



September 14, 2012

PLEASE NOTE DATE CHANGE

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

A regular open meeting* of the MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, **PUBLIC TELEVISION COMMITTEE** will be held in the **BOARD ROOM, ROOM 210**, of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN**, on **MONDAY, SEPTEMBER 17, 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 – August 21, 2012 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures August, September, October, 2012 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report

G. Information Items

3. [Events Calendar – Attachment 3](#)
4. [Monthly Bills, August, 2012 – Attachment 4](#)
5. [Monthly Clippings, May, 2012 – Attachment 5](#)

H. Miscellaneous Items

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

I. Old Business/New Business

1. Next Committee Meeting: **October 16, 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
August 21, 2012**

CALL TO ORDER

ITEM A: ROLL CALL

Present: Melanie Holmes, Kurt Wachholz
Excused: Ann Wilson (arriving soon)

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 – June 19, 2012 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of June 19, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

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

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the advertising expenditures for June, 2012.

Action Motion approved

E-2 Monthly Advertising Fund Expenditures July, August, September, 2012 – Attachment 3

Discussion Mr. Bromberg explained this item to the committee.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the Advertising Fund Expenditures for July, August and September, 2012.

Action Motion approved.

E-3 Uninterruptible Power Supply Battery Replacement – Attachment 4

Discussion Mr. Bromberg explained this item to the committee. It ensures the stations stay on the air when power goes out, and replaces a battery that usually lasts only five years but was last replaced in 2005.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the purchase of an Uninterruptible Power Supply Battery Replacement as listed.

Action Motion approved.

E-4 Kayak Production Switcher – Attachment 5

Discussion Mr. Bromberg explained this item. It is used by both students and professional staff on productions and replaces a 10-year old unit that is no longer supported by the manufacturer.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the purchase of a Kayak Production Switcher.

Ms. Wilson arrived at 12:10 pm

Action Motion approved.

E-5 Tentative Meeting Schedule – Attachment 6

Discussion Ms. Karen Wierschem, administrative specialist, noted that this day and time worked best for all members.

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the tentative meeting schedule as listed.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg, General Manager, Milwaukee Public Television (MPTV) welcomed the new members of the Public Television Committee and offered an update on projects and issues at MPTV:

- the inclusion of the former MPTV Friends into MPTV as its new Development Department
- the addition of quarterly dashboard indicators to the PTV Committee agenda later this year
- played a clip from MPTV's exclusive coverage of the FIELD OF HONOR

live event from Miller Park

- a newly produced ETHICALLY MILWAUKEE on the Sikh community
- gave the new committee members an overview of MPTV's locally produced programming
- reported on the new website NEXT AVENUE for those 50+

ITEM G: INFORMATION ITEMS

G-1 FY2013-2014 Budget Development Calendar – Attachment 7

Dr. Jim Williams, vice president finance, explained details of the FY2013-2014 Budget Development Calendar.

G-2 Estimated District Property Values– Attachment 8

Dr. Williams noted that MATC has received notice of a decline in property values throughout the district.

G-3 Events Calendar - Attachment 9

Mr. Bromberg spoke to this item.

G-4 Monthly Bills June and July, 2012 – Attachment 10

G-5 Clippings April, 2012 – Attachment 11

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, September 18, 2012, Noon

ADJOURNMENT

The meeting adjourned at 12:50 pm.

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

August, 2012 Actual

Advertising Objectives:

Bilingual Yellow Pages (placed by MPTV)

Media Budget:

\$1,650.00

Online

Out-of-Home

Print

Original Bilingual Hispanic Yellow Pages & Resource Guide

\$1,650.00

Radio

Direct Mail

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

100%

\$1,650.00

Hispanic-Owned

Yellow Pages \$1,650

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

September, 2012 Estimate

Advertising Objectives:

September Pledge

Media Budget:

\$10,459.57

Online

Out-of-Home

Print

Milwaukee Times (September Pledge)
El Conquistador (September Pledge)

\$761.76
\$693.86

Radio

September Pledge

\$9,003.95

Direct Mail

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

14%

\$1,455.62

Hispanic-Owned

El Conquistador \$693.86

African American-Owned

Milwaukee Times \$761.76

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

October, 2012 Estimate

Advertising Objectives:

Media Budget:

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



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 8/31/2012

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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,650.00	\$1,650.00
September							
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$2,855.73	\$0.00	\$358.67	\$0.00	\$0.00	\$1,650.00	\$4,864.40

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	\$1,650.00	100%	\$0.00	0%	\$0.00	0%	\$1,650.00	100%
September								
October								
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$2,478.83	51%	\$1,336.63	27%	\$0.00	0%	\$3,815.46	78%

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Month	Hispanic OWNED*	Hispanic TARGETED	African American OWNED*	African American TARGETED	Hmong OWNED*	Hmong TARGETED	Other Vendors
July	\$828.83	\$0.00	\$0.00	\$1,336.63	\$0.00	\$0.00	\$0.00
August	\$1,650.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September							
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$2,478.83	\$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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	Univision	WYTU LP	Strive Media	WBWT TV	One time	One time	One time
	AA	Cable TV Hisp.	Telemundo	Cable TV AA	Hisp.	vendors Hisp.	vendors AA	vendors HM
	TARGETED	TARGETED	Cable TV Hisp.	OWNED	OWNED	TARGETED	TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September								
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-	Other Hispanic	Other Hmong
	American vendors	Vendors	Vendors
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$1,650.00	\$0.00
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
Total	\$0.00	\$1,650.00	\$0.00

Attachment 3

EVENTS CALENDAR

Fall 2012

SEPTEMBER

22 Young Writers & Illustrators workshop

OCTOBER

4 Community Cinema – AS GOES JANESVILLE

4 OUTDOOR WISCONSIN Banquet

10 Next Avenue Community Conversation – CARING FOR THE CAREGIVER

13 Antique Appraisal Fair

28 - 11/12 Holiday Online Auction

NOVEMBER

1 Community Cinema – BOTTOMS UP

1 - 12 Holiday Online Auction

10 An Evening Inspired by "Downton Abbey" – a major donor recognition event

17 - 18 Holiday Art & Gift Fair

24 – 12/9 Membership Drive

25 Sesame Street Live

DECEMBER

6 Community Cinema – RETURN TO PEARL

13 Next Avenue Community Conversation – LIFE LONG LEARNING

BOARD BILL LIST
TV Fund by Check No
08/31/12

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
08/02/12	0002757	Pamela Behling	5243 Other Supplies	450 00
08/07/12	0002767	Ellis R. Bromberg	5201 Travel Expenses	99 90
08/09/12	0002787	Dow Lohnes PLLC	5361 Legal Services	1,994 48
08/09/12	0002788	Electronics Research	5678 Wmvs Transmitter Rep	1,713 16
			5840 Equipment	6,960 77
08/09/12	0002789	Full Compass Systems	3411 Resd for Encumbrance	1,896 76
08/14/12	0002799	Liddie M. Collins	5201 Travel Expenses	2,934 00
08/16/12	0002810	Ellis R. Bromberg	5201 Travel Expenses	1,03 09
08/16/12	0002813	Kimberly A. Sosa	5201 Travel Expenses	1,839 86
08/21/12	0002828	Avrum D. Lank	5668 Program Production	100 00
08/21/12	0002829	Lois H. Maurer	5201 Travel Expenses	211 56
08/21/12	0002830	Justin E. Migliano	5201 Travel Expenses	135 00
08/21/12	0002836	Joanne L. Williams	5668 Program Production	500 00
08/21/12	0002837	Debra A. Wisniewski	5668 Program Production	705 00
08/21/12	0002845	Member Benefits Inc	5243 Other Supplies	6,131 67
08/21/12	0002853	Y Y Design Studio LL	5355 Other Contracted Ser	6,660 00
08/23/12	0002869	Dow Lohnes PLLC	5361 Legal Services	849 58
08/23/12	0002871	Forest Incentives Lt	5243 Other Supplies	24,734 72
			5259 Postage	3,539 90
08/28/12	0002884	Joanne L. Williams	5668 Program Production	500 00
08/28/12	0002893	DMW Worldwide LLC	5259 Postage	3,141 68
			5260 Printing & Duplicati	27,612 79
08/28/12	0002894	Forest Incentives Lt	5243 Other Supplies	2,291 22
			5259 Postage	233 19
08/28/12	0002897	Member Benefits Inc	5243 Other Supplies	1,149 05
08/30/12	0002905	Absolute Constructio	3411 Resd for Encumbrance	99,008 23
08/02/12	0715304	AT&T	5454 Telephone	2,569 97
08/02/12	0715307	City of Brookfield-U	5455 Water	386 99
08/02/12	0715312	DSC Laboratories	3411 Resd for Encumbrance	3,249 20
08/02/12	0715327	Mared Mechanical	5674 Technical Operations	1,335 71
08/07/12	0715388	SPX Communication Te	3411 Resd for Encumbrance	8,614 62
08/09/12	0715403	AT&T	5454 Telephone	2,384 18
08/09/12	0715409	FedEx	5675 Traffic	2,983 12
08/09/12	0715413	HM Graphics Inc	5243 Other Supplies	868 00
08/09/12	0715422	National Educational	5660 Affiliation/Mbsps	13,605 00
08/09/12	0715430	Publishers Diversifi	5259 Postage	292 29
08/09/12	0715433	Staples Advantage	5241 Office Supplies	242 13
08/09/12	0715436	United Parcel Servic	5675 Traffic	401 65
08/09/12	0715438	US Postmaster	5259 Postage	4,000 00
08/14/12	0715447	Airgas USA LLC	5678 Wmvs Transmitter Rep	18 90
08/14/12	0715449	AT&T	5454 Telephone	439 58
08/14/12	0715459	Impact Acquisitions	5355 Other Contracted Ser	101 11
08/14/12	0715463	National Educational	5675 Traffic	75 00
08/14/12	0715464	Nielsen Media Resear	5661 Audience Research	6,566 39
08/14/12	0715475	Viking Communication	3411 Resd for Encumbrance	999 25
08/16/12	0715482	BBC Worldwide Americ	5840 Equipment	19,570 07
08/16/12	0715514	Veolia ES Solid West	5355 Other Contracted Ser	181 69
08/21/12	0715524	AccuWeather	5674 Technical Operations	150 00
08/21/12	0715525	ACD Direct	5355 Other Contracted Ser	9,567 26
08/21/12	0715531	Anchor Printing Inc	5260 Printing & Duplicati	1,025 75
08/21/12	0715532	Aria Communications	5355 Other Contracted Ser	14,853 02
08/21/12	0715533	AT&T	5454 Telephone	51 53
08/21/12	0715536	Blackbaud	5355 Other Contracted Ser	4,810 00
08/21/12	0715539	Denise Callaway Reis	5668 Program Production	500 00

BOARD BILL LIST
TV Fund by Check No
08/31/12

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
08/21/12	0715540	Capital Grille	5243 Other Supplies	600 00
08/21/12	0715542	Centec Security Syst	5355 Other Contracted Ser	360 00
08/21/12	0715548	Convio Inc	5355 Other Contracted Ser	10,468 75
08/21/12	0715548	Detroit Public Telev	5243 Other Supplies	686 40
08/21/12	0715549	Ecker Envelope Inc	5260 Printing & Duplicati	1,796 48
08/21/12	0715557	Hall	5676 Vehicle Supplies	77 79
08/21/12	0715565	Kiwanis Club of Milw	5220 Membership & Subscri	175 00
08/21/12	0715567	Jill Machi	5668 Program Production	2,565 00
08/21/12	0715574	Mindworks Press	5243 Other Supplies	1,301 20
08/21/12	0715590	Gerard Randall	5668 Program Production	500 00
08/21/12	0715592	Revanue Development	5243 Other Supplies	2,347 54
08/21/12	0715599	Sencore	3411 Resd for Encumbrance	21,880 34
08/21/12	0715601	Sharpe Group	5260 Printing & Duplicati	599 30
08/21/12	0715604	Mark W. Siegrist	5668 Program Production	200 00
08/21/12	0715607	Sound Media LLC	5243 Other Supplies	1,276 79
08/21/12	0715609	Stainless LLC	3411 Resd for Encumbrance	35,137 93
08/21/12	0715613	Time Warner Cable	5454 Telephone	179 95
08/23/12	0715635	Airgas USA LLC	5678 Wmvs Transmitter Rep	19 53
08/23/12	0715642	AT&T	5454 Telephone	462 29
08/23/12	0715643	AT&T	5454 Telephone	100 00
08/23/12	0715645	Blackbaud	5355 Other Contracted Ser	500 00
08/23/12	0715647	Carl Bloom Associate	5260 Printing & Duplicati	9,448 09
08/23/12	0715651	Detroit Public Telev	5243 Other Supplies	212 90
08/23/12	0715657	Europe Through the B	5243 Other Supplies	711 78
08/23/12	0715658	ExxonMobil	5676 Vehicle Supplies	730 54
08/23/12	0715660	Hyman Enterprises LL	5243 Other Supplies	1,024 77
08/23/12	0715677	We Energies	5452 Light & Power	897 43
			5450 Gas	98 04
08/23/12	0715678	Wide Eye Productions	5243 Other Supplies	761 44
08/28/12	0715694	ACD Direct	5355 Other Contracted Ser	41 91
08/28/12	0715695	Acorn Media Group In	5840 Equipment	9,600 00
08/28/12	0715699	American Public Tele	5665 Network Prog Service	5,750 00
			5840 Equipment	691 00
08/28/12	0715700	AT&T Mobility	5454 Telephone	28 28
08/28/12	0715701	Aria Communications	5355 Other Contracted Ser	8,510 00
08/28/12	0715702	AT&T	5454 Telephone	2,010 06
08/28/12	0715704	Blackbaud	5355 Other Contracted Ser	4,810 00
08/28/12	0715705	Bob Swerer Productio	5243 Other Supplies	798 00
08/28/12	0715707	Bosch Security Syste	3411 Resd for Encumbrance	4,500 00
08/28/12	0715708	Carl Bloom Associate	5260 Printing & Duplicati	28,528 27
			5259 Postage	15,653 33
08/28/12	0715711	Convio Inc	5355 Other Contracted Ser	1,060 00
08/28/12	0715713	DL Parsons Construct	3411 Resd for Encumbrance	3,985 00
08/28/12	0715718	FedEx	5675 Traffic	312 29
08/28/12	0715734	Johnny R. Munoz	5668 Program Production	1,800 00
08/28/12	0715741	Pitney Bowes	5259 Postage	2,565 80
08/28/12	0715744	Public Broadcasting	5840 Equipment	1,809,290 40
08/28/12	0715745	Publishers Diversifi	5259 Postage	245 04
08/28/12	0715746	QuadGraphics Inc	5260 Printing & Duplicati	13,441 27
			5259 Postage	344 50
08/28/12	0715751	Sound Media LLC	5243 Other Supplies	409 23
08/28/12	0715758	United Parcel Servic	5675 Traffic	236 22
08/28/12	0715760	Wide Eye Productions	5243 Other Supplies	16 73
08/30/12	0715769	Ampco System Parking	5668 Program Production	23 00

BOARD BILL LIST
 TV Fund by Check No
 08/31/12

Check Date	Check No	Vendor Name	Object	Description	Object Amount
08/30/12	0715773	Denise Callaway Reis	5668	Program Production	1,200.00
08/30/12	0715779	Jay Deraszynski	5357	Professional & Consu	1,600.00
08/30/12	0715780	DLI Entertainment LT	5840	Equipment	10,535.00
08/30/12	0715782	Ecker Envelope Inc	5260	Printing & Duplicati	2,184.36
08/30/12	0715786	Hyman Enterprises LL	5243	Other Supplies	50.82
08/30/12	0715791	Lor & Associates	5270	Advertising	1,650.00
08/30/12	0715792	Jill Machi	5668	Program Production	2,565.00
08/30/12	0715794	Nielsen Media Resear	5661	Audience Research	6,566.39
08/30/12	0715796	Pabst Theater	5243	Other Supplies	8,640.00
08/30/12	0715797	Pitney Bowes	5259	Postage	1,503.70
08/30/12	0715798	PRP Wine Internation	5243	Other Supplies	720.00
08/30/12	0715807	Time Warner Cable	5454	Telephone	132.66
08/30/12	0715808	Toki & Associates In	5830	Imprvmnts/Remdng	5,024.20
08/30/12	0715813	US Postmaster	5259	Postage	3,850.00
08/30/12	0715815	WNET	5667	Program Acquisition	4,350.00

					2,353,739.76

BOARD BILL LIST
 Over \$2500 Channel 10/36
 08/31/12

Check Date	Check No	Vendor Name	Object Description	Object Amount
			5840 Equipment	6,960.77
08/14/12	0002799	Liddle M. Collins	5201 Travel Expenses	2,934.00
08/21/12	0002845	Member Benefits Inc	5243 Other Supplies	6,131.67
08/21/12	0002853	T Y Design Studio LL	5355 Other Contracted Ser	6,660.00
08/23/12	0002871	Forest Incentives Lt	5243 Other Supplies	24,734.72
			5259 Postage	3,539.90
08/28/12	0002893	DMW Worldwide LLC	5259 Postage	3,141.68
			5260 Printing & Duplicati	27,612.79
08/30/12	0002905	Absolute Constructio	3411 Resd for Encumbrance	99,008.23
08/02/12	0715304	AT&T	5454 Telephone	2,569.97
08/02/12	0715312	Osc Laboratories	3411 Resd for Encumbrance	3,249.20
08/07/12	0715388	SPX Communication Te	3411 Resd for Encumbrance	8,614.62
08/09/12	0715409	FedEx	5675 Traffic	2,983.12
08/09/12	0715422	National Educational	5660 Affiliation/Mbsps	13,605.00
08/09/12	0715438	US Postmaster	5259 Postage	4,000.00
08/14/12	0715464	Nielsen Media Resear	5661 Audience Research	6,566.39
08/16/12	0715482	BBC Worldwide Americ	5840 Equipment	19,570.07
08/21/12	0715525	ACD Direct	5355 Other Contracted Ser	9,567.26
08/21/12	0715532	Aria Communications	5355 Other Contracted Ser	14,853.02
08/21/12	0715536	Blackbaud	5355 Other Contracted Ser	4,810.00
08/21/12	0715545	Convio Inc	5355 Other Contracted Ser	10,468.75
08/21/12	0715567	Jill Machi	5668 Program Production	2,565.00
08/21/12	0715599	Sencora	3411 Resd for Encumbrance	21,880.34
08/21/12	0715609	Stainless LLC	3411 Resd for Encumbrance	35,137.93
08/23/12	0715647	Carl Bloom Associate	5260 Printing & Duplicati	9,448.09
08/28/12	0715695	Acorn Media Group In	5840 Equipment	9,600.00
08/28/12	0715699	American Public Tele	5665 Network Prog Service	5,750.00
08/28/12	0715701	Aria Communications	5355 Other Contracted Ser	8,510.00
08/28/12	0715704	Blackbaud	5355 Other Contracted Ser	4,810.00
08/28/12	0715707	Bosch Security Syste	3411 Resd for Encumbrance	4,500.00
08/28/12	0715708	Carl Bloom Associate	5260 Printing & Duplicati	28,528.27
			5259 Postage	15,653.33
08/28/12	0715713	DL Parsons Construct	3411 Resd for Encumbrance	3,985.00
08/28/12	0715741	Pitney Bowes	5259 Postage	2,565.80
08/28/12	0715744	Public Broadcasting	5840 Equipment	1,809,290.40
08/28/12	0715746	QuadGraphics Inc	5260 Printing & Duplicati	13,441.27
08/30/12	0715780	DLT Entertainment LT	5840 Equipment	10,535.00
08/30/12	0715792	Jill Machi	5668 Program Production	2,565.00
08/30/12	0715794	Nielsen Media Resear	5661 Audience Research	6,566.39
08/30/12	0715796	Pabst Theater	5243 Other Supplies	8,640.00
08/30/12	0715808	Toki & Associates In	5830 Imprvmnts/Remding	5,024.20
08/30/12	0715813	US Postmaster	5259 Postage	3,850.00
08/30/12	0715815	WNET	5667 Program Acquisition	4,350.00

				2,298,777.18

MAY 2012

1. The Journal Times, Racine – May 1. **KEEP POLITICAL ADS OFF PBS—Allowing paid political ads in public broadcasting, is a very bad idea. Public broadcasting relies on its listeners for support. They would leave and take their financial pledges with them**
2. Lake Geneva Regional News, Lake Geneva – May 3. **WHAT’S HAPPENING—Wisconsin’s fire prevention video and local TV producer Tom Laughlin’s Independent film “Wisconsin Barns: Touchstones to the Past,” which has aired across America on PBS**
3. Kenosha News, Kenosha – May 4. **PBS PLANS DOCUMENTARY SERIES ON LATINOS IN U.S.—NEW YORK (AP)—PBS is preparing a six-hour documentary series on the history of Latinos in the United States, set to air in the fall of 2013 (Sited)**
4. Daily Jefferson County Union, Fort Atkinson – May 4. **PBS CONVERSATION—“Consider the Conversation” examines multiple perspectives on end-of-life care and includes information and experiences gathered from interviews with patients, family members, doctors, nurses, clergy, social workers, and national experts from around the country. (Sited)**
5. Milwaukee Journal Sentinel, Milwaukee – May 5. **COLORFUL PAINTINGS HELP HER OVERCOME YEARS OF ABUSE—SANDRA Saunders lives in what she calls “genteel poverty.” Now 70 she has painted most of her life. “I can’t afford to be a member” of the Channel 10/36 Friends organization, she said, so donating painting is her way to compensate**
6. Daily Jefferson County Union, Fort Atkinson – May 7. **A MUSICAL TRIBUT TO THE CIVILIAN CONSERVATION CORPS—Michigan-based author Bill Jamerson will present a music and storytelling program about the CCC at the Irving Young Memorial Library in Whitewater on Wed. May 16, at 2 p.m. Along with a novel and CD of songs on the CCC, Jamerson produced a PBS film in 1993, “Camp Forgotten,” which aired on Wisconsin Public Television**
7. Milwaukee Journal Sentinel, Milwaukee – May 8. **DISCOVERING YOUR ROOTS AND YOU VALUE—“Finding Your Roots with Henry Louis Gates Jr.” is another of the Harvard professor’s wonderful television series for PBS (Sited)**
8. The Freeman, Waukesha, Waukesha – May 10. **MILWAUKEE PUBLIC TV TO RECORD ‘PETER PAN’—MPTV and the Milwaukee Ballet are partnering to bring the Ballet’s production of “Peter Pan,” choreographed by the ballet’s Artistic Director Michael Pink, to public television. MPTV crews will videotape the performances this weekend at the Marcus Center for the Performing Arts in Milwaukee**
9. Milwaukee Journal Sentinel, Milwaukee – May 10. **THE DISH / ABC soup leads Daytime Emmy field—“General Hospital,” is reaping the benefits of diminished competition by grabbing 23 nominations for the 39th Daytime Emmy Awards. Other top nominated shows included PBS’ “Sesame Street” and CBS’ “The Young and the Restless, etc.**
10. Milwaukee Journal Sentinel, Milwaukee – May 11. **PBS’ ‘CRAFT IN AMERICA’ FEATURES ARTIST AGNEW—Terese Agnew, one of our state’s most accomplished artists. Agnew’s painstakingly made conceptual quilts will be featured on the Emmy-nominated, Peabody Award-winning documentary “Craft in America” on PBS. Airls on Friday at 8 p.m. on WMVS-TV (Channel 10)**

11. The Sheboygan Press, Sheboygan – May 12. **‘DIVIDE, CONQUER’ REMARKS AT ISSUE—Lichtenstein has worked for Democratic campaigns and has donated to Barrett. Lichtenstein has since finished the documentary, “As Goes Janesville,” which is expected to be shown at film festivals and on PBS stations this fall**
12. Milwaukee Journal Sentinel, Milwaukee – May 12. **ANOTHER CHANCE TO SEE LATE-NIGHT KING—Carson’s nephew opens archives for PBS / What: “Johnny Carson: King of Late Night” on “American Masters” / When: 8 p.m. Monday / Where: WMVS –TV (Channel 10)**
13. The Reporter, Fond du Lac – May 13. **PBS TO BRING BACK BARN FEATURE SERIES—PBS will begin broadcasting “American barn stories and other tales from the heartlands” at 9:30 p.m. Tuesday, May 15 on the Wisconsin Public Television Network**
14. Watertown Daily Times, Watertown – May 14. **HEERE’S JOHNNY! DOCUMENTARY LOOKS AT WHAT SET ‘KING OF LATE NIGHT’ APART—Finding out is the mission of “Johnny Carson: King of Late Night.” A two-hour “American Masters” portrait premiering tonight at 8 p.m. on PBS (Sited)**
15. Kenosha News, Kenosha – May 14. **TV HIGHLIGHTS / “American Masters” (8 p.m. Channel 10, 9 p.m. Channel 11) presents “Johnny Carson: King of Late Night**
16. Milwaukee Journal Sentinel, Milwaukee – May 16. **CORRECTIONS—An Obituary Tuesday for musician Mark Shurilla incorrectly stated that the documentary “Bob Reitman, Radio On,” Milwaukee Public Radio. It was on Milwaukee Public Television (Sited)**
17. Kenosha News, Kenosha – May 16. **PBS SPECIAL: ENCROACHING SUBURBS THREATEN KOALAS—“Nature” presentation “Cracking the Koala Code” (7 p.m. Channel 10, 8 p.m. Channel 11, PBS) / “Bones of Turkana” (9 p.m. Channel 10, 10 p.m. Channel 11, PBS) explores new skeletal evidence of human evolution found in northern Kenya**
18. The Journal Times, Racine – May 20. **TRAVEL THE WORLD FOR FREE—A series about Michael Wigge project, “how to Travel the World for Free,” is airing on some PBS channels throughout May and June, using video Wigge shot of his adventures**
19. Kenosha News, Kenosha – May 20. **KEN BURNS’ ‘THE DUST BOWL’ HIGHLIGHTS PBS FALL LINEUP—PBS has announced a fall lineup that include a Ken Burns documentary and a British historical drama. “The Dust Bowl,” a two-part, four-hour documentary by Burns (“The Civil War,” “Baseball”) airs on Nov. 18 and 19 (Sited)**
20. The Reporter, Fond du Lac – May 21. **U.S. FOUNDED ON PRINCIPLE OF RELIGIOUS FREEDOM—Like many Americans genealogy has been a keen interest. This Sunday, May 20th, “Finding Your Roots,” will be aired on PBS**
21. Kenosha News, Kenosha – May 21. **TV HIGHLIGHTS / “In Performance at the White House” (8 p.m. Channel 10, 9 p.m. Channel 11, PBS) honors Burt Bacharach and Hal David**
22. Kenosha News, Kenosha – May 22. **TUNE IN TONIGHT / “Civilization: The West and the Rest with Niall Ferguson” (7 p.m. on Channel 10, 8 p.m. on Channel 11, PBS)**
23. Kenosha News, Kenosha – May 26. **TUNE IN THIS WEEKEND / A television tradition that has become one of the highest-rated shows on PBS, the National Memorial Day Concert (7 p.m. Sunday, Channels 10 and 11) airs live from the West Lawn of the Capitol in Washington, D.C.**
24. Milwaukee Journal Sentinel, Milwaukee – May 26. **RECALL RACE HEATS UP—Milwaukee Mayor Tom Barrett and Wisconsin Gov. Scott Walker, both candidates in the gubernatorial recall election, discuss the issues Friday. Sponsored by the Wisconsin Broadcasters Association at Milwaukee Public Television studios**

25. Milwaukee Journal Sentinel, Milwaukee – May 26 cont. **JOHN DOE JOB DATA, BARGAINING ADDRESSED**
26. Kenosha News, Kenosha – May 27. **SORKIN, SNOOKI, OLYMPICS: IT'S A MIXED TV SUMMER / "Queen & Country," PBS, July 1 / "Masterpiece Mystery!," PBS, July 8**
27. Milwaukee Journal Sentinel, Milwaukee – May 28. **AWARDS IN BUSINESS / Milwaukee Public Television received a Paragon Award for Excellence from the Southeastern Wisconsin Chapter of the Public Relations Society of America**
28. Daily Jefferson County Union, Fort Atkinson – May 29. **DE NIRO TALKS TO BATES GRADS, GETS A DEGREE—Oscar-winning actor Robert De Niro received an honorary doctorate Sunday. PBS "Newshour" senior correspondent Gwen Ifill and Princeton University molecular biologist Bonnie Bassler also were honored**
29. Kenosha News, Kenosha – May 30. **THIS SUMMER, TV GOES TO THE DOGS—CBS has the lone network show in "Dogs in the City," starring comic, dog trainer and businessman Justin Silver. It's joined by documentaries on PBS and HBO and a series in the works for Disney Channel. (Sited)**
30. Kenosha News, Kenosha – May 31. **WATSON'S LIFE SERVES AS INSPIRATION—Doc Watson, died Tuesday at age 89. He never had a hit record and none of his albums ever went gold. In the 1980' he had collaboration with Chet Atkins and a few years later he joined Ricky Skaggs and Earl Scruggs for a PBS documentary, "Three Pickers."**