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, November 15, 2011, and called to order by Director Wilson at 12:09 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, 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 – October 18, 2011 - Attachment 1

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the minutes of October 18, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, December, 2011 – Attachment 2

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

Action Motioned approved.

E-2 Rhode & Schwarz Nv8608V Transmitter – Attachment 3

Discussion Mr. Ellis Bromberg, general manager introduced Mr. Brian McArthur, manager of engineering operations, who explained this item.
Motion  It was moved by Dr. Monroe and seconded by Ms. Wilson to approve this purchase.

Action  Motion approved.

**E-3 Installation of Rhode & Schwarz Transmitter – Attachment 4**

Motion  It was moved by Dr. Monroe and seconded by Ms. Wilson to approve this item.

Action  Motion approved.

**E-4 Sony SupportNET Service Contract – Attachment 5**

Motion  It was moved by Dr. Monroe and seconded by Ms. Wilson to approve this purchase.

Action  Motion approved.

**E-5 Euphonix Max Air Digital Audio upgrade – Attachment 6**

It was moved by Mr. Earle and seconded by Ms. Wilson to approve this purchase.

Action  Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager’s Report**

Mr. Bromberg

- noted the death of colleague, Mr. Art Langlas, executive director, MPTV Friends, who passed away earlier this month. Mr. Bromberg wrote a tribute to Art which will appear in the December FINE TUNING magazine.
- mentioned that MPTV has a new tagline “Opening Your World” that is used in all print ads, station breaks and station ID’s.
- informed the committee that on December 8th MPTV and Wisconsin Public TV are co-hosting a focus group about a possible statewide Young Performers Initiative.
- wanted to publicly thank Rep. Gwen Moore who agreed to be one of 10 original co-sponsors of the Ready to Compete Act.

**F-2 MPTV Friends Report**

Ms. Pam Behling, senior staff member, presented the MPTV Friends October Financial report.
F-3 Status of the FY2010-2011 Comprehensive Annual Financial Report (Enterprise Fund) – Attachment 7

Dr. Jim Williams, vice president finance, clarified that this document shows the combined statements of both MPTV and the MPTV Friends.

F-4 Draft of FY2010-2011 MPTV Financial Statements – Attachment 8

Dr. Williams presented this item. Mr. Earle wanted to ensure that the college’s commitment to support to public television will continue given the financial crisis and impending changes.

F-5 Milwaukee Area Technical College Preliminary FY2012-2013 Budget Assumptions

Dr. Williams presented this item noting that it focuses on the next three years.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 9

G-2 Monthly Bills, October, 2011 – Attachment 10

G-3 Monthly Clippings, August, 2011 - Attachment 11

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion

Mr. Joe Bauer, manager administration and planning, displayed an award from the National Educational Telecommunications Association Livingston for MPTV’s production of LIVINGSTON TAYLOR IN CONCERT.

Eleven MATC students received College Student Production awards from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences. Jasmine Winters, Spencer Legan, James Frame, Desere Jones, Cassie Maldonado, Katy McCool, Cole Norton, Roberto Rivera Padro, Evan Thompson, John Alvarez-Wallesverd, and Micah Zellinger won for SAVE THE ARTS ANIMATED SHORTS. Andrew Ilk won for LIGHTFALL.

Andrienne Danrich, who starred in MPTV’s production of THIS LITTLE LIGHT OF MINE, won an Emmy for Outstanding Crafts for On Camera Talent.

H-2 Communications and Petitions

H-3 Information Items
ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, December 13, 2011 @ Noon

ADJOURNMENT

The meeting adjourned at 1:02 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist