



October 12, 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, OCTOBER 16, 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 – September 17, 2012 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures September, October, November, 2012 – Attachment 2](#)
2. [Annual IT Hardware Maintenance - MPTV – Attachment 3](#)
3. [FY2012-2013 - Budget Adjustment – Attachment 4](#)
4. [Revised Policy I0505 WMVS/WMVT Affirmative Action and EEO Policy – Attachment 5](#)
5. [Revised Policy A0104-B - FCC Responsibilities for MATC Board Members – Attachment 6](#)
6. [Revised Policy A0111-A - Areas of Responsibility of District Board Committees – Attachment 7](#)
7. [Revised Policy I0102 – MATC Board Oversight and Financial Support of WMVS/WMVT Services - Attachment 8](#)
8. [Revised Policy I0410 - Public Service Announcements \(PSAs\) – Attachment 9](#)
9. [Revised Policy I0100 - Public TV Stations – Attachment 10](#)
10. [Rescind Policy J0500 – Channel 10/36 Friends, Inc. - Attachment 11](#)

F. Discussion Items

1. General Manager's Report
2. Resolution (F0043-10-11) to Establish FY2012-2013 Tax Levy – Attachment 12
3. Dashboard Indicators

G. Information Items

1. Events Calendar – Attachment 13
2. Monthly Bills, September, 2012 – Attachment 14 (Not available at time of posting)
3. Monthly Clippings, June, 2012 – Attachment 15

H. Miscellaneous Items

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

I. Old Business/New Business

1. Next Committee Meeting: **November 20, 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
September 17, 2012**

CALL TO ORDER

ITEM A: ROLL CALL

Present: Kurt Wachholz, Ann Wilson
Excused: Melanie Holmes

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 – August 21, 2012 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the minutes of August 21, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures August, September and October, 2012 – Attachment 2

Discussion Mr. Joe Bauer, manager administration and planning, gave a brief overview of the expenses.

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the advertising expenditures for August, September, and October, 2012.

Action Motion approved

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Joe Bauer gave the general manager's report for Mr. Bromberg who was not able

to be at this meeting. He informed the committee:

- of the season premieres of some of MPTV's local programs.
- about political debates that will air on channel 10 including the U.S. Senate debate that will be produced in the MPTV studios on Friday, September 28th.
- that the first NEXT AVENUE Community Conversation will take place on Wednesday, October 10th at 5:00pm at the Medical College of Wisconsin.
- on Friday MPTV hosted six international journalists which was arranged by the U.S. State department. The group was interested in our political campaign coverage.
- MPTV is launching a used vehicle donation program.

Mr. Bauer then distributed samples of proposed MPTV dashboard indicators for committee comments.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 3

G-4 Monthly Bills August, 2012 – Attachment 4

G-5 Clippings May, 2012 – Attachment 5

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, October 16, 2012, Noon

ADJOURNMENT

The meeting adjourned at 12:37 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

September, 2012 Actual

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:

WI Black Pages (placed by MPTV)

Media Budget:

\$600.00

Online

Out-of-Home

Print

Wisconsin Black Pages

\$600.00

Radio

Direct Mail

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

100%

\$600.00

Hispanic-Owned

African American-Owned

Wisconsin Black Pages \$600



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

November, 2012 Estimate

Advertising Objectives:

Branding and Pledge

Media Budget:

\$27,146.80

Online

Out-of-Home

Digital Boards: 11/7 thru 11/27/2012 (Branding) \$14,691.18

Print

Milwaukee Times (Pledge) \$761.76
El Conquistador (Pledge) \$693.86

Radio

Pledge \$11,000.00

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 5% \$1,455.62

Hispanic-Owned

El Conquistador \$693.86

African American-Owned

Milwaukee Times \$761.76



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 10.09.2012

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	\$9,003.95	\$0.00	\$1,455.62	\$0.00	\$0.00	\$0.00	\$10,459.57
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$11,859.68	\$0.00	\$1,814.29	\$0.00	\$0.00	\$1,650.00	\$15,323.97

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Hmong Spending	Hmong Spending %	Minority Spending Total	Minority Spending %
July	\$828.83	26%	\$1,336.63	42%	\$0.00	0%	\$2,165.46	67%
August	\$1,650.00	100%	\$0.00	0%	\$0.00	0%	\$1,650.00	100%
September	\$693.86	7%	\$761.76	7%	\$0.00	0%	\$1,455.62	14%
October								
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$3,172.69	21%	\$2,098.39	14%	\$0.00	0%	\$5,271.08	34%

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Month	Hispanic OWNED*	Hispanic TARGETED	African American OWNED*	African American TARGETED	Hmong OWNED*	Hmong TARGETED	Other Vendors
July	\$828.83	\$0.00	\$0.00	\$1,336.63	\$0.00	\$0.00	\$0.00
August	\$1,650.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$693.86	\$0.00	\$761.76	\$0.00	\$0.00	\$0.00	\$0.00
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$3,172.69	\$0.00	\$761.76	\$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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$693.86	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$0.00	\$1,052.53	\$0.00	\$0.00	\$761.76	\$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 Hisp.	Cable TV AA	Hisp.	vendors Hisp.	vendors AA	vendors HM
	TARGETED	TARGETED	TARGETED	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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00
October			
November			
December			
January			
February			
March			
April			
May			
June			
Total	\$0.00	\$1,650.00	\$0.00

Attachment PTV 3

Annual IT Hardware Maintenance - MPTV

Background

This is the first year of a three year agreement for “Depot level” service on nineteen (19) Sony High Definition videotape machines and nine (9) High Definition broadcast cameras. There are no other vendors that provide this factory service, which allows MPTV to send defective units directly to Sony for repair, shortening the out of service time and saving the cost of expensive part stocking. This contract is critical to the maintenance of our existing broadcast equipment, the last of which was purchased in 2005 and is not scheduled for replacement until 2014 or 2015. This is a sole source renewal of MATC's existing Sony SupportNET Service agreement. Purchased directly from the manufacturer, this includes all parts, labor and an annual cleaning and alignment of the 19 decks. CCD sensors in the cameras are covered and cost \$33,000 each to replace. Annually billed amount of \$61,001.67

Sony Electronics Inc.: \$61,001.67

Action

Positive action by the Board on this item will authorize the award for a three year period to Sony Electronics Inc. of Park Ridge, NJ.

MILWAUKEE AREA TECHNICAL COLLEGE
 BUDGET ADJUSTMENTS
 OCTOBER 17, 2012

ENTERPRISE FUND-PUBLIC TELEVISION

	ORIGINAL BUDGET 2012-13	REVISED BUDGET 2012-13	CHANGE
<u>REVENUE</u>			
Institutional	\$ 1,980,116	\$ 3,180,116	\$ 1,200,000
Other Resources - (Other Grants)	\$ 6,000,000	\$ 4,800,000	\$ (1,200,000)
Other Resources - (From PTV Capital Reserve)	\$ 1,987,315	\$ 2,649,810	\$ 662,495
<u>EXPENDITURES</u>			
Physical Plant	\$ 8,937,315	\$ 9,599,810	\$ 662,495

This adjustment is to rollover unspent prior year capital projects. This allows PTV to proceed with projects not completed in FY2012.

Also, the adjustment of \$1.2M reflects MPTV - Development auction and program grant revenue.

Title: WMVS/MMVT AFFIRMATIVE ACTION, <u>DIVERSITY</u> AND EEO POLICY	Code: 10505
Authority: Section 73.2080 of the FCC Rules; <u>Corporation for Public Broadcasting Grant Provisions</u> , Board Minutes, 2/17/92; 10/26/93; 12/19/00	Original Adoption: 2/27/92 Revised/Reviewed: 12/19/00 Effective: 12/20/00

In an effort to fully comply with language set forth in MATC's Affirmative Action Policy (C0200), Corporation for Public Broadcasting (CPB) federal grant provisions and applicable Federal Communications Commission (FCC) requirements, WMVS/MMVT is committed to having a staff that reflects the diversity of its broadcast community. In fulfilling this commitment, the stations will required to perform the following additional EEO and diversity initiatives activities:

1. Prepare ~~a~~ general and specific EEO program for WMVS-TV and WMVT-TV for FCC compliance purposes. Each station will establish, maintain and carry out program requirements as set forth in Section 73.2080 of the FCC Rules, as amended follows:
2. ~~The stations will comply with Section 73.2080 of the FCC Rules, as amended. Develop an Administrative Procedure setting forth the station's diversity plan in accordance with the requirements of the CPB's Community Service Grant Provisions and Eligibility Criteria. This procedure will include requirements for recruiting and interviewing a well-qualified and diverse candidate pool for all open positions, and setting a goal to employ station management and staff that reflects the racial and gender diversity of the station's broadcast community.~~
3. ~~The stations will a~~Adopt an Alternate Recruitment Program in accordance with FCC Equal Employment Opportunity Rules issued April 15, 2000. Establish a list of recruitment sources to attract qualified women, minority, and applicants with disabilities and notify each source of all openings in the television department.
4. ~~The Administration will d~~Develop Administrative Procedures to carry out the FCC and CPB requirements, ~~and insurance compliance~~. Establish and maintain a tracking mechanism to determine the sex, race, and recruitment source of each applicant.
5. Provide recourse notification to prospective employees of Milwaukee Public Television who believe they are a victim of discrimination.
6. ~~Prepare and submit annual FCC Employment Report (FCC Form 395-B).~~

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Milwaukee Area Technical College

Title: <u>Title: WMVS/WMVT AFFIRMATIVE ACTION, DIVERSITY AND EEO POLICY</u>	Code: <u>I0505</u>
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7. Prepare and submit annual CPB Station Activities Survey.
8. Conduct an annual "EEO Self-Assessment" based on FCC guidelines.
9. Maintain and update the Public File based on FCC guidelines.
Coordination of these additional EEO and diversity activities- among Human Resources, Affirmative Action, and ~~Channels 10/36~~ WMVS/WMVT will be the responsibility of the Manager, TV Administration and Planning, or the General Manager.

Title: FCC RESPONSIBILITIES FOR MATC BOARD MEMBERS	Code: A0104-B
Authority: Federal Communications Act of 1934, as amended; Chapter 1 of Title 47 of the Code of Federal Regulations; MATC Policies A0111-A as revised 3/24/98, I0100 as revised 10/24/95, and I0505 as revised 10/25/95	Original Adoption: 8/23/93 Revised/Reviewed: 9/25/07 Effective: 9/26/07

The Federal Communications Commission (FCC) has entrusted the District Board to operate the stations in the public interest, necessity, and convenience for the residents of southeastern Wisconsin. As the license holder of WMVS/WMVT the District Board:

1. Understands and contributes to the vision of WMVS/WMVT and an approved mission statement.
2. Sets all standards and policies for the operation and continued development of program services.
3. Approves overall policy service goals and stations' objectives.
4. Assures overall policy direction per FCC and Corporation for Public Broadcasting (CPB) requirements including Equal Employment Opportunities, Americans With Disabilities Act, open meeting and records regulations, and technical broadcast requirements.
5. Assumes, holds, and assists in all fiduciary policy responsibilities, including revenue (and related expenses) required for WMVS /WMVT through MATC, community, ~~(the 10 & 36 Friends, Inc.)~~, state, and federal sources.

Title: AREAS OF RESPONSIBILITY OF DISTRICT BOARD COMMITTEES	Code: A0111-A
Authority: Board Minutes, 4/29/81; 6/18/81; 8/19/81; 4/20/83; 10/18/83; 10/23/84; 10/25/88; 7/25/89; 2/18/91; 10/25/93; 2/20/96; 3/24/98; 9/28/99; 2/28/06; 9/25/07	Original Adoption: 4/29/81 Revised/Reviewed: 9/25/07 Effective: 9/26/07

The policy is intended to outline and define the appropriate areas of responsibility for the standing committees of the District Board. In addition, the District Board may convene as a committee of the whole and deliberate on matters as a committee. Such matters will not be acted upon when the committee as a whole is convened.

STANDING COMMITTEES:

Specific areas of responsibility for district board standing committees include:

FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE

The committee works with the President and other appropriate MATC personnel as designated by the President to:

1. Develop or revise District Board policies relating to finance, human, operations, and administration, and recommend appropriate board action;
2. Review and recommend District Board action on bills and financial statements;
3. Review internal and external audits;
4. Review and recommend District Board action on short- and long-term borrowing;
5. Review and recommend District Board action on annual tax levy;
6. Review and recommend District Board action on external contracts;
7. Review and recommend District Board action on major procurements and contracts for services;
8. Review district repair and maintenance programs;

Title: AREAS OF RESPONSIBILITY OF DISTRICT BOARD COMMITTEES	Code: A0111-A
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FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE

(Continued)

9. Review and recommend District Board action on monthly personnel transactions;
10. Establish and recommend District Board action on negotiating guidelines and parameters;
11. Review and recommend District Board action on district organizational structure;
12. Review and recommend District Board action on the five-year renovation and remodeling plan; and
13. Oversee and monitor the activities of the Advisory Audit Committee and, where necessary, recommend appropriate District Board action.

EDUCATION, SERVICES, AND INSTITUTIONAL RELATIONS COMMITTEE

The committee works with the President and other appropriate MATC personnel as designated by the President to:

1. Develop or revise District Board policies relating to educational programs, student affairs, board procedures, and external programming and recommend appropriate District Board action;
2. Review and recommend District Board action on program additions, modifications, and deletions;
3. Review district student affairs;
4. Review advisory committee activities;
5. Review student development programs and activities;
6. Review special projects and externally funded programs;
7. Review auxiliary support services and programs;
8. Develop and recommend District Board action on the five-year educational plan;

Title: AREAS OF RESPONSIBILITY OF DISTRICT BOARD COMMITTEES	Code: A0111-A
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EDUCATION, SERVICES, AND INSTITUTIONAL RELATIONS COMMITTEE

(Continued)

9. Plan and conduct District Board professional development program;
10. Promote District Board participation in local, state, regional, and national organizations;
11. Review and recommend District Board action on district marketing and public relations plans;
12. Develop liaison program with students, employees, and the community;
13. Ensure access to programs and services to be in compliance with the Americans With Disabilities Act; and
14. Review staff development and training plans.

PUBLIC TELEVISION COMMITTEE

The committee works with the President and other appropriate personnel as designated by the President to advocate for public television initiatives and to:

1. Develop or revise District Board policies relating to the operation of Channels 10/36 and recommend appropriate District Board action;
2. Review the activities of the PTV stations, WMVS/WMVT;
3. Review the operational functions of Channels 10/36;
4. Review the stations' liaisons with the following related organizations and report to the District Board;

— ~~The Channel 10/36 Friends, Inc.~~

- The State Educational Communications Board
- America's Public Television Stations (APTS)
- Public Broadcasting Service

Title: AREAS OF RESPONSIBILITY OF DISTRICT BOARD COMMITTEES

Code: A0111-A

PUBLIC TELEVISION COMMITTEE

(Continued)

5. Review and recommend District Board action on the stations' major equipment requirements, involvement in new technologies, budget, program procurement, and long-range planning;
6. Review and recommend goals for the television station;
7. Review and recommend District board action on the TV stations' funding options and the District Board's funding commitments;
8. Inform the District Board of key legislative matters related to federal and state funding affecting the TV stations; and
9. Inform the District Board of the TV stations' viewership, program offerings, and special events.

NOTE: All standing committees will provide for public comments on their agendas.

Title: MATC BOARD OVERSIGHT AND FINANCIAL SUPPORT OF WMVS/WMVT SERVICES	Code: 10102
Authority: Wis. Stats. § 38.001(3)(c); 38.16(1)(2); 67.04(2) and 67.07; MATC Board Policies - A0104B; A0111; A0111A; D0106; H0101; I0100; I0200; I0400; J0500; MATC Board Minutes, 3/28/94 (Future: Channels 10&36 Task Force Recommendations); 10/24/94; 2/15/00	Original Adoption: 10/24/94 Revised/Reviewed: 2/15/00 Effective: 2/16/00

The Milwaukee Area Technical College Board recognizes and supports the mission of and services provided by WMVS/WMVT-Television.

WMVS/WMVT is a division of Milwaukee Area Technical College (MATC) and exists for the purpose of "...providing community services and avocational or self enrichment activities" as outlined in Chapter 38.001(3)(c) of the Wisconsin Statutes.

The MATC Board recognizes, as a Federal Communications Commission (FCC) licensee, its responsibility to serve as the fiduciary agent for the television stations. In addition to levying taxes under its authority in Chapter 38.16(1) and (2), the MATC Board has approved policy to ~~charter the Channel 10&36 Friends, Inc., and~~ affiliate with various federal, state, and organizations to assure the financial well-being of the stations.

The MATC Board recognizes, as a FCC licensee, its responsibility to serve as stewards of the public trust. In recognition of this responsibility, the MATC Board has established *The Public Television Committee* to monitor station activities in open session and report to the MATC Board once a month.

Title: PUBLIC SERVICE ANNOUNCEMENTS (PSAs)	Code: I0410
Authority: Board Minutes, 12/16/91	Original Adoption: 12/16/91 Revised/Reviewed: Effective: 12/17/91

Channels 10/36 shall not air public service announcements unless they directly or indirectly benefit the stations.

There are a few exceptions to this policy.

1. PSAs directly coupled with a scheduled program or project. (Examples: THE CHEMICAL PEOPLE PSAs directed viewers to treatment centers. The public library PSA runs after READING RAINBOW in connection with the Vacation Video project.)
2. PSAs for the licensee. (Example: MATC runs registration spots for fall and winter semesters.)
3. PSAs for [various fundraisers benefiting the Friends of Channels 10/36](#). (~~Example: Wine-tasting fund-raiser spots.~~)

The above exceptions all support the college and/or station mission and provide a benefit either directly or indirectly to the stations.

Title: PUBLIC TV STATIONS	Code: I0100
Authority: Sections 399(a)(b)(c) of the Communications Act of 1934 as Amended; Public Broadcasting Act of 1981; FCC 2 nd Report and Order - BC Docket #21136 86 FCC 2d 141 (1981); FCC Reconsideration Decision of 1982; FCC Memorandum Opinion and Order - BC Docket #21136 97 FCC 2d 255 (1984) - Reconsideration II; Board Minutes, 10/9/52; 10/24/95	Original Adoption: 10/9/52 Revised/Reviewed: 10/24/95 Effective: 10/25/95

The Milwaukee Area Technical College District Board, licensee of Public Television Stations, WMVS, Channel 10 and WMVT, Channel 36, delegates to the President as the executive director the responsibility for administering the policies of the board relative to the two stations' development, programming, and operation in compliance with the rules and regulations of the Federal Communications Commission (FCC).

The following policies (executed by the executive director) shall govern the operations of Channels 10/36 (WMVS) and (WMVT):

I. Personnel Practices

Stations WMVS/WMVT shall follow fair employment practices in hiring their staff, as related to the FCC Regulations, and will conduct such practices in accordance with policies set forth by the Milwaukee Area Technical College District Board.

II. Non-commercial nature of the Television Stations
WMVS/WMVT shall conform to the FCC Rules and Regulations regarding the non-commercial nature of their broadcasts.

A. No television program will be broadcast on WMVS or WMVT that contains messages whose intent is to sell goods, products, services or other commodities.

Title: PUBLIC TV STATIONS

Code: I0100

- B. Stations WMVS/WMVT will not broadcast messages intended to sell goods, services, or commodities, either within the content of a program, adjacent to their programs, or as spot announcements during, preceding, or following station identifications.
- C. There will be the following exceptions:
1. The television stations will be permitted to broadcast a television auction on their behalf, during which FCC Rules governing TV auctions on non-commercial television stations will be followed.
 2. Occasional use of the stations' air time is permitted for membership announcements, [for Channel 10 Friends](#), whose proceeds will be used for the benefits of Milwaukee Public Television.
 3. The products and services of government and not-for-profit organizations may be represented in a commercial format.
- D. The FCC places limits on the stations in selling broadcast time to government and non-profit organizations. The stations are permitted to recover the costs of production and broadcast as well as the added value of market exposure. The stations use a "cost plus" reimbursement schedule when billing for these services.

III. Local Programming

A. Instructional Television Programs

Recognizing the vital importance of television as a teaching and communications tool, WMVS and WMVT will foster, assist in developing, produce, and broadcast instructional television series and programs aimed at improvement of teaching in the school classrooms in the coverage area served. The stations' facilities will be available to qualified community public and private educational institutions for such programming to meet specific educational needs of the community.

Title: PUBLIC TV STATIONS

Code:

I0100

B. Community interest programming covering a wide range of program content will be produced by the Public Television stations in cooperation with community educational, cultural, governmental, and other legitimate public agencies.

1. In producing local programming, management of the stations will arrange with community agencies the extent to which each will bear incurred costs and share production responsibilities and rights to the finished product.

2. Television Program Underwriting

a. Stations WMVS/WMVT may seek patrons or "underwriters" for local program series, or for series produced elsewhere for which there is a rental usage fee, observing FCC Rules and Regulations applicable to non-commercial stations regarding underwriting.

b. Underwriters will be requested to bear fully or in part the costs of production, filming, video taping, and promoting the TV series, or program, in exchange for appropriate credit at beginning and closing of the programs as set forth in FCC Regulations.

c. Program underwriters will be selected carefully to avoid association between program and underwriter, which could result in conflict of interest, or too close relationship between program matter and the underwriter's product, business, or special professional or personal interest.

d. Sources of funds must be disclosed, and underwriters will have no control over program content.

C. Public Affairs Programming

WMVS/WMVT will produce local television programs dealing with problems and issues arising in the community.

1. Stations will carefully observe principles set forth in the FCC Fairness Doctrine in carrying out their programming.

Title: PUBLIC TV STATIONS

Code:

I0100

2. Stations will present a balanced program schedule related to public affairs programs, issues and problems explored, and points of view expressed. The principle of providing "reasonable access" for all points of view to be expressed shall be practiced.
3. The stations will observe Section 315 of the FCC Rules and Regulations regarding locally produced and network originated political broadcasts.
4. WMVS/WMVT are not to be used to advance the personal political goals of political office holders. Public officials will be afforded an opportunity to use the stations for full explanation of policy of their offices and relevant community issues. Usage of the station must relate to the public interest and its needs, rather than to those of the individual providing the program.

IV. Network Programming and Affiliation

Stations WMVS/WMVT shall provide the community with national, regional, and state network program services. The stations will make necessary affiliation arrangements, with licensing board approval, to provide this service. The executive director will work in support and development of viable network program service on the board's behalf. Stations WMVS/WMVT will provide locally produced programming to these network services as may be required, within stations' production capabilities, consistent with their mission and goals.

Title: CHANNEL 10/36/ FRIENDS, INC.	Code: J0500
Authority: Board Minutes, 1/27/92	Original Adoption: 1/27/92 Revised/Reviewed: Effective: 1/28/92

~~The MATC District Board recognizes and supports the need for and benefit of the Channel 10/36 Friends, Inc. The Channel 10/36 Friends, Inc. is a nonprofit corporation organized under the law of the State of Wisconsin and exists solely for the benefit of raising funds for WMVS/WMVT-TV.~~

~~The district board recognizes the "Friends" as a separate operating entity, but also believes that the policy and philosophical interrelationship between the two entities must be secured by MATC representation on the Friends Board. Such representation is to be defined in the Channel 10/36 Friends, Inc. bylaws, but should include no less than ex-officio membership of the MATC President and the WMVS/WMVT-TV General Manager.~~

~~The Friends solicit funds in the name of and with the approval of WMVS/WMVT and MATC. Distributions to the television stations are requested from the Friends by the MATC District Board, which is independent of the board of directors of the Friends. MATC provides the use of office space, certain equipment and furnishings, most utility services, and insurance coverage to the Friends.~~

**RESOLUTION TO ESTABLISH FISCAL YEAR 2012-13 TAX LEVY
Resolution F0043-10-11**

BACKGROUND

Wisconsin Statutes require that the board establish the tax levy for the purpose of financing the fiscal year 2012-2013 budget by October 31, 2012. The total tax levy for the district is calculated by adding the debt service levy of \$ 42,357,783 to the operational levy of \$102,572,758. The total tax levy of \$ 144,930,541 is apportioned based on the percentage of the equalized value of each municipality to total District equalized property valuation.

The fiscal year 2012-2013 equalized property valuation for the MATC District, as certified by the Department of Revenue, excluding Tax Increment Districts, is \$ 68,381,838,376. The fiscal year 2012-2013 valuation is \$ 3,644,534,466 below last year's valuation, or a decrease of 5.06 percent.

Wisconsin Act 237 exempted business computers from being subject to property taxes beginning with the 1999 property tax levy, collected in 2000. The Act also provides for a state aid payment to offset the loss of this taxable property.

The valuation of exempt computers for the MATC District is \$ 817,984,600 which will result in a state aid payment of \$ 1,591,716 to offset the loss of this taxable property. This payment will be apportioned \$ 1,114,201 to operating revenue and \$ 477,515 to debt service revenue.

A comparative chart of the tax levy rates is shown below which incorporates the October 2012 budget revisions.

	<u>Actual October 2011-12</u>	<u>Adopted June 2012-13</u>	<u>Proposed October 2012-13</u>	<u>October vs. June Change</u>	<u>FY12 vs. FY13 Change</u>	<u>FY12 vs. FY13 % Change</u>
Operating Rate	1.500000	1.500000	1.500000	+0.000000	+0.000000	+0.00.000
Debt Service Rate	0.445900	0.590000	0.619400	+0.049000	+0.389160	+17.353
Total Rate	1.945900	2.090000	2.119400	+0.029400	+0.173500	+0.8.926

RESOLUTION

WHEREAS the Milwaukee Area Technical College District Board on June 26, 2012, had adopted a budget for fiscal year 2012-13, reserving the right to adjust, amend, or otherwise change, the adopted budget; and

WHEREAS there were adjustments, amendments, and changes to the fiscal year 2012-13 budget originally adopted on June 26, 2012, relative to revenue, expenditures, transfers and other sources; and

WHEREAS the FY 2012-13 budget, which was adopted on June 26, 2012, result in a total local tax levy of \$147,524,417 for fiscal year 2012-13; and

WHEREAS these adjustments, amendments, and changes to the fiscal year 2012-13, which were adopted on October 23, 2012, result in a total local tax levy of \$144,930,541 for the fiscal year 2012-13; and

WHEREAS the fiscal year 2012-13 total tax rate of 2.1194 represents a increase, but lower equalized values, of 8.9 percent relative to the fiscal year 2011-12 total tax rate of 1.9459; therefore be it

RESOLVED, that the Milwaukee Area Technical College District Board authorize a total tax levy of One-hundred Forty Four Million, Nine Hundred Thirty Thousand, Five Hundred Forty One Dollars (\$144,930,541) on the full value of taxable property of the district for debt service and for the purpose of making capital improvements, acquiring equipment, and operating and maintaining the schools of the District for the year beginning July 1, 2012; and be it

RESOLVED further, that the Milwaukee Area Technical College District Board pursuant to Section 38.16 of the Wisconsin Statutes, authorize the aforementioned amount of levy be spread proportionately on the tax rolls for collection in each city, village, and town within the District, and that the respective clerks be informed of this action.

Attachment PTV 13

EVENTS CALENDAR

Fall 2012

OCTOBER

- 18 America's Test Kitchen event
- 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

JUNE 2012

1. Milwaukee Journal Sentinel, Milwaukee – June 3. **ON THE SUMMER TUBE, IT'S A DOG'S LIFE—CBS has the lone network show in “Dogs in the City,” starring Justin Silver. It's joined by documentaries on PBS and HBO and a series in the works for the Disney Channel**
2. The Reporter, Fond du Lac – June 6. **DOG STARS OF SUMMER—TV networks train cameras on dogs for series, specials. Joined by documentaries on PBS and HBO among others**
3. Kenosha News, Kenosha – June 7. **STEP ONE: SPEAKING RESPECTFULLY—Monday night PBS Newshour aired a report in which a Walker volunteer said, “It's a power struggle. It's between the taxpayers and the public workers unions.” (Sited)**
4. Ozaukee Press, Port Washington – June 7. **A TALE OF TOY SOLDIERS AND SPIES/THE PBS TELEVISION SERIES “History Detectives” was recently in Fredonia and Port Washington. Host Eduardo Pagan consulted with toy soldier expert Norman Joplin to determine whether toy soldiers might have been used by a spy ring during World War II**
5. The Ripon Commonwealth Press, Ripon – June 7. **EMMY-WINNING COMEDIAN WILL HEADLINE GL ASSOCIATION GALA—Emmy Award-winning comedian John McGivern, shares his childhood stories of growing up Irish Catholic in Milwaukee. McGivern is best known for his Emmy Award-winning work on PBS**
6. The Sheboygan Press, Sheboygan – June 14. **FULM EXPLORES MAYAN CALENDAR—“2012: The Beginning,” a film by Los Angeles-based filmmaker Shannon Kring Buset, will be shown on Friday, June 22, in the Bradley Theatre at Lakeland's Sheboygan County campus. In 2008, Kring Buset left behind her career as the award-winning author of four books, executive producer and co-star of Emmy-winning PBS reality-cooking series**
7. Kenosha News, Kenosha – June 17. **A PRIMER TO THE BUSY SUMMER TV SEASON—“Masterpiece Mystery! Endeavour.” 8 p.m. July 1, PBS. This prequel to the beloved “Inspector Morse” series stars Shaun Evans**
8. Kenosha News, Kenosha – June 19. **NAMES IN THE NEWS—Idol' winner performing on 4th / Phillip Phillips, will perform his hit single “Home” in Washington on lawn of U.S. Capitol. The show is broadcast live on PBS**
9. Daily Citizen, Beaver Dam – June 21. **MR. ROGERS GOES VIRAL—Mr. Rogers is back, he is with us in videos. Now PBS, in an effort to reintroduce Mr. Rogers, hired artist John Boswell to do remixed interpretations (Sited)**
10. Kenosha News, Kenosha – June 21. **SPICE UP YOUR GARDEN—Joe Lamp'I, host of “Growing a Greener World” on PBS, is a master gardener and author (Sited)**
11. Kenosha News, Kenosha – June 26. **'FRONTLINE' ON PBS EXMINES THE CRISIS IN U.S. DENTAL CARE—TUNE IN TONIGHT / Does America have a dental crisis? “Frontline” airing at 9 p.m. on Channel 10 and at 10 p.m. on Channel 11 – examines the enormous social and financial costs**
12. Kenosha News, Kenosha – June 26. **BRIDGING LANGUAGE GAP AT LIFE'S TWILIGHT—Michael Verde, the founder of Memory Bridge, presents his research about Alzheimer's patients Monday at Aurora Medical Center in Kenosha. Among Memory Bridge's more high-profile efforts is the production of “There is a Bridge,” a PBS documentary that debuted in 2007 (Sited)**

13. Campbellsport News, Campbellsport – June 28. **SEVEN TIPS TO HELP YOUR LANDSCAPE BEAT THE HEAT THIS SUMMER—By Melinda Myers Gardening Expert, TV/Radio host, Author & Columnist / Melinda hosted “The Plant Doctor” radio program for over 20 years as well as seven seasons of Great Lakes Gardener on PBS**
14. Watertown Daily Times, Watertown – June 30. **WHAT OTHERS SAY/HERE’S THE TRUTH: YOU’RE NOT SPECIAL –“ The fact that you are receiving a diploma from one of America’s finest institutions of higher learning does not mean you are educated,” said Jim Lehrer, a longtime PBS anchor, while addressing graduates of William and Mary College (Sited)**