MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
December 13, 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 Tuesday, December 13, 2011, and called to order by Director Wilson at 12:05 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: 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 – November 15, 2011 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of November 15, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Members of the public commented on the proposed MPTV/Friends merger, and Art Langlas, the late MPTV Friends executive director.

ITEM E: ACTION ITEMS


Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for November, December, 2011 and January, 2012.

Action Motioned approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

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

- the staff is excited about MPTV’s new original production, AROUND THE CORNER with John McGivern which premiers in January. The program focuses on neighborhoods in the MPTV viewing area. Several of the segments will have screenings in their neighborhoods. The Bay View episode will be screened at Discovery World on January 5.
- MPTV will join other public TV and radio stations in visiting with legislators at Capitol Hill Day in Washington, February 27 and 28, and Wisconsin State Legislature Day in Madison, March 8.
- MPTV and WUWM public radio are sharing a grant from CPB for the American Graduate initiative, which addresses the high school dropout problem, and have now produced two programs about it.
- MPTV staff, along with staff from Wisconsin Public Television, met with a focus group of educators and arts organization representatives to discuss a possible statewide public TV young performers initiative.
- Our colleague Joe Bauer suffered a heart attack and subsequently had quadruple bypass surgery. He will be out for 8-10 weeks.

F-2 MPTV Friends Report

Ms. Pam Behling, senior staff member, distributed preliminary accounting numbers for the month of November. The December membership drive ended 4% above goal.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

G-2 Monthly Bills, November, 2011 – Attachment 4

G-3 Monthly Clippings, September, 2011 - Attachment 5

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

H-4 Update on Agreement between MPTV Friends and MATC***

Motion

Mr. Monroe moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) and (g) of the Wisconsin Statutes to discuss Item J., Update on Memorandum of Understanding between Milwaukee
Area Technical College and MPTV Friends, regarding the terms of the Memorandum of Understanding since such bargaining reasons require a closed session. The Committee may reconvene into Open Session to take action on matters discussed in Closed Session under Item J.

Action

Motion approved, the roll call vote being as follows:

Ayes: Wilson, Monore
Nays: None

The committee convened into Closed Session at 12:24 p.m.

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, January 17, 2012 @ Noon

ADJOURNMENT

The meeting adjourned at 1:19 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist