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, April 16, 2012, and called to order by Director Wilson at 9:10 a.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
Excused: Peter Earle

ITEM B: 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 – March 20, 2012 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of March 20, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – March, April, and May, 2012 – Attachment 2

Discussion Mr. Ellis Bromberg, general manager, gave a brief overview of the expenses.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for March, April, and May, 2012.

Action Motion approved
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg, General Manager, informed the committee that:

- MPTV has created its own annual report which is required by the Corporation for Public Broadcasting.
- the Great TV Auction begins Friday, April 27, 2012. He encouraged administration and board members to take part.
- the MPTV studios will be the site for the Wisconsin Broadcasters Association Foundation’s statewide debate between Governor Walker and his Democratic opponent on Friday, May 25th @ 7:00pm.
- on May 10 – 12 MPTV will tape the Milwaukee Ballet’s production of Peter Pan which may air nationally next year.
- Next Avenue, a public TV website-based service for older adults, launches in May.
- MPTV will provide coverage of “Field of Honor,” a salute to WWII veterans taking place at Miller Park on August 11th.

F-2 Policy Rescission – J0500 – Channel 10/36 Friends, Inc. – Attachment 3

Discussion Attorney Janice Falkenberg, vice president legal, stated that this policy is no longer needed as the MPTV Friends are no longer an entity.

Review of FY2012-FY2013 Preliminary Activity Plan and Budget – Attachment 4

Discussion Dr. James Williams, vice president finance, stated that this is a first draft of the FY2012-FY2013 preliminary activity plan and budget.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 5
G-2 Monthly Bills, March, 2012 – Attachment 6
G-3 Monthly Clippings, January, 2012 - Attachment 7

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, manager administration and planning, informed the committee of several achievements from graduates of the television and video production
program.

Also a current student, Morgan Smith Kauphusman, has been accepted into the prestigious Northwestern School of Journalism.

Ms. Wilson asked that we send a letter of congratulations to the above mentioned students.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, May 15, 2012 @ Noon

ADJOURNMENT

The meeting adjourned at 9:52 a.m.

Respectfully submitted,

Karen Wierschem

Administrative Specialist