



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
November 15, 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, November 15, 2010, and called to order by Director Wilson at 2:06 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, Rick Monroe
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 – October 18, 2010 – Attachment 1

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the minutes of October 18, 2010.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, December, 2010 – Attachment 2

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

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for October, November, and December, 2010.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Ellis Bromberg, general manager reported:
- WMVT was off the air for approximately five hours last night because of wind and/or water damage and is currently operating at 60% power.
 - Former co-host of BLACK NOUVEAU and long-time radio personality Keith Murphy passed away at the age of 56.
 - There are concerns about the serious threats to defund public broadcasting and an impending FCC plan to reorganize the broadcast spectrum.
 - MPTV's Mittens and More community service project received more than a 100% increase in donations. Congratulations to Darlyne Haertlein, MPTV outreach supervisor, for her work on this project.

F-2 MPTV Friends Report

- Discussion Mr. Rick Lore, executive director of the MPTV Friends, distributed a year-to-date financial overview as requested by the PTV Committee. Mr. Lore also reported on the success of membership fundraising around core programming and gave an update on the Jobs Initiative.

F-3 FY2009-2010 Comprehensive Annual Financial Report and Supporting Documents (Enterprise Funds) – Attachment 3

- Discussion Mr. James Williams, vice president Finance, explained this item.

F-4 Milwaukee Area Technical College Preliminary FY2011-2012 Budget Assumptions – Attachment 4

- Discussion Mr. Williams stated this document consists of discussion pieces to aide the budget committee in its effort to balance next year's budget.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 5

G-1 Monthly Bills – October, 2010 – Attachment 6

G-2 Monthly Clippings – May, 2010 - Attachment 7

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joseph Bauer, manager administration, informed the committee that, for the second year in a row, two television and video production students, Jonathon Bare and L.C. Satterfield, along with students from the animation and music occupations programs, won a college student award from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences for their production CONNECTIONS 2010.

Also winning an Emmy for Outstanding Achievement for Individual Excellence on Camera: Programming-Performer was John McGivern for THE EARLY STORIES OF JOHN McGIVERN, produced and broadcast by MPTV.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, December 13, 2010, 2:00 p.m. MPTV Conference Room (C442)

ADJOURNMENT

The meeting adjourned at 3:12 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist