



April 12, 2013

**NOTICE TO RESIDENTS OF THE MILWAUKEE AREA
TECHNICAL COLLEGE DISTRICT, WISCONSIN**

A regular open meeting* of the **MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, PUBLIC TELEVISION COMMITTEE** will be held in the **BOARD ROOM, ROOM 210**, of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN**, on **MONDAY, APRIL 15, 2013** beginning at **1:00 P.M.**

The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. [Approval of Minutes – February 19, 2013 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures March, April, and May, 2013 - Attachment 2](#)

F. Discussion Items

1. General Manager's Report
2. Digital Convergence Alliance
3. [Review of FY2013-2014 Preliminary Activity Plan and Budget – Attachment 3](#)
4. [Dashboard Indicators – Attachment 4](#)

G. Information Items

1. [Events Calendar – Attachment 5](#)
2. [Monthly Bills - March, 2012 – Attachment 6](#)
3. [Monthly Clippings – December, 2012 – Attachment 7](#)

H. Miscellaneous Items

1. Awards
2. Communications and Petitions
3. Information Items

I. Old Business/New Business

1. Next Committee Meeting

Tuesday, May 21, 2013, Noon, Regular PTV Committee Meeting, Downtown Milwaukee Campus, Room TBD

Committee Members: Holmes, Wachholz, Wilson

- * Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.
- ** Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.

Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment.

**Reasonable accommodations are available through the ADA Office for individuals who need assistance.
Please call 414-297-6610 to schedule services at least 48 hours prior to the meeting.**



Draft

Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
February 19, 2013**

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, February 19, 2013 and called to order by Chairperson Melanie Holmes at 12:00p.m. in the Board Room, Room 210 at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Melanie Holmes, Ann Wilson

Excused: Kurt Wachholz

ITEM B: WITH THE OPEN MEETINGS LAW

Karen Wierschem indicated that proper notice of the meeting had been given in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – February 19, 2013 - Attachment 1

The minutes were approved without objection.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

**E-1 Monthly Advertising Fund Expenditures January, February, March, 2013
– Attachment 2**

Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the advertising expenditures for January, February, and March, 2013.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg reported on:

- DOWNTON ABBEY ratings
- PBS' and MPTV's programming themes during February
- the MPTV production of TO THE PROMISED LAND
- GREAT LAKES week in September
- Public Media Summit in Washington DC
- Public Broadcasting Advocacy Day in Madison on March 6, 2013

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 3

G-2 Monthly Bills January, 2013 – Attachment 4

G-3 Monthly Clippings – November, 2012 – Attachment 5

G-4 Milwaukee Public Television 2012 Local Content and Service Report to the Community – Attachment 6

Discussion Mr. Bromberg informed the committee that this document is a new yearly requirement of the Corporation for Public Broadcasting and is required to be posted on the MPTV website. It outlines MPTV's community outreach efforts.

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, March 19, 2013, Noon

ADJOURNMENT

The meeting adjourned at 12:18 p.m.

Respectfully submitted,
[Karen Wierschem](#)
Administrative Specialist

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

March, 2013 Actual

Advertising Objectives:

Pledge

Media Budget:

\$13,451.02

Online

Out-of-Home

Print

El Conquistador	\$693.86
Milwaukee Times	\$761.76

Radio

Pledge	\$11,995.40
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Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost

22%

\$3,009.62

Hispanic-Owned

El Conquistador \$693.86

African American-Owned

Milwaukee Times \$761.76
WLDB-FM \$1,554

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

April, 2013 Estimate

Advertising Objectives:

Auction

Media Budget:

\$39,997.00

Online

MJS Sliding Billboard \$5,000.00

Out-of-Home

Digital Boards \$4,500.00

Print

El Conquistador \$1,250.00
Milwaukee Times \$1,250.00

Radio

General \$27,997.00

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 6% \$2,500.00

Hispanic-Owned

El Conquistador \$1,250

African American-Owned

Milwaukee Times \$1,250



EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

May, 2013 Estimate

Advertising Objectives:

Auction
Pledge

Media Budget:

\$16,730.81

Online

Out-of-Home

Print

Milwaukee Times	\$380.88
El Conquistador	\$346.93

Radio

General	\$16,003.00
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Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost	100%
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Hispanic-Owned

El Conquistador	\$346.93
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African American-Owned

Milwaukee Times	\$380.88
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Milwaukee Public Television Media

EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
 Milwaukee, WI 53202
 P: 414.225.0011 / F: 414.225.0022

MINORITY SPENDING REPORTS

FY2012: July 2012 - June 2013

(Media amounts by month billed)

AS OF 4/1/2013

TOTAL MEDIA SPENDING (ALL TARGETS)

Month	Radio	TV	Print	Outdoor	Online	Placed directly through MPTV	Total Media Placements
July	\$2,855.73	\$0.00	\$358.67	\$0.00	\$0.00	\$0.00	\$3,214.40
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,650.00	\$1,650.00
September	\$9,003.95	\$0.00	\$1,455.62	\$0.00	\$0.00	\$0.00	\$10,459.57
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$600.00
November	\$4,794.28	\$0.00	\$1,455.62	\$14,691.18	\$0.00	\$0.00	\$20,941.08
December	\$14,208.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,208.01
January	\$9,000.25	\$0.00	\$0.00	\$2,938.24	\$0.00	\$0.00	\$11,938.49
February	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$380.88
March	\$11,995.40	\$0.00	\$1,455.62	\$0.00	\$0.00	\$0.00	\$13,451.02
April							
May							
June							
Total	\$51,857.62	\$0.00	\$5,106.41	\$17,629.42	\$0.00	\$2,250.00	\$76,843.45

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Hmong Spending	Hmong Spending %	Minority Spending Total	Minority Spending %
July	\$828.83	26%	\$1,336.63	42%	\$0.00	0%	\$2,165.46	67%
August	\$1,650.00	100%	\$0.00	0%	\$0.00	0%	\$1,650.00	100%
September	\$693.86	7%	\$761.76	7%	\$0.00	0%	\$1,455.62	14%
October	\$0.00	0%	\$600.00	100%	\$0.00	0%	\$600.00	100%
November	\$693.86	3%	\$761.76	4%	\$0.00	0%	\$1,455.62	7%
December	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
January	\$0.00	0%	\$1,512.38	13%	\$0.00	0%	\$0.00	0%
February	\$0.00	0%	\$380.88	100%	\$0.00	0%	\$0.00	0%
March	\$693.86	5%	\$2,315.76	17%	\$0.00	0%	\$3,009.62	22%
April								
May								
June								
Total	\$4,560.41	6%	\$7,669.17	10%	\$0.00	0%	\$10,336.32	13%

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Month	Hispanic OWNED*	Hispanic TARGETED	African American OWNED*	African American TARGETED	Hmong OWNED*	Hmong TARGETED	Other Vendors
July	\$828.83	\$0.00	\$0.00	\$1,336.63	\$0.00	\$0.00	\$0.00
August	\$1,650.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$693.86	\$0.00	\$761.76	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$693.86	\$0.00	\$761.76	\$0.00	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$1,512.38	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
March	\$693.86	\$0.00	\$2,315.76	\$0.00	\$0.00	\$0.00	\$0.00
April							
May							
June							
Total	\$4,560.41	\$0.00	\$6,332.54	\$1,336.63	\$0.00	\$0.00	\$0.00

*May also be minority targeted.

Minority Spending by Radio Station									
Month	WJMR-FM 98.3 AA TARGETED	WKKV-FM 100.7 AA TARGETED	WMCS-AM 1290 AA OWNED	WLDB-FM 93.3 AA OWNED	WLUM-FM 102.1 AA OWNED	WNOV-AM 860 AA OWNED	WDDW-FM Hispanic TARGETED	WRRD-AM Hispanic TARGETED	WJTI-AM Hispanic OWNED
July	\$633.63	\$703.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$470.16
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$1,512.38	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00	\$1,554.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
April									
May									
June									
Total	\$633.63	\$703.00	\$0.00	\$3,066.38	\$0.00	\$0.00	\$0.00	\$0.00	\$470.16

Minority Spending by Newspaper							
Month	Spanish Journal Hispanic OWNED	EI Conquistador Hispanic OWNED	Milwaukee Community Journal AA OWNED	Milwaukee Courier AA OWNED	Milwaukee Times AA OWNED	Just Good News AA OWNED	WI Hmong Directory HM OWNED
July	\$0.00	\$358.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$693.86	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$693.86	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00
March	\$0.00	\$693.86	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00
April							
May							
June							
Total	\$0.00	\$2,440.25	\$0.00	\$0.00	\$2,666.16	\$0.00	\$0.00

Minority Spending by Television

Month	WVTV-TV	Univision	WYTU LP	Strive Media	WBWT TV	One time	One time	One time
	AA	Cable TV	Telemundo	Cable TV	Hisp.	vendors	vendors	vendors
	TARGETED	Hisp.	Cable TV	AA	OWNED	Hisp.	AA	HM
	TARGETED	TARGETED	TARGETED	OWNED	OWNED	TARGETED	TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
April								
May								
June								
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other

Month	Other African-	Other Hispanic	Other Hmong
	American	Other Hispanic	Other Hmong
	vendors	Vendors	Vendors
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$1,650.00	\$0.00
September	\$0.00	\$0.00	\$0.00
October	\$600.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00
April			
May			
June			
Total	\$600.00	\$1,650.00	\$0.00

MILWAUKEE AREA TECHNICAL COLLEGE
Enterprise Fund (Public Television Activities)
2013-14 Budgetary Statement of
Resources, Uses, and Changes in Fund Balance

DRAFT

	2011-12 ACTUAL	2012-13 BUDGET	2012-13** ESTIMATED	2013-14 BUDGET
REVENUES:				
Local Government - property taxes	\$ 6,309,402	\$ 6,589,398	\$ 6,557,714	\$ 7,123,641
Intergovernmental Revenues:				
State	211,900	211,900	211,900	211,900
Federal	2,722,232	1,980,116	2,332,637	1,852,180
Other Institutional	165,145	150,000	146,118	150,000
Auxiliary revenue	1,274,573	200,000	129,914	210,000
Total Revenues	<u>\$ 10,683,252</u>	<u>\$ 9,131,414</u>	<u>\$ 9,378,283</u>	<u>\$ 9,547,721</u>
EXPENDITURES:				
Auxiliary Enterprise				
Physical Plant	\$ 9,985,243	\$ 9,599,810	\$ 8,599,810	\$ 8,259,482
Auxiliary Services	50,511	-	-	-
Public Service	6,418,261	7,681,414	6,703,473	7,788,239
Total Expenditures	<u>\$ 16,454,015</u>	<u>\$ 17,281,224</u>	<u>\$ 15,303,283</u>	<u>\$ 16,047,721</u>
Revenue over (under) expenditures	\$ (5,770,763)	\$ (8,149,810)	\$ (5,925,000)	\$ (6,500,000)
OTHER FINANCING SOURCES (USES):				
Transfer In (Out)	-	3,000,000	3,000,000	3,000,000
Debt issued	2,200,000	2,500,000	2,500,000	2,500,000
Total Resources (Uses)	<u>\$ (3,570,763)</u>	<u>\$ (2,649,810)</u>	<u>\$ (425,000)</u>	<u>\$ (1,000,000)</u>
TRANSFERS TO (FROM) FUND BALANCE				
Designated for Operations	\$ (3,570,763)	\$ (2,649,810)	\$ (425,000)	\$ (1,000,000)
Total Transfers to (From) Fund Balance	\$ -	\$ (2,649,810)	\$ (425,000)	\$ (1,000,000)
Beginning Total Fund Balance	\$ 5,015,151	\$ 1,444,388	\$ 1,444,388	\$ 1,019,388
Ending Total Fund Balance	<u>\$ 1,444,388</u>	<u>\$ (1,205,422)</u>	<u>\$ 1,019,388</u>	<u>\$ 19,388</u>

The Public Television Fund has been established to combine the various funding resources for public television into one separate and distinct fund in order to present the entire television operation in one section of the budget.

** 9 months actual and 3 months estimated.

MILWAUKEE AREA TECHNICAL COLLEGE
Enterprise Fund (Public Television Activities - Development)
2013-14 Budgetary Statement of
Resources, Uses, and Changes in Fund Balance

DRAFT

	2011-12 ACTUAL	2012-13 BUDGET	2012-13** ESTIMATED	2013-14 BUDGET
<u>REVENUES:</u>				
Auxiliary revenue	\$ -	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000
Total Revenues	\$ -	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000
<u>EXPENDITURES:</u>				
Auxiliary Enterprise				
Physical Plant				
Public Service	843,893	2,774,536	2,774,536	2,802,620
Total Expenditures	\$ 843,893	\$ 2,774,536	\$ 2,774,536	\$ 2,802,620
Revenue over (under) expenditures	\$ (843,893)	\$ (1,574,536)	\$ (1,574,536)	\$ (1,602,620)
<u>OTHER FINANCING SOURCES (USES):</u>				
Transfer In (Out)		(3,000,000)	(3,000,000)	(3,000,000)
Other Grants	1,930,534	4,800,000	4,800,000	4,800,000
Total Resources (Uses)	\$ 1,086,641	\$ 225,464	\$ 225,464	\$ 197,380
<u>TRANSFERS TO (FROM) FUND BALANCE</u>				
Designated for Operations	\$ 1,086,641	\$ 225,464	\$ 225,464	\$ 197,380
Total Transfers to (From) Fund Balance	\$ 1,086,641	\$ 225,464	\$ 225,464	\$ 197,380
Beginning Total Fund Balance	\$ -	\$ 1,086,641	\$ 1,086,641	\$ 1,312,105
Ending Total Fund Balance	\$ 1,086,641	\$ 1,312,105	\$ 1,312,105	\$ 1,509,485

The Public Television Fund has been established to combine the various funding resources for public television into one separate and distinct fund in order to present the entire television operation in one section of the budget.

** 9 months actual and 3 months estimated.

SWEEP AT A GLANCE

MILWAUKEE

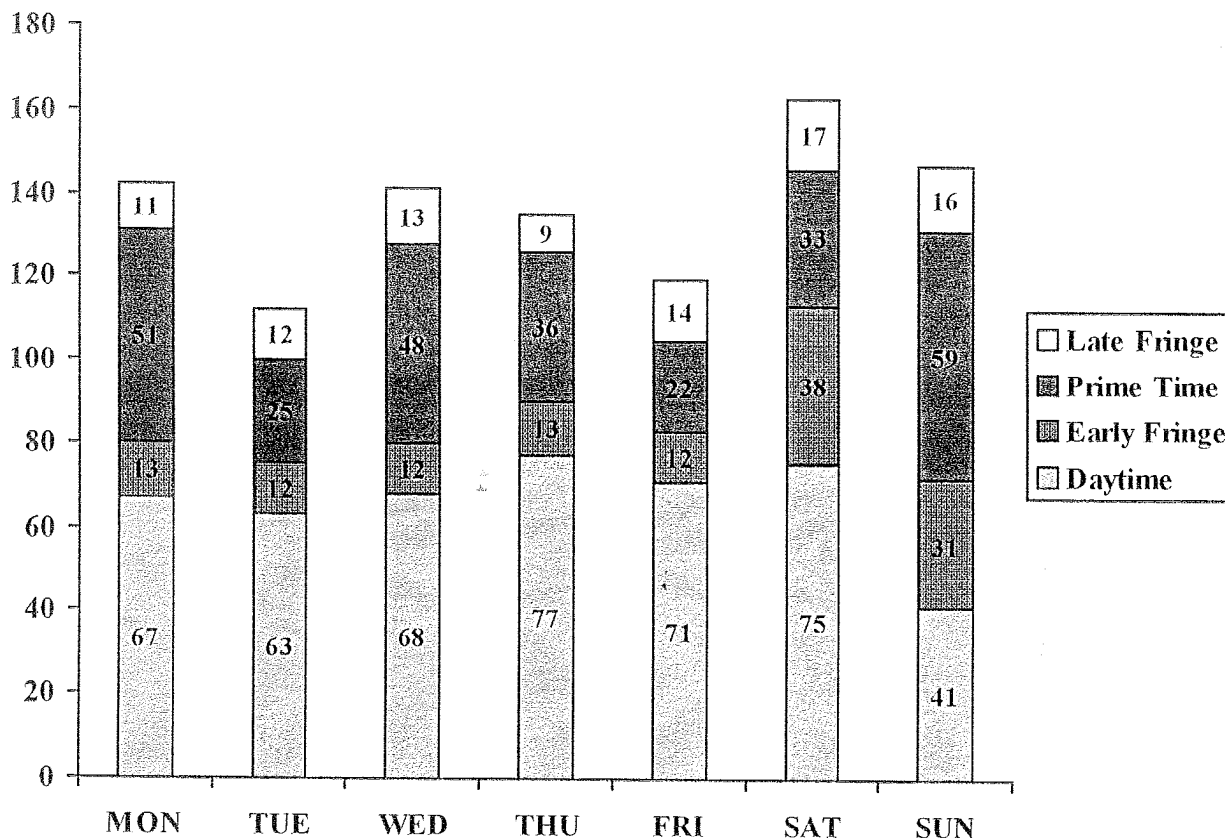
WMVS

November 2012

HALF HOUR TOTAL GRPS

DAY	Morning	Afternoon	Early Fringe	PrimeTime	Late Fringe	Total
MON	36.40	30.82	13.02	51.08	10.65	141.97
TUE	39.16	24.16	11.73	25.03	12.21	112.29
WED	39.80	28.20	11.52	47.80	12.97	140.29
THU	43.55	33.43	12.82	35.66	9.02	134.48
FRI	38.77	31.76	12.50	21.98	13.92	118.93
SAT	24.72	49.86	37.88	32.76	17.14	162.36
SUN	29.64	11.54	30.68	59.18	15.52	146.56
Total	252.04	209.77	130.15	273.49	91.43	956.88
Distribution	26.34%	21.92%	13.60%	28.58%	9.56%	
WeekDay	197.68	148.37	61.59	181.55	58.77	647.96
Weekend	54.36	61.40	68.56	91.94	32.66	308.92

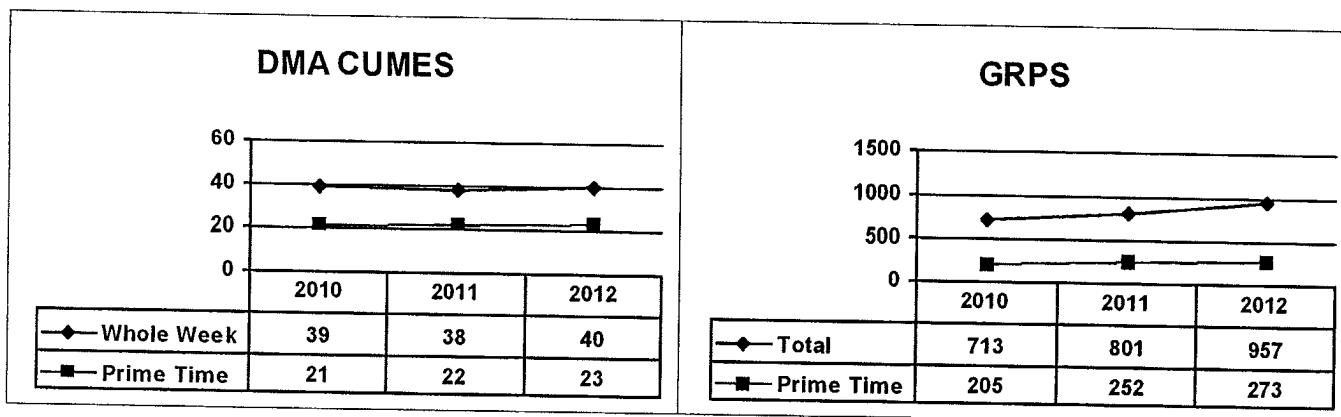
TOTAL GROSS RATING POINTS BY DAY



TOP 25 PROGRAMS RANKED BY NSI HOUSEHOLDS

Program Name:	Weeks	Day	Time	NSI HH 000's	NSI P2+ 000s
1 The Dust Bowl	___4	Sun	7:00 PM	54.63	60.56
2 The Dust Bowl	___4	Mon	7:00 PM	48.94	60.98
3 The Dust Bowl	___4	Sun	9:00 PM	28.19	21.47
4 Bottoms Up	__3_	Mon	8:00 PM	27.87	42.38
5 Salute/Veterans	__3_	Sun	7:00 PM	25.49	31.20
6 Lawrence Welk	1234	Sat	7:00 PM	23.11	26.77
7 Keeping Up App.	1234	Sun	6:30 PM	22.08	23.90
8 Nova	1234	Wed	8:00 PM	21.50	27.90
9 Ellen/Twain	1___	Tue	7:00 PM	21.26	30.55
10 Around Corner	1234	Thu	7:30 PM	21.05	29.53
11 America's/Kit.	1234	Sat	4:00 PM	21.00	35.76
12 This Old House	1234	Thu	7:00 PM	20.99	33.97
13 Nature	1234	Wed	7:00 PM	19.21	25.13
14 Classic Gospel	1234	Sat	6:00 PM	18.25	18.80
15 The Dust Bowl	___4	Mon	9:00 PM	18.16	20.36
16 Bottoms Up	___4	Thu	9:00 PM	17.80	30.58
17 Antiques Rdshow	123_	Mon	7:00 PM	17.70	19.81
18 Masterpiece	123_	Sun	8:00 PM	17.55	16.86
19 Nova scienceNow	1234	Wed	9:00 PM	17.34	25.11
20 As Time Goes By	1234	Sun	6:00 PM	16.79	16.46
21 Call/Midwife	12__	Sun	7:00 PM	16.05	13.37
22 Mighty Miss.	_234	Sat	9:00 PM	15.15	16.67
23 Cook's Country	1234	Sat	12:00 PM	15.08	15.91
24 Nature	1234	Sat	3:00 PM	14.27	18.68
25 Super WHY!	123_	Wed	9:00 AM	13.98	16.12

CUMES AND DMA HALF HOUR HOUSEHOLD GRPS

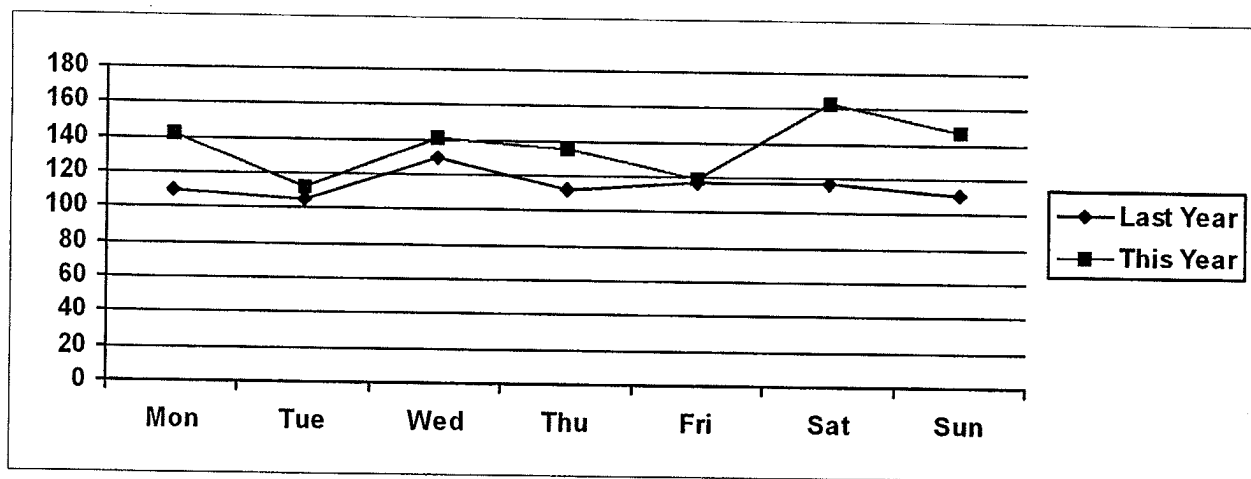


Cume Detail:

DMA Cume Households:	358,120	DMA Cume Kids 2-11:	21.43%
DMA Cume Persons 2+:	318,012	DMA Whole Week 28-Day Cume:	62%
WMVS DMA Viewers per Household:	1.53*	DMA Prime Time 28-Day Cume:	42%

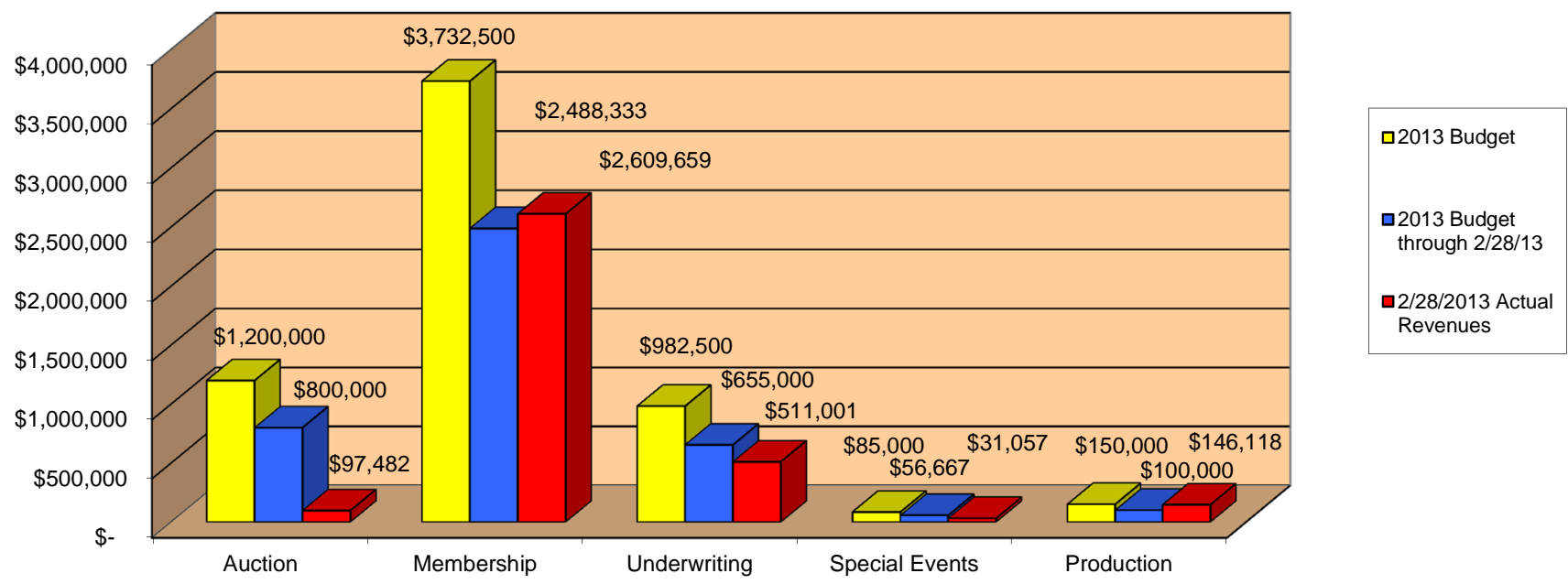
*Viewers/HH is calculated using diary-adjusted HH in set-meter markets

TOTAL GRPS BY DAY

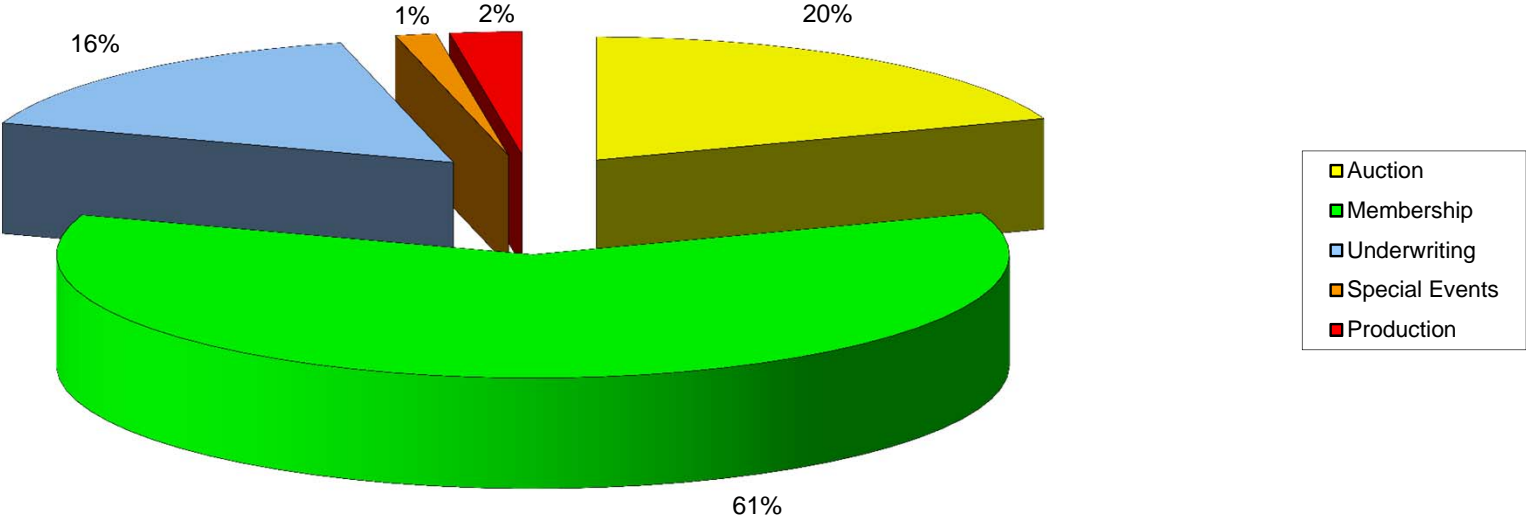


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
2010	112.74	106.29	88.99	115.70	107.39	101.47	80.00	712.58
2011	110.15	105.03	129.58	112.09	116.20	116.85	111.24	801.14
2012	141.97	112.29	140.29	134.48	118.93	162.36	146.56	956.88
2011-2012% Dif	29.00	7.00	8.00	20.00	2.00	39.00	32.00	19.00

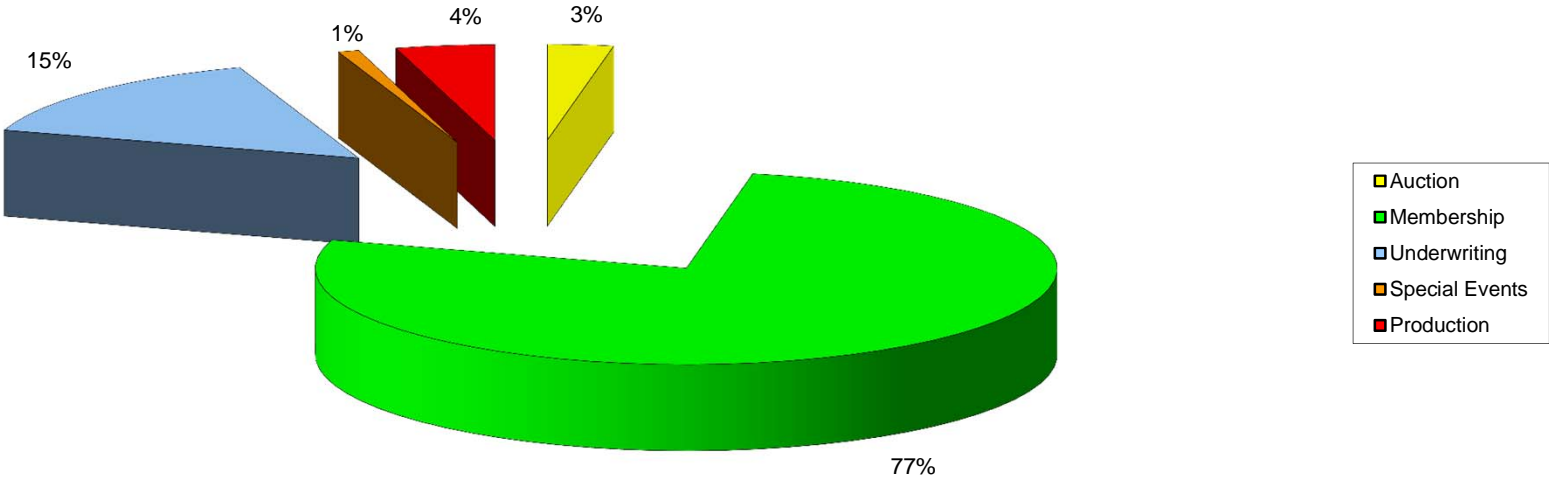
Development Department Revenue Through 2/28/2013



Projected Percent of budget attributed to line items



Actual Percent of Budget Attributed to Line Items



Attachment 5
EVENTS CALENDAR
Spring 2013

APRIL

- 18 Fourth Street Forum – From Genetic Testing to Genomic Mapping: Red Light or Green Flag
- 22 Film Screening - NEVER FORGET TO LIE with film maker Marian Marzynski
- 26 – May 3 GREAT TV AUCTION
- 27 Joe Bonamassa concert

MAY

- 2 Community Cinema – THE REVOLUTIONARY OPTIMISTS
- 11 IL DIVO Concert
- 17 THE TENORS Concert

JUNE

- 1 – 9 Membership Drive
- 2 Chris Mann Concert

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Check Date	Check No	Vendor Name	Object Description	Object Amount
03/05/13	0004258	Joanne L. Williams	5668 Program Production	350.00
03/05/13	0004265	Dan Small Outdoors L	5668 Program Production	2,093.80
03/05/13	0004266	Dow Lohnes PLLC	5361 Legal Services	2,065.78
03/05/13	0004275	Member Benefits Inc	5243 Other Supplies	1,539.36
03/07/13	0004296	Absolute Constructio	5830 Imprvmnts/Remdng	38,082.10
03/07/13	0004303	Masstech Americas In	5674 Technical Operations	34,921.00
03/12/13	0004316	Debra A Wisniewski	5668 Program Production	2,165.00
03/12/13	0004328	Media Instinct LLC	5668 Program Production	900.00
03/14/13	0004346	Pamela Behling	5201 Travel Expenses	143.51
03/14/13	0004347	Michael Brever	5201 Travel Expenses	84.75
03/14/13	0004360	Lois H Maurer	5201 Travel Expenses	212.21
03/14/13	0004367	Amy Winters	5243 Other Supplies	32.24
03/14/13	0004373	Legends of the Field	5243 Other Supplies	14,575.00
03/19/13	0004394	Dan Small Outdoors L	5357 Professional & Consu	1,757.66
03/21/13	0004422	Masstech Americas In	5840 Equipment	416.68
03/26/13	0004430	Paul J Fedor	5201 Travel Expenses	10.00
03/26/13	0004435	Jeffrey P Moorbeck	5201 Travel Expenses	260.00
03/26/13	0004437	Thomas M Newbauer	5201 Travel Expenses	16.30
03/26/13	0004442	John Unser	5201 Travel Expenses	9.25
03/26/13	0004452	DMW Worldwide LLC	5259 Postage	1,566.00
03/26/13	0004453	Dow Lohnes PLLC	5361 Legal Services	352.31
03/26/13	0004457	Member Benefits Inc	5243 Other Supplies	4,654.94
03/26/13	0004458	T Y Design Studio LL	5355 Other Contracted Ser	3,330.00
03/26/13	0004469	US Brands	5259 Postage	262.43
03/28/13	0004479	Everett Marshburn	5201 Travel Expenses	300.00
03/05/13	0719703	AT&T Mobility	5454 Telephone	4.35
03/05/13	0719704	AT&T	5454 Telephone	2,307.21
03/05/13	0719707	Best Buy	5674 Technical Operations	359.41
03/05/13	0719708	Blackbaud	5355 Other Contracted Ser	6,122.50
03/05/13	0719710	Denise Callaway Reis	5668 Program Production	200.00
03/05/13	0719713	Cintas Fire Protecti	5678 Wmvs Transmitter Rep	251.38
03/05/13	0719717	Crew Neck Production	5243 Other Supplies	17.50
03/05/13	0719734	J A Sexauer	5674 Technical Operations	291.60
03/05/13	0719739	Jill Machi	5668 Program Production	2,565.00
03/05/13	0719761	QLT Consumer Lease S	5454 Telephone	18.85
03/05/13	0719762	Gerard Randall	5668 Program Production	200.00
03/05/13	0719771	Sound Media LLC	5243 Other Supplies	81.94
03/05/13	0719787	US Postmaster	5259 Postage	3,800.00
03/05/13	0719791	Wide Eye Productions	5243 Other Supplies	1,302.46
03/07/13	0719809	Control Forms Inc	5260 Printing & Duplicati	653.07
03/07/13	0719811	Detroit Public Telev	5243 Other Supplies	35.00
03/07/13	0719813	Eichenbaum & Associa	5270 Advertising	8,668.23
03/07/13	0719819	Executive Program Se	5840 Equipment	9,450.00
03/07/13	0719821	FreshAddress Inc	5355 Other Contracted Ser	2,743.00
03/07/13	0719826	Heartland Video Syst	5674 Technical Operations	3,328.00
03/07/13	0719838	Milwaukee Public Mus	5260 Printing & Duplicati	147.71
03/07/13	0719841	National Ace Hardwar	5674 Technical Operations	63.77
03/07/13	0719845	Pitney Bowes	5259 Postage	207.21
03/07/13	0719849	Repcor Inc	5671 Remote/Studio Supp	486.40
03/07/13	0719852	Sound Media LLC	5243 Other Supplies	197.55
03/07/13	0719855	Time Warner Cable	5454 Telephone	179.95
03/07/13	0719858	Waukesha County	5658 Other Expense	28.00
03/12/13	0719869	ACME	5840 Equipment	18,460.10
03/12/13	0719873	Aria Communications	5355 Other Contracted Ser	1,381.66

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Check Date	Check No	Vendor Name	Object Description	Object Amount
03/12/13	0719875	AT&T	5454 Telephone	128.36
03/12/13	0719879	Bob Swerer Productio	5243 Other Supplies	154.00
03/12/13	0719880	Bodi Company	5668 Program Production	974.25
03/12/13	0719891	DiscClonersPlus Inc	5668 Program Production	2,043.50
03/12/13	0719901	Forest Incentives Lt	5243 Other Supplies	1,301.40
03/12/13	0719905	Hall	5259 Postage	217.19
03/12/13	0719917	Milwaukee Public Mar	5676 Vehicle Supplies	56.70
03/12/13	0719919	Muermann Engineering	5243 Other Supplies	3,278.70
03/12/13	0719920	Nancy's Notions	5840 Equipment	1,245.00
03/12/13	0719929	QuadGraphics Inc	5243 Other Supplies	37.25
03/12/13	0719930	QuadGraphics Inc	5260 Printing & Duplicati	6,772.21
03/12/13	0719930	Susan G Rascon	5668 Program Production	800.00
03/12/13	0719939	Staples Advantage	5241 Office Supplies	567.65
03/12/13	0719951	Toki & Associates In	5243 Other Supplies	435.63
03/12/13	0719958	Entercom Milwaukee	5830 Imprvmnts/Remdng	625.00
03/14/13	0719968	AT&T	5668 Program Production	2,320.00
03/14/13	0719977	Everbank Commercial	5454 Telephone	4.94
03/14/13	0719978	FedEx	5282 Off. General Eq Rep	41.93
03/14/13	0719978	FedEx	5675 Traffic	460.51
03/14/13	0719982	Hanna Trailer & RV	5676 Vehicle Supplies	693.58
03/14/13	0719983	Heartland Video Syst	5840 Equipment	87,609.00
03/14/13	0719993	Publishers Diversifi	5259 Postage	2,186.44
03/14/13	0720002	United Parcel Servic	5675 Traffic	146.02
03/14/13	0720003	US Postmaster	5259 Postage	326.73
03/19/13	0720016	AT&T	5454 Telephone	675.14
03/19/13	0720018	AT&T	5454 Telephone	76.73
03/19/13	0720023	Denise Callaway Reis	5668 Program Production	200.00
03/19/13	0720034	Europe Through the B	5243 Other Supplies	14.42
03/19/13	0720046	Milwaukee Theatre	5243 Other Supplies	3,520.00
03/19/13	0720047	Milwaukee Water Work	5455 Water	2,078.68
03/19/13	0720056	Gerard Randall	5668 Program Production	200.00
03/19/13	0720071	Wide Eye Productions	5243 Other Supplies	330.39
03/21/13	0720092	American Public Tele	5840 Equipment	5,462.00
03/21/13	0720095	Anchor Printing Inc	5665 Network Prog Service	13.20
03/21/13	0720096	Aria Communications	5260 Printing & Duplicati	200.00
03/21/13	0720099	Blenko Glass Company	5355 Other Contracted Ser	1,303.86
03/21/13	0720110	ExxonMobil	5243 Other Supplies	810.00
03/21/13	0720112	Honeywell	5676 Vehicle Supplies	857.72
03/21/13	0720115	Dean E Johnson	3411 Resd for Encumbrance	2,790.00
03/21/13	0720124	QuadGraphics Inc	5658 Other Expense	200.00
03/26/13	0720138	Advanced Disposal Se	5259 Postage	90.97
03/26/13	0720139	Aargas USA LLC	5355 Other Contracted Ser	374.20
03/26/13	0720141	AT&T Mobility	5678 Wmvs Transmitter Rep	17.64
03/26/13	0720142	Anchor Printing Inc	5454 Telephone	28.28
03/26/13	0720145	BBC Worldwide Americ	5260 Printing & Duplicati	1,181.50
03/26/13	0720146	Boston Common Press	5840 Equipment	530.00
03/26/13	0720147	Contributor Developm	5243 Other Supplies	1,600.00
03/26/13	0720152	Control Forms Inc	5355 Other Contracted Ser	253.00
03/26/13	0720153	Convio Inc	5260 Printing & Duplicati	126.64
03/26/13	0720158	Executive Program Se	5355 Other Contracted Ser	985.00
03/26/13	0720168	Hay House	5840 Equipment	26,306.00
03/26/13	0720178	Jill Machi	5243 Other Supplies	74.09
03/26/13	0720186	Judith Nugent	5668 Program Production	2,565.00
03/26/13	0720186	Judith Nugent	5201 Travel Expenses	62.63

BOARD BILL LIST
 TV Fund by Check No
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Check Date	Check No	Vendor Name	Object Description	Object Amount
03/26/13	0720197	Satellite Services L	5673 Studio Equipment Rep	1,869.70
03/26/13	0720199	T Tapp	5243 Other Supplies	197.73
03/26/13	0720207	Wide Eye Productions	5243 Other Supplies	955.48
03/26/13	0720212	WQED Multimedia	5243 Other Supplies	406.46
03/28/13	0720222	Ameco System Parking	5668 Program Production	12.00
03/28/13	0720224	Danielle Bernard	5201 Travel Expenses	50.00
03/28/13	0720227	Denise Callaway Reis	5668 Program Production	100.00
03/28/13	0720229	Carl Bloom Associate	5260 Printing & Duplicati	7,985.75
			5259 Postage	-1,525.60
03/28/13	0720236	Iowa Public Televisi	5243 Other Supplies	428.39
03/28/13	0720238	Jason Liechti	5201 Travel Expenses	100.00
03/28/13	0720243	Pitney Bowes	5259 Postage	316.98
03/28/13	0720248	Sejersen DPS Inc	5260 Printing & Duplicati	2,915.50
03/28/13	0720254	Time Warner Cable	5454 Telephone	146.99

				352,969.63

BOARD BILL LIST
 Over \$2500 Channel 10/36
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Check Date	Check No	Vendor Name	Object	Description	Object Amount
03/07/13	0004296	Absolute Constructio	5830	Imprvmnts/Remdling	38,087 10
03/07/13	0004303	Masstech Americas In	5674	Technical Operations	34,921 00
03/14/13	0004373	Legends of the Field	5243	Other Supplies	14,575 00
03/26/13	0004457	Member Benefits Inc	5243	Other Supplies	4,654 94
03/26/13	0004468	T Y Design Studio LL	5355	Other Contracted Ser	3,330 00
03/05/13	0719708	Blackbaud	5355	Other Contracted Ser	6,122 50
03/05/13	0719739	Jill Machi	5668	Program Production	2,565 00
03/05/13	0719787	US Postmaster	5259	Postage	3,800 00
03/07/13	0719813	Eichenbaum & Associa	5270	Advertising	8,668 23
03/07/13	0719819	Executive Program Se	5840	Equipment	9,450 00
03/07/13	0719821	FreshAddress Inc	5355	Other Contracted Ser	2,743 00
03/07/13	0719826	Heartland Video Syst	5674	Technical Operations	3,328 00
03/12/13	0719869	ACME	5840	Equipment	18,460 10
03/12/13	0719917	Milwaukee Public Mar	5243	Other Supplies	3,278 70
03/12/13	0719929	QuadGraphics Inc	5260	Printing & Duplicati	6,772 21
03/14/13	0719983	Heartland Video Syst	5840	Equipment	87,609 00
03/19/13	0720046	Milwaukee Theatre	5243	Other Supplies	3,520 00
03/21/13	0720092	American Public Tele	5840	Equipment	5,462 00
03/21/13	0720112	Honeywell	3411	Resd for Encumbrance	2,790 00
03/26/13	0720158	Executive Program Se	5840	Equipment	26,306 00
03/26/13	0720178	Jill Machi	5668	Program Production	2,565 00
03/28/13	0720229	Carl Bloom Associate	5260	Printing & Duplicati	7,985 75
03/28/13	0720248	Sejersen DPS Inc	5260	Printing & Duplicati	2,915 50

					299,909 03

JANUARY 2013

1. The Reporter, Fond du Lac – January 2. **TRANSPLANT HELPS 1-YEAR-OLD BEAT RELENTLESS INFECTION—PBS SPECIAL/** Grant Fisher will be featured in a WTTW Chicago PBS special about the human microbiome. He is the youngest person to undergo an FMT (fecal microbiota transplant). An air date for the special has not been announced
2. Milwaukee Journal Sentinel, Milwaukee – January 5. **BONNEVILLE A STAR AT LAST IN ‘ABBEY’—**Hugh Bonneville has been acting for 26 years, but it took the mysterious alchemy of an absorbing script, astute producers and a dream cast of “Downton Abbey” to elevate him to star status. (Sited)
3. East Troy Times, East Troy – January 9. **IT’S YOUR LIBRARY...CHECK IT OUT—I** would guess that they would rank PBS as the next best thing to libraries, and “Masterpiece Theatre” as television at its best. PBS has hosted long-running anthologies series of highly acclaimed original and adapted dramatizations. (Sited)
4. Kenosha News, Kenosha – January 23. **‘NOVA’ EXPLORES SECRET LIFE OF MILITARY DRONES—**“NOVA” airing at 8 tonight on Channel 10 and at 9 p.m. on Channel 11, lifts the veil off our most secret weapon, just slightly. “Rise of the Drones” examines the inventors and pilots behind the unmanned aircraft (Sited)
5. Fort Atkinson Daily, Jefferson County Union – January 24. **FAMILY MUSICAL ‘ MARTHA SPEAKS’ TO TAKE YOUNG AUDITORIUM STAGE—**“Martha Speaks,” a new musical based on the best-selling book series by Susan Meddaugh, will be performed at the University of Wisconsin-Whitewater Young Auditorium on Sunday, Feb. 24, at 3 p.m. Watch the television series “Martha Speaks” on PBS Kids
6. Kenosha News, Kenosha – January 24. **‘AROUND THE CORNER’ (FINALLY) VISITS KENOSHA—**Spotlight on Kenosha. “Around The Corner with John McGivern” visited Kenosha for a 30-minute episode airing at 7 tonight on Channel 10
7. Oconomowoc Enterprise, Oconomowoc – January 24. **MILWAUKEE PUBLIC TELEVISION VISITS ST. BRUNOS—**Darlyne Haertlein from Milwaukee Public Television presented to students in grades one through four about what makes great writers this January. Students explored story winners from MPTV’s “PBS Kids Go! Writers Contest” (Sited)
8. Fort Atkinson Daily, Jefferson County Union – January 25. **ENCORE, ENCORE!** In December 2011, “Outdoor Wisconsin” host Dan Small and his crew filmed a 15 minute segment at Dark Acres Pheasant Hunts in the town of Cold Spring. Each year, the popular program holds an annual banquet to raise money for Milwaukee Public Television. At the 2011 event, Ken Balestrieri of Elkhorn donated a pheasant hunt with “Outdoor Wisconsin’s” Small at Dark Acres (Sited)
9. Milwaukee Journal Sentinel, Milwaukee – January 25. **WAR VS. GUN-DEATH COMPARISON ON MARK—**Since the mass shooting at Sandy Hook Elementary School in Newtown, Conn, supporters and opponents of gun control have thrown out statistics to support their point of view. Here’s one that caught our eye, offered by liberal commentator Mark Shields on the Dec. 21 edition of PBS “NewsHour”

10. Milwaukee Journal Sentinel, Milwaukee – January 25. **Dudek on TV & Radio** / “Downton Abbey” is the only sympathetic view of the rich on television, said a Fox commentator who made the highlight reel on “The Colbert Report” this week (Sited)
11. Fond du Lac Reporter, Fond du Lac – January 27. **SHAKESPEARE, HIS WORK, COME TO LIFE IN PBS SERIES**—“Shakespeare Uncovered,” along with PBS’ planned fall airing of new films of four of Shakespeare’s plays, “open up to this huge American audience. Irons told reporters it demonstrates that TV “doesn’t end with ‘Downton Abbey’”
12. Kenosha News, Kenosha – January 27. **WGTD SCHEDULE** / Monday: The program previews “Henry Ford,” the documentary airing on PBS series “American Experience” series Tuesday night. Which examines how Henry Ford’s Model T helped completely transform the American Landscape and the lives of ordinary Americans
13. Kenosha News, Kenosha – January 27. **REMOTE PATROL** / Tuesday: The “Pioneers of Television” Break out the Lycra tights and fancy capes. Series turns the spotlight on prime-time superheroes, including Superman, Batman and Wonder Woman (7 p.m. Channel 10, 8 p.m. Channel 11, PBS)
14. Milwaukee Journal Sentinel, Milwaukee – January 27. **HIGHCLERE AN EXQUISITE ‘DOWNTON’ DALLIANCE/** The real Highclere Castle stands in for Downton Abbey on the PBS show. **IF YOU GO** / What: England’s Highclere Castle, where TV show “Downton Abbey” is filmed / Where: Highclere Park, Newbury, England
15. Racine Journal Times, Racine – January 27. **WGTD’s ‘MORNING SHOW’ SCHEDULE** / Monday: We preview “Henry Ford,” the next documentary airing on PBS series “American Experience,” Tuesday night
16. Waukesha Freeman, Waukesha – January 29. **WAUKESHA CIVIC THEATRE TO HOST JOHN MCGIVERN PREMIERE**—Where: Waukesha Civic Theatre, 264 W. Main St./ When: February 18 at 6:30 p.m./ The premiere of the episode of “Around The Corner with John McGivern” that features the city of Waukesha
17. Kenosha News, Kenosha – January 30. **TV TONIGHT**: **SUPER BOWL ADS AND THE LINDBERGH BABY/** “Nature” (7 p.m. on Channel 10, 8 p.m. on Channel 11, PBS) continues “Attenborough’s Life Stories” / “Nova” (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS) revisits the murder of Charles Lindbergh’s baby
18. Milwaukee Journal Sentinel, Milwaukee – January 30. **DUDEK ON TV & RADIO** / **‘SWEEPS’ COULD BE SUPER FOR CBS, AS VIEWING OPTIONS EXPAND**—Even PBS gets into the high profile sweeps programming mix with the Feb. 17 two-hour season finale of “Downton Abbey”
19. Brookfield-Elm Grove Now, Brookfield – January 31. **AROUND TOWN**—Birdhouse Contest: Now through March 1, the Milwaukee Public Television Great TV Auction is collecting entries for its “Art is for the Birds” birdhouse contest. Entries will be accepted in five categories: functional, decorative, gourds, recycled/repurposed materials and the 2013 Auction theme of “One Hula of an Auction.” (Sited)