



May 17, 2013

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

A regular open meeting* of the **MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, WISCONSIN, PUBLIC TELEVISION COMMITTEE** will be held in the **MPTV CONFERENCE ROOM, ROOM C444** of MILWAUKEE AREA TECHNICAL COLLEGE, 1036 N. 8TH STREET, MILWAUKEE, WISCONSIN, on **TUESDAY, MAY 21, 2013** beginning at **12:00 P.M. (NOON)**

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

A. Roll Call

B. Compliance with Open Meetings Law

C. [Approval of Minutes – April 15, 2013 - Attachment 1](#)

D. Comments from the Public

E. Action Items

- [1. Monthly Advertising Fund Expenditures April, May, and June, 2013 – Attachment 2](#)
- [2. Digital Television Uplink Encoder System – Attachment 3](#)
- [3. Approval of Preliminary FY2013 – FY2014 Activity Plan and Budget – Attachment 4](#)

F. Discussion Items

1. General Manager's Report

G. Information Items

1. WMVS/WMVT FCC License Renewal
- [2. Events Calendar – Attachment 5](#)
- [3. Monthly Bills - April, 2013 – Attachment 6](#)
- [4. Monthly Clippings – January, 2013 – Attachment 7](#)

H. Miscellaneous Items

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

I. Old Business/New Business

1. Next Committee Meeting

Tuesday, June 18, 2013, Noon, Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C444)

2. Tour of remodeled facilities of MPTV

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
April 15, 2013**

CALL TO ORDER

ITEM A: ROLL CALL

Present: Melanie Holmes, Ann Wilson, Kurt Wachholz

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 – February 19, 2013 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the minutes of February 19, 2013.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Mr. Jeffrey Moorbeck, engineer and local 715 employee, spoke in opposition to the proposed digital convergence alliance.

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures March, April, and May, 2013 – Attachment 2

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the advertising expenditures for March, April and May, 2013.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg, general manager, reported:

- on all of the local events scheduled
- the Great TV Auction begins April 26th
- President's budget proposal keeps public broadcasting funding level

- Congresswoman Gwen Moore added her signature to a 'dear colleague' letter supporting federal money for public broadcasting

F-2 Digital Convergence Alliance

Discussion Mr. Bromberg gave a power-point presentation on this item.

F-3 Review of FY2013-2014 Preliminary Activity Plan and Budget – Attachment 3

Discussion Mr. Jim Williams, vice president finance, spoke to this item.

F-4 Dashboard Indicators – Attachment 4

Discussion Mr. Bromberg explained this item.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 5

G-2 Monthly Bills January, 2013 – Attachment 6

G-3 Monthly Clippings – November, 2012 – Attachment 7

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards

Joe Bauer, manager administration and planning, informed the committee of two awards won by students in the telecasting and video production program.

The Wisconsin Broadcaster's Association awarded a first place award to Paul Cotter, James Gale and Will Picard for the documentary BOB REITMAN: RADIO ON and Jeff Morris and Joe Pfaff won a second place award for a creative package produced for Storm Watch, a collaborative effort with UWM.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, May 21, 2013, Noon

ADJOURNMENT

The meeting adjourned at 1:00 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

April, 2013 Actual

Advertising Objectives:

Auction
Branding

Media Budget:

\$38,838.23

Online

JOnline: Pencil Ad + Wallpaper (Auction) \$4,897.06

Out-of-Home

Digital Boards (Auction) \$2,938.24

Print

El Conquistador \$346.93

Radio

Auction \$30,656.00

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 11% \$4,117.64

Hispanic-Owned

El Conquistador \$346.93
WJTI-AM (Auction) \$928.70

African American-Owned

WZTI-AM (Auction) \$430.83
WLDB-FM (Auction) \$2,411.18



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:

\$15,634.49

Online

Out-of-Home

Print

Milwaukee Times	\$380.88
El Conquistador	\$346.93

Radio

Auction	\$14,906.68
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Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost	100%	\$2,614.40
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Hispanic-Owned

El Conquistador \$346.93
WJTI-AM (Auction) \$464.35

African American-Owned

Milwaukee Times \$380.88
WLDB-FM (Auction) \$1,205.57
WZTI-AM (Auction) \$216.67

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

June, 2013 Estimate

Advertising Objectives:

Pledge

Media Budget:

\$11,727.81

Online

Out-of-Home

Print

Milwaukee Times	\$380.88
El Conquistador	\$346.93

Radio

Pledge	\$11,000.00
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Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost	6%	\$727.81
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Hispanic-Owned

El Conquistador \$346.93

African American-Owned

Milwaukee Times \$380.88

Eichenbaum/Associates



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 5/2/2013

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	\$30,656.00	\$0.00	\$346.93	\$2,938.24	\$4,897.06	\$0.00	\$38,838.23
May							
June							
Total	\$82,513.62	\$0.00	\$5,453.34	\$20,567.66	\$4,897.06	\$2,250.00	\$115,681.68

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%	\$1,512.38	13%
February	\$0.00	0%	\$380.88	100%	\$0.00	0%	\$380.88	100%
March	\$693.86	5%	\$2,315.76	17%	\$0.00	0%	\$3,009.62	22%
April	\$1,275.63	3%	\$2,842.01	7%	\$0.00	0%	\$4,117.64	11%
May								
June								
Total	\$5,836.04	5%	\$10,511.18	9%	\$0.00	0%	\$16,347.22	14%

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	\$1,275.63	\$0.00	\$2,842.01	\$0.00	\$0.00	\$0.00	\$0.00
May							
June							
Total	\$5,836.04	\$0.00	\$9,174.55	\$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	WZTI-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	\$0.00	\$0.00	\$430.83	\$2,411.18	\$0.00	\$0.00	\$0.00	\$0.00	\$928.70
May									
June									
Total	\$633.63	\$703.00	\$430.83	\$5,477.56	\$0.00	\$0.00	\$0.00	\$0.00	\$1,398.86

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	\$0.00	\$346.93	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May							
June							
Total	\$0.00	\$2,787.18	\$0.00	\$0.00	\$2,666.16	\$0.00	\$0.00

Minority Spending by Television

Month	WWTV-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	Hisp.	Hisp.	AA	HM
		TARGETED	Hisp.	OWNED	OWNED	TARGETED	Minority	TARGETED
			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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00
May			
June			
Total	\$600.00	\$1,650.00	\$0.00

Attachment PTV 3

DIGITAL TELEVISION UPLINK ENCODER SYSTEM

Digital Satellite Uplink encoder systems consist of specialized professional television broadcast equipment with the purpose of creating (encoding) the digital program streams to send to various satellites. MPTV has been generating revenue with our current uplink encoders since 2003 but these units are now obsolete equipment and need to be replaced. In 2012 we purchased a single Ericsson Voyager II Encoder to allow us to use the currently required and more efficient H.264 encoding schemes.

This new capital purchase of two encoders allows for multiple uplinks from the MPTV facility and expands that capability to our Ku Satellite uplink truck. It has been determined by MPTV engineering that the most cost effective solution would be to continue building on systems which are in place such that the existing operational training could be incorporated rather than completely starting over with a new manufacturer.

Four (4) vendors were solicited via Bid 13-25 and an advertisement was placed in three (3) local newspapers. Two (2) vendors submitted a bid:

Ericsson Television, Inc.	\$64,420.65
Heartland Video Systems, Inc.	\$71,458.00

Positive action by the MATC Public Television Committee and Board will authorize the issuance of a purchase order to Ericsson Television Inc. of Duluth, GA in the amount of \$64,420.65.

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

	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	\$ 7,144,949
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>\$ 9,569,029</u>
EXPENDITURES:				
Auxillary Enterprise				
Physical Plant	\$ 9,985,243	\$ 9,599,810	\$ 8,599,810	\$ 9,723,098
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>\$ 17,511,337</u>
Revenue over (under) expenditures	\$ (5,770,763)	\$ (8,149,810)	\$ (5,925,000)	\$ (7,942,308)
OTHER FINANCING SOURCES (USES):				
Transfer In (Out)	-	3,000,000	3,000,000	3,197,380
Debt issued	2,200,000	2,500,000	2,500,000	3,744,928
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.

** 10 months actual and 2 months estimated.

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

	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	<u>\$ -</u>	<u>\$ 1,200,000</u>	<u>\$ 1,200,000</u>	<u>\$ 1,200,000</u>
<u>EXPENDITURES:</u>				
Auxiliary Enterprise				
Physical Plant				
Public Service	843,893	2,774,536	2,774,536	2,802,620
Total Expenditures	<u>\$ 843,893</u>	<u>\$ 2,774,536</u>	<u>\$ 2,774,536</u>	<u>\$ 2,802,620</u>
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)	(3,197,380)
Other Grants	1,930,534	4,800,000	4,800,000	4,800,000
Total Resources (Uses)	<u>\$ 1,086,641</u>	<u>\$ 225,464</u>	<u>\$ 225,464</u>	<u>\$ -</u>
<u>TRANSFERS TO (FROM) FUND BALANCE</u>				
Designated for Operations	\$ 1,086,641	\$ 225,464	\$ 225,464	\$ -
Total Transfers to (From) Fund Balance	\$ 1,086,641	\$ 225,464	\$ 225,464	\$ -
Beginning Total Fund Balance	\$ -	\$ 1,086,641	\$ 1,086,641	\$ 1,312,105
Ending Total Fund Balance	<u>\$ 1,086,641</u>	<u>\$ 1,312,105</u>	<u>\$ 1,312,105</u>	<u>\$ 1,312,105</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.

** 10 months actual and 2 months estimated.

Attachment 5
EVENTS CALENDAR
Spring 2013

MAY

- 28 - NEXT AVENUE Community Conversations – Money and Financial Security
- 29 - Vietnam Veterans' Photo event

JUNE

- 1 - 9 Membership Drive
- 2 - Chris Mann Concert
- 14 - PBS Kids Go Writers Contest Winner's Reception
- 28 - NEXT AVENUE Community Conversations – Health and Well Being

BOARD BILL LIST
TV Fund by Check No
04/30/13

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/02/13	0004503	Salvador Gomez	5658 Program Production	900 00
04/02/13	0004504	Darlyne C Haertlein	5201 Travel Expenses	20 17
04/02/13	0004513	Kathleen M Worzalla	5203 Travel Expenses	123 33
04/02/13	0004517	Dan Small Outdoors L	5658 Program Production	1,666 00
04/04/13	0004537	Ellis R Bromberg	5201 Travel Expenses	62 46
04/04/13	0004546	Dan Small Outdoors L	5357 Professional & Consu	1,700 54
04/04/13	0004547	DMW Worldwide LLC	5259 Postage	1,323 01
04/09/13	0004561	Barrientos	5830 Imprvmnts/Remdlng	4,655 00
04/11/13	0004580	Joanne L Williams	5668 Program Production	2,100 00
04/11/13	0004584	Dan Small Outdoors L	5357 Professional & Consu	1,680 90
04/16/13	0004602	Kent Aschenbrenner	5201 Travel Expenses	101 70
04/16/13	0004606	Allyson M Olivier	5201 Travel Expenses	273 06
04/16/13	0004614	Debra A Wisniewski	5668 Program Production	1,400 00
04/16/13	0004624	Member Benefits Inc	5243 Other Supplies	5,661 75
04/18/13	0004631	Ellis R Bromberg	5201 Travel Expenses	97 12
04/18/13	0004636	Everett Marshburn	5201 Travel Expenses	408 00
04/18/13	0004638	Allyson M Olivier	5201 Travel Expenses	254 47
04/18/13	0004641	Joanne L Williams	5668 Program Production	350 00
04/18/13	0004642	Absolute Constructio	5830 Imprvmnts/Remdlng	9,826 53
04/23/13	0004655	Avid Technology Inc	5674 Technical Operations	22,362 08
04/23/13	0004658	Brandenburg Producti	5668 Program Production	5,000 00
04/23/13	0004660	Continuum	5830 Imprvmnts/Remdlng	693 60
04/23/13	0004673	T Y Design Studio LL	5355 Other Contracted Ser	3,330 00
04/25/13	0004691	Dow Lohnes PLLC	5361 Legal Services	1,527 56
04/30/13	0004706	Robert N Latta	5830 Imprvmnts/Remdlng	2,400 00
04/30/13	0004710	Batteries Plus LLC	5674 Technical Operations	79 96
04/30/13	0004715	Dan Small Outdoors L	5668 Program Production	1,666 00
04/30/13	0004717	DMW Worldwide LLC	5260 Printing & Duplicati	16,207 95
04/30/13	0004732	US Brands	5259 Postage	775 76
04/02/13	0720282	AccuWeather	5674 Technical Operations	150 00
04/02/13	0720283	ACD Direct	5355 Other Contracted Ser	685 60
04/02/13	0720284	Action Express Inc	5675 Traffic	27 06
04/02/13	0720288	American Public Tele	5675 Traffic	75 00
04/02/13	0720289	AT&T	5454 Telephone	2,064 67
04/02/13	0720293	Carl Bloom Associate	5260 Printing & Duplicati	500 00
04/02/13	0720299	Detroit Public Telev	5243 Other Supplies	1,428 45
04/02/13	0720300	DiscClonersPlus Inc	5243 Other Supplies	2,412 00
04/02/13	0720301	Ecker Envelope Inc	5260 Printing & Duplicati	2,944 00
04/02/13	0720304	FedEx	5675 Traffic	266 48
04/02/13	0720316	National Ace Hardwar	5674 Technical Operations	108 66
04/02/13	0720319	Nielsen Media Resear	5661 Audience Research	6,566 39
04/02/13	0720321	Pitney Bowes	5259 Postage	4,639 32
04/02/13	0720334	United Parcel Servic	5675 Traffic	294 76
04/04/13	0720342	Acorn Media Group In	5840 Equipment	13,600 00
04/04/13	0720343	Agilent Technologies	5674 Technical Operations	1,058 00
04/04/13	0720346	Aria Communications	5355 Other Contracted Ser	1,222 94
04/04/13	0720352	Detroit Public Telev	5243 Other Supplies	261 80
04/04/13	0720353	Eichenbaum & Associa	5270 Advertising	728 25
04/04/13	0720357	Hyman Enterprises LL	5243 Other Supplies	910 98
04/04/13	0720365	Pitney Bowes	5259 Postage	389 51
04/04/13	0720366	Postmaster	5259 Postage	200 00
04/04/13	0720375	US Postmaster	5259 Postage	3,800 00
04/09/13	0720386	Advanced Disposal Se	5355 Other Contracted Ser	187 97

BOARD BILL LIST
TV Fund by Check No
04/30/13

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Check Date	Check No	Vendor Name	Object Description	Object Amount
04/09/13	0720390	Apple Inc	5674 Technical Operations	499 00
04/09/13	0720394	AT&T	5454 Telephone	988 35
04/09/13	0720398	Blenko Glass Company	5243 Other Supplies	1,875 00
04/09/13	0720408	Control Forms Inc	5260 Printing & Duplicati	507 29
04/09/13	0720411	Eichenbaum & Associa	5270 Advertising	3,725 00
04/09/13	0720413	Europe Through the B	5243 Other Supplies	1,938 51
04/09/13	0720414	Exercise To Heal LLC	5243 Other Supplies	33 75
04/09/13	0720416	Forest Incentives Lt	5243 Other Supplies	18,009 32
04/09/13	0720423	Hyman Enterprises LL	5259 Postage	2,247 72
04/09/13	0720424	Iowa Public Televisi	5243 Other Supplies	1,505 56
04/09/13	0720437	Pabst Theater Founda	5243 Other Supplies	88 25
04/09/13	0720442	Pitney Bowes	5259 Postage	25,441 00
04/09/13	0720444	Publishers Diversifi	5355 Other Contracted Ser	256 11
04/09/13	0720445	QuadGraphics Inc	5259 Postage	810 44
04/09/13	0720448	Time Warner Cable	5454 Telephone	96 64
04/09/13	0720461	Wisconsin Public Tel	5243 Telephone	179 95
04/09/13	0720462	WLLW21 Public Televi	5243 Other Supplies	270 25
04/11/13	0720476	Convio Inc	5667 Program Acquisition	4,350 00
04/11/13	0720498	Rohde & Schwarz USA	5355 Other Contracted Ser	10,393 75
04/16/13	0720522	Advanced Disposal Se	5840 Equipment	1,980 00
04/16/13	0720533	Ampco System Parking	5355 Other Contracted Ser	204 35
04/16/13	0720534	AT&T	5668 Program Production	23 00
04/16/13	0720535	AT&T	5454 Telephone	298 86
04/16/13	0720537	AVI Systems Inc	5454 Telephone	89 34
04/16/13	0720546	Paul R Cobar	5840 Equipment	29,036 00
04/16/13	0720555	FedEx	5668 Program Production	40 00
04/16/13	0720557	David B Greenberger	5675 Traffic	292 58
04/16/13	0720560	Hay House	5668 Program Production	40 00
04/16/13	0720573	Milwaukee County	5243 Other Supplies	997 74
04/16/13	0720581	Pabst Theater Founda	5243 Other Supplies	431 28
04/16/13	0720593	Staples Advantage	5243 Other Supplies	1,932 00
04/16/13	0720597	United Mailing Servi	5241 Office Supplies	892 20
04/16/13	0720598	United Parcel Servic	5243 Other Supplies	74 24
04/18/13	0720617	Bob Swerer Productio	5259 Postage	25 20
04/18/13	0720624	Detroit Public Telev	5675 Traffic	92 10
04/18/13	0720630	Hay House	5243 Other Supplies	265 00
04/18/13	0720635	Iowa Public Televisi	5243 Other Supplies	1,147 04
04/18/13	0720648	Public Television Ma	5243 Other Supplies	4,802 67
04/18/13	0720649	Publishers Diversifi	5243 Other Supplies	47 84
04/18/13	0720653	Sound Media LLC	5660 Affiliation/Mbsps	1,375 00
04/18/13	0720654	Spring House	5259 Postage	424 55
04/23/13	0720666	Action Express Inc	5243 Other Supplies	6,107 36
04/23/13	0720667	Airgas USA LLC	5243 Other Supplies	278 70
04/23/13	0720670	Bodi Company	5675 Traffic	27 06
04/23/13	0720676	Eichenbaum & Associa	5678 Wmvs Transmitter Rep	19 53
04/23/13	0720677	EMI Music Distributi	5668 Program Production	450 00
04/23/13	0720678	FedEx	5270 Advertising	17,672 03
04/23/13	0720681	Forest Incentives Lt	5243 Other Supplies	208 00
04/23/13	0720688	Iowa Public Televisi	5675 Traffic	44 42
04/23/13	0720691	Joseph Electronics	5243 Other Supplies	1,158 66
04/23/13	0720692	Journal Santinel	5259 Postage	219 87
			5243 Other Supplies	88 29
			5840 Equipment	2,224 58
			5273 Publicity	1,423 00

BOARD BILL LIST
 TV Fund by Check No
 04/30/13

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/23/13	0720694	Kiwanis Club of Milw	5220 Membership & Subscri	175.00
04/23/13	0720699	National Educational	5675 Traffic	30.00
04/23/13	0720702	Osmond Entertainment	5243 Other Supplies	118.73
04/23/13	0720703	Pabst Theater Founda	5243 Other Supplies	3,943.50
04/23/13	0720705	QuadGraphics Inc	5260 Printing & Duplicati	6,706.55
04/23/13	0720717	Tektronix Inc	5674 Technical Operations	1,058.25
04/23/13	0720726	Toki & Associates In	5830 Imprvmnts/Remding	850.00
04/23/13	0720733	WQED Multimedia	5243 Other Supplies	144.84
04/25/13	0720741	AT&T Mobility	5454 Telephone	28.24
04/25/13	0720744	AT&T	5454 Telephone	89.34
04/25/13	0720747	City of Brookfield-U	5455 Water	246.00
04/25/13	0720748	DiscClonersPlus Inc	5243 Other Supplies	705.00
			5668 Program Production	475.00
04/25/13	0720750	Europe Through the B	5243 Other Supplies	1,465.95
04/25/13	0720751	ExxonMobil	5676 Vehicle Supplies	303.28
04/25/13	0720760	Jill Machi	5668 Program Production	2,565.00
04/25/13	0720772	Promotional Concepts	5243 Other Supplies	270.77
04/25/13	0720774	Susan G Rascon	5668 Program Production	1,200.00
04/25/13	0720782	Time Warner Cable	5454 Telephone	146.99
04/30/13	0720802	AccuWeather	5674 Technical Operations	150.00
04/30/13	0720807	AT&T	5454 Telephone	2,057.69
04/30/13	0720810	Denise Callaway Reis	5668 Program Production	200.00
04/30/13	0720818	Detroit Public Telev	5243 Other Supplies	478.50
04/30/13	0720820	FedEx	5675 Traffic	190.52
04/30/13	0720821	Forest Incentives Lt	5243 Other Supplies	6,082.09
			5259 Postage	654.26
04/30/13	0720826	HBC Solutions Inc	5678 Wmvs Transmitter Rep	961.18
04/30/13	0720833	Nielsen Media Resear	5661 Audience Research	6,566.39
04/30/13	0720835	Gerard Randall	5668 Program Production	200.00
04/30/13	0720846	WNET	5243 Other Supplies	565.12
04/30/13	0720858	United Parcel Servic	5675 Traffic	175.22
04/30/13	0720859	Chicago Distribution	5243 Other Supplies	1,548.14
04/30/13	0720867	WtIW21 Public Televi	5243 Other Supplies	740.36
				323,059.44

BOARD BILL LIST
 Over \$2500 Channel 10/36
 04/30/13

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/09/13	0004561	Barrientos	5830 Imprvmnts/Remdng	4.655.00
04/16/13	0004624	Member Benefits Inc	5243 Other Supplies	5.661.75
04/18/13	0004642	Absolute Constructio	5830 Imprvmnts/Remdng	9.826.53
04/23/13	0004656	Avid Technology Inc	5674 Technical Operations	22.362.08
04/23/13	0004658	Brandenburg Producti	5668 Program Production	5.000.00
04/23/13	0004673	T Y Design Studio LL	5355 Other Contracted Ser	3.330.00
04/30/13	0004717	DMW Worldwide LLC	5260 Printing & Duplicati	16.207.95
04/30/13	0004732	US Brands	5259 Postage	3.149.99
04/02/13	0720301	Ecker Envelope Inc	5260 Printing & Duplicati	2.944.00
04/02/13	0720319	Nielsen Media Resear	5661 Audience Research	6.566.39
04/02/13	0720321	Pinney Bowes	5259 Postage	4.639.32
04/04/13	0720342	Acorn Media Group In	5840 Equipment	13.600.00
04/04/13	0720375	US Postmaster	5259 Postage	3.800.00
04/09/13	0720411	Eichenbaum & Associa	5270 Advertising	3.725.00
04/09/13	0720416	Forest Incentives Lt	5243 Other Supplies	18.009.69
04/09/13	0720437	Pabst Theater Founda	5243 Other Supplies	25.441.00
04/09/13	0720462	WLIW21 Public Televi	5667 Program Acquisition	4.350.00
04/11/13	0720476	Convio Inc	5355 Other Contracted Ser	10.393.75
04/16/13	0720537	AVI Systems Inc	5840 Equipment	29.036.00
04/18/13	0720630	Hay House	5243 Other Supplies	4.802.67
04/18/13	0720653	Sound Media LLC	5243 Other Supplies	6.107.36
04/23/13	0720676	Eichenbaum & Associa	5270 Advertising	17.672.03
04/23/13	0720703	Pabst Theater Founda	5243 Other Supplies	3.943.50
04/23/13	0720705	QuadGraphics Inc	5260 Printing & Duplicati	6.706.55
04/25/13	0720760	Jill Macht	5668 Program Production	2.565.00
04/30/13	0720821	Forest Incentives Lt	5243 Other Supplies	6.082.09
04/30/13	0720833	Nielsen Media Resear	5661 Audience Research	6.566.39

				247.144.04

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)