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.
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
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
## AS OF 7/3/2012

### TOTAL MEDIA SPENDING (ALL TARGETS)

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<thead>
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<th>Month</th>
<th>Radio</th>
<th>TV</th>
<th>Print</th>
<th>Outdoor</th>
<th>Online</th>
<th>Placed directly through MPTV</th>
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<td>$0.00</td>
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<td>$0.00</td>
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### TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

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<tr>
<th>Month</th>
<th>Hispanic Spending</th>
<th>Hispanic Spending %</th>
<th>African American Spending</th>
<th>African American Spending %</th>
<th>Hmong Spending</th>
<th>Hmong Spending %</th>
<th>Minority Spending Total</th>
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<tr>
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<td>$0.00</td>
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<tr>
<td>November</td>
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<td>$671.72</td>
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<tr>
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<tr>
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<td>June</td>
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<td>0%</td>
<td>$20,611.67</td>
<td>14%</td>
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### TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

<table>
<thead>
<tr>
<th>Month</th>
<th>Hispanic OWNED*</th>
<th>Hispanic TARGETED</th>
<th>African American OWNED*</th>
<th>African American TARGETED</th>
<th>Hmong OWNED*</th>
<th>Hmong TARGETED</th>
<th>Other Vendors</th>
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<td>August</td>
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<td>September</td>
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<tr>
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<td>January</td>
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<td>March</td>
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<tr>
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<td>May</td>
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<td>June</td>
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*May also be minority targeted.
### Minority Spending by Radio Station

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<tr>
<th>Month</th>
<th>WJMR-FM 98.3 AA</th>
<th>WKKV-FM 100.7 AA</th>
<th>WMCS-AM 1290 AA</th>
<th>WLDB-FM 93.3 AA</th>
<th>WLUM-FM 102.1 AA</th>
<th>WNOV-AM 860 AA</th>
<th>WDDW-FM Hispanic</th>
<th>WRRD-AM Hispanic</th>
<th>WJTI-AM Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>August</td>
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<tr>
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<tr>
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<td>$716.10</td>
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### Minority Spending by Newspaper

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<th>El Conquistador Hispanic OWNED</th>
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## Minority Spending by Television

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## Minority Spending - Other

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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
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
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
### 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**

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**Total**  
$2,855.73   $0.00  $358.67  $0.00  $0.00  $0.00  $3,214.40
### TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

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<td>$1,336.63</td>
<td>42%</td>
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<td>0%</td>
<td>$2,165.46</td>
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<td>0%</td>
<td>$2,165.46</td>
<td>67%</td>
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### TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

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*May also be minority targeted.
### Minority Spending by Radio Station

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### Minority Spending by Newspaper

<table>
<thead>
<tr>
<th>Month</th>
<th>Spanish Journal Hispanic</th>
<th>El Conquistador Hispanic</th>
<th>Milwaukee Community Journal AA</th>
<th>Milwaukee Courier AA</th>
<th>Milwaukee Times AA</th>
<th>Just Good News AA</th>
<th>WI Hmong Directory HM</th>
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<tbody>
<tr>
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<td>$358.67</td>
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<td>$0.00</td>
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<td><strong>Total</strong></td>
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### Minority Spending by Television

<table>
<thead>
<tr>
<th>Month</th>
<th>WVTW-TV AA TARGETED</th>
<th>Univision Cable TV Hisp. TARGETED</th>
<th>WYTU LP Telemundo Cable TV Hisp. TARGETED</th>
<th>Strive Media Cable TV AA OWNED</th>
<th>WBWT TV Cable TV Hisp. OWNED</th>
<th>One time vendors Hisp. AA TARGETED</th>
<th>One time vendors Hisp. Minority TARGETED</th>
<th>One time vendors HM TARGETED</th>
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</thead>
<tbody>
<tr>
<td>July</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<td><strong>Total</strong></td>
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<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
</tr>
</tbody>
</table>

### Minority Spending - Other

<table>
<thead>
<tr>
<th>Month</th>
<th>Other African-American vendors</th>
<th>Other Hispanic Vendors</th>
<th>Other Hmong Vendors</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>August</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
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</tbody>
</table>
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
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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 24, 2012</td>
<td><strong>MATC Budget Committee</strong> – Organizational planning meeting</td>
</tr>
<tr>
<td>October 8, 2012</td>
<td><strong>MATC Budget Committee</strong> - Discuss charter, budget development calendar, and FY12-13 Tax Levy</td>
</tr>
<tr>
<td>October 22, 2012</td>
<td>President &amp; VP Finance meet with Administrators to discuss new year’s budget development assumptions</td>
</tr>
<tr>
<td></td>
<td>Operating budget calendar posted on EMATC website</td>
</tr>
<tr>
<td></td>
<td>After final equalized valuation is received, board adopts final tax levy and approves budget adjustments as necessary</td>
</tr>
<tr>
<td></td>
<td>Capital budget planning materials distributed</td>
</tr>
<tr>
<td></td>
<td>Capital budget stakeholder workshop</td>
</tr>
<tr>
<td></td>
<td>Review Capital budget guiding principles and budget planning process.</td>
</tr>
<tr>
<td>November 12, 2012</td>
<td><strong>MATC Budget Committee</strong> - Discuss budget planning assumptions</td>
</tr>
<tr>
<td></td>
<td>Capital budget requests due</td>
</tr>
<tr>
<td></td>
<td>Operating budget planning materials distributed</td>
</tr>
<tr>
<td></td>
<td>Operating budget stakeholder workshop</td>
</tr>
<tr>
<td></td>
<td>Academic Capital Equipment/Construction requests are due to the Provost</td>
</tr>
<tr>
<td></td>
<td>Non-Academic Capital Equipment/Construction requests are due to the Budget Office</td>
</tr>
<tr>
<td>December 10, 2012</td>
<td><strong>MATC Budget Committee (One meeting)</strong></td>
</tr>
<tr>
<td>January 14, 2013</td>
<td><strong>MATC Budget Committee</strong></td>
</tr>
<tr>
<td>January 28, 2013</td>
<td>Operating budget request review with Deans, Vice Presidents, the VP Finance</td>
</tr>
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<td>Preliminary Capital Equipment and Construction prioritized budget</td>
</tr>
<tr>
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<td>Operating budget materials due</td>
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<tr>
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<td>Academic Operating budget materials are due in the Provost Office</td>
</tr>
<tr>
<td></td>
<td>Non-Academic Operating budget materials are due in the Budget Office</td>
</tr>
<tr>
<td>February 11, 2013</td>
<td><strong>MATC Budget Committee</strong> – Discussion of preliminary approved Capital equipment and construction projects.</td>
</tr>
<tr>
<td>February 25, 2013</td>
<td>Discuss preliminary budget summary and projections</td>
</tr>
<tr>
<td></td>
<td>Operating budget review meetings</td>
</tr>
<tr>
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<td>Board reviews preliminary budget planning assumptions</td>
</tr>
<tr>
<td>March 11, 2013</td>
<td><strong>MATC Budget Committee</strong></td>
</tr>
<tr>
<td>March 25, 2013</td>
<td>Board reviews final budget planning assumptions</td>
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<tr>
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<td>Board discussion of FY2013-14 budget summary</td>
</tr>
<tr>
<td>April 8, 2013</td>
<td><strong>Budget Committee</strong> – Discus item, review preliminary budget summary</td>
</tr>
<tr>
<td>April 22, 2013</td>
<td>Discussion item, preliminary budget summary</td>
</tr>
<tr>
<td></td>
<td>Board discussion of Activity Plan and Budget</td>
</tr>
<tr>
<td>May 13, 2013</td>
<td><strong>Board monthly meeting</strong> – Preliminary approval of Activity Plan and Budget</td>
</tr>
<tr>
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<td>Administration publishes Budget Public Hearing Notice based on budget proposed by the Administration</td>
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<tr>
<td></td>
<td>Public Forum – Discussion of preliminary approval to publish Activity Plan and Budget</td>
</tr>
<tr>
<td>June 2013</td>
<td>Present fiscal year budget at public hearing</td>
</tr>
<tr>
<td></td>
<td>Receive feedback from public hearing and incorporate into budget as appropriate</td>
</tr>
<tr>
<td></td>
<td><strong>MATC Board - Approval of Activity Plan and Budget</strong></td>
</tr>
<tr>
<td></td>
<td>Board adopts budget subject to change based on final equalized valuation</td>
</tr>
<tr>
<td>October 2013</td>
<td><strong>MATC Board - Action item, approve Tax Levies and Mill Rates</strong></td>
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### MATC
Fiscal Year 2012-13
Equalized Property Values Projection
as of August 2012

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

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

**Total** 486,864,232,802 471,090,723,327 **-3.24%**
 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
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**Total**                                            **420,129.44**
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)


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 “Jepardy!”

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.


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)
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

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.

SMITH NOT LEAVING ‘DOWN TON 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.”

ON TV: ELECTRIC CARS, ‘PARKS AND RECREATION’—“Independent Lens" (10 p.m., Channel 11, PBS) airs “Revenge of the Electric Car.”

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.

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.”

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.

‘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)

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.”

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

LOCAL GIRL WINS WRITING CONTEST—Ella Walker of Watertown is a winner in the local PBS KIDS GO! Writers Contest

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

THERESA YOUTH IS WINNER IN KIDS GO! / Alana Peters of Theresa is a winner in the local PBS KIDS GO! Writers Contest

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 WGTĐ’s ‘THE MORNING SHOW’—**Tuesday – A preview of a PBS documentary about Olympic athlete Jesse Owens which will be shown on “American Experience”