



June 14, 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 **BOARD ROOM, ROOM 210**, of MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, of MILWAUKEE AREA TECHNICAL COLLEGE, 1036 N. 8<sup>TH</sup> STREET, MILWAUKEE, WISCONSIN, on **TUESDAY, JUNE 18, 2013** beginning at **3:30 P.M.**

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

**A. Roll Call**

**B. Compliance with Open Meetings Law**

**C. Approval of Minutes – May 21, 2013 - Attachment 1**

**D. Comments from the Public**

**E. Action Items**

1. Monthly Advertising Fund Expenditures May, June, and July, 2013 – Attachment 2
2. Sole Source Media Providers – Attachment 3
3. Independent Production Contracts – Attachment 4
4. Resolution (P001-06-13) to Approve Digital Convergence Alliance Membership Service Level Agreement – Attachment 5
5. Ku Dish Upgrade – Attachment 6
6. FCC Communications Counsel – Attachment 7

**F. Discussion Items**

1. General Manager's Report

**G. Information Items**

1. Monthly Bills - May, 2013 – Attachment 8

## 2. Monthly Clippings – February, 2013 – Attachment 9

### H. Miscellaneous Items

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

### I. Old Business/New Business

1. Next Committee Meeting

**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  
May 21, 2013**

**CALL TO ORDER**

**ITEM A: ROLL CALL**

The meeting was called to order by Ms. Holmes at 12:15 p.m.

**Present:** Melanie Holmes, Ann Wilson, Kurt Wachholz

**ITEM B: WITH THE OPEN MEETINGS LAW**

The Public Television Committee meeting of May 21, 2013 was noticed in compliance with the Wisconsin Open Meetings Law.

**ITEM C: APPROVAL OF MINUTES – April , 2013 - Attachment 1**

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

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

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

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

Action Motion approved.

**E-2 Digital Television Uplink Encoder System – Attachment 3**

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve purchase of the Digital Television Uplink Encoder System.

Action Motion approved.

**Approval of Preliminary FY2013 – FY2014 Activity Plan and Budget – Attachment 4**

Mr. Jim Williams, vice president finance, explained this item.

Motion It was moved by Mr. Wachholz and seconded by Ms Wilson to approve the Preliminary FY2013-FY2014 Activity Plan and Budget.

Action Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager's Report**

Discussion Mr. Bromberg, general manager, reported on:

- The Great TV Auction which raised \$948,762. Ellis thanked the Auction staff and Auction Chair, Greg Hanstedt. Ms. Wilson asked that these individuals receive congratulations letters from the board.
- the Digital Conversion Alliance will be on June agenda for approval.
- federal funding
- MPTV's production of the ballet's PETER PAN that has been accepted for a national PBS prime-time airing in early 2014.
- the Annual PBS Meeting which showcased several new programs for the coming year.

**ITEM G: INFORMATION ITEMS**

**G-1 WMVS/WMVT FCC License Renewal**

Mr. Joseph Bauer, manager of administration and planning, stated that this is an important issue for MPTV that occurs every 8 years. He wanted the board members to be aware in case they should receive any correspondence.

**G-2 Events Calendar – Attachment 5**

**G-3 Monthly Bills – April, 2013 – Attachment 6**

**G-4 Monthly Clippings – January, 2013 – Attachment 7**

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards**

Joe Bauer, Manager Administration and Planning informed the committee of several awards. The Wisconsin Broadcasters Association honored MPTV's production of RETURN TO PEARL and FIELD OF HONOR with top awards. The Milwaukee Press Club awarded BLACK NOUVEAU with a bronze award for the segment on photographer Harry Kemp. Everett Marshburn was the producer of all of these productions.

**H-2 Communications and Petitions**

**H-3 Information Items**

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**Date of Next Meeting:** Tuesday, June 18, 2013

**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**

**May, 2013 Actual**

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**Advertising Objectives:**

Auction  
Pledge

**Media Budget:**

**\$16,328.35**

**Online**

**Out-of-Home**

**Print**

Milwaukee Times	\$380.88
El Conquistador	\$1,040.79

**Radio**

Auction	\$14,906.88
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**Direct Mail**

<b>Target Minority Owned Media Percentage: 10-12% of media cost</b>	20%	\$3,308.26
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**Hispanic-Owned**

El Conquistador \$1,040.79  
WJTI-AM (Auction) \$464.35

**African American-Owned**

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



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

**Milwaukee Public TV Media**

## **June, 2013 Estimate**

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### **Advertising Objectives:**

Pledge

### **Media Budget:**

**\$11,380.88**

**Online**

**Out-of-Home**

**Print**

Milwaukee Times

\$380.88

**Radio**

Pledge

\$11,000.00

**Direct Mail**

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

3%

\$380.88

**Hispanic-Owned**

**African American-Owned**

Milwaukee Times \$380.88

Eichenbaum/Associates



**EICHENBAUM / ASSOCIATES**

219 North Milwaukee Street

Milwaukee, WI 53202

P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

**July, 2013 Estimate**

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**Advertising Objectives:**

**Media Budget:**

**\$0.00**

Online

Out-of-Home

Print

Radio

Direct Mail

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

0%

\$0.00

Hispanic-Owned

African American-Owned



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 5/31/2013**

**TOTAL MEDIA SPENDING (ALL TARGETS)**

<b>Month</b>	<b>Radio</b>	<b>TV</b>	<b>Print</b>	<b>Outdoor</b>	<b>Online</b>	<b>Placed directly through MPTV</b>	<b>Total Media Placements</b>
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	\$14,906.68	\$0.00	\$1,421.67	\$0.00	\$0.00	\$0.00	\$16,328.35
June							
<b>Total</b>	<b>\$97,420.30</b>	<b>\$0.00</b>	<b>\$6,875.01</b>	<b>\$20,567.66</b>	<b>\$4,897.06</b>	<b>\$2,250.00</b>	<b>\$132,010.03</b>

**TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING**

<b>Month</b>	<b>Hispanic Spending</b>	<b>Hispanic Spending %</b>	<b>African American Spending</b>	<b>African American Spending %</b>	<b>Hmong Spending</b>	<b>Hmong Spending %</b>	<b>Minority Spending Total</b>	<b>Minority Spending %</b>
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	\$1,505.14	9%	\$1,731.12	11%	\$0.00	0%	\$3,236.26	20%
June								
<b>Total</b>	<b>\$7,341.18</b>	<b>6%</b>	<b>\$12,242.30</b>	<b>9%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$19,583.48</b>	<b>15%</b>

**TOTAL MINORITY SPENDING (OWNED VS. TARGETED)**

<b>Month</b>	<b>Hispanic OWNED*</b>	<b>Hispanic TARGETED</b>	<b>African American OWNED*</b>	<b>African American TARGETED</b>	<b>Hmong OWNED*</b>	<b>Hmong TARGETED</b>	<b>Other Vendors</b>
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	\$1,505.14	\$0.00	\$1,731.12	\$0.00	\$0.00	\$0.00	\$0.00
June							
<b>Total</b>	<b>\$7,341.18</b>	<b>\$0.00</b>	<b>\$10,905.67</b>	<b>\$1,336.63</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

\*May also be minority targeted.

**Minority Spending by Radio Station**

<b>Month</b>	<b>WJMR-FM 98.3 AA TARGETED</b>	<b>WKKV-FM 100.7 AA TARGETED</b>	<b>WZTI-AM 1290 AA OWNED</b>	<b>WLDB-FM 93.3 AA OWNED</b>	<b>WLUM-FM 102.1 AA OWNED</b>	<b>WNOV-AM 860 AA OWNED</b>	<b>WDDW-FM Hispanic TARGETED</b>	<b>WRRD-AM Hispanic TARGETED</b>	<b>WJTI-AM Hispanic OWNED</b>
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	\$0.00	\$0.00	\$216.67	\$1,205.57	\$0.00	\$0.00	\$0.00	\$0.00	\$464.35
June									
<b>Total</b>	<b>\$633.63</b>	<b>\$703.00</b>	<b>\$647.50</b>	<b>\$6,683.13</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,863.21</b>

**Minority Spending by Newspaper**

<b>Month</b>	<b>Spanish Journal Hispanic OWNED</b>	<b>EI Conquistador Hispanic OWNED</b>	<b>Milwaukee Community Journal AA OWNED</b>	<b>Milwaukee Courier AA OWNED</b>	<b>Milwaukee Times AA OWNED</b>	<b>Just Good News AA OWNED</b>	<b>WI Hmong Directory HM OWNED</b>
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	\$0.00	\$1,040.79	\$0.00	\$0.00	\$308.88	\$0.00	\$0.00
June							
<b>Total</b>	<b>\$0.00</b>	<b>\$3,827.97</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$2,975.04</b>	<b>\$0.00</b>	<b>\$0.00</b>

**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	TARGETED	Cable TV	AA	OWNED	Hisp.	AA	HM
			Hisp.	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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
June								
<b>Total</b>	\$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	Vendors	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	\$0.00	\$0.00	\$0.00
June			
<b>Total</b>	\$600.00	\$1,650.00	\$0.00

## SOLE SOURCE MEDIA PROVIDERS

### BACKGROUND

During FY2013-2014, Milwaukee Public Television will be acquiring various programming rights and media services from many different and varied sources. Due to copyright laws, most programs must be obtained from holders of said copyrights and as such would be classified as sole source procurements. These providers are, but may not be limited to:

#### American Public Television \$130,000 (estimate)

After PBS, this is our second largest supplier of programming, including Create, World, Premium Service and Exchange. Some of the programs on our schedule that come to us from APT include documentaries, movie packages, and travel shows.

#### BBC Worldwide Americas \$100,000 (estimate)

Major syndicator of British programming with the emphasis on comedies and dramas

#### A.C. Nielsen Company \$99,000 (estimate)

Nielsen provides MPTV with viewership numbers and audience research used in program acquisition, scheduling and underwriting

#### Public Broadcasting Service \$1,895,083 (estimate pending PBS Board action)

This covers fees associated with the National Program Service ('signature public television series'), pledge fundraising programs that are specifically produced for membership drives, PBS Plus, specialty programming such as AUSTIN CITY LIMITS, THIS OLD HOUSE, VICTORY GARDEN, administrative, promotion, copyright, engineering, and distribution fees.

#### Executive Program Service \$90,000

Syndication of program material generally in the entertainment and documentary field past acquisitions include: SHERLOCK HOLMES, RED GREEN SHOW, and INSPECTOR MORSE.

#### Trac Media - \$11,755

Audience research for Public Television

#### WLIW - \$10,000

Provider of various programs for pledge

#### The Association of Public Television Stations \$35,600

Our national advocacy organization, which also undertakes planning and research projects

#### National Educational Television Association \$13,563

The national association that provides most of the public television system's professional development service and also give us low-cost access to distribute our local programming to other stations on NETA's satellite uplink

Public Television Major Market Group \$5,500

A consortium of 30 stations that represents the large market stations in policy debates within the public television system and looks for entrepreneurial opportunities utilizing new technologies that are available primarily to larger market stations, including MPTV.

Various Independent Distributors and Syndicators \$80,000

There are a number of independent acquisitions that are made through the programming department throughout the fiscal year. This past year such programs acquired included RACING YEARS, THE GREATS, and LAWRENCE WELK

**ACTION**

Positive action by Committees and the Board will result in purchase orders issued to the above sole source media providers in the amount of \$2,470,501 for Fiscal Year 2013-2014.

Attachment PTV 4

**FY 2013-2014 INDEPENDENT TELEVISION PRODUCTION CONTRACTS**

BACKGROUND

Independently contracted television production staff services are hired on an annual contract basis. The college's purchasing department, in cooperation with the television station General Manger, prepares these contracts. Over a multi-year period, such vendors have or may receive compensation that exceeds \$50,000. The total fiscal year 2013-2014 compensation for services is not anticipated at this time to exceed the amounts below. Issuance of Independent Television Production Contracts with the below individuals is contingent on the board's final approval and passage of a fiscal year 2013-2014 budget, and Milwaukee Public Television's final approval of below indicated projects.

<u>NAME/ASSIGNMENT AND PROGRAM</u>	<u>FY2013-2014</u>
<b>Dan Small</b> Producer/Host <i>OUTDOOR WISCONSIN</i> Planning, appearance, and emceeing the OUTDOOR WISCONSIN Banquet and additional promotional appearances	\$ 26,000   \$ 10,000
<b>Debra A. Wisniewski</b> Closed captioning for locally produced MPTV productions as per FCC mandate	\$ 24,000
<b>Susan Rascon</b> Spanish Translation for <i>ADELANTE</i>	\$ 5,200
<b>John McGivern</b> Host/co-producer for <i>AROUND THE CORNER WITH JOHN McGIVERN</i>	\$ 75,000
<b>John Gurda</b> Segment research / appearances on <i>AROUND THE CORNER WITH JOHN McGIVERN</i>	\$ 17,000

ACTION

The Committee and Board are asked to approve the above listed vendor contracts for FY2013-2014 totaling \$157,200.

**RESOLUTION (P001-06-13) TO APPROVE DIGITAL CONVERGENCE ALLIANCE  
MEMBERSHIP/SERVICE LEVEL AGREEMENT**

**Background**

The Digital Convergence Alliance (DCA) is a membership organization comprised of numerous public broadcasting stations with the purpose of providing its members with one reliable, long-term broadcast traffic and master control operation that results in meaningful operational savings to its members. Through a \$7 million grant from the Corporation for Public Broadcasting (CPB) and the necessary matching funds from its members, the DCA will finance the acquisition of equipment to provide joint master control services to its members and eventually to other broadcasting clients. Over the last few years the CPB has made a concerted effort in encouraging stations to allocate fewer resources to duplicative infrastructure and thus has allocated grant dollars to this project to accomplish this goal. Participation in a multi-station master control project will improve operational efficiency, develop economies of scale and secure long-term sustainability for public broadcasting stations.

Milwaukee Public Television (MPTV) has the opportunity to join the DCA as a General Institutional Licensee Member and receive the benefits provided by the DCA's joint master control operations as it relates to reducing future personnel and equipment costs to the station. Membership in the DCA will not impact MPTV's full control over its brand/identity, program schedule or local programming initiatives.

A Membership/Service Level Agreement has been negotiated between MPTV and DCA that contemplates MPTV providing funds for its share of the equipment match and membership dues in the amount of \$159,083, and thereafter an annual service fee in the amount of \$319,472. This membership agreement, if approved, will commence on July 1, 2013 and is for an initial five (5) year term with two (2) additional one (1) year renewal options and one (1) additional three (3) year renewal option. If membership is canceled before the expiration of the ten (10) year membership term, there is a graduated penalty potential for MPTV. The benefit of DCA membership includes the opportunity to enjoy a reduction in service fees due to the addition of clients joining the DCA and contributing monies to the operation. In addition, MPTV estimates overall cost savings to the station over the next ten years at \$3 million with \$1.5 million of those savings being achieved through FY 2018.

The administration and MPTV management are recommending that MPTV receive its master control operational services through becoming a member of the DCA, and is seeking MATC Board approval to enter into the Membership/Service Level Agreement with the DCA.

**Resolution**

BE IT RESOLVED, that the Milwaukee Area Technical College District Board hereby authorizes MPTV's membership in the DCA consistent with terms of the Membership/Service Level Agreement as set forth above and contained in the draft Agreement



Attachment PTV 6

MPTV SATELLITE DISH ANTENNA MOTORIZATION UPGRADE

BACKGROUND

In 1992, two large Vertex satellite dishes were installed on the roof of MATC's Foundation Hall building for receiving PBS and other programming. In 2002, MPTV upgraded and converted the C-band dish for uplink purposes. This dish is now being used by MPTV for revenue generation, uplinking guests to many national broadcast and cable clients. The purpose of this purchase is to begin the upgrade of the other Ku Band dish to expand our abilities and increase revenue.

Phase one of this two year project involves the installation of motors and control systems to allow the dish to move and point to the satellites.

The solicitation was sent to four (4) vendors via Bid 13-24 and an advertisement was placed in three (3) local newspapers. One (1) vendor submitted a response:

Satellite Services, LLC

\$88,300.00

ACTION

Positive action by the Committee and Board on this item will authorize the issuance of a purchase order to Satellite Services, LLC of Waukesha, WI.

### **MPTV Communication Counsel**

Milwaukee Public Television requires the services of Communication Counsel that has experience with: Federal Communications Commission (FCC) rules; Corporation for Public Broadcasting rules, contracts, and funding; the preparation, review, and submittal of federal, state, foundation, and private industry grant proposals for facility equipment, content, and outreach funding; and governmental relations. The firm will assist the stations in matters including: FCC license renewal; FCC rulemaking interpretation; EEO regulations compliance; relevant IRS rulings; FCC license application, including Educational Broadband Service (EBS); issues involving the Public Broadcasting Service, Association of Public Television Stations, American Public Television, and other related broadcasting organizations; broadcast underwriting contracts; national and international production and co-production agreements; program and production grants; merchandise sales agreements; talent and producer contracts; intellectual property and new media rights agreements; industry regulatory policy issues; business relations among the stations, the college, and the MATC Foundation; national and regional cooperative initiatives; spectrum reallocation; and content authoring for all media platforms.

The requirements for this service were outlined in Request for Proposal number 13-23; documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in three (3) local newspapers and direct solicitation mailed to seven (7) potential firms known to have the capability to provide the required equipment. RFP documents were publicly opened at 11:00 am on Tuesday, May 28, 2013 with two (2) responses received.

An internal committee of four (4) individuals evaluated the proposals and recommended the award to the firm indicated below in bold. Proposals were evaluated on the following criteria:

- (20 pts) – Ability to provide consultation service to the TV station on a daily basis
- (20 pts) – Ability to provide timely information and interpretation on FCC regulation, license renewal and Federal law
- (15 pts) – Documented experience in all aspects of communications law with special emphasis on public broadcasting
- (10 pts) – Documented experience in congressional and Federal Agency relations
- (10 pts) – Demonstrated experience in production/underwriting/program sales contract development and interpretation
- (5 pts) – Involvement of MBE/WBE/DBE participation and diversity commitment
- (20 pts) – Fee structure

Annual expenditures are expected to range from \$10,000 - \$15,000 based on past history. The term of this contract is for (3) years commencing on or about July 1, 2013 and expiring June 30, 2016. MATC reserves the right to extend for two (2) additional one (1) year terms with mutual agreement between both parties.

The internal committee, based on the above criteria, has recommended the firm indicated below in bold, as the top choice for communications counsel.

**DowLohnes PLLC, Washington DC**

Cohn and Marks LLP Washington DC

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Check Date	Check No	Vendor Name	Object Description	Object Amount
05/02/13	0004741	Kent Aschenbrenner	5201 Travel Expenses	280 00
05/02/13	0004749	Kevin Kukowski	5201 Travel Expenses	148 00
05/02/13	0004750	Brian R McArthur	5201 Travel Expenses	283 00
05/02/13	0004751	Jeffrey P Moorbeck	5201 Travel Expenses	59 00
05/02/13	0004753	Barrientos	5830 Imprvmnts/Remdling	612 50
05/07/13	0004775	Absolute Constructio	5830 Imprvmnts/Remdling	31,419 84
05/07/13	0004778	Batteries Plus LLC	5674 Technical Operations	244 99
05/07/13	0004791	Member Benefits Inc	5243 Other Supplies	1,996 22
05/09/13	0004808	Erin S Eaton	5201 Travel Expenses	14 52
05/09/13	0004810	Everett Marshburn	5201 Travel Expenses	121 04
05/09/13	0004813	Debra A Wisniewski	5668 Program Production	1,980 00
05/09/13	0004814	Barrientos	5830 Imprvmnts/Remdling	245 00
05/14/13	0004833	Tiffany G Pua	5201 Travel Expenses	650 00
05/14/13	0004834	Kevin F Pulz	5201 Travel Expenses	377 26
05/14/13	0004837	Thay Yang	5201 Travel Expenses	1,171 52
05/14/13	0004839	Absolute Constructio	5830 Imprvmnts/Remdling	18,660 85
05/21/13	0004885	Ellis R Bromberg	5201 Travel Expenses	48 50
05/21/13	0004891	C H Coakley & Co	5830 Imprvmnts/Remdling	240 00
05/21/13	0004892	Dan Small Outdoors L	5668 Program Production	184 04
05/21/13	0004897	Legends of the Field	5243 Other Supplies	5,750 00
05/23/13	0004914	Ellis R Bromberg	5201 Travel Expenses	98 87
05/23/13	0004919	Scott F Johnson	5201 Travel Expenses	47 46
05/23/13	0004930	C H Coakley & Co	5830 Imprvmnts/Remdling	4,590 00
05/28/13	0004955	Salvador Gomez	5668 Program Production	1,250 00
05/28/13	0004956	Darylne C Haertlein	5201 Travel Expenses	43 64
05/28/13	0004958	Avrum D Lank	5668 Program Production	100 00
05/28/13	0004969	Dow Lohnes PLLC	5361 Legal Services	5,421 96
05/28/13	0004977	T Y Design Studio LL	5355 Other Contracted Ser	3,330 00
05/30/13	0004980	Jeffrey R Miagan	5201 Travel Expenses	258 00
05/30/13	0004981	Tiffany G Pua	5201 Travel Expenses	20 00
05/30/13	0004982	Kurt A Schroeder	5201 Travel Expenses	629 98
05/30/13	0004987	CDW Government	5674 Technical Operations	1,099 32
05/30/13	0004989	Dan Small Outdoors L	5668 Program Production	1,666 00
05/02/13	0720874	ACME	3411 Resd for Encumbrance	615 74
05/02/13	0720875	Action Express Inc	5675 Traffic	27 06
05/02/13	0720880	AT&T	5454 Telephone	4,504 98
05/02/13	0720891	Flanders Scientific	5840 Equipment	2,884 74
05/02/13	0720901	Johnson Controls Inc	5830 Imprvmnts/Remdling	2,379 00
05/02/13	0720904	National Ace Hardwar	5674 Technical Operations	18 96
05/02/13	0720909	Pitney Bowes	5355 Other Contracted Ser	837 00
05/02/13	0720910	Pitney Bowes	5259 Postage	2,889 97
05/02/13	0720911	QuadGraphics Inc	5259 Postage	59 10
05/02/13	0720914	Revenue Development	5243 Other Supplies	1,979 67
05/07/13	0720934	Aria Communications	5355 Other Contracted Ser	432 82
05/07/13	0720939	Boston Common Press	5243 Other Supplies	155 98
05/07/13	0720946	Dalis Inc, H L	5674 Technical Operations	1,462 05
05/07/13	0720948	Exercise To Heal LLC	5243 Other Supplies	43 75
05/07/13	0720952	Forest Incentives Lt	5243 Other Supplies	1,937 20
05/07/13	0720956	Greg Best Consulting	5259 Postage	307 93
05/07/13	0720958	HBC Solutions Inc	5357 Professional & Consu	7,150 00
05/07/13	0720959	Heartland Video Syst	5678 Wmvs Transmitter Rep	4,032 52
			5840 Equipment	6,496 79
			3411 Resd for Encumbrance	1,722 00
			5673 Studio Equipment Rep	3,913 87

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Check Date	Check No	Vendor Name	Object Description	Object Amount
05/07/13	0720960	Higgins Tower Servic	5678 Wmvs Transmitter Rep	3,960 00
05/07/13	0720979	Mindworks Press	5243 Other Supplies	72 00
05/07/13	0720990	Satellite Services L	5674 Technical Operations	3,137 80
05/07/13	0720995	T Tapp	5243 Other Supplies	782 32
05/07/13	0720996	Time Warner Cable	5454 Telephone	179 95
05/07/13	0721001	VidCAD	5211 Seminars & Workshops	3,221 50
05/09/13	0721020	C Coakley Relocation	5830 Imprvmnts/Remdling	24,686 00
05/09/13	0721024	Controll Forms Inc	5260 Printing & Duplicati	763 96
05/09/13	0721032	DiscClonersPlus Inc	5668 Program Production	475 00
05/09/13	0721034	Executive Program Se	5840 Equipment	906 00
05/14/13	0721108	AT&T	5454 Telephone	538 07
05/14/13	0721114	Denise Callaway Reits	5668 Program Production	100 00
05/14/13	0721121	Daily Reporter Publi	5840 Equipment	8 13
05/14/13	0721126	FedEx	5675 Traffic	110 62
05/14/13	0721148	Gerard Randall	5668 Program Production	100 00
05/14/13	0721156	Spanish Journal	5840 Equipment	45 00
05/14/13	0721157	Spring House	5243 Other Supplies	16 95
05/14/13	0721159	Staples Advantage	5241 Office Supplies	1,915 97
			5243 Other Supplies	333 43
05/14/13	0721163	United Parcel Servic	5675 Traffic	544 36
05/14/13	0721167	WQED Multimedia	5243 Other Supplies	51 66
05/16/13	0721175	ACD Direct	5355 Other Contracted Ser	14,409 23
05/16/13	0721183	Aria Communications	5355 Other Contracted Ser	3,896 81
05/16/13	0721184	Blackbaud	5355 Other Contracted Ser	14,158 12
05/16/13	0721187	Daily Reporter Publi	5840 Equipment	7 17
05/16/13	0721190	Eichenbaum & Associa	5270 Advertising	5,000 00
05/16/13	0721202	Pitney Bowes	5259 Postage	709 82
05/16/13	0721209	Spanish Journal	5840 Equipment	45 00
05/16/13	0721218	US Postmaster	5259 Postage	3,800 00
05/21/13	0721379	Arnold Alaniz	5243 Other Supplies	85 65
05/21/13	0721382	AT&T	5454 Telephone	885 79
05/21/13	0721387	Carl Bloom Associate	5260 Printing & Duplicati	25,625 91
05/21/13	0721395	Detroit Public Telev	5243 Other Supplies	52 00
05/21/13	0721409	Hyman Enterprises LL	5243 Other Supplies	174 72
05/21/13	0721417	Mindworks Press	5243 Other Supplies	17 50
05/21/13	0721420	National Academy of	5220 Membership & Subscri	85 00
05/21/13	0721425	Publishers Diversifi	5259 Postage	451 15
05/21/13	0721426	QuadGraphics Inc	5260 Printing & Duplicati	6,367 12
05/21/13	0721427	ReNew Life Formulas	5243 Other Supplies	59 90
05/23/13	0721464	Berg Corporate Inter	5830 Imprvmnts/Remdling	1,105 00
05/23/13	0721465	Blenko Glass Company	5243 Other Supplies	847 00
05/23/13	0721473	Daily Reporter Publi	5273 Publicity	9 04
05/23/13	0721475	Detroit Public Telev	5243 Other Supplies	947 10
05/23/13	0721476	DiscClonersPlus Inc	5243 Other Supplies	2,677 00
05/23/13	0721479	Europe Through the B	5243 Other Supplies	1,443 93
05/23/13	0721480	Forest Incentives Lt	5243 Other Supplies	1,202 40
			5259 Postage	141 05
05/23/13	0721494	Spanish Journal	5273 Publicity	45 00
05/23/13	0721496	Toki & Associates In	5830 Imprvmnts/Remdling	350 00
05/28/13	0721509	ACD Direct	5355 Other Contracted Ser	65 77
05/28/13	0721512	Advanced Disposal Se	5355 Other Contracted Ser	98 96
05/28/13	0721513	Airgas USA LLC	5678 Wmvs Transmitter Rep	18 90
05/28/13	0721514	Salvatore J Alloto	5355 Other Contracted Ser	225 00
05/28/13	0721515	Dennis C Altreuter	5355 Other Contracted Ser	225 00

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Check Date	Check No	Vendor Name	Object Description	Object Amount
05/28/13	0721516	AT&T Mobility	5454 Telephone	59 89
05/28/13	0721517	Michael Andersen	5355 Other Contracted Ser	100 00
05/28/13	0721523	AVI Systems Inc	5840 Equipment	20,003 00
05/28/13	0721524	Denise Callaway Reis	5668 Program Production	100 00
05/28/13	0721533	Convio Inc	5355 Other Contracted Ser	985 00
05/28/13	0721538	Eichenbaum & Associa	5270 Advertising	53,360 09
05/28/13	0721539	Evertz Microsystems	5840 Equipment	6,600 00
05/28/13	0721540	ExxonMobil	5676 Vehicle Supplies	294 81
05/28/13	0721544	Forest Incentives Lt	5243 Other Supplies	505 62
			5259 Postage	61 74
05/28/13	0721545	Grant B Gagnon-Pall	5355 Other Contracted Ser	100 00
05/28/13	0721547	Tim Hanaman	5355 Other Contracted Ser	225 00
05/28/13	0721552	Richard C King	5355 Other Contracted Ser	200 00
05/28/13	0721553	Clayton Lesage	5355 Other Contracted Ser	75 00
05/28/13	0721554	Renee Lesage	5355 Other Contracted Ser	125 00
05/28/13	0721555	Eric D Levenhagen	5355 Other Contracted Ser	75 00
05/28/13	0721556	Jill Machi	5668 Program Production	2,565 00
05/28/13	0721560	Nielsen Media Resear	5661 Audience Research	6,894 71
05/28/13	0721564	Gerard Randall	5668 Program Production	200 00
05/28/13	0721573	Julie Stubblefield	5355 Other Contracted Ser	125 00
05/28/13	0721575	Jennifer M Toepfer	5355 Other Contracted Ser	100 00
05/28/13	0721576	Mark A Tushaus	5355 Other Contracted Ser	125 00
05/30/13	0721590	Ampco System Parking	5668 Program Production	24 00
05/30/13	0721591	Aria Communications	5355 Other Contracted Ser	2,845 20
05/30/13	0721592	AT&T	5454 Telephone	2,513 41
05/30/13	0721593	Berg Corporate Inter	5830 Imprvmts/Remding	390 00
05/30/13	0721594	Blackbaud	5355 Other Contracted Ser	12,446 03
05/30/13	0721595	Blenko Glass Company	5243 Other Supplies	1,743 00
05/30/13	0721596	Bodi Company	5668 Program Production	473 75
05/30/13	0721603	Europe Through the B	5243 Other Supplies	295 57
05/30/13	0721614	Hall	5676 Vehicle Supplies	36 37
05/30/13	0721625	John T McGivern	5668 Program Production	15,500 00
05/30/13	0721630	Nancy's Notions	5243 Other Supplies	188 12
05/30/13	0721639	WNET	5243 Other Supplies	416 89
05/30/13	0721644	US Postmaster	5259 Postage	3,800 00
05/30/13	0721649	WLIW21 Public Televi	5243 Other Supplies	27 02
				-----
				387,652 62

Check Date	Check No	Vendor Name	Object	Description	Object Amount
05/07/13	0004775	Absolute Constructio	5830	Imprvmnts/Remdling	31,419 84
05/14/13	0004839	Absolute Constructio	5830	Imprvmnts/Remdling	18,660 85
05/21/13	0004897	Legends of the Field	5243	Other Supplies	5,750 00
05/23/13	0004930	C H Coakley & Co	5830	Imprvmnts/Remdling	4,590 00
05/28/13	0004969	Dow Lohnes PLLC	5361	Legal Services	5,421 96
05/28/13	0004977	T Y Design Studio LL	5355	Other Contracted Ser	3,330 00
05/02/13	0720880	AT&T	5454	Telephone	4,504 98
05/02/13	0720891	Flanders Scientific	5840	Equipment	2,884 74
05/02/13	0720910	Pitney Bowes	5259	Postage	2,889 97
05/07/13	0720956	Greg Best Consulting	5357	Professional & Consu	7,150 00
05/07/13	0720958	HBC Solutions Inc	5678	Wmvs Transmitter Rep	4,032 52
05/07/13	0720959	Heartland Video Syst	5840	Equipment	6,496 79
			5873	Studio Equipment Rep	5,913 87
05/07/13	0720960	Higgins Tower Servic	5678	Wmvs Transmitter Rep	3,960 00
05/07/13	0720990	Safellite Services L	5674	Technical Operations	3,137 80
05/07/13	0721001	VidCAD	5211	Seminars & Workshops	3,221 50
05/09/13	0721020	C Coakley Relocation	5830	Imprvmnts/Remdling	24,686 00
05/16/13	0721175	ACD Direct	5355	Other Contracted Ser	14,409 23
05/16/13	0721183	Aria Communications	5355	Other Contracted Ser	3,896 81
05/16/13	0721184	Blackbaud	5355	Other Contracted Ser	14,158 12
05/16/13	0721190	Eichenbaum & Associa	5270	Advertising	5,000 00
05/16/13	0721218	US Postmaster	5259	Postage	3,800 00
05/21/13	0721387	Carl Bloom Associate	5260	Printing & Duplicati	25,625 91
05/21/13	0721426	QuadGraphics Inc	5260	Printing & Duplicati	6,367 12
05/23/13	0721476	DiscClonersPlus Inc	5243	Other Supplies	2,677 00
05/28/13	0721523	AVI Systems Inc	5840	Equipment	20,003 00
05/28/13	0721538	Eichenbaum & Associa	5270	Advertising	53,360 09
05/28/13	0721539	Evertz Microsystems	5840	Equipment	6,600 00
05/28/13	0721556	Jill Machi	5668	Program Production	2,565 00
05/28/13	0721560	Nielsen Media Resear	5661	Audience Research	6,894 71
05/30/13	0721591	Aria Communications	5355	Other Contracted Ser	2,845 20
05/30/13	0721592	AT&T	5454	Telephone	2,513 41
05/30/13	0721594	Blackbaud	5355	Other Contracted Ser	12,446 03
05/30/13	0721625	John T. McGivern	5668	Program Production	15,500 00
05/30/13	0721644	US Postmaster	5259	Postage	3,800 00
					-----
					338,512 45

## Attachment PTV 9

### FEBRUARY 2013

1. Kenosha News, Kenosha – February 02. **SUPER BOWL OVERSHADOWS WEEKEND TV—TUNE IN THIS WEEKEND / After last week's tragedy, Cora gives Robert the cold shoulder on "Downton Abbey" on "Masterpiece Classic" (8 p.m., PBS, Channels 10 and 11)(Sited)**
2. Kenosha News, Kenosha – February 05. **VOICE OF THE PEOPLE / WHERE'S THE EVIDENCE OF A CONSPIRACY? / PBS featured a program on Jan. 30 "Here and Now" with a New York Times reporter defending his 9/11 dispatch from Benghazi**
3. Kenosha News, Kenosha – February 05. **TUNE IN TONIGHT / The revolution discussed on "Silicon Valley" (8 p.m. on Channel 10, 9 p.m. on Channel 11 PBS), an "American Experience" presentation**
4. Milwaukee Journal Sentinel, Milwaukee – February 05. **TV Q&A –Q. Why is Shirley MacLaine joining the cast of "Downton Abbey"? Is she taking the place of Maggie Smith? –A. If you've watched the current Season 3, you've seen that the much-lauded PBS series has delighted in putting the two veteran actresses together. (Sited)**
5. Fort Atkinson Daily Jefferson County Union – February 06. **'CONSIDER THE CONVERSATION' AIRS FEB. 13— "Consider the Conversation: A Documentary on a Taboo Subject" the end-of-life. Since its release in February 2011 it has generated an extraordinary amount of interest. It has aired nearly 400 times on 163 PBS stations in 30 states**
6. Kenosha News, Kenosha – February 06. **TUNE IN TONIGHT / "Nature" (7 p.m. on Channel 10, 8 p.m. on Channel 11, PBS) concludes its three-part salute of film-maker David Attenborough. "Nova" (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS) LOOKS AT THE ANCIENT TECHNOLOGY REQUIRED TO BUILD CHARIOTS FOR Egypt's pharaohs (Sited)**
7. Milwaukee Journal Sentinel, Milwaukee – February 08. **LOCAL FILMMAKER GOES TO VIDEOTAPE FOR REGAN DOCUMENTARY—The excessive amount of video footage from Ronald Regan's time provided excellent source of material for Milwaukee's own Chip Duncan presenting his new documentary, "The Reagan Presidency." The three-part documentary airs Wed. Feb. 13 Feb.20 and Feb. 27, at 9 p.m. each night, on WMVT TV (Channel 36)**
8. Watertown Daily Times, Watertown – February 11. **FRIENDS OF LIBRARY HOST APPRAISALS—"Warman's Antiques & Collectibles," now in its 45<sup>th</sup> edition. Mark Moran guest appraiser has been active as an appraiser of antiques and fine art for more than 20 years and a guess expert on PBS' Antiques Road Show**
9. Kenosha News, Kenosha – February 12. **TUNE IN TONIGHT / Viewers get ready to watch "Frontline: Cliffhanger" (7 p.m. Channel 10, PBS), an examination of the battle over deficits and the federal debt ceiling. "Cliffhanger" concentrates on the difficult position of House Speaker John Boehner, a veteran of many congressional battles**
10. Kenosha News, Kenosha – February 13. **A NEW GOP, OR JUST A COSMETIC TOUCHUP? Then there is Bobby Jindal, the Louisiana governor, widely considered a rising star of the GOP. This is the same party whose leaders, as reported on PBS' "Frontline," held a meeting in 2009 and chose obstructionism as a political strategy (Sited)**
11. Kenosha News, Kenosha – February 13. **PBS SPOTLIGHTS 'EARTH FROM SPACE' AND THE BUFFALO— Sometimes you have to leave this world to get a good look at yourself. That's the lesson of the PBS "NOVA" special "Earth From Space" airing at 8 p.m. Channel 10 and at 9 p.m. on Channel 11(Sited)**

12. Waukesha Now, Waukesha – February 14. **MPTV'S NEXT AVENUE 'WORK AND PURPOSE' DISCUSSION AT WCTC—"Work and Purpose" will be the topic at 5 p.m. Monday, Feb. 25 at Waukesha County Technical College. The free, public event will be presented by Milwaukee Public Television as part of Next Avenue Community Conversations series**
13. Beaver Dam Daily Citizen – February 15. **'SESAME STREET' NEARS 1 BILLION VIEWS ON YOUTUBE—Nearing 1 billion views on YouTube, "Sesame Street" is headed for Justin Bieber territory. "Sesame Street," a mainstay on PBS since 1970, launched its YouTube channel in 2006.**
14. Racine Journal Times, Racine –February 15. **OH DEAR! MAGGIE SMITH HAS NEVER SEEN AN EPISODE OF 'DONWTON ABBEY'—Maggie Smith as the Dowager Countess Grantham, 78-year-old actress for the second season. Grantham family matriarch in the popular PBS series, told "60 Minutes" that if she watched would only make her agonize over her performance**
15. Waukesha Freeman, Waukesha – February 16. **WAUKESHA CIVIC THEATRE TO HOST JOHN MCGIVERN PREMIERE—On Monday, Waukesha Civic Theatre, 264 W. Main St., will broadcast the premiere of the episode of "Around The Corner with John McGivern" that features the city of Waukesha. Residents who can't make the premier can still check out the show on MPTV at 7 p.m. Thursday**
16. Kenosha News, Kenosha – February 17. **SMITH HAS NEVER SEEN 'DOWNTON ABBEY'—The actress, who's twice won an Emmy for her performance on the series, made the stunning confession in an interview scheduled to air this evening on "60 Minutes." (Sited)**
17. Kenosha News, Kenosha – February 17. **BONNEVILLE HAPPILY PRESIDES OVER 'DOWNTON'—The third season of "Downton Abbey" ends tonight with a bang. Airing from 8 to 10 tonight on PBS. Viewers must suffer "Downton" withdrawal until next season**
18. Kenosha News, Kenosha – February 17. **TV THIS WEEK: 'DOWNTON' SIGHS OFF, 'BODY OF PROOF' RETURNS, '5-0' GOES TO THE PRO BOWL—"Downton Abbey" Season Finale! Wrapping up way too soon with a two-hour blowout 8 tonight on PBS channels 10 and 11**
19. Kettle Moraine Living – February 17. **IN BRIEF/Find Meaning and Purpose—MPTV'S Next Avenue "Work and Purpose" discussion is set for 5 p.m. Monday Feb. 25, at Waukesha County Technical College, 800 Main St., Pewaukee**
20. Milwaukee Journal Sentinel, Milwaukee – February 17. **FANS STILL MOURN FAVORITE CHARACTER'S TV DEATHS—"Downton Abbey" fans brace yourselves for Sunday night's climactic season finale. The recent "Downton" death and public reaction on Facebook and Twitter highlights viewers' devoted attachment to TV series regulars, and the grief that comes with a fatal plot twist. (Sited)**
21. Hartford Times Press, Hartford - February 17. **ANTIQUA APPRAISAL AND CHILL LUNCH—Antique Appraisal and Chill Lunch on Sunday, Feb. 17 from 10:00 a.m. to 3:00 p.m. at Richfield Fire Hall, 2008 Highway 175 in Richfield, sponsored by The Richfield Historical Society. Barbara Eash one of the guest speakers an instructor for UW-Waukesha and is the MPTV Annual Appraisal Fair Coordinator**
22. Kenosha News, Kenosha – February 19. **TUNE IN TONIGHT / "FrontLine" (9:00 p.m. PBS, channels 10 and 11) presents "Raising Adam Lanza."**
23. Fort Atkinson Daily, Jefferson County Union – February 19. **'SESAME STREET' NEARS ONE BILLION VIEWS ON YOUTUBE—For "Sesame Street," the milestone, nearing 1 billion views on YouTube, looks like they are headed for Justin Bieber territory. Big Bird and Oscar the Grouch are now about as likely to be watched on an iPad, phone or laptop as they are on PBS**
24. Waukesha Freeman, Waukesha – February 19. **MPTV EPISODE FEATURING WAUKESHA HAS LOCAL PREMIER—The Waukesha episode is the seventh episode in the second season. It premier at 7 p.m.**

**Thursday on Milwaukee Public Television. Full episodes can be watched online at [www.mptv.org](http://www.mptv.org) ; attached is picture (pretty funny)**

25. Oconomowoc Enterprise, Oconomowoc – February 21. **RENOWN BOWED PIANO ENSEMBLE TO PERFORM AT CARROLL UNIVERSITY—The Bowed Piano Ensemble, the internationally renowned experimental music group from Colorado College, will be at Carroll University for at 7:30 p.m. performance March 13. They also have appeared on National Public Radio and PBS, and on film and network television.**
26. Kenosha News, Kenosha –February 22. **'AMERICAN MASTERS' SPOTLIGHTS ROCK PIONEER—TUNE IN TONIGHT / The "American Masters" (9 p.m., PBS Channels 10 and 11) presentation of "Sister Rosetta Tharpe: The Godmother of Rock & Roll"**
27. Kenosha News, Kenosha – February 23. **TUNE IN THIS WEEKEND / "Masterpiece Contemporary" (8 p.m. Sunday, PBS) offers a repeat of the 2011 drama "Page Eight," an understated thriller set at the highest levels of British intelligence**
28. Milwaukee Journal Sentinel, Milwaukee – February 23. **BUSINESS IN WISCONSIN: EVENTS / Monday: "Work and Purpose" discussion, Milwaukee Public Television, Free 5 p.m. Waukesha County Technical College, 800 Main St., Pewaukee**
29. Kenosha News, Kenosha – February 24. **TV THIS WEEK: Tuesday: "Makers: Women Who Make America" is an excellent and ambitious three-hour documentary that chronicles the advancement of women over the past 50 years. Featuring Hillary Clinton, Oprah Winfrey, Barbara Walters, etc. 7 p.m. on Channel 10, 8 p.m. Channel 11, PBS**
30. Kenosha News, Kenosha – February 24. **ICE COLD MURDER IN SCANDINAVIAN MYSTERIES—Any reader who dips into the thriller of say, Henning Mankell or Karin Fossum to name a couple will experience the dark and curious spell that haunts the novels of the frozen North. "Smilla's Sense of Snow" created a mild sensation in 1993, but not until 2008's "The Girl With the Dragon Tattoo" in which Henning Mankell and his detective character Wallander (played on PBS by Kenneth Branagh)**
31. Watertown Daily Times, Watertown – February 25. **WATERTOWN ANTIQUE APPRAISAL MARCH 10 –Friends of the Watertown Public Library will host an antique appraisal fundraiser event on Sunday, March 10<sup>th</sup>, from 12:30 – 3:30 p.m. at the Watertown Public Library. Guest appraiser Mark Moran will examine and discuss each item. He has be active as an appraiser of antiques for more than 20 years and a guest expert on PBS' Antiques Road Show**
32. Milwaukee Journal Sentinel, Milwaukee – February 26. **MARLO THOMAS OFFERS THOUGHTS ON MARRIAGE, WOMEN'S MOVEMENT—WHEN TO WATCH / What: "Makers: Women Who Make America / When: 7 p.m. Tuesday / Where: WMVS-TV (Channel 10)**
33. West Bend Daily News, West Bend – February 26. **IT'S HARDER TO MEASURE TV VIEWERSHIP—There's a similar dynamic with PBS. The public broadcasting system generally doesn't pay Nielsen to have it programs rated but only on special occasions. The 8.2 million people who watch the third-season finale of "Downton Abbey" on Feb. 17 was more than anything seen on ABC, Fox or NBC that night. No one would have known that unless they'd seen a report generated by a PBS press release**
34. Watertown Daily Times, Watertown – February 26. **NEWSPAPER ADDS COLUMNIST—The Daily Times has added a new columnist to its editorial page lineup. Donald Lambro, a Washington, D.C. based conservative. Lambro hosted and co-wrote the PBS documentaries "Inside The Republican Revolution" and "Star Spangled Spenders" and produced and moderated C-SPAN's "The Washington Times Forum"**