



August 16, 2012

**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 **TUESDAY, AUGUST 21, 2012** 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 – June 19, 2012 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures June, 2012 – Attachment 2](#)
2. [Monthly Advertising Fund Expenditures, July, August, September – Attachment 3](#)
2. [Uninterruptible Power Supply Battery Replacement – Attachment 4](#)
3. [Kayak Production Switcher – Attachment 5](#)
4. [Tentative Meeting Schedule – Attachment 6](#)

F. Discussion Items

1. General Manager's Report

G. Information Items

1. [FY2013-2014 Budget Development Calendar – Attachment 7](#)
2. [Estimated District Property Values – Attachment 8](#)
3. [Events Calendar – Attachment 9](#)
4. [Monthly Bills, June & July – Attachment 10](#)

5. Clippings, April 2012 – Attachment 11

H. Miscellaneous Items

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

I. Old Business/New Business

1. Next Committee Meeting: **September 18, 2012, Noon, Board Room (M210)**

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
June 19, 2012**

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, June 19, 2012, and called to order by Director Wilson at 12:05 p.m. in the Boardroom, Room 210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Rick Monroe, Ann Wilson
Excused: Peter Earle

ITEM B: WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – April 16, 2012 - Attachment 1

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the minutes of April 16, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures May, June, and July, 2012 – Attachment 2

Discussion Mr. Ellis Bromberg, general manager, gave a brief overview of the expenses.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for May, June, and July, 2012.

Action Motion approved

E-2 Sole Source Media Service Providers – Attachment 3

Discussion Mr. Bromberg explained this item to the committee.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Sole Source Media Service Providers as listed.

Action Motion approved.

E-3 Independent Production Contracts – Attachment 4

Discussion Mr. Bromberg noted that some of these amounts are the maximum amount a contractor could receive. Other projects listed will not be produced unless outside funding is secured.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Independent Production Contracts as listed.

Action Motion approved.

E-4 Approval of FY2012-2013 Activity Plan and Budget – Attachment 5

Discussion Dr. Jim Williams, vice president finance, explained this item.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the FY2012 – 2013 Activity Plan and Budget.

Action Motion approved.

Discussion Mr. Bromberg spoke about four procurement items that were not included on the Public Television agenda. Mr. Brian McArthur, manager engineering facilities, explained these items to the committee. These items could not be voted on because they were not listed on the agenda; however the committee agreed in principle to the purchase of these items.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg, General Manager, informed the committee that:

- the award ceremony for the PBS Kids Go contest was held at Discovery World on Thursday, June 14, 2012. Mr. Bromberg showed the committee one of the winning pieces that is included in a half hour program which showcases all of the winners and aired on MPTV.
- the final pledge drive of this fiscal year wrapped up on Sunday, June 10th. \$215,500 was raised for MPTV.
- the Next Avenue website, for adults 50 and older, is now a link on the MPTV website. He displayed the site for the committee and mentioned that MPTV will have a booth at State Fair to promote this new endeavor.

- an MPTV crew traveled with veterans to Pearl Harbor and will produce a documentary on the experience.

Finally, Mr. Bromberg thanked Dr. Monore and Mr. Earle for their support over the past several years as they helped to guide the station through tough times.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 6

G-2 Monthly Bills, March, 2012 – Attachment 7

G-3 Monthly Clippings, February and March, 2012 - Attachment 8

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, manager administration and planning, informed the committee that MPTV received a Paragon Award for Excellence from the Southeastern Wisconsin Chapter of the Public Relations Society of America for its promotion of AROUND THE CORNER WITH JOHN MCGIVERN.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: To Be Determined

ADJOURNMENT

The meeting adjourned at 1:08 pm.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

June, 2012 Actual

Advertising Objectives:

Pledge
Branding

Media Budget:

\$17,006.98

Online

Out-of-Home

Digital Boards 6/6 - 6/15/2012

\$5,005.88

Print

Radio

Pledge

\$12,001.10

Direct Mail

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

6%

\$975.10

Hispanic-Owned

WJTI-AM \$716.10

African American-Owned

WMCS-AM \$259.00

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 2011 - June 2012
(Media amounts by month billed)

AS OF 7/3/2012

TOTAL MEDIA SPENDING (ALL TARGETS)

Month	Radio	TV	Print	Outdoor	Online	Placed directly through MPTV	Total Media Placements
July	\$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
September	\$12,438.74	\$0.00	\$0.00	\$0.00	\$0.00	\$1,650.00	\$14,088.74
October	\$2,493.80	\$0.00	\$1,607.04	\$11,018.38	\$2,013.24	\$0.00	\$17,132.46
November	\$4,388.20	\$0.00	\$803.52	\$3,672.80	\$2,013.24	\$0.00	\$10,877.76
December	\$16,169.65	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$16,769.65
January	\$4,564.14	\$0.00	\$0.00	\$2,448.53	\$0.00	\$0.00	\$7,012.67
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$12,001.56	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,001.56
April	\$22,724.47	\$0.00	\$0.00	\$4,461.77	\$4,897.06	\$0.00	\$32,083.30
May	\$21,118.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$21,118.68
June	\$12,001.10	\$0.00	\$0.00	\$5,005.88	\$0.00	\$0.00	\$17,006.98
Total	\$107,900.34	\$0.00	\$2,410.56	\$26,607.36	\$8,923.54	\$2,250.00	\$148,091.80

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	\$0.00		\$0.00		\$0.00		\$0.00	
August	\$0.00		\$0.00		\$0.00		\$0.00	
September	\$2,667.76	19%	\$1,336.63	9%	\$0.00		\$4,004.39	28%
October	\$652.12	4%	\$954.92	6%	\$0.00		\$1,607.04	9%
November	\$509.21	5%	\$671.72	6%	\$0.00		\$1,180.93	11%
December	\$1,370.94	8%	\$2,430.58	14%	\$0.00		\$3,801.52	23%
January	\$352.62	5%	\$605.88	9%	\$0.00		\$958.50	14%
February	\$0.00		\$0.00		\$0.00		\$0.00	
March	\$731.36	6%	\$981.43	8%	\$0.00		\$1,712.79	14%
April	\$1,254.99	4%	\$2,360.60	7%	\$0.00		\$3,615.59	11%
May	\$1,230.48	6%	\$1,525.33	7%			\$2,755.81	13%
June	\$716.10	4%	\$259.00	2%	\$0.00		\$975.10	6%
Total	\$9,485.58	6%	\$11,126.09	8%	\$0.00	0%	\$20,611.67	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	\$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
September	\$2,667.76	\$0.00	\$1,336.63	\$0.00	\$0.00	\$0.00	\$0.00
October	\$652.12	\$0.00	\$954.92	\$0.00	\$0.00	\$0.00	\$0.00
November	\$509.21	\$0.00	\$671.72	\$0.00	\$0.00	\$0.00	\$0.00
December	\$1,111.94	\$259.00	\$1,648.95	\$781.63	\$0.00	\$0.00	\$0.00
January	\$352.62	\$0.00	\$605.88	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$731.36	\$0.00	\$981.43	\$0.00	\$0.00	\$0.00	\$0.00
April	\$1,254.99	\$0.00	\$2,360.60	\$0.00	\$0.00	\$0.00	\$0.00
May	\$1,230.48	\$0.00	\$1,525.33	\$0.00	\$0.00	\$0.00	\$0.00
June	\$716.10	\$0.00	\$259.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,226.58	\$259.00	\$10,344.46	\$781.63	\$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	\$0.00	\$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	\$0.00
September	\$0.00	\$0.00	\$0.00	\$1,336.63	\$0.00	\$0.00	\$0.00	\$0.00	\$1,017.76
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$23.13	\$171.13	\$0.00	\$0.00	\$0.00	\$0.00	\$183.15
December	\$286.75	\$494.88	\$225.70	\$823.25	\$0.00	\$0.00	\$259.00	\$0.00	\$1,111.94
January	\$0.00	\$0.00	\$0.00	\$605.88	\$0.00	\$0.00	\$0.00	\$0.00	\$352.62
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$37.93	\$943.50	\$0.00	\$0.00	\$0.00	\$0.00	\$731.36
April	\$0.00	\$0.00	\$269.41	\$2,091.19	\$0.00	\$0.00	\$0.00	\$0.00	\$1,254.99
May	\$0.00	\$0.00	\$184.77	\$1,340.56	\$0.00	\$0.00	\$0.00	\$0.00	\$1,230.48
June	\$0.00	\$0.00	\$259.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$716.10
Total	\$286.75	\$494.88	\$999.94	\$7,312.14	\$0.00	\$0.00	\$259.00	\$0.00	\$6,598.40

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	\$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
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$652.12	\$0.00	\$0.00	\$954.92	\$0.00	\$0.00
November	\$0.00	\$326.06	\$0.00	\$0.00	\$477.46	\$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	\$0.00	\$0.00	\$0.00
March	\$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
May	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
June	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$978.18	\$0.00	\$0.00	\$1,432.38	\$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	Cable TV	Cable TV	AA	Hisp.	Hisp.	AA	HM
	TARGETED	Hisp.	Hisp.	OWNED	OWNED	TARGETED	Minority	TARGETED
	TARGETED	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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00
September	\$0.00	\$1,650.00	\$0.00
October	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00
December	\$600.00	\$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	\$0.00	\$0.00	\$0.00
Total	\$600.00	\$1,650.00	\$0.00

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

July, 2012 Actual

Advertising Objectives:

Website Awareness (American Graduate)

Media Budget:

\$3,214.40

Online

Out-of-Home

Print

El Conquistador

\$358.67

Radio

American Graduate (website)

\$2,855.73

Direct Mail

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

26%

\$828.83

Hispanic-Owned

WJTI-AM \$470.16
El Conquistador \$358.67

African American-Owned

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

219 North Milwaukee Street

Milwaukee, WI 53202

P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

August, 2012 Estimate

Advertising Objectives:

Media Budget:

\$0.00

Online

Out-of-Home

Print

Radio

Direct Mail

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

Hispanic-Owned

African American-Owned



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

September, 2012 Estimate

Advertising Objectives:

September Pledge

Media Budget:

\$10,750.00

Online

Out-of-Home

Print

Milwaukee Times (September Pledge)

\$1,000.00

El Conquistador (September Pledge)

\$750.00

Radio

September Pledge

\$9,000.00

Direct Mail

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

16%

\$1,750.00

Hispanic-Owned

El Conquistador \$750

African American-Owned

Milwaukee Times \$1,000

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 8/7/2012

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							
September							
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$2,855.73	\$0.00	\$358.67	\$0.00	\$0.00	\$0.00	\$3,214.40

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								
September								
October								
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$828.83	26%	\$1,336.63	42%	\$0.00	0%	\$2,165.46	67%

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							
September							
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$828.83	\$0.00	\$0.00	\$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									
September									
October									
November									
December									
January									
February									
March									
April									
May									
June									
Total	\$633.63	\$703.00	\$0.00	\$0.00	\$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							
September							
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$0.00	\$358.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending by Television

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

Attachment 4

Uninterrupted Power Supply (UPS) Battery Replacement

Background

As a critical part of MPTV's broadcast transmission system, this purchase is for work related to the replacement of batteries on our existing MGE uninterruptible power supply (UPS) unit located at the Milwaukee Public Television (MPTV) Blue Hole site. Originally purchased in FY2005, this system uses a bank of 120 large batteries to provide constant voltage to the MPTV transmitters and ancillary equipment. It also bridges outages for several minutes as the generator comes online.

Typically these batteries require replacement every three to five years. We have obtained nearly seven years of useful life. Additionally, we have been able to include a five year extension of the service and maintenance contract on the entire unit.

Bid 12-41 was issued and six vendors responded. JT Packard provided a complete package at the lowest cost of \$55,516.00, Aerico Inc. incomplete bid, Titan Energy Group \$66,902.40, DC Group \$60,495, J&S Power Solutions \$69,290, Facility IT Group \$68,824.00.

JT Packard \$55,516.00

Action

Positive action by the Board on this item will authorize the issuance of the award to JT Packard of Verona WI.

Attachment 5

Kayak HD Multi-format Switcher System

Background

This purchase is a replacement of the MPTV studio production switcher system that was included in the FY12 approved capital budget. Our existing Snell and Wilcox studio production switcher was purchased in 2002 and is no longer supported by the manufacturer nor are repair parts available. The requested unit is a GrassValley Kayak HD Multi-format Switcher bid by multiple vendors of Grass Valley equipment.

Grass Valley production switchers are used by directors, technical directors and production professionals worldwide, as well as television stations, remote production trucks and studio production facilities. Over 200 Kayak switchers are used in the United States. Locally, WTMJ-TV and WDJT-TV are both Kayak users. Students in the MATC Television and Video Production program are trained to operate an existing Grass Valley Kayak switcher in the student production studio. Students will also operate the production switcher in the MPTV studio as part of their course work and for MPTV productions. Training our students on the Grass Valley Kayak switcher allows them to operate in either studio and prepares them to effectively use this equipment after graduation. Efficiencies of scale are realized for the MPTV staff that is already trained on the operation and maintenance of the Kayak switcher. Discounts on service contracts may be obtained and common spare parts can be stocked avoiding duplication that would occur with non-Grass Valley products.

A Bid solicitation was distributed to four (4) Grass Valley vendors. Bids were received from Grass Valley USA, LLC \$140,110.00, Alpha Video and Audio \$147,133.16 and AVI Systems \$152,250.00.

Low Bid: Grass Valley USA, LLC: \$140,110.00

Action

Positive action by the Board on this item will authorize the issuance of the award to Grass Valley

Attachment PTV 6

PUBLIC TELEVISION COMMITTEE MEETING DATES

Tuesday, August 21, 2012 @ Noon

Tuesday, September 18, 2012 @ Noon

Tuesday, October 16, 2012 @ Noon

Tuesday, November 20, 2012 @ Noon

Tuesday, December 11, 2012 @ Noon

Tuesday, January 15, 2013 @ Noon

Tuesday, February 19, 2013 @ Noon

Tuesday, March 19, 2013 @ Noon

Tuesday, April 9, 2013 @ Noon

Tuesday, May 21, 2013 @ Noon

Tuesday, June 18, 2013 @ Noon

MILWAUKEE AREA TECHNICAL COLLEGE

Fiscal Year 2013-14 Activity Plan and Budget Development Calendar

September 24, 2012	MATC Budget Committee – Organizational planning meeting
October 8, 2012 October 22, 2012	MATC Budget Committee - Discuss charter, budget development calendar, and FY12-13 Tax Levy President & VP Finance meet with Administrators to discuss new year’s budget development assumptions Operating budget calendar posted on EMATC website After final equalized valuation is received, board adopts final tax levy and approves budget adjustments as necessary Capital budget planning materials distributed Capital budget stakeholder workshop Review Capital budget guiding principles and budget planning process.
November 12, 2012	MATC Budget Committee - Discuss budget planning assumptions Capital budget requests due Operating budget planning materials distributed Operating budget stakeholder workshop Academic Capital Equipment/Construction requests are due to the Provost Non-Academic Capital Equipment/Construction requests are due to the Budget Office
December 10, 2012	MATC Budget Committee (One meeting)
January 14, 2013 January 28, 2013	MATC Budget Committee Operating budget request review with Deans, Vice Presidents, the VP Finance Preliminary Capital Equipment and Construction prioritized budget Operating budget materials due Academic Operating budget materials are due in the Provost Office Non-Academic Operating budget materials are due in the Budget Office
February 11, 2013 February 25, 2013	MATC Budget Committee – Discussion of preliminary approved Capital equipment and construction projects. Discuss preliminary budget summary and projections Operating budget review meetings Board reviews preliminary budget planning assumptions
March 11, 2013 March 25, 2013	MATC Budget Committee Board reviews final budget planning assumptions Board discussion of FY2013-14 budget summary
April 8, 2013 April 22, 2013	Budget Committee – Discussion item, review preliminary budget summary Discussion item, preliminary budget summary Board discussion of Activity Plan and Budget
May 13, 2013	Board monthly meeting – Preliminary approval of Activity Plan and Budget Administration publishes Budget Public Hearing Notice based on budget proposed by the Administration Public Forum - Discussion of preliminary approval to publish Activity Plan and Budget
June 2013	Present fiscal year budget at public hearing Receive feedback from public hearing and incorporate into budget as appropriate MATC Board - Approval of Activity Plan and Budget Board adopts budget subject to change based on final equalized valuation
October 2013	MATC Board - Action item, approve Tax Levies and Mill Rates

MATC
 Fiscal Year 2012-13
 Equalized Property Values Projection
 as of August 2012

FY	Equalized Values	Decline	1.5% Operational	Amount of Decline	0.59% Debt Service	Amount of Decline	Total
2010-11	74,330,954,837						
2011-12	72,026,372,842	3.1%	108,039,559		32,116,560		140,156,119
2012-13	70,585,845,385	2%	105,878,768		41,645,649		147,524,417
	69,865,581,657	3%	104,798,372	1,080,396	41,220,693	424,956	147,099,461
	69,145,317,928	4%	103,717,977	2,160,791	40,795,738	849,911	146,674,506
	68,381,838,376	5.06%	102,572,758	3,306,011	40,345,285	1,300,364	146,224,053

Wisconsin Technical College System					
				Estimated	
		Equalized		Equalized	Estimated
		Property		Property	Per Cent
		(Computers Out)		(Computers Out)	Increase
		(TID In)		(TID In)	
District		2011-12		2012-13	
Gateway		42,914,418,528		40,017,394,891	-6.75%
Milwaukee		74,862,832,492		71,074,656,465	-5.06%
WI Indianhead		31,964,139,885		30,540,842,585	-4.45%
Waukesha Co		50,705,545,274		48,833,647,408	-3.69%
Nicolet		17,825,084,313		17,180,565,143	-3.62%
Moraine Park		25,115,841,233		24,235,201,677	-3.51%
Lakeshore		14,588,248,959		14,147,318,569	-3.02%
Northcentral		15,894,511,205		15,471,318,493	-2.66%
Fox Valley		34,490,268,236		33,729,628,811	-2.21%
Mid-State		12,331,685,879		12,087,506,907	-1.98%
Blackhawk		11,752,283,785		11,519,911,581	-1.98%
Madison Area		71,917,515,430		70,567,949,879	-1.88%
Northeast WI		36,899,787,424		36,313,780,571	-1.59%
Chippewa Valley		20,768,940,568		20,534,305,687	-1.13%
Southwest WI		7,711,950,774		7,642,927,665	-0.90%
Western		17,121,178,817		17,193,766,995	0.42%
Total		<u>486,864,232,802</u>		<u>471,090,723,327</u>	-3.24%
change from the schedule with Exempt Computers Out.					
					8/15/12

Attachment 9

EVENTS CALENDAR

Fall 2012

SEPTEMBER

- 8 – 16 Membership Drive
- 13 MillerCoors & Saz's Beer Pairing Dinner

OCTOBER

- 4 OUTDOOR WISCONSIN Banquet
- 13 Antique Appraisal Fair
- 28 – 11/12 Holiday Online Auction

NOVEMBER

- 1 – 12 Holiday Online Auction
- 17 – 18 Holiday Art & Gift Fair

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/05/12	0002304	David K Baule	5668 Program Production	1 900 00
06/05/12	0002305	Pamela Behling	5201 Travel Expenses	222 16
06/05/12	0002307	Sharon B Fischer-To	5243 Other Supplies	1 135 66
06/05/12	0002309	Michael J Garvin	5658 Other Expense	373 76
06/05/12	0002317	Kimberly A Sosa	5676 Vehicle Supplies	25 01
06/05/12	0002325	DMW Worldwide LLC	5259 Postage	412 17
06/07/12	0002336	Kent Aschenbrenner	5260 Printing & Duplicati	10 067 49
06/07/12	0002349	Everett Marshburn	5201 Travel Expenses	346 90
06/07/12	0002350	Jeffrey P Moorbeck	5201 Travel Expenses	1 944 00
06/07/12	0002362	Media Instinct LLC	5201 Travel Expenses	51 00
06/07/12	0002367	Reprographic Technol	5357 Professional & Consu	1 000 00
06/12/12	0002378	Salvador Gomez	5830 Imprvmnts/Remdling	1 900 00
06/12/12	0002384	Debra A Wisniewski	5668 Program Production	900 00
06/12/12	0002400	Member Benefits Inc	5243 Other Supplies	1 410 00
06/14/12	0002408	Joseph D. Bauer	5201 Travel Expenses	873 31
06/14/12	0002409	David K. Baule	5201 Travel Expenses	1 221 72
06/14/12	0002412	Glenn P. Riley	5668 Program Production	1 000 00
06/14/12	0002413	Joseph M. Sankey	5201 Travel Expenses	1 190 00
06/14/12	0002415	Absolute Constructio	5668 Program Production	32 76
06/14/12	002421	Continuum	5830 Imprvmnts/Remdling	8 089 25
06/14/12	0002428	Media Instinct LLC	5830 Imprvmnts/Remdling	2 926 00
06/19/12	0002447	Pamela Behling	5668 Program Production	1 800 00
06/19/12	0002452	Daniel R Jones	5243 Other Supplies	188 44
06/19/12	0002454	Debra A Kunaah	5201 Travel Expenses	216 47
06/19/12	0002456	Lois H. Maurer	5668 Program Production	125 00
06/19/12	0002471	Electronics Research	5201 Travel Expenses	18 87
06/21/12	0002488	Everett Marshburn	5201 Travel Expenses	2 590 00
06/21/12	0002489	Brian R. McArthur	5674 Technical Operations	516 81
06/21/12	0002492	Forest Incentives Lt	5201 Travel Expenses	61 00
06/21/12	0002495	Member Benefits Inc	5201 Travel Expenses	223 00
06/26/12	0002507	Raul Galvan	5243 Other Supplies	1 121 51
06/26/12	0002508	Rick Horowitz	5243 Other Supplies	3 588 21
06/26/12	0002515	CDW Government	5668 Program Production	95 00
06/26/12	0002520	Dow Lohnes PLLC	5668 Program Production	95 00
06/26/12	0002521	Electronics Research	5674 Technical Operations	1 164 94
06/28/12	0002552	Full Compass Systems	5361 Legal Services	1 984 00
06/28/12	0002553	Legends of the Field	5840 Equipment	1 752 00
06/05/12	0714195	AT&T Mobility	5673 Studio Equipment Rep	1 345 04
06/05/12	0714198	Aqua Pure of Wiscons	5243 Other Supplies	9 400 00
06/05/12	0714199	Aria Communications	5454 Telephone	124 16
06/05/12	0714200	AT&T	5243 Other Supplies	96 00
06/05/12	0714209	Dan Small Outdoors L	5355 Other Contracted Ser	1 573 45
06/05/12	0714230	John T. McGivern	5454 Telephone	1 995 39
06/05/12	0714237	National Academy of	5668 Program Production	2 294 40
06/05/12	0714239	New Skies Satellites	5668 Program Production	10 000 00
06/05/12	0714247	QLT Consumer Lease S	5220 Membership & Subscri	85 00
06/05/12	0714248	QuadGraphics Inc	5668 Program Production	270 00
06/05/12	0714254	Mark W. Siegrist	5454 Telephone	18 85
06/05/12	0714255	Staples Advantage	5260 Printing & Duplicati	8 864 56
06/05/12	0714262	United Parcel Servic	5668 Program Production	5 000 00
06/07/12	0714286	Burton & Mayer Inc	5241 Office Supplies	638 43
			5233 Books	25 83
			5259 Postage	1 152 63
			5260 Printing & Duplicati	2 695 00

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/07/12	0714290	FedEx	5675 Traffic	1 487 16
06/07/12	0714291	Vicki L. Fischer	5357 Professional & Consu	1 333 33
06/07/12	0714292	Hilton Hawaiian Vill	5201 Travel Expenses	3 189 44
06/07/12	0714306	Milwaukee County Tre	5674 Technical Operations	6 000 00
06/07/12	0714317	Time Warner Cable	5454 Telephone	179 95
06/07/12	0714320	United Parcel Servic	5675 Traffic	197 77
06/12/12	0714336	AccuWeather	5674 Technical Operations	150 00
06/12/12	0714340	American Public Tele	5840 Equipment	14 522 00
06/12/12	0714341	Ampco System Parking	5668 Program Production	7 00
06/12/12	0714344	Aria Communications	5355 Other Contracted Ser	783 75
06/12/12	0714348	AT&T	5454 Telephone	477 41
06/12/12	0714357	Denise Callaway Reis	5668 Program Production	200 00
06/12/12	0714366	John J DeRosa	5668 Program Production	1 775 00
06/12/12	0714375	Everly Microsystems	5674 Technical Operations	3 480 00
06/12/12	0714379	Andrew J. Goralski	5260 Printing & Duplicati	3 555 00
06/12/12	0714393	J A Sexauer	5674 Technical Operations	266 40
06/12/12	0714404	Eric D. Levenhagen	5355 Other Contracted Ser	125 00
06/12/12	0714407	Markertek Video Supp	5674 Technical Operations	233 53
06/12/12	0714410	Deidre A. Martin	5668 Program Production	2 000 00
06/12/12	0714414	Milwaukee Ballet	5668 Program Production	8 809 45
06/12/12	0714422	Nielsen Media Resear	5661 Audience Research	6 566 39
06/12/12	0714427	Gerard Randall	5668 Program Production	100 00
06/12/12	0714452	US Postmaster	5259 Postage	3 800 00
06/12/12	0714455	Linda J. Ilezzi Wald	5668 Program Production	1 775 00
06/12/12	0714457	William D. Werner	5668 Program Production	250 00
06/14/12	0714469	Aqua Pure of Wiscons	5243 Other Supplies	48 00
06/14/12	0714470	AT&T	5454 Telephone	331 27
06/14/12	0714474	Rachelle D. Cehanovi	5668 Program Production	140 00
06/14/12	0714477	Clark Wire & Cable	5674 Technical Operations	1 428 70
06/14/12	0714481	Daily Reporter Publi	5840 Equipment	8 72
06/14/12	0714486	Eichenbaum & Associa	5270 Advertising	5 175 00
06/14/12	0714488	EMI Music Distributi	5243 Other Supplies	222 40
06/14/12	0714489	Everbank Commercial	5282 Off. General Eq Rep	278 00
06/14/12	0714490	Ewald Automotive Gro	5840 Equipment	31 530 50
06/14/12	0714496	John A. Gurda	5668 Program Production	3 700 00
06/14/12	0714500	Hewlett Packard Comp	5840 Equipment	2 005 08
06/14/12	0714505	Joseph Electronics	5673 Studio Equipment Rep	1 689 85
06/14/12	0714512	Milwaukee Courier	5840 Equipment	46 06
06/14/12	0714518	Judith Nugent	5668 Program Production	920 00
06/14/12	0714529	Spanish Journal	5840 Equipment	22 50
06/14/12	0714537	Jennifer M. Toepfer	5355 Other Contracted Ser	175 00
06/14/12	0714540	United Parcel Servic	5259 Postage	1 209 97
06/14/12	0714541	Bexel	5668 Program Production	4 230 00
06/14/12	0714543	We Energies	5452 Light & Power	2 324 61
			5450 Gas	98 51
06/19/12	0714557	AVI Systems Inc	5840 Equipment	19 629 00
06/19/12	0714558	BBC Worldwide Americ	5840 Equipment	47 000 00
06/19/12	0714567	Dan Small Outdoors L	5668 Program Production	2 167 00
06/19/12	0714568	ExxonMobil	5676 Vehicle Supplies	535 16
06/19/12	0714569	FedEx	5675 Traffic	168 75
06/19/12	0714578	Hewlett Packard Comp	5840 Equipment	5 740 68
06/19/12	0714588	Musician's Friend In	5674 Technical Operations	1 707 50
06/19/12	0714609	Wisconsin State Fair	5243 Other Supplies	1 113 50
06/19/12	0714610	WNET ORG	5667 Program Acquisition	4 350 00

BOARD BILL LIST
 IV Fund by Check No
 06/30/12

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/21/12	0714616	ACD Direct	5355 Other Contracted Ser	39.96
06/21/12	0714618	Aria Communications	5355 Other Contracted Ser	1,077.15
06/21/12	0714627	Blackbaud	5243 Other Supplies	4,810.00
06/21/12	0714641	Control Forms Inc	5260 Printing & Duplicati	511.13
06/21/12	0714642	Convio Inc	5355 Other Contracted Ser	1,060.00
06/21/12	0714648	Detroit Public Telev	5243 Other Supplies	84.59
06/21/12	0714660	Greg Best Consulting	5357 Professional & Consu	3,225.00
06/21/12	0714692	Pitney Bowes	5259 Postage	1,419.30
06/21/12	0714694	QuadGraphics Inc	5259 Postage	284.27
06/21/12	0714702	Sound Media LLC	5243 Other Supplies	202.33
06/21/12	0714704	Spring House	5243 Other Supplies	16.95
06/21/12	0714714	United Parcel Servic	5675 Traffic	104.85
06/21/12	0714725	Z Systems Inc	5674 Technical Operations	3,674.00
06/26/12	0714734	Airgas USA LLC	5678 Wmvs Transmitter Rep	19.53
06/26/12	0714737	AT&T Mobility	5454 Telephone	69.64
06/26/12	0714742	AT&T	5454 Telephone	7,004.29
06/26/12	0714743	AT&T U-verse	5454 Telephone	100.00
06/26/12	0714745	Susanne E. Barthel	5668 Program Production	1,700.00
06/26/12	0714748	Denise Callaway Reis	5668 Program Production	200.00
06/26/12	0714751	Clark Wire & Cable	5674 Technical Operations	1,151.53
06/26/12	0714760	Hall	5676 Vehicle Supplies	550.69
06/26/12	0714762	Heartland Video Syst	5674 Technical Operations	2,112.62
06/26/12	0714767	J A Sexauer	5674 Technical Operations	343.08
06/26/12	0714772	Jill Machl	5668 Program Production	2,565.00
06/26/12	0714774	Deidre A. Martin	5668 Program Production	10,000.00
06/26/12	0714775	John T. McGivern	5668 Program Production	10,000.00
06/26/12	0714777	Meng's Landscaping	5355 Other Contracted Ser	618.00
06/26/12	0714782	New Skies Satellifes	5668 Program Production	450.00
06/26/12	0714786	Gerard Randall	5668 Program Production	200.00
06/26/12	0714787	Scott P. Rivera	5668 Program Production	900.00
06/26/12	0714794	Veolia ES Solid Wast	5238 Maint. & Cust. Supp	689.80
06/28/12	0714806	Action Express Inc	5675 Traffic	13.81
06/28/12	0714823	Dalis Inc. H. L.	5674 Technical Operations	923.69
06/28/12	0714826	Eichenbaum & Associa	5270 Advertising	49,255.88
06/28/12	0714828	FedEx	5675 Traffic	226.04
06/28/12	0714835	Heartland Video Syst	5674 Technical Operations	1,263.36
06/28/12	0714843	McKinley	5243 Other Supplies	180.00
06/28/12	0714849	National Ace Hardwar	5674 Technical Operations	26.46
06/28/12	0714851	North Orlando Sprts	5355 Other Contracted Ser	1,503.01
06/28/12	0714857	Spectra Logic Corpor	5677 Videotape	4,622.57
06/28/12	0714869	Time Warner Cable	5454 Telephone	140.16
06/28/12	0714870	United Parcel Servic	5259 Postage	205.27
06/28/12	0714871	United Parcel Servic	5675 Traffic	25.96
06/28/12	0714873	Weber Creative LLC	5243 Other Supplies	1,100.00
06/28/12	0714874	Wisconsin Lift Truck	5282 Off. General Eq. Rep	1,209.00

412,358.74

BOARD BILL LIST
 Over \$2500 Channel 10/36
 06/30/12

Check Date	Check No	Vendor Name	Object Description	Object Amount
06/05/12	0002325	DMW Worldwide LLC	5260 Printing & Duplicati	10,067.49
06/14/12	0002415	Absolute Constructio	5830 Imprymts/Remdng	8,089.25
06/14/12	0002421	Continuum	5830 Imprymts/Remdng	2,926.00
06/19/12	0002456	Lois H Maurer	5201 Travel Expenses	2,590.00
06/21/12	0002495	Member Benefits Inc	5243 Other Supplies	3,588.21
06/28/12	0002553	Legends of the Field	5243 Other Supplies	9,400.00
06/05/12	0714230	John T McGivern	5668 Program Production	10,000.00
06/05/12	0714248	QuadGraphics Inc	5260 Printing & Duplicati	8,864.56
06/05/12	0714254	Mark W Siegrist	5668 Program Production	5,000.00
06/07/12	0714286	Burton & Mayer Inc	5260 Printing & Duplicati	2,695.00
06/07/12	0714292	Hilton Hawaiian Vill	5201 Travel Expenses	3,189.44
06/07/12	0714306	Milwaukee County Tre	5674 Technical Operations	6,000.00
06/12/12	0714340	American Public Tele	5840 Equipment	14,522.00
06/12/12	0714375	Everiz Microsystems	5674 Technical Operations	3,460.00
06/12/12	0714379	Andrew J Goralski	5260 Printing & Duplicati	3,555.00
06/12/12	0714414	Milwaukee Ballet	5668 Program Production	8,809.45
06/12/12	0714422	Nielsen Media Resear	5661 Audience Research	6,566.39
06/12/12	0714452	US Postmaster	5259 Postage	3,800.00
06/14/12	0714486	Eichenbaum & Associa	5270 Advertising	5,175.00
06/14/12	0714490	Ewald Automotive Gro	5840 Equipment	31,530.50
06/14/12	0714496	John A Gurda	5668 Program Production	3,700.00
06/14/12	0714541	Bexel	5668 Program Production	4,230.00
06/19/12	0714557	AVI Systems Inc	5840 Equipment	19,629.00
06/19/12	0714558	BBC Worldwide Americ	5840 Equipment	47,000.00
06/19/12	0714578	Hewlett Packard Comp	5840 Equipment	5,740.68
06/19/12	0714610	WNET ORG	5667 Program Acquisition	4,350.00
06/21/12	0714627	Blackbaud	5243 Other Supplies	4,810.00
06/21/12	0714660	Greg Best Consulting	5357 Professional & Consu	3,225.00
06/21/12	0714725	Z Systems Inc	5674 Technical Operations	3,674.00
06/26/12	0714742	AT&T	5454 Telephone	7,004.29
06/26/12	0714772	Jill Machi	5668 Program Production	2,565.00
06/26/12	0714774	Deidre A Martin	5668 Program Production	10,000.00
06/26/12	0714775	John T McGivern	5668 Program Production	10,000.00
06/28/12	0714826	Eichenbaum & Associa	5270 Advertising	49,255.88
06/28/12	0714857	Spectra Logic Corpor	5677 Videotape	4,622.57

				329,634.71

BOARD BILL LIST
TV Fund by Check No
07/31/12

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
07/03/12	0002576	Darlyne C. Haertlein	5201 Travel Expenses	62.71
07/03/12	0002580	Robert N. Latta	5357 Professional & Consu	1,870.00
07/03/12	0002597	Karen F. Van Hoof	5201 Travel Expenses	27.09
			5243 Other Supplies	42.95
			5658 Other Expense	75.66
07/03/12	0002600	Kathleen M. Worzalla	5201 Travel Expenses	26.43
07/03/12	0002604	B&H Photo Video Pro	5674 Videotape	3,415.00
07/03/12	0002607	Electronics Research	5840 Equipment	16,632.73
			5674 Technical Operations	348.18
07/10/12	0002632	Kent Aschenbranner	5201 Travel Expenses	292.32
07/10/12	0002633	Joseph D. Bauer	5201 Travel Expenses	408.00
07/10/12	0002634	Maureen M. Bradley	5658 Other Expense	124.39
			5201 Travel Expenses	86.10
07/10/12	0002636	Liddie M. Collins	5201 Travel Expenses	1,427.98
07/10/12	0002640	Darlyne C. Haertlein	5201 Travel Expenses	7.22
07/10/12	0002643	Jose A. Lozano	5201 Travel Expenses	7.00
07/10/12	0002655	Debra A. Wisniewski	5668 Program Production	1,230.00
07/10/12	0002656	Absolute Constructio	5830 Imprvmnts/Remdling	66,500.00
07/10/12	0002661	Electronics Research	5840 Equipment	1,993.50
07/12/12	0002675	Richard F. Ahl-Ludwi	5830 Imprvmnts/Remdling	6.66
07/12/12	0002677	Ellis R. Bromberg	5201 Travel Expenses	58.10
07/19/12	0002711	Continuum	3411 Resd for Encumbrance	1,644.00
07/24/12	0002726	Lois H. Maurer	5201 Travel Expenses	2,535.00
07/31/12	0002735	Kent Aschenbrenner	5243 Other Supplies	40.00
07/31/12	0002741	Dan Small Outdoors L	5668 Program Production	1,666.00
07/03/12	0714881	ACME	5840 Equipment	4,161.52
07/03/12	0714883	AT&T	5454 Telephone	1,986.00
07/03/12	0714888	Daily Reporter Publi	5840 Equipment	9.11
07/03/12	0714894	Theresa M. Gallun	5668 Program Production	3,200.00
07/03/12	0714896	Hewlett Packard Comp	5840 Equipment	1,197.00
07/03/12	0714897	Higgins Tower Servic	5678 Wwms Transmitter Rep	720.00
07/03/12	0714901	John T. McGivern	5668 Program Production	10,000.00
07/03/12	0714920	Spanish Journal	5840 Equipment	22.50
07/03/12	0714922	Stainless LLC	3411 Resd for Encumbrance	35,137.94
07/03/12	0714926	United Parcel Servic	5675 Traffic	25.96
07/05/12	0714950	Daily Reporter Publi	5840 Equipment	8.32
07/05/12	0714960	Hewlett Packard Comp	5840 Equipment	16,328.80
07/05/12	0714980	Stoiber Electric	5674 Technical Operations	8,770.38
07/10/12	0714997	AT&T	5454 Telephone	477.41
07/10/12	0715003	Denise Callaway Reis	5668 Program Production	200.00
07/10/12	0715011	Ericsson Television	5840 Equipment	2,670.44
07/10/12	0715037	Gerard Randall	5668 Program Production	200.00
07/10/12	0715039	Staples Advantage	5241 Office Supplies	362.73
07/10/12	0715050	Z Systems	5840 Equipment	26,486.76
07/12/12	0715059	Ampco System Parking	5668 Program Production	3.00
07/12/12	0715066	C H Coakley & Co	5830 Imprvmnts/Remdling	17,240.00
07/12/12	0715081	Honeywell	5830 Imprvmnts/Remdling	6,972.50
07/12/12	0715087	Killer Tracks	5669 Records/Music	1,989.00
07/12/12	0715090	Mastech Americas In	5840 Equipment	32,571.00
07/12/12	0715105	Time Warner Cable	5454 Telephone	179.95
07/12/12	0715106	Toki & Associates In	5830 Imprvmnts/Remdling	3,768.15
07/12/12	0715114	Wisconsin State Fair	5243 Other Supplies	1,112.50
07/16/12	0715125	AT&T	5454 Telephone	381.00
07/16/12	0715139	Hewlett Packard Comp	5840 Equipment	11,602.31

BOARD BILL LIST
TV Fund by Check No
07/31/12

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Check Date	Check No	Vendor Name	Object Description	Object Amount
07/16/12	0715150	Muermann Engineering	3411 Resd for Encumbrance	2,490.00
07/16/12	0715154	Rohde & Schwarz Inc	5840 Equipment	92,941.00
07/16/12	0715158	Z Systems	5840 Equipment	7,062.91
07/19/12	0715164	AccuWeather	5674 Technical Operations	150.00
07/19/12	0715177	Daily Reporter Publi	5840 Equipment	1,192.02
07/19/12	0715180	ExxonMobil	5676 Vehicle Supplies	786.24
07/19/12	0715184	Markertek Video Supp	3411 Resd for Encumbrance	1,641.35
07/19/12	0715187	Milwaukee Courier	5840 Equipment	88.76
07/19/12	0715188	Journal Sentinel Inc	5273 Publicity	1,273.65
07/19/12	0715197	Spanish Journal	5840 Equipment	45.00
07/24/12	0715210	APTS	5660 Affiliation/Mbpsps	35,600.00
07/24/12	0715213	Current	5273 Publicity	148.35
07/31/12	0715230	AT&T Mobility	5454 Telephone	28.28
07/31/12	0715237	AT&T U-verse	5454 Telephone	100.00
07/31/12	0715238	David C. Baxa	5243 Other Supplies	3,000.00
07/31/12	0715254	Halling & Cayo SC	5361 Legal Services	992.00
07/31/12	0715269	New Skies Satellites	5668 Program Production	450.00
07/31/12	0715276	Public Media Business	5660 Affiliation/Mbpsps	925.00
07/31/12	0715277	Public Television Ma	5660 Affiliation/Mbpsps	1,375.00
07/31/12	0715283	Mark W. Siegrist	5668 Program Production	13,533.00
07/31/12	0715287	Time Warner Cable	5454 Telephone	132.66
07/31/12	0715293	We Energies	5452 Light & Power	1,036.27
			5450 Gas	89.65
07/31/12	0715294	Weber Creative LLC	5243 Other Supplies	1,100.00

				453,320.44

BOARD BILL LIST
 Over \$2500 Channel 10/36
 07/31/12

Check Date	Check No	Vendor Name	Object Description	Object Amount
07/03/12	0002604	B&H Photo Video Pro	5677 Videotape	3.415 00
07/03/12	0002607	Electronics Research	5840 Equipment	16.632 73
07/10/12	0002656	Absolute Constructio	5830 Imprvmnts/Remdng	66.500 00
07/24/12	0002726	Lois H. Maurer	5201 Travel Expenses	2.535 00
07/03/12	0714881	ACME	5840 Equipment	4.161 52
07/03/12	0714894	Theresa M. Gallun	5668 Program Production	3.200 00
07/03/12	0714901	John T. McGivern	5668 Program Production	10.000 00
07/03/12	0714922	Stainless LLC	3411 Resd for Encumbrance	35.137 94
07/05/12	0714960	Hewlett Packard Comp	5840 Equipment	16.328 80
07/05/12	0714980	Stoiber Electric	5674 Technical Operations	8.770 38
07/10/12	0715011	Ericsson Television	5840 Equipment	2.670 44
07/10/12	0715050	Z Systems	5840 Equipment	26.486 76
07/12/12	0715066	C H Coakley & Co	5830 Imprvmnts/Remdng	17.240 00
07/12/12	0715081	Honeywell	5830 Imprvmnts/Remdng	6.972 50
07/12/12	0715090	Massitech Americas In	5840 Equipment	32.571 00
07/12/12	0715106	Toki & Associates In	5830 Imprvmnts/Remdng	3.768 15
07/16/12	0715139	Hewlett Packard Comp	5840 Equipment	11.602 31
07/16/12	0715154	Rohda & Schwarz Inc	5840 Equipment	92.941 00
07/16/12	0715158	Z Systems	5840 Equipment	7.062 91
07/24/12	0715210	APTS	5660 Affiliation/Mbsps	35.600 00
07/31/12	0715238	David C. Baxa	5243 Other Supplies	3.000 00
07/31/12	0715283	Mark W. Siegrist	5668 Program Production	13.533 00
				420.129 44

APRIL 2012

1. Kenosha News, Kenosha – April 1. **TV THIS WEEK—TONIGHT: “Masterpiece Classic” celebrates the bicentenary of Charles Dickens’ birth with a new adaptation of “Great Expectations.” (8 p.m. PBS)(Sited)**
2. Kenosha News, Kenosha – April 1. **TV SETS SAIL WITH TITANIC ANNIVERSARY SPECIALS—“Saving the Titanic” (premiering tonight at 9 on Channels 10 and 11, PBS)**
3. Kenosha News, Kenosha – April 2. **PBS PROFILES AUTHORS BEHIND CLASSIC NOVELS—PBS convenes a book club. “American Masters” (PBS) profiles two Southern women whose books became some of the most beloved novels of the 20th century.**
4. Kenosha News, Kenosha – April 2. **TUNE IN TONIGHT / “Margaret Mitchell: American Rebel” (8 p.m. Channel 10, 9 p.m. Channel 11) offers a glimpse at the woman behind “Gone With the Wind.” “Harper Lee: Hey, Boo” (9 p.m. Channel 10, 10 p.m. Channel 11) mixes scholarly and literary voices and pop culture figures (Tom Brokaw and Oprah Winfrey) in its appreciation of “To Kill a Mockingbird.” (Sited)**
5. Milwaukee Journal Sentinel, Milwaukee – April 3. **CONSUMERS DUMP CABLE AND SATELLITE FOR FREE TV INVENTION WITH NO MONTHLY BILLS—That means even if you’re in a rural area that just pulls in NBC, ABC, CBS, FOX and PBS broadcasts there’s up to 953 shows each year to watch for free**
6. Daily Citizen, Beaver Dam – April 4. **CHANNEL 10 AUCTION FEATURES MITTLESTADT—Artwork from six featured artists who have created pieces for this year’s Channel 10 Great TV Auction, available for bid during the live event airing April 27 through May 5 on PBS Channel 10**
7. Milwaukee Journal Sentinel, Milwaukee – April 5. **THE DISH/GIVING IT TO YOU STRAIGHT—‘HOMELAND,’ ‘COLBERT’ win Peabody Awards on Wednesday. Other programs honored included IFC’s “Portlandia,” NBC’s “Parks and Recreation,” PBS’ “Austin City Limits,” HBO’s “Game of Thrones,” and the long-running quiz show “Jeopardy!”**
8. The Journal Times, Racine – April 6. **BURLINGTON LIBRARY HOSTING ANTIQUE, COLLECTIBLE APPRAISALS APRIL 14—Antique appraiser Barbara Eash is a member of the Certified Appraisers Guild of America and is also the coordinator for Milwaukee Public Television’s annual Appraisal Fair**
9. Ozaukee Press, Port Washington – April 12. **DREAMS: TEEN PURSUES STAGE CAREER—Caroline Fossum, a Grafton teenager filmed “Money Moments” shorts in Madison for Public Broadcasting Stations, The spots, which air between PBS programs, teach children to handle money**
10. Lake Geneva Regional News, Lake Geneva – April 12. **LOCAL BOY WINS MPTV WRITING AWARD—A Pell Lake boy is among the 20 who won the recent 2012 PBS KIDS GO! Writers Contest. A press release from Milwaukee Public Television, first grader Luke Klabunde won first-place in his grad for “The Swan’s Surprise.”**
11. News Graphic, Cedarburg – April 17. **MUM’S THE WORD FOR ARTIST’S WORK TO BENEFIT CHANNEL 10—The watercolors of Mequon artist Kitty Sturrock will be among the artwork of six featured artist who have created pieces for this year’s Channel 10 Great TV Auction (Sited)**

12. News Graphic, Cedarburg – April 17. (cont.) **ARTIST: GOAL IS TO RAISE MORE THAN \$1 MILLION—The Channel 10 Great TV Auction kicks off Friday, April 29 at 5 p.m. and airs until midnight. Continuing April 30 through Saturday, May 7th**
13. Milwaukee Journal Sentinel, Milwaukee – April 17. **THE DISH/GIVING IT TO YOU STRAIGHT—Maggie Smith leaving Downton? Smith asked series creator Julian Fellowes to write her acid-tongued character out of the series. However, a representative for Carnival Film and Television Limited, co-producers of the hit PBS series, say, “Series 3 is currently filming with Maggie along with the other cast**
14. Kenosha News, Kenosha – April 19. **SMITH NOT LEAVING ‘DOWNTON ABBEY’—“Series 2 is currently filming with Maggie along with the other cast; however, there is no truth in the story that Maggie is leaving the show.”**
15. Kenosha News, Kenosha – April 19. **ON TV: ELECTRIC CARS, ‘PARKS AND RECREATION’—“Independent Lens” (10 p.m., Channel 11, PBS) airs “Revenge of the Electric Car.”**
16. The Reporter, Fond du Lac – April 20. **‘OUTDOOR WISCONSIN’ TV CREW PAYS VISIT TO CAMPBELLSPORT MILL POND—Dan Small and a crew from Milwaukee Public Television’s “Outdoor Wisconsin” show traveled to the rural Fond du Lac County community Wednesday to learn the history of the area and talk with wildlife artist Andy Stoffel. (Sited)**
17. The Journal Times, Racine – April 20. **STEWART GETTING NEW PBS SHOW—Martha Stewart is cooking up a culinary master class for public television. The TV host, announced Thursday that she’ll launch a new PBS series this fall called “Martha Stewart’s Cooking School.”**
18. Milwaukee Journal Sentinel, Milwaukee – April 22. **POLITICAL ADS THREATEN PUBLIC BROADCASTING—A U.S. appellate court recently ruled that a Federal Communication Commission ban on political advertising on public TV and radio stations was unconstitutional. (Sited)**
19. Kenosha News, Kenosha – April 22. **‘BIRDSONG’ NOVEL, MOVIE CENTER ROMANCE AROUND WORLD WAR I—ON THE AIR/ What: “Birdsong” on “Masterpiece Classic” / When: in a 90-minute two-parts on (Channel 11 at 8 tonight) however (Channel 10 MPTV is airing part one at 8 p.m., then the Great Auction will take over its prime-time schedule)**
20. Kenosha News, Kenosha – April 22. **MARTHA STEWART COMING TO PBS—The TV host, author and media mogul will launch a new PBS series this fall called “Martha Stewart’s Cooking School.”**
21. Lake Country Reporter, Hartland – April 24. **PORTRAIT AND PUBLIC TV—A Ryan Braun portrait will be auctioned off during the Channel 10 Great TV Auction on (Channel 10) from April 27-May 5th**
22. Watertown Daily Times, Watertown – April 24. **LOCAL GIRL WINS WRITING CONTEST—Ella Walker of Watertown is a winner in the local PBS KIDS GO! Writers Contest**
23. Lake Country Reporter, Hartland – April 24. **DELAFIELD ARTIST CAPTURES BRAUN’S INTENSITY—Chuck Weber- was chosen once again by the Channel 10 Great TV Auction to paint a portrait of Ryan Braun, who garnered last season’s National League MVP award**
24. Daily Citizen, Beaver Dam – April 26. **THERESA YOUTH IS WINNER IN KIDS GO! / Alana Peters of Theresa is a winner in the local PBS KIDS GO! Writers Contest**
25. News Graphic, Cedarburg – April 26. **NEIGHBORS—Rowan Liljegren of Grafton was one of 20 winners in the 2012 PBS KIDS GO! Writers Contest**

26. The Freeman, Waukesha – April 26. **TOWN OF DELAFIELD ARTIST STARS IN CHANNEL 10 AUCTION—Town resident Chuck Weber has been chosen as a featured artist in Channel 10's Great TV Auction for the third time, with displays of three facets of Milwaukee Brewers MVP Ryan Braun**
27. Campbellsport News – April 26. **CONCERT TO BE HELD AT OUR SAVIOUR—A Concert by the Alleluia Ringers of Concordia University in Mequon will be held on Friday, May 4 at 7:30 p.m. at Church of Our Savior Lutheran Church. This program was aired nationally on PBS member stations**
28. Daily Jefferson County Union, Fort Atkinson – April 27. **'CONSIDER THE CONVERSATION'— This film sheds light on the American struggle with communication and preparation at life's end. It is an award-winning, locally produced film that has been shown hundreds of times on PBS stations throughout the nation**
29. Kenosha News, Kenosha – April 27. **SMALLER ARTS GRANTS AWARDED FOR PBS SHOWS—The National Endowment for the Arts has awarded significantly smaller grants to several established PBS programs this year. Other PBS programs that saw cuts were "The PBS NewsHour" and "Independent Lens."**
30. The Journal Times, Racine – April 29. **THIS WEEK ON WGTD's 'THE MORNING SHOW'— Tuesday – A preview of a PBS documentary about Olympic athlete Jesse Owens which will be shown on "American Experience"**