10	0694310	Sencore	5674 Technical Operations	2,950.97
06/10/10	0694318	Tektronix Inc	5674 Technical Operations	2,926.59
06/14/10	0694382	Greg Best Consulting	5357 Professional & Consu	4,200.00
06/14/10	0694404	Milwaukee County Tre	5674 Technical Operations	6,000.00
06/17/10	0694495	Appla Inc	5674 Technical Operations	11,000.00
06/21/10	0694659	Eichenbaum & Associa	5270 Advertising	34,910.72
06/21/10	0694680	Mered Mechanical	5678 Wmvs Transmitter Rep	7,350.00
06/24/10	0694729	Aldis Systems Inc	5673 Studio Equipment Rep	2,810.97
06/24/10	0694735	Audio Video Distribu	5677 Videotape	6,563.00
06/24/10	0694738	PSI	5674 Technical Operations	3,021.00
			5678 Wmvs Transmitter Rep	2,791.95
06/24/10	0694771	Dan Small Outdoors L	5668 Program Production	2,951.22
06/24/10	0694784	Executive Program Se	5667 Program Acquisition	6,000.00
06/24/10	0694798	Heartland Video Syst	5677 Videotape	6,157.00
			5674 Technical Operations	16,701.13
06/24/10	0694840	Miteq Inc	5840 Equipment	14,400.00
06/28/10	0694936	Eichenbaum & Associa	5270 Advertising	35,190.00
				281,200.84

Check Date	Check No	Vendor Name	Object Description	Object Amount
07/01/10	0695014	AT&T Mobility	5454 Telephone	70.24
07/01/10	0695018	Kent Aschenbrenner	5201 Travel Expenses	456.00
07/01/10	0695020	AT&T	5454 Telephone	42.29
07/01/10	0695044	Dan Small Outdoors L	5668 Program Production	64.22
07/01/10	0695052	Thomas C. Faber	5668 Program Production	450.00
07/01/10	0695053	FedEx	5675 Traffic	111.17
07/01/10	0695064	Darlyne C Haertlein	5201 Travel Expenses	71.25
07/01/10	0695066	Harris Corporation	5678 Wmvs Transmitter Rep	164.12
07/01/10	0695070	Debra A. Kunath	5201 Travel Expenses	19.93
07/01/10	0695080	Mared Mechanical	5674 Technical Operations	697.08
07/01/10	0695083	Brian R. McArthur	5201 Travel Expenses	509.00
07/01/10	0695091	National Ace Hardwar	5674 Technical Operations	70.14
07/01/10	0695094	Deborah O'Connor-Cal	5201 Travel Expenses	45.10
07/01/10	0695102	Scott P. Rivera	5668 Program Production	450.00
07/01/10	0695111	Sony Electronics Inc	5840 Equipment	170.92
07/01/10	0695113	Spanish Journal	5840 Equipment	40.00
07/01/10	0695127	Debra A. Wisniewski	5668 Program Production	1,150.00
07/08/10	0695150	Joseph D. Bauer	5201 Travel Expenses	386.16
07/08/10	0695151	David K. Baule	5201 Travel Expenses	3,975.00
07/08/10	0695152	David K. Baule	5201 Travel Expenses	9.53
07/08/10	0695177	FedEx	5675 Traffic	167.33
07/08/10	0695178	David C. Felland	5201 Travel Expenses	132.50
07/08/10	0695185	Patricia Gomez	5201 Travel Expenses	1,926.98
07/08/10	0695212	Milwaukee Courier	5840 Equipment	35.70
07/08/10	0695261	United Parcel Servic	5675 Traffic	72.65
07/12/10	0695283	American Public Tele	5667 Program Acquisition	8,008.00
07/12/10	0695302	Glenda J. Hines	5357 Professional & Consu	1,150.00
07/12/10	0695312	Deborah O'Connor-Cal	5201 Travel Expenses	96.50
			5273 Publicity	20.06
07/12/10	0695319	Public Broadcasting	5660 Affiliation/Mbps	825.00
07/15/10	0695337	AT&T	5454 Telephone	328.07
07/15/10	0695358	FedEx	5675 Traffic	270.83
07/15/10	0695392	Rotary Club of Milwa	5660 Affiliation/Mbps	575.00
			5243 Other Supplies	15.00
			5675 Traffic	120.38
07/19/10	0695402	United Parcel Servic	5675 Traffic	120.38
07/19/10	0695416	Jack R. Abrams	5201 Travel Expenses	3,396.00
07/19/10	0695427	Daily Reporter Publi	5840 Equipment	26.42
07/19/10	0695456	System Parking Inc	5668 Program Production	45.00
07/22/10	0695466	Airgas North Central	5678 Wmvs Transmitter Rep	18.00
07/22/10	0695469	AT&T	5454 Telephone	223.64
07/22/10	0695473	David K. Baule	5201 Travel Expenses	12,400.00
07/22/10	0695482	Dow Lohnes PLLC	5361 Legal Services	350.00
07/22/10	0695483	ExxonMobil	5676 Vehicle Supplies	421.15
07/22/10	0695484	FedEx	5675 Traffic	61.06
07/22/10	0695504	Mared Mechanical	5678 Wmvs Transmitter Rep	1,170.00
07/26/10	0695534	FedEx	5675 Traffic	93.31
07/26/10	0695541	Hall	5676 Vehicle Supplies	653.99
07/26/10	0695546	Glenda J. Hines	5357 Professional & Consu	1,150.00
07/26/10	0695550	Killer Tracks	5669 Records/Music	1,989.00
07/26/10	0695551	Kiwanis Club of Milw	5220 Membership & Subscri	175.00
07/26/10	0695560	Myers Information Sy	5674 Technical Operations	450.00
07/26/10	0695564	National Educational	5660 Affiliation/Mbps	13,272.00
07/26/10	0695567	OfficeMax Incorporat	5241 Office Supplies	62.88
07/26/10	0695569	Public Television Ma	5660 Affiliation/Mbps	1,375.00

Check Date	Check No	Vendor Name	Object Description	Object Amount
07/26/10	0695578	Time Warner Cable	5454 Telephone	126.01
07/26/10	0695579	Time Warner Cable	5454 Telephone	186.95
07/26/10	0695580	United Parcel Servic	5675 Traffic	183.92
07/29/10	0695594	AT&T	5454 Telephone	1,933.12
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				62,458.60

BOARD BILL LIST  
Over \$2500 Channel 10/36  
07/31/10

Check Date	Check No	Vendor Name	Object	Description	Object Amount
07/08/10	0695151	David K. Baule	5201	Travel Expenses	3,975.00
07/12/10	0695283	American Public Tele	5667	Program Acquisition	8,008.00
07/19/10	0695416	Jack R. Abrams	5201	Travel Expenses	3,396.00
07/22/10	0695473	David K. Baule	5201	Travel Expenses	12,400.00
07/26/10	0695564	National Educational	5660	Affiliation/Mbps	13,272.00
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					41,051.00

**MARCH, 2010 CLIPPINGS**

1. Kenosha News, Kenosha - March 2. **Milwaukee Public TV To Host Meeting Here: Town Hall Meeting**
2. Kenosha News, Kenosha - March 2. **Twin Lakes Pushes to Keep WBBM: The Chicago-based PBS station WTTW was eliminated last year.**
3. The Courier, Waterloo - March 4. **Children's Writing Workshops Slated for March 13, 16, 17: PBS Kids GO! Writers Contest**
4. Oconomowoc Enterprise, Oconomowoc – March 4. **NEW PBS Series Features Copper Elements**
5. Kenosha News, Kenosha - March 4. **MPTV Official Visits to Pitch Programming, talks WTTW: Ellis Bromberg**
6. Kenosha News, Kenosha - March 5. **Tune In Tonight: PBS Series "Faces of American with Dr. Henry Louis Gates Jr."**
7. Milwaukee Journal Sentinel, Milwaukee – March 8 **Gathering: PBS' Rick Bayless, "Mexico: One Plate at a Time"**
8. The Reporter, Fond du Lac- March 8. **Garden Expert at Waupun Home Show: PBS' "Great Lakes Gardner"**
9. Kenosha News, Kenosha - March 9. **Experts to Speak at Wild Fame Feast: WMVS-TV's Dan Small "Outdoor Wisconsin"**
10. Daily Jefferson County Union, Fort Atkinson – March 10. **CPA Raises Curtain on New Playbill: MPTV—John McGivern's Winter Tales**
11. The Courier, Waterloo - March 11. **Children's Writing Workshops Slated for March 13, 16, 17: PBS Kids GO! Writers Contest**
12. Milwaukee Journal Sentinel, Milwaukee – March 17. **Editor to Speak at Annual Zeidler Lecture: "The Promise of Public Good Journalism" Recorded by MPTV and Broadcasts 4/4/10**
13. Oconomowoc Enterprise, Oconomowoc – March 18. **Blazing the Digital TV Trail: Director of Broadcasting Tom Dvorak**
14. The Freeman, Waukesha – March 18. **Blazing the Digital TV Trail: Director of Broadcasting Tom Dvorak**
15. Milwaukee Journal Sentinel – March 19. **Celtic Woman Bringing Glitzy Show: PBS' Songs From the Heart**
16. Milwaukee Journal Sentinel – March 20. **Prelude to Spring: Home & Garden Show Opens—A Preview of 1,500 Items To Be Available During the Channel 10 Great TV Auction April 23 to May 1**
17. The Reporter, Fond du Lac- March 23. **Poetry Month Events Set at Ripon College: Appearance LeAnne Howe, PBS Screenwriter**
18. News Graphic, Cedarburg – March 23.. **Opportunities to Volunteer: Mailing Volunteers – MPTV Channel 10/36 Friends**
19. Daily Jefferson County Union, Fort Atkinson – March 25. **PBS, NPR Stations Get \$10 Million for News: NPR and PBS Stations Collaborate on Covering Key Issues—50 Multimedia Journalists Hired**
20. Watertown Daily Times, Watertown – March 25. **Public Media Gets Funds for Local News: NPR and PBS Stations Collaborate on Covering Key Issues—50 Multimedia Journalists Hired**

21. Oconomowoc Enterprise, Oconomowoc – March 25. **Digital TV In Metro Area Means Change in Viewing: Tom Dvorak, Director of Broadcasting, MPTV**
22. Kenosha News- March 25. **Books by Paris School Children Recognized by PBS-Milwaukee: PBS Kids Go Writing Contest**
23. Milwaukee Journal Sentinel – March 28 **Film Looks at Life of Leopold: Documentary—MPTV Is The Local Partner in the Project**
24. Daily Citizen, Beaver Dam – March 29 **Gardening Expert To Be At Waupun Home & Sports Show: PBS’ “Great Lakes Gardener” sited**