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, October 18, 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, Peter Earle
Excused: Rick Monroe

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 – September 20, 2011 - Attachment 1

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the minutes of September 20, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the advertising expenditures for September, October, and November, 2011.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report
Mr. Bromberg, general manager, was out of town so Mr. Joseph Bauer, manager, administration and planning gave the report. Mr. Bauer informed the committee that:

- Ken Burns' latest mini-series PROHIBITION had its largest audience on Channel 10 among all PBS stations in the country.
- Last week also marked the premiere of the PBS ARTS FESTIVAL on Friday nights, and the ratings for this program in Milwaukee were, again, the highest among all PBS stations in the country!
- Earlier this month MPTV's Community Cinema screening of the documentary WISCONSIN'S NAZI RESISTANCE attracted 300 people, the largest attendance ever.
- The conversations at the meeting that Ellis is attending is focusing on
  - The financial health of the public television system
  - Strategies to protect federal funding and spectrum
  - State and regional collaborations with other PTV stations
- By October 2012, PBS stations in New York and New Jersey will combine their 10 separate master controls into one. MPTV could do something similar by going beyond state lines to establish a regional master control center.

F-2 MPTV Friends Report

Mr. Art Langlas, interim executive director MPTV Friends, distributed the financial overview for September, 2011 noting that revenues are ahead of budget while expenditures are below budget.

F-3 Events Calendar – Attachment 3

ITEM G: INFORMATION ITEMS

G-1 Preliminary FY2012-2013 Budget Development Calendar – Attachment 4

Discussion Dr. Jim Williams spoke to this item.

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

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

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joe Bauer, displayed several awards that were won by the OUTDOOR WISCONSIN team. Students in the School of Media and Creative Arts earned six Emmy nominations in the College Student Production categories of the Chicago Midwest Chapter of the National Academy of Television Arts and Sciences. Four staff were also nominated.
H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, November 15, 2011 @ Noon

ADJOURNMENT

The meeting adjourned at 12:45 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist