MILWAUKEE AREA Technical College

March 15, 2011

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 TECHNCIAL COLLEGE**, **1036 N. 8TH STREET, MILWAUKEE, WISCONSIN,** on **THURSDAY, MARCH 17, 2011,** beginning at **5:00 P.M.*** The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. Approval of Minutes – February 17, 2011 - Attachment 1

D. Comments from the Public

E. Action Items

1. Monthly Advertising Fund Expenditures February, March, April, 2011 - Attachment 2

2. Grass Valley Kayak HD Switcher System – Attachment 3

F. Discussion Items

1. General Manager's Report

2. MPTV Friends Report

3. Preliminary FY2011-2012 Budget Summary

4. Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends***

G. Information Items

1. Events Calendar – Attachment 4

2. MPTV Friends Finance Committee visit by Dr. Williams

3. Monthly Clippings, January, 2011 – Attachment 5

4. Monthly Bills, February, 2011 – Attachment 6

H. Miscellaneous Items

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

I. Old Business/New Business

1. Date of Next Meeting:

Thursday, April 21, 2011, 5:00 p.m., Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C444)

Committee Members: Earle, Monroe, Wilson

* 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.

*** It is anticipated that this item may be discussed in closed session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes.

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.

DRAFT

Attachment PTV - 1

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
February 17, 2011

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, February 17, 2011, and called to order by Director Monroe at 5:05 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Rick Monroe, Ann Wilson (via telephone)
Excused: Peter Earle

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 – January 10, 2011 – Attachment 1

Motion: It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of January 10, 2011.

Action: Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – January, February, March, 2011 – Attachment 2

Discussion: Mr. Ellis Bromberg, general manager, spoke to this item.

Motion: It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the advertising expenditures January, February, and March, 2011.

Action: Motion approved.

E-2 Resolution (F0008-02011) to Revise Fiscal Year 2010-2011Renovation/Remodeling (Capital Projects) – Attachment 3

Discussion Dr. Williams spoke to this item.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve Resolution F0008-02011 to Revise Fiscal Year 2010-2011 Renovation/Remodeling (Capital Projects)

Action Motion approved.

E-3 Digital Transmitter Upgrade – Attachment 4

Discussion Mr. Brian McArthur, manager of technical facilities, explained this item noting that 50% of the cost of this item is covered by a federal grant.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the purchase of the digital transmitter upgrade.

Action Motion approved

E-4 MPTV Tower Project – Attachment 5

Discussion Mr. McArthur spoke to this item. Again, 50% of this item is financed through a federal grant.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the MPTV Tower project.

Action Motion approved.

E-5 Resolution (F0007-02-11) to Approve FY2011-2012 Budget Development Calendar – Attachment 6

Discussion Resolution F0007-02-11 was not attached, however it will be brought forward for the full board to approve. The only changes in the calendar are the dates of the PTV meetings through the rest of the fiscal year.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the FY2011-2012 Budget Development Calendar.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Ellis Bromberg, general manager informed the committee:

- about the status of Federal funding for public broadcasting.
- that funding for the Corporation for Public Broadcasting was included in President Obama's budget.
- that Capitol Hill Days this year will be April 3 – 5 in Washington, D.C.
- about the Finding Work initiative, and distributed copies of the first program of the series JOBS.
- about a special meeting he will be attending in Washington to discuss the ramifications for local stations should federal funding be zeroed out.

F-2 MPTV Friends Report

Discussion Mr. Rick Lore, executive director, MPTV Friends, reported that:

- the executive producer of AMERICAN EXPERIENCE was in Milwaukee to preview the documentary FREEDOM RIDERS. More that 300 people were in attendance.
- the membership drive beginning in March will feature a special performance of LES MISERABLES that he expects will be a huge fundraiser.
- the Friends have retained the services of a consultant to help with major donors.
- the executive committee of the Friends is meeting on March 2 to address the Memorandum of Understanding.

F-3 Milwaukee Area Technical College Preliminary FY2011-2012 Budget Planning Strategies and Assumptions – Attachment 7

Discussion Dr. Williams spoke to the attachment.

F-4 Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends

Discussion Ms. Wilson asked that this item can be tabled until March.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 8

G-2 Monthly Bills – January, 2010 – Attachment 9

G-3 Monthly Clippings, September 2010 – December 2010 - Attachment 10

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Thursday, March 17, 2011 @ 5:00 p.m., MPTV Conference Room (C442)

ADJOURNMENT

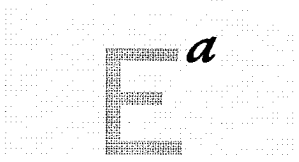
The meeting adjourned at 5:53 p.m.

Respectfully submitted,

Karen Wierschem

Administrative Specialist

Eichenbaum/Associates



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

Milwaukee Public TV Media

February, 2011 Actual

Advertising Objectives:
Programming

Media Budget: **$2,699.15**

Online

Out-of-Home

Print

Radio

Women at Work 2011	$1,502.20	
Jobs 102	$1,196.95	

Outdoor/Transit/Direct Mail:

Target Minority Media Percentage: 10-12% of media cost	31%	$832.50

Hispanic
WDDW $249.75

African American
WLDB $397.75
WMCS $185.00

Eichenbaum/Associates

EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
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Milwaukee Public TV Media

March, 2011 Estimate

Advertising Objectives:
Pledge
Programming

Media Budget: $17,386.30

Online

Out-of-Home

Print

Radio

Pledge: 3/5 - 3/20/2011	$14,996.10	
Arts Digest 104	$1,193.25	
Jobs 103	$1,196.95	
Target Minority Media Percentage: 10-12% of media cost	22%	$3,843.51

Hispanic
WDDW $1,332.00

African American
WLDB $2,414.38
WMCS $97.13

3/2/2011

Eichenbaum/Associates

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

Milwaukee Public TV Media

April, 2011 Estimate - Revised 3/2/2011

Advertising Objectives:
Programming
Auction 2011

Media Budget:		$40,700.00
Online		
Out-of-Home		
Digital Boards	$6,000	
Print		
Radio		
Jobs 104	$1,200.00	
Auction 2011	$39,500.00	
Target Minority Media Percentage: 10-12% of media cost	10%	$4,070.00
Hispanic		

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2011 (JULY 2010-JUNE 2011)
28-Feb-11

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)

Month	Radio	TV	Print	Outdoor	Other	Value-Added Promotions H	Value-Added Promotions AA	Placed directly through MPTV	Total Media Placements
Jul-10	$19,819.48	$0.00	$189.68	$0.00	$0.00	$0.00	$0.00	$0.00	$20,009.16
Aug-10	$23,496.33	$0.00	$4,910.12	$0.00	$0.00	$0.00	$0.00	$0.00	$28,406.45
Sep-10	$9,230.58	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$9,230.58
Oct-10	$5,642.50	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,642.50
Nov-10	$0.00	$0.00	$0.00	$0.00	$2,938.24	$0.00	$0.00	$0.00	$2,938.24
Dec-10	$13,999.88	$0.00	$600.00	$0.00	$0.00	$0.00	$0.00	$0.00	$14,599.88
Jan-11	$3,003.48	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,003.48
Feb-11	$2,699.15	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,699.15
Mar-11									
Apr-11									
May-11									
Jun-11									
Total	**$77,891.40**	**$0.00**	**$5,699.80**	**$0.00**	**$2,938.24**	**$0.00**	**$0.00**	**$0.00**	**$86,529.44**

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

Advertising Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Hmong Spending	Hmong Spending %	Minority Spending Total	Minority Spending %
Jul-10	$1,295.01	6%	$1,563.26	8%	$0.00	0%	$2,858.27	14%
Aug-10	$1,617.83	6%	$1,683.04	6%	$0.00	0%	$3,300.87	12%
Sep-10	$1,581.75	17%	$1,447.63	16%	$0.00	0%	$3,029.38	33%
Oct-10	$439.38	8%	$980.51	17%	$0.00	0%	$1,419.89	25%
Nov-10	$0.00	0%	$0.00	0%	$0.00	0%	$0.00	0%
Dec-10	$1,637.25	11%	$2,080.00	14%	$0.00	0%	$3,717.25	25%
Jan-11	$272.88	9%	$522.63	7%	$0.00	0%	$795.51	26%
Feb-11	$249.75	9%	$582.75	22%	$0.00	0%	$832.50	31%
Mar-11								
Apr-11								
May-11								
Jun-11								
Total	**$7,093.85**	**8%**	**$8,859.82**	**10%**	**$0.00**	**0%**	**$15,953.67**	**18%**

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African American Minority Owned *	African American Minority Targeted	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other African-American vendors	Other Hmong vendors
Jul-10	$1,295.01	$1,295.01	$1,563.26	$1,563.26	$0.00	$0.00	$0.00	$0.00	$0.00
Aug-10	$1,617.83	$1,617.83	$1,683.04	$1,683.04	$0.00	$0.00	$0.00	$0.00	$0.00
Sep-10	$1,581.75	$1,581.75	$1,447.63	$1,447.63	$0.00	$0.00	$0.00	$0.00	$0.00
Oct-10	$439.38	$439.38	$980.51	$980.51	$0.00	$0.00	$0.00	$0.00	$0.00
Nov-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Dec-10	$1,637.25	$1,637.25	$2,080.00	$2,080.00	$0.00	$0.00	$0.00	$0.00	$0.00
Jan-11	$272.88	$272.88	$522.63	$522.63	$0.00	$0.00	$0.00	$0.00	$0.00
Feb-11	$249.75	$249.75	$582.75	$582.75	$0.00	$0.00	$0.00	$0.00	$0.00
Mar-11									
Apr-11									
May-11									
Jun-11									
	$7,093.85	**$7,093.85**	**$8,859.82**	**$8,859.82**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2011 (JULY 2010-JUNE 2011)
28-Feb-11

Media amounts by month billed

Minority Spending by Radio Station

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	WJYI- AM 1340 Hmong Minority Targeted
Jul-10	$0.00	$143.38	$0.00	$1,419.88	$0.00	$0.00	$1,295.01	$0.00
Aug-10	$0.00	$754.80	$0.00	$928.24	$0.00	$0.00	$1,617.83	$0.00
Sep-10	$0.00	$744.63	$0.00	$823.25	$0.00	$693.75	$888.00	$0.00
Oct-10	$0.00	$568.88	$0.00	$411.63	$0.00	$0.00	$439.38	$0.00
Nov-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Dec-10	$0.00	$314.50	$0.00	$1,165.50	$0.00	$0.00	$1,637.25	$0.00
Jan-11	$0.00	$166.50	$0.00	$356.13	$0.00	$0.00	$272.88	$0.00
Feb-11	$0.00	$185.00	$0.00	$397.75	$0.00	$0.00	$249.75	$0.00
Mar-11								
Apr-11								
May-11								
Jun-11								
Total	**$0.00**	**$2,877.69**	**$0.00**	**$5,502.38**	**$0.00**	**$693.75**	**$6,400.10**	**$0.00**

Minority Spending by Newspaper

Month	Spanish Journal Hisp. Minority Owned	Spanish Times Hisp. Minority Owned	El Conquistador Hisp. Minority Owned	Milwaukee Com. Jrnl. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Black Yellow Pages Minority Owned	Hmong Comm. Jrnl. Hm Minority Owned
Jul-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Aug-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Sep-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Oct-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Nov-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Dec-10	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$600.00	$0.00
Jan-11	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Feb-11	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Mar-11								
Apr-11								
May-11								
Jun-11								
Total	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$600.00**	**$0.00**

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
Jul-10	$0.00	$0.00	$0.00	$0.00	$0.00
Aug-10	$0.00	$0.00	$0.00	$0.00	$0.00
Sep-10	$0.00	$0.00	$0.00	$0.00	$0.00
Oct-10	$0.00	$0.00	$0.00	$0.00	$0.00
Nov-10	$0.00	$0.00	$0.00	$0.00	$0.00
Dec-10	$0.00	$0.00	$0.00	$0.00	$0.00
Jan-11	$0.00	$0.00	$0.00	$0.00	$0.00
Feb-11	$0.00	$0.00	$0.00	$0.00	$0.00
Mar-11					
Apr-11					
May-11					
Jun-11					
Total	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**

Attachment PTV 3

Grass Valley Kayak HD Switcher System

Background

The Milwaukee Area Technical College School division of Media and Creative Arts requested the purchase of a Grass Valley Kayak HD Switcher system. This system is a HD video switcher replacing a unit that is 15-20 years old. The system will be located in the student Studio D production suite and used for training students on the latest HD video switching technologies which are used by nearly all television stations, remote production facilities and production companies throughout the state and the country.

The requirements for this service were outlined in Bid number 10-34; documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in The Daily Reporter, Milwaukee Star and The Spanish Journal, along with initiations to submit proposals mailed to five (5) potential firms known to have the capability to provide the required equipment. A search was done for certified Emerging Business Enterprises to include in the mailing and none were located or chose to declare themselves as such. Bid documents were publicly opened at Noon on February 18, 2011 with three (3) responses received.

AVI Systems, Inc.	Milwaukee, WI	$84,550.00
Duncan Video, Inc.	Carmel, IN	$82,677.00
Roscor Corporation	**Mount Prospect, IL**	**$81,107.00 ***

Bid(s) were evaluated and the qualified response, as indicated in bold above, has met specifications. There were no challenges to the Bid document or the manner in which the successful respondent was selected.

Action

Positive action by the board will result in the issuance of a purchase order to Roscor Corporation for $81,107.00.

Attachment PTV 4

Events Calendar
March - April

MARCH

5 – 20	Membership Drive
24	Yanni – Milwaukee Theatre
25 – April 3	Great TV Auction Art Exhibition at Greater Milwaukee Realtor Association Show – State Fair Park

APRIL

7	Community Cinema – BHUTTO – Discovery World
22	LES MISERABLES - Marcus Center For The Performing Arts
29 – May 7	Great TV Auction

Attachment PTV 5

JANUARY 2011

1. Kenosha News, Kenosha- January 1. **TUNE IN TONIGHT—IN ANOTHER NEW YEAR'S DAY TRADITION, "Great Performances" (Channel 10 & Channel 11 PBS) "From Vienna: The New Year's Celebration 2011"**
2. Milwaukee Journal Sentinel, Milwaukee – January 3. **NEVER TOO YOUNG TO WRITE—Write a story and enter it at MPTV'S 17th annual PBS KIDS GO! Writer's Contest**
3. Milwaukee Journal Sentinel, Milwaukee – January 3. **LION'S SAGA EDUCATED US—PBS is offering a documentary Sunday on "Nature", "Elsa's Legacy: The 'Born Free' Story"**
4. Kenosha News, Kenosha - January 3. **FIND TREASURES ON 'ANTIQUES'—TUNE IN TONIGHT: "Antiques Road Show" (Channel 10 & Channel 11 PBS)**
5. Lake Country Reporter, Hartland – January 4. **COONEY WINTER MARKET TO CONTINUE IN 2011—Chocolate Mousse from Caroline Carter, a licensed, certified raw foods chef and co-host of the Milwaukee Public Television series "Cooking Raw."**
6. Watertown Daily Times, Watertown – January 6. **DOCUMENTARY WILL TELL STORY OF STATE MAN'S WWII HEROISM—"D-Day: The Price of Freedom" aired on PBS stations across the country and won two Emmys.**
7. Milwaukee Journal Sentinel, Milwaukee – January 6. **GETTING IT WRITE—""Young Writers and Illustrators Workshop" Saturday at the Bay View Library: Darlyne Haertlein, MPTV's Supervisor of Outreach Services, will be teaching this one-hour class**
8. Kenosha News, Kenosha- January 10. **PBS LOOKING TO REVISIT 'AN AMERICAN FAMILY'**
9. Milwaukee Journal Sentinel, Milwaukee – January 10. **REALITY TV's FIRST FAMILY REVISITED—"An American Family" on traditionally staid PBS TO MTV's "Jersey Shore"**
10. Milwaukee Journal Sentinel, Milwaukee – January 11. **THE DISH: GIVING IT TO YOU STRAIGHT—"Roger Ebert Presents At the Movies" returns Jan. 21 on WMVS TV (Channel 10) Fridays and WMVT-TV (Channel 36) Saturdays**
11. The Reporter, Fond du Lac – January 12. **'N-WORD' IS AN INDELIBLE PART OF U.S. LEXICON—History Detectives on PBS sited**
12. Lake Geneva Regional News, Lake Geneva – January 13. **LIBRARY BARN PROGRAM JAN. 26—Tom Laughlin will bring his second PBS documentary about old barns of Wisconsin**
13. Kenosha News, Kenosha- January 13. **TELEVISION SERVICE PRICES ARE HARD TO JUSTIFY—Milwaukee PBS**
14. Milwaukee Journal Sentinel, Milwaukee – January 14. **SORTING OUT THE TRUTH IN POLITICS—PBS Newshour. "In Wisconsin, political battle brewing over shaping health reform law." Dec. 27, 2010.**
15. Milwaukee Journal Sentinel, Milwaukee – January 14. **DUDEK ON TV & RADIO—ROOTS HUNTERS: Sci-fi conflict "Pioneers of Television" returns for its second season Tuesday on WMVS-TV (Channel 10)**
16. Kenosha News, Kenosha – January 16. **EARLY 1900s BRITISH SOAPS ARE BATTLING IT OUT HIS SPRING ON PBS—"Upstairs Downstairs," a sequel to the hit 1970s series about an Edwardian London house and it owners and servants, will air on PBS in April**

17. Kenosha News, Kenosha- January 18. **'PIONEERS' LOOKS AT THE GOLDEN AGE OF TV SCI-FI—Tonight's "Pioneers of Television" airing on (Channel 10 & Channel 11 PBS)**
18. Milwaukee Journal Sentinel, Milwaukee – January 19. **DUDEK ON TV & RADIO—RATING OF 'IDOL,' PACKERS MATTER TO WITI: PBS will air Ken Burns' landmark documentary series "The Civil War" which premiered in 1990—over five nights starting April 3**
19. Daily Jefferson County Union, Fort Atkinson – January 19. **ROGER EBERT RETURNS WITH A NEW PBS REVIEW SHOW—The weekly show debuts Friday on Public Television stations nationwide**
20. East Troy Times, East Troy – January 19. **TICKETS AVAILABLE FOR 'WHERE IDEAS BLOOM'—Educational demonstrations and seminar by home improvement experts and media celebrities will be held, including presentations by Shari Hiller and Matt Fox of "Around the House with Matt and Shari" on PBS**
21. Elkhorn Independent, Elkhorn – January 20. **LOCAL PRODUCTS TO BE FEATURED ON PBS SHOW—Products of Arrow Sewing Cabinets of Elkhorn will be featured in a new PBS special, "Sew It All" which is now airing**
22. Milwaukee Journal Sentinel, Milwaukee – January 21. **DUANE DUDEK ON TV & RADIO—"Roger Ebert Presents At the Movies," premiering Friday night on WMVS-TV (Channel 10)**
23. Milwaukee Journal Sentinel, Milwaukee – January 21. **UWM EXHIBIT HONORS FREEDOM RIDERS' LEGACY—The exhibit is linked to a film about the Civil Rights era anti-segregation group that will be broadcast on the PBS program "American Experience" in May**
24. Kenosha News, Kenosha- January 24. **TV HIGHLIGHTS—"American Experience" (Channel 10 & Channel 11 PBS) presents "Panama Canal**
25. Kenosha News, Kenosha- January 25. **'PIONEERS OF TELEVISION' SADDLES UP TO WESTERNS—Airing tonight (Channel 10 & Channel 11 PBS)**
26. Milwaukee Journal Sentinel, Milwaukee – January 26. **HELPING HANDS / VOLUNTEER OPPORTUNITIES—Outdoor Wisconsin banquet: Volunteers positions are available for a banquet featuring Dan Small and Debbie Wolniak of Milwaukee Public Television's "OUTDOOR WISCONSIN" Feb. 16 at the Country Springs Hotel**
27. The Lake Mills Leader, Lake Mills – January 27. **PBS KIDS GO! WRITERS CONTEST—Budding young authors from kindergarten through third grade are invited to submit their original stories to PBS KIDS GO!**
28. Milwaukee Journal Sentinel, Milwaukee – January 31. **PARK EAST'S MAIN PROBLEM ISN'T WAGE RULE—Milwaukee Public Television, video of candidate forum, accessed Jan. 24**
29. Kenosha News, Kenosha- January 31. **TUNE IN TONIGHT—"American Experience" (Channel 10 & Channel 11 PBS) presents "The Greely Expedition" an expedition to the Arctic in 1881**

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
02/28/11

Check Date	Check No	Vendor Name		Object Description	Object Amount
02/08/11	0000006	Joseph D. Bauer	5201	Travel Expenses	303.47
02/28/11	0000012	Jack R. Abrams	5668	Program Production	25.00
02/28/11	0000013	Ellis R. Bromberg	5201	Travel Expenses	94.66
02/03/11	0703276	American Public Tele	5840	Equipment	2,226.00
02/03/11	0703300	Lisa Lutomski	5357	Professional & Consu	2,566.67
02/07/11	0703352	AT&T	5454	Telephone	1,946.73
02/07/11	0703353	Badger Truck Center	5676	Vehicle Supplies	1,164.82
02/07/11	0703355	BBC Worldwide Americ	5840	Equipment	72,320.00
02/07/11	0703359	Ellis R. Bromberg	5201	Travel Expenses	84.66
02/07/11	0703365	Dan Small Outdoors L	5357	Professional & Consu	2,634.20
02/07/11	0703375	Fujinon Inc	5673	Studio Equipment Rep	2,145.88
02/07/11	0703381	Keystone Travel Serv	5201	Travel Expenses	1,223.10
02/07/11	0703393	National Ace Hardwar	5674	Technical Operations	144.41
02/07/11	0703394	National Educational	5675	Traffic	3,900.00
02/07/11	0703399	Nichole J. Piotrowsk	5668	Program Production	120.00
02/07/11	0703403	Public Television Ma	5660	Affiliation/Mbsps	1,375.00
02/07/11	0703404	Susan G. Rascon	5668	Program Production	400.00
02/07/11	0703418	Debra A. Wisniewski	5668	Program Production	1,600.00
02/10/11	0703426	Jack R. Abrams	5201	Travel Expenses	200.00
02/10/11	0703429	Natalie L. Alamo	5668	Program Production	1,800.00
02/10/11	0703431	AT&T Mobility	5454	Telephone	55.39
02/10/11	0703435	AT&T	5454	Telephone	966.42
02/10/11	0703460	FedEx	5675	Traffic	299.13
02/10/11	0703466	Greg Best Consulting	5357	Professional & Consu	6,225.00
02/10/11	0703505	Kevin F. Pulz	5201	Travel Expenses	54.06
02/10/11	0703516	Tape Company	5677	Videotape	6,962.30
02/10/11	0703520	Tower Consultants In	3411	Resd for Encumbrance	7,200.00
02/10/11	0703521	United Parcel Servic	5675	Traffic	91.74
02/14/11	0703550	Denise Callaway Reis	5668	Program Production	200.00
02/14/11	0703561	Dan Small Outdoors L	5668	Program Production	2,167.00
02/14/11	0703571	Heartland Video Syst	5678	Wmvs Transmitter Rep	857.20
02/14/11	0703581	Laura Koelsch	5357	Professional & Consu	180.00
02/14/11	0703583	Avrum D. Lank	5668	Program Production	100.00
02/14/11	0703588	Mared Mechanical	5678	Wmvs Transmitter Rep	1,170.00
02/14/11	0703613	Gerard Randall	5668	Program Production	100.00
02/17/11	0703639	American Public Tele	5840	Equipment	8,715.00
02/17/11	0703646	Badger Truck Center	5676	Vehicle Supplies	1,896.79
02/17/11	0703648	BBC Worldwide Americ	5840	Equipment	2,800.00
02/17/11	0703663	Eichenbaum & Associa	5270	Advertising	2,625.00
02/17/11	0703667	Executive Program Se	5840	Equipment	796.00
02/17/11	0703668	FedEx	5675	Traffic	136.25
02/17/11	0703696	Johnny R. Munoz	5668	Program Production	1,800.00
02/17/11	0703703	Nielsen Media Resear	5661	Audience Research	3,797.48
02/17/11	0703712	Public Broadcasting	5668	Program Production	-35.77
			5840	Equipment	60,536.50
02/17/11	0703719	Sign A Rama	5270	Advertising	2,944.86
02/17/11	0703731	United Parcel Servic	5675	Traffic	44.90
02/21/11	0703746	Airgas North Central	5678	Wmvs Transmitter Rep	18.60
02/21/11	0703757	Denise Callaway Reis	5668	Program Production	1,100.00
02/21/11	0703765	Dan Small Outdoors L	5357	Professional & Consu	1,565.50
02/21/11	0703769	Eichenbaum & Associa	5270	Advertising	3,003.48
02/21/11	0703771	Figureheads Inc	5668	Program Production	3,000.00
02/21/11	0703791	Milwaukee Courier	5840	Equipment	44.63
02/21/11	0703804	Gerard Randall	5668	Program Production	200.00

BOARD BILL LIST
TV Fund by Check No
02/28/11

Check Date	Check No	Vendor Name		Object Description	Object Amount
02/21/11	0703812	Sony Electronics Inc	5674	Technical Operations	22,410.20
02/21/11	0703816	James Steinmetz	5668	Program Production	500.00
02/24/11	0703851	Denise Callaway Reis	5668	Program Production	750.00
02/24/11	0703857	Daily Reporter Publi	5840	Equipment	31.13
02/24/11	0703858	Dan Small Outdoors L	5668	Program Production	2,167.00
02/24/11	0703866	ExxonMobil	5676	Vehicle Supplies	408.53
			5243	Other Supplies	119.14
02/24/11	0703870	Vicki L. Fischer	5357	Professional & Consu	1,333.33
02/24/11	0703873	Greg Best Consulting	5357	Professional & Consu	5,925.00
02/24/11	0703890	Media Instinct LLC	5668	Program Production	1,350.00
02/24/11	0703895	National Educational	5675	Traffic	30.00
02/24/11	0703897	OfficeMax Incorporat	5241	Office Supplies	270.99
02/24/11	0703915	Spanish Journal	5840	Equipment	45.00
02/24/11	0703923	Sitora Takanaev	5357	Professional & Consu	941.66
02/24/11	0703927	TRAC Media Services	5661	Audience Research	5,000.00
			5273	Publicity	4,700.00
			5270	Advertising	260.00
02/24/11	0703928	United Parcel Servic	5675	Traffic	69.46
02/28/11	0703946	Ampco System Parking	5668	Program Production	17.00
02/28/11	0703973	Industrial Electroni	5674	Technical Operations	53.74
02/28/11	0703976	Paul Kaplan	5668	Program Production	1,650.00
02/28/11	0703990	Public Broadcasting	5840	Equipment	1,190.31
			5665	Network Prog Service	3,721.22
02/28/11	0703993	Roscor Corporation	5674	Technical Operations	23,302.00
					294,137.77

BOARD BILL LIST
Over $2500 Channel 10/36
02/28/11

Check Date	Check No	Vendor Name	Object	Description	Object Amount
02/03/11	0703300	Lisa Lutomski	5357	Professional & Consu	2,566.67
02/07/11	0703355	BBC Worldwide Americ	5840	Equipment	72,320.00
02/07/11	0703365	Dan Small Outdoors L	5357	Professional & Consu	2,634.20
02/07/11	0703394	National Educational	5675	Traffic	3,900.00
02/10/11	0703466	Greg Best Consulting	5357	Professional & Consu	6,225.00
02/10/11	0703516	Tape Company	5677	Videotape	6,962.30
02/10/11	0703520	Tower Consultants In	3411	Resd for Encumbrance	7,200.00
02/17/11	0703639	American Public Tele	5840	Equipment	8,715.00
02/17/11	0703648	BBC Worldwide Americ	5840	Equipment	2,800.00
02/17/11	0703663	Eichenbaum & Associa	5270	Advertising	2,625.00
02/17/11	0703703	Nielsen Media Resear	5661	Audience Research	3,797.48
			5840	Equipment	60,536.50
02/17/11	0703719	Sign A Rama	5270	Advertising	2,944.86
02/21/11	0703769	Eichenbaum & Associa	5270	Advertising	3,003.48
02/21/11	0703771	Figureheads Inc	5668	Program Production	3,000.00
02/21/11	0703812	Sony Electronics Inc	5674	Technical Operations	22,410.20
02/24/11	0703873	Greg Best Consulting	5357	Professional & Consu	5,925.00
02/24/11	0703927	TRAC Media Services	5661	Audience Research	5,000.00
			5273	Publicity	4,700.00
			5665	Network Prog Service	3,721.22
02/28/11	0703993	Roscor Corporation	5674	Technical Operations	23,302.00
					254,288.91