



November 16, 2012

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

A regular open meeting* of the MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, **PUBLIC TELEVISION COMMITTEE** will be held in the **BOARD ROOM, ROOM 210**, of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN**, on **TUESDAY, NOVEMBER 20, 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 – October 16, 2012 - Attachment 1](#)

D. Comments from the Public

E. Action Items

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

F. Discussion Items

1. General Manager's Report

G. Information Items

1. [Events Calendar – Attachment 3](#)
2. [Monthly Bills, October, 2012 – Attachment 4](#)
3. [Monthly Clippings, July & August, 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: **December 11, 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
October 18, 2012**

CALL TO ORDER

ITEM A: ROLL CALL

Present: Ann Wilson (via telephone), Melanie Holmes
Excused: Kurt Wachholz

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 – September 17, 2012 - Attachment 1

Motion It was moved by Director Wilson and seconded by Director Holmes to approve the minutes of September 17, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

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

Motion It was moved by Director Wilson and seconded by Director Holmes to approve the advertising expenditures for September, October, and November, 2012.

Action Motion approved

E-2 Annual IT Hardware Maintenance-MPTV – Attachment 3

Discussion Mr. Bromberg noted that this is a service agreement for existing equipment purchased in 2005.

Motion It was moved by Director Holmes and seconded by Director Wilson to approve the Annual IT hardware maintenance for MPTV.

Action Motion approved.

E-3 FY2012-2013 Budget Adjustment – Attachment 4

Discussion Dr. Jim Williams, vice president finance, stated this adjustment allows capital money to roll over to Fiscal Year 2013 and encompasses expected revenue from the MPTV development department.

Motion It was moved by Director Holmes and seconded by Director Wilson to approve the FY2012-2013 budget adjustment.

Action Motion approved.

E-4 Revised Policy I0505 WMVS/WMVT Affirmative Action and EEO Policy – Attachment 5

Discussion Mr. Bromberg explained this item noting that the Corporation for Public Broadcasting (CPB), through which public television stations receive our primary annual grant from the federal government, now requires stations to have a set of diversity goals that impact hiring and training of their staff. This policy puts in place broad goals, which will be further developed in administrative procedures at MPTV.

Motion It was moved by Director Wilson and seconded by Director Holmes to approve revised policy I0505.

Action Motion approved.

E-5 Revised Policy A0104-B FCC Responsibilities for MATC Board Members – Attachment 6

E-6 Revised Policy A0111-A Areas of Responsibility of District Board Committees – Attachment 7

E-7 Revised Policy I0102 MATC Board Oversight and Financial Support of WMVS/WMVT Services – Attachment 8

E-8 Revised Policy I0410 Public Service Announcements (PSAs) – Attachment 9

E-9 Revised Policy I0100 – Public TV Stations – Attachment 10

Discussion Attorney Falkenberg stated these five policies are changed only by the removal of the term Channel 10/36 Friends.

Motion It was moved by Director Wilson and seconded by Director Holmes to approve revised policies A0104-B, A0111-A, I0102, I0410 and I0100.

Action Motion approved.

E-10 Rescind Policy J0500- Channel 10/36 Friends, Inc. – Attachment 11

Motion It was moved by Director Holmes and seconded by Director Wilson to rescind policy J0500.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg reported on:

- the funding of public television that was brought to the forefront because of the presidential debate.
- an update of the FCC's proposal to auction off TV bandwidth for other uses.
- the first statewide debate for U.S. Senate that was held in the MPTV studios.
- the acceptance of MPTV's production of the Milwaukee Ballet's PETER PAN to the national PBS primetime schedule in 2013.
- the first of five NEXT AVENUE community conversations, which was held on October 10, and is now available for viewing on the MPTV website.
- a new development manager will be hired, after board approval, on October 29th. Mr. Bromberg also thanked Pam Behling, interim manager of development, who did a wonderful job, dealing with challenges in organization and process during the transition period.

Finally, Mr. Bromberg showed a brief portion of a new I REMEMBER episode about the history of MATC.

F-2 RESOLUTION (F0043-10-11) TO ESTABLISH FY2012-2013 TAX LEVY – ATTACHMENT 12

Discussion Dr. Williams explained this item.

F-3 DASHBOARD INDICATORS

Discussion Mr. Bromberg stated that a meeting was held with Dr. Williams and his staff to narrow down the revenue streams expected to be included in the MPTV dashboard indicators. The committee indicated they would also like to see audience ratings, top 10 programs, and the variable revenue numbers.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 13

G-4 Monthly Bills September, 2012 – Attachment 14

G-5 Clippings June, 2012 – Attachment 15

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, November 20, 2012, Noon

ADJOURNMENT

The meeting adjourned at 1:04 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

October, 2012 Actual

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:

\$21,146.80

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

\$5,000.00

Direct Mail

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

7%

\$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

December, 2012 Estimate

Advertising Objectives:

Media Budget:

\$6,380.88

Online

Out-of-Home

Print

Milwaukee Times (Pledge)

\$380.88

Radio

Pledge

\$6,000.00

Direct Mail

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

6%

Hispanic-Owned

African American-Owned

Milwaukee Times \$380.88

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 11.2.2012

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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$600.00
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$11,859.68	\$0.00	\$1,814.29	\$0.00	\$0.00	\$2,250.00	\$15,923.97

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	\$0.00	0%	\$600.00	100%	\$0.00	0%	\$600.00	100%
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$3,172.69	20%	\$2,698.39	17%	\$0.00	0%	\$5,871.08	37%

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	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$3,172.69	\$0.00	\$1,361.76	\$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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	WWTU-TV	Univision	WYTU LP	Strive Media	WBWT TV	One time	One time	One time
	AA	Cable TV	Telemundo	Cable TV	Hisp.	vendors	vendors	vendors
	TARGETED	Cable TV	Cable TV	AA	OWNED	Hisp.	AA	HM
		Hisp.	Hisp.	OWNED		TARGETED	Minority	TARGETED
		TARGETED	TARGETED				TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other

Month	Other African-		
	American	Other Hispanic	Other Hmong
	vendors	Vendors	Vendors
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$1,650.00	\$0.00
September	\$0.00	\$0.00	\$0.00
October	\$600.00	\$0.00	\$0.00
November			
December			
January			
February			
March			
April			
May			
June			
Total	\$600.00	\$1,650.00	\$0.00

Attachment 3

EVENTS CALENDAR

Fall 2012

NOVEMBER

- 24 – 12/9 Membership Drive
- 25 Sesame Street Live

DECEMBER

- 6 Community Cinema – RETURN TO PEARL
- 11 Holiday Tea
- 11 Preview of season 3 Downton Abbey
- 13 Next Avenue Community Conversation – LIFE LONG LEARNING

BOARD BILL LIST
TV Fund by Check No
10/31/12

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Check Date	Check No	Vendor Name	Object Description	Object Amount
10/02/12	0003111	Joanne L. Williams	5668 Program Production	700.00
10/02/12	0003113	Continuum	5830 Imprvmnts/Remdling	660.00
10/02/12	0003120	Member Benefits Inc	5243 Other Supplies	290.20
10/09/12	0003146	Suzanne M. Jarvis	5243 Other Supplies	700.00
10/09/12	0003148	Debra A. Wisniawski	5668 Program Production	835.00
10/09/12	0003152	Dow Lohnes PLLC	5361 Legal Services	2,179.00
10/11/12	0003179	Gail G. Gryzbowski	5201 Travel Expenses	126.27
10/11/12	0003180	Darlyne C. Haertlein	5201 Travel Expenses	7.77
10/11/12	0003184	Kimberly A. Sosa	5243 Other Supplies	5,280.00
10/11/12	0003197	T Y Design Studio LL	5355 Other Contracted Ser	3,330.00
10/16/12	0003215	Forest Incentives Lt	5243 Other Supplies	16,373.03
			5259 Postage	2,052.66
10/16/12	0003222	Member Benefits Inc	5243 Other Supplies	4,664.01
10/23/12	0003273	Forest Incentives Lt	5243 Other Supplies	2,417.66
			5259 Postage	188.18
10/23/12	0003275	Member Benefits Inc	5243 Other Supplies	706.02
10/25/12	0003296	Continuum	5830 Imprvmnts/Remdling	25,312.50
10/30/12	0003320	Dow Lohnes PLLC	5361 Legal Services	806.00
10/30/12	0003328	Member Benefits Inc	5243 Other Supplies	203.47
10/30/12	0003333	US Brands	5259 Postage	1,072.70
10/02/12	0716387	Action Express Inc	5675 Traffic	13.81
10/02/12	0716391	AT&T Mobility	5454 Telephone	28.28
10/02/12	0716392	AT&T	5454 Telephone	2,011.91
10/02/12	0716397	Blackbaud	5355 Other Contracted Ser	4,810.00
10/02/12	0716398	Broadcast Devices In	5678 Wmvs Transmitter Rep	1,797.00
10/02/12	0716400	Denise Callaway Reis	5668 Program Production	200.00
10/02/12	0716402	Carl Bloom Associate	5260 Printing & Duplicati	5,327.50
			5259 Postage	3,862.06
10/02/12	0716413	FedEx	5675 Traffic	230.52
10/02/12	0716424	Hall	5676 Vehicle Supplies	52.20
10/02/12	0716442	Jill Machi	5668 Program Production	2,565.00
10/02/12	0716450	Johnny R. Munoz	5668 Program Production	1,350.00
10/02/12	0716451	Nielsen Media Resear	5661 Audience Research	6,566.35
10/02/12	0716462	Gerard Randall	5668 Program Production	200.00
10/02/12	0716479	United Parcel Servic	5675 Traffic	167.13
10/02/12	0716484	VizuAll Inc	5674 Technical Operations	6,300.00
10/04/12	0716504	Aria Communications	5355 Other Contracted Ser	622.60
10/04/12	0716512	Carl Bloom Associate	5260 Printing & Duplicati	14,362.50
			5259 Postage	8,855.42
10/04/12	0716547	US Postmaster	5259 Postage	3,450.00
10/09/12	0716558	AT&T	5454 Telephone	452.43
10/09/12	0716562	Blackbaud	5355 Other Contracted Ser	10,310.43
10/09/12	0716563	Bodi Company	5668 Program Production	482.25
10/09/12	0716566	Carl Bloom Associate	5260 Printing & Duplicati	3,380.00
			5259 Postage	10,248.55
10/09/12	0716571	Detroit Public Telev	5243 Other Supplies	432.27
10/09/12	0716581	Europe Through the B	5243 Other Supplies	436.57
10/09/12	0716582	Everbank Commercial	5282 Off. General Eq. Rep	557.60
10/09/12	0716590	John A. Gurda	5668 Program Production	4,500.00
10/09/12	0716597	Deldre A. Martin	5668 Program Production	4,000.00
10/09/12	0716612	National Ace Hardwar	5674 Technical Operations	192.59
10/09/12	0716632	Staples Advantage	5241 Office Supplies	180.84
			5243 Other Supplies	300.17
10/09/12	0716643	Wear America LLC	5668 Program Production	1,564.07

BOARD BILL LIST
TV Fund by Check No
10/31/12

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Check Date	Check No	Vendor Name	Object Description	Object Amount
10/11/12	0716653	Ampco System Parking	5668 Program Production	12.00
10/11/12	0716662	Controll Forms Inc	5260 Printing & Duplicati	527.00
10/11/12	0716663	Detroit Public Telev	5243 Other Supplies	108.90
10/11/12	0716671	Hay House	5243 Other Supplies	2,062.41
10/11/12	0716691	Publishers Diversifi	5259 Postage	170.49
10/11/12	0716692	Push Button Gadget I	5243 Other Supplies	192.00
10/11/12	0716693	QuadGraphics Inc	5260 Printing & Duplicati	6,365.41
			5259 Postage	320.79
10/11/12	0716698	Sharpe Group	5259 Printing & Duplicati	599.30
10/11/12	0716700	Rohde & Schwarz Inc	3411 Resd for Encumbrance	1,820.00
10/11/12	0716702	Mark W. Siegrist	5668 Program Production	3,334.00
10/11/12	0716707	Time Warner Cable	5454 Telephone	179.95
10/11/12	0716708	Time Warner Cable	5454 Telephone	432.66
10/11/12	0716711	Veolia ES Solid West	5355 Other Contracted Ser	342.65
10/16/12	0716720	AccuWeather	5674 Technical Operations	150.00
10/16/12	0716721	Action Express Inc	5675 Traffic	13.81
10/16/12	0716729	Appraise Antiques	5243 Other Supplies	4,000.00
10/16/12	0716732	AT&T	5454 Telephone	876.09
10/16/12	0716738	Bodi Company	5668 Program Production	475.50
10/16/12	0716747	CCI Solutions	5840 Equipment	10,456.03
10/16/12	0716760	Eichenbaum & Associa	5270 Advertising	2,450.00
10/16/12	0716770	Heartland Video Syst	5840 Equipment	8,029.55
10/16/12	0716778	Kiwanis Club of Milw	5220 Membership & Subscri	175.00
10/16/12	0716780	John P. Larscheid	5668 Program Production	2,076.00
10/16/12	0716789	Mindworks Press	5243 Other Supplies	609.90
10/16/12	0716801	Gerard Randall	5668 Program Production	100.00
10/16/12	0716814	United Parcel Servic	5675 Traffic	142.15
10/16/12	0716821	WLIW21 Public Telev	5243 Other Supplies	297.71
10/18/12	0716831	Aria Communications	5355 Other Contracted Ser	22.05
10/18/12	0716832	PSI	5830 Imprvmnts/Remdling	4,863.00
10/18/12	0716839	Convio Inc	5355 Other Contracted Ser	10,469.75
10/18/12	0716847	Greg Best Consulting	5357 Professional & Consu	2,775.00
10/18/12	0716851	Hyman Enterprises LL	5243 Other Supplies	4,985.20
10/18/12	0716863	Pitney Bowes	5259 Postage	2,593.52
10/18/12	0716871	Tower Consultants In	5357 Professional & Consu	2,600.00
10/23/12	0716884	American Public Tele	5840 Equipment	700.00
10/23/12	0716890	Broadcast Devices In	5678 Wmvs Transmitter Rep	16.00
10/23/12	0716891	Carl Bloom Associate	5260 Printing & Duplicati	8,000.00
10/23/12	0716892	Caroline T Carter	5243 Other Supplies	740.00
10/23/12	0716902	DiscClonersPlus Inc	5243 Other Supplies	3,621.51
10/23/12	0716908	FedEx	5675 Traffic	384.96
10/23/12	0716918	Grass Valley USA LLC	3411 Resd for Encumbrance	126,408.41
10/23/12	0716925	Hyman Enterprises LL	5243 Other Supplies	189.93
10/23/12	0716935	Marad Mechanical	5678 Wmvs Transmitter Rep	2,340.00
10/23/12	0716939	Munsion Inc	5830 Imprvmnts/Remdling	3,662.00
10/23/12	0716947	Susan G. Rescon	5668 Program Production	800.00
10/23/12	0716967	Tokid Associates In	5830 Imprvmnts/Remdling	6,029.04
10/23/12	0716975	Veolia ES Solid West	5355 Other Contracted Ser	193.92
10/23/12	0716977	VizuAll Inc	3411 Resd for Encumbrance	4,800.00
10/23/12	0716979	Welk Syndication	5243 Other Supplies	11.25
10/25/12	0716992	AT&T Mobility	5454 Telephone	28.40
10/25/12	0716995	City of Brookfield-U	5455 Water	140.59
10/25/12	0716998	Country Springs Hole	5243 Other Supplies	5,560.42
10/25/12	0717000	EMI Music Distributi	5243 Other Supplies	331.12

BOARD BILL LIST
TV Fund by Check No
10/31/12

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Check Date	Check No	Vendor Name	Object Description	Object Amount
10/25/12	0717001	ExxonMobil	5676 Vehicle Supplies	774.33
10/25/12	0717009	Marquette University	5241 Office Supplies	183.00
10/25/12	0717022	Sencore	3411 Resd for Encumbrance	1,010.00
10/30/12	0717035	ACD Direct	5674 Technical Operations	3,561.25
10/30/12	0717039	Airgas USA LLC	5355 Other Contracted Ser	8,198.64
10/30/12	0717041	Amppo System Parking	5678 Wmvs Transmitter Rep	18.90
10/30/12	0717042	Aria Communications	5668 Program Production	6.00
10/30/12	0717044	AT&T	5454 Other Contracted Ser	606.45
10/30/12	0717049	Blenko Glass Company	5454 Telephone	2,004.56
10/30/12	0717051	Denise Callaway Reis	5243 Other Supplies	266.00
10/30/12	0717057	Detroit Public Telev	5668 Program Production	200.00
10/30/12	0717058	DMW Worldwide LLC	5243 Other Supplies	31.50
			5260 Printing & Duplicati	15,561.70
			5259 Postage	559.45
10/30/12	0717061	Eichenbaum & Associa	5270 Adverfising	10,355.49
10/30/12	0717064	Ericsson Television	3411 Resd for Encumbrance	1,230.00
10/30/12	0717066	Europe Through the B	5243 Other Supplies	41.85
10/30/12	0717083	J A Sexauer	5674 Technical Operations	381.60
10/30/12	0717087	Joseph Electronics	3411 Resd for Encumbrance	834.27
10/30/12	0717091	Jill Machi	5668 Program Production	2,565.00
10/30/12	0717099	Journal Sentinel Inc	5273 Publicity	1,233.34
10/30/12	0717102	Nielsen Media Resear	5661 Audience Research	6,566.39
10/30/12	0717106	Pitney Bowes Global	5355 Other Contracted Ser	837.00
10/30/12	0717107	Pitney Bowes	5259 Postage	216.38
10/30/12	0717108	Positive Impact	5260 Printing & Duplicati	992.07
10/30/12	0717109	Public Broadcasting	5840 Equipment	26,698.94
			5667 Program Acquisition	2,966.55
10/30/12	0717110	Public Television Ma	5660 Affiliation/Mbpsps	1,375.00
10/30/12	0717111	Gerard Randall	5668 Program Production	200.00
10/30/12	0717118	Sound Media LLC	5243 Other Supplies	1,617.02
10/30/12	0717120	Spring House	5243 Other Supplies	149.60
10/30/12	0717122	Stainless LLC	3411 Resd for Encumbrance	30,409.48
10/30/12	0717123	Starkmedia	5668 Program Production	700.00
10/30/12	0717128	Time Warner Cable	5454 Telephone	132.66
10/30/12	0717136	Walk Syndication	5840 Equipment	9,772.00
10/30/12	0717139	WLIW21 Public Televi	5243 Other Supplies	36.52
				538,691.35

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

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
10/11/12	0003184	Kimberly A. Sosa	5243	Other Supplies	5,280.00
10/11/12	0003197	Y Y Design Studio LL	5355	Other Contracted Ser	3,330.00
10/16/12	0003215	Forest Incentives Lt	5243	Other Supplies	16,373.03
10/16/12	0003222	Member Benefits Inc	5243	Other Supplies	4,664.01
10/25/12	0003296	Continuum	5830	Imprvmnts/Remdling	25,312.50
10/02/12	0716397	Blackbaud	5355	Other Contracted Ser	4,810.00
10/02/12	0716402	Carl Bloom Associate	5260	Printing & Duplicati	5,327.50
			5259	Postage	3,862.06
10/02/12	0716442	Jill Machi	5668	Program Production	2,565.00
10/02/12	0716451	Nielsen Media Resear	5661	Audience Research	6,566.35
10/02/12	0716484	VizuAll Inc	5674	Technical Operations	6,300.00
10/04/12	0716512	Carl Bloom Associate	5260	Printing & Duplicati	14,362.50
			5259	Postage	8,855.42
10/04/12	0716547	US Postmaster	5259	Postage	3,850.00
10/09/12	0716562	Blackbaud	5355	Other Contracted Ser	10,310.00
10/09/12	0716566	Carl Bloom Associate	5260	Printing & Duplicati	3,380.00
			5259	Postage	10,248.55
10/09/12	0716590	John A Gurda	5668	Program Production	4,500.00
10/09/12	0716597	Deldre A Martin	5668	Program Production	4,000.00
10/11/12	0716693	QuadGraphics Inc	5260	Printing & Duplicati	6,365.41
10/11/12	0716702	Mark W. Siegrist	5668	Program Production	3,334.00
10/16/12	0716729	Appraise Antiques	5243	Other Supplies	4,000.00
10/16/12	0716747	CCI Solutions	5840	Equipment	10,456.03
10/16/12	0716770	Heariland Video Syst	5840	Equipment	8,029.55
10/18/12	0716832	PSI	5830	Imprvmnts/Remdling	4,863.00
10/18/12	0716839	Convio Inc	5355	Other Contracted Ser	10,468.75
10/18/12	0716847	Greg Best Consulting	5357	Professional & Consu	2,775.00
10/18/12	0716851	Hyman Enterprises LL	5243	Other Supplies	4,985.20
10/18/12	0716863	Pitney Bowes	5259	Postage	2,593.52
10/18/12	0716871	Tower Consultants In	5357	Professional & Consu	2,600.00
10/23/12	0716891	Carl Bloom Associate	5260	Printing & Duplicati	8,000.00
10/23/12	0716902	DiscClonersPlus Inc	5243	Other Supplies	3,621.51
10/23/12	0716918	Grass Valley USA LLC	3411	Resd for Encumbrance	126,408.41
10/23/12	0716939	Munson Inc	5830	Imprvmnts/Remdling	3,662.00
10/23/12	0716967	Toki & Associates In	5830	Imprvmnts/Remdling	6,029.04
10/23/12	0716977	VizuAll Inc	3411	Resd for Encumbrance	4,800.00
10/25/12	0716998	Country Springs Hote	5243	Other Supplies	5,560.42
			5674	Technical Operations	3,561.25
10/30/12	0717035	ACD Direct	5355	Other Contracted Ser	8,194.64
10/30/12	0717058	DMW Worldwide LLC	5260	Printing & Duplicati	15,561.70
10/30/12	0717061	Eichenbaum & Associa	5270	Advertising	10,355.49
10/30/12	0717091	Jill Machi	5668	Program Production	2,565.00
10/30/12	0717102	Nielsen Media Resear	5661	Audience Research	6,566.39
10/30/12	0717109	Public Broadcasting	5840	Equipment	26,698.94
10/30/12	0717122	Stainless LLC	5667	Program Acquisition	2,966.55
10/30/12	0717136	Welk Syndication	3411	Resd for Encumbrance	30,409.48
			5840	Equipment	9,772.00
					479,104.20

Attachment PTV 5

JULY 2012

1. Kenosha News, Kenosha – July 1. **'ENDEAVOR' TAKES FANS BACK TO THE BEGINNING— Before the fifth season of “Lewis” begins on July 8, “Masterpiece” is offering a 90-minute “Morse” prequel called “Endeavor.” (Sited)**
2. Kenosha News, Kenosha – July 1. **TV THIS WEEK: “Fourth of July Celebrations”—“A Capitol Fourth” (7 p.m. Wednesday, PBS) Friday: “Islamic Art: Mirror of the Invisible World” is the latest offering in the PBS Summer Arts Festival**
3. Milwaukee Journal Sentinel, Milwaukee – July 2. **OPENINGS/TV Wednesday “A Capitol Fourth,” WMVS-TV (Channel 10)**
4. Milwaukee Journal Sentinel, Milwaukee – July 4. **GRIFFITH TELEVISION TRIBUTES PLANNED—One of the last in depth interviews was conducted in 2008 by Steve Boettcher and Mike Trinklein, producers of the PBS series “Pioneers of Television.”(Sited)**
5. Daily Jefferson County Union, Fort Atkinson – July 5. **KICKAPOO COUNTRY FAIR TO CELEBRATE FOOD, CULTURE—Fair-goers will get their Kickapoo Kitchen with Chef Michel Nischan, award-winning cookbook author and PBS celebrity chef, in a hands-on workshop at 4:30 p.m.**
6. Kettle Moraine Index, Dousman – July 5. **CENTER TO BE FEATURED ON MPTV THIS WEEK— The Wildlife In Need Center will be featured in a segment on MPTV’s “Outdoor Wisconsin” at 8 p.m. Thursday, July 5 and again at 9 a.m. Saturday, July 7, on MPTV Channels 10 & 36**
7. The Journal Times, Racine – July 8. **WISCONSIN NEWS TRACKER/THURSDAY—A preview of the next POV documentary, “Guilty Pleasures,” which airs Thursday on PBS**
8. The Statesman, Kewaskum – July 12. **WISCONSIN’S OWN JOHN MCGIVERN TO BE FEATURED AT KEWSKUM BENEFIT—On Thursday August 9, 2012, at 7:30 p.m. in the Kewaskum Theater, the 6th Annual Brick by Brick Benefit Concert presents “An Evening with John McGivern.” (Sited)**
9. Daily News, West Bend – July 12. **CONCERT BENEFITS SCHOOL IN TANZANIA—“An Evening with John McGivern” at 7:30 p.m., Aug. 9 at Kewaskum Theater. McGivern is an Emmy award-winning storyteller and best known for his work on PBS**
10. Daily News, West Bend – July 13. **WISCONSIN NEWS TRACKER—Bob Dylan and historians at PBS are in a dispute over the whereabouts of an electric guitar that the singer plugged in at the Newport Folk Festival in 1965 (Sited)**
11. Kenosha News, Kenosha – July 14. **OWNERSHIP OF DYLAN’S HISTORIC GUITAR DISPUTED—PBS’ “History Detectives” show claims that a New Jersey woman whose late father was a pilot who flew Dylan around in the 1960s has the guitar (Sited)**
12. Kenosha News, Kenosha – July 16. **'MARKET WARRIORS' INVADE, OCCUPY PBS SCHEDULE—“Antiques Roadshow” (7 p.m. Channel 10, 8 p.m. Channel 11) has inspired many imitations. Now, the folks behind “Roadshow” have concocted their own spinoff, “Market Warriors” (8 p.m. Channel 10, 9 p.m. Channel 11)**

13. Kenosha News, Kenosha – July 17. **HARRY CONNICK JR. TO HOST TV VARIETY SHOW—Grammy-winning jazz singer Harry Connick Jr. will host and perform a television to a Louisiana Public Broadcasting special set to air in December. It will be available to PBS affiliates nationwide next year**
14. Kenosha News, Kenosha – July 18. **PENN STATE TO RESPOND TO NCAA DEMAND WITHIN DAYS—In a PBS interview Monday night, NCAA President Mark Emmert said he’s “never seen anything as egregious as this in terms of just overall conduct and behavior inside a university.”(Sited)**
15. Kenosha News, Kenosha – July 19. **TUNE IN TONIGHT—The new series “Great Lakes Warrior” (9 p.m., History) follows the second new show of the week (after “Market Warriors” on PBS)**
16. Milwaukee Journal Sentinel, Milwaukee – July 20. **‘BEST IN SHOW’ ACTOR ARRESTED AT ADULT THEATER—Actor Fred Willard, best known as dog-show announcer in the movie “Best in Show,” was arrested on suspicion of committing a lewd act at a Hollywood adult theater. Willard was fired by PBS Thursday from his other hosting gig, on the reality-competition shows “Market Warriors.”**
17. Kenosha News, Kenosha – July 20. **WISCONSIN NEWS TRACKER—“Downton Abbey,” which as earned ratings and buzz for PBS, was named best miniseries last year but was switched to the drama category this time around (Sited)**
18. Daily Citizen, Beaver Dam – July 20. **‘MAD MEN’ AND ‘GIRLS’ HELP CEMENT EMMYS CABLE LEAD—Five out of six best drama series slots were claimed by cable shows, both premium and basic, with the sixth going to PBS, Networks, which had controlled the comedy genre last year (Sited)**
19. Kenosha News, Kenosha – July 27. **BURNS’ ROOSEVELT DOCUMENTARY SET FOR 2014—PBS says a Ken Burns documentary on the Roosevelt family is in the works for 2014. In 2013, PBS will air “Constitution USA with Peter Sagal” (Sited)**
20. The Journal Times, Racine – July 28. **NATURE CENTER HIRES EXECUTIVE DIRECTOR—On Friday, the River Bend Nature Center Inc. announced it has hired Linda Cieslik of Milwaukee, who will begin Aug. 13. She was also a longtime member of the cast of MPTV’s “Outdoor Wisconsin” (Sited)**
21. Kenosha News, Kenosha – July 29. **RIVER BEND NATURE CENTER TO REOPEN WITH EVENT SATURDAY—River Bend Nature Center in Racine is reopening. Linda Cieslik will begin Aug. 13 as the center’s executive director. She has been an educator, parks naturalist, Milwaukee Zoo keeper and a cast of Milwaukee Public Television’s Out Door Wisconsin (Sited)**
22. Kenosha News, Kenosha – July 31. **TUNE IN TONIGHT / “History Detectives” (PBS, 7 p.m. Channel 10, 8 p.m. Channel 11)**

AUGUST 2012

1. Milwaukee Journal Sentinel, Milwaukee – August 1. **SENATE CANDIDATES TO DEBATE ON TV—Wisconsin’s four Republican candidates for U.S. Senate will appear in a debate at 8 p.m. Aug. 10th that will be broadcast on WMVT-TV (Channel 36)**
2. Milwaukee Journal Sentinel, Milwaukee – August 1. **WINE TASTING AT PABST MANSION BENEFITS MPTV—Enjoy fine wines, assorted cheeses and delectable bite-size desserts at a wine tasting benefit for Milwaukee Public Television at the elegant 19th century Pabst Mansion. The event will be held from 7 to 9 p.m. Aug. 10 (Sited)**
3. Kenosha News, Kenosha – August 1. **ONLINE HIT ‘DR. HORRIBLE’ TO DEBUT AS TV SPECIAL—Fred Willard’s improve series is a wipeout with ABC. The 72 year old actor already had lost his job as narrator of “Market Warriors” on PBS**
4. The Freeman, Waukesha – August 1. **MPTV SPECIAL PRESENTS HOROR FLIGHT HIGHLIGHTS—Miller Park ceremony honoring Wisconsin’s World War II veterans, film premiering Aug. 20, on MPTV HD 10.1 at 7 p.m./ “Field of Honor: A Salute To The Greatest Generation” produced by Milwaukee Public Television covers the Aug. 11 event that honors thousands of veterans. The program will repeat on Aug. 23, on MPTV HD 10.1 at 9 p.m. and Aug. 25, on MPTV HD 36.1 at 10:30 p.m.**
5. Ozaukee Press, Port Washington – August 2. **HISTORY SHOW WITH FREDONIA MAN TO AIR AUG. 7—The episode of the popular Public Broadcasting System show “History Detectives” that was filmed in part at the Niederkom Library in Port Washington is scheduled to be broadcast on Milwaukee’s Channel 10 at 7 p.m. Tuesday, Aug. 7th (Sited)**
6. Kenosha News, Kenosha – August 4. **WEEKEND TV INCLUDES DOCUMENTARIES, MARILYN MONROE, OLYMPICS/TUNE IN THIS WEEKEND: On the 50th anniversary of Marilyn Monroe’s death, “American Masters” (7 p.m. Channel 10, 8 p.m. Channel 11 p.m. Sunday, PBS) repeats the 2006 documentary “Marilyn Monroe: Still Life.”**
7. Kenosha News, Kenosha – August 7. **TUNE IN TONIGHT / “History Detectives” (7 p.m. Channel 10, 8 p.m. Channel 11, PBS)**
8. Milwaukee Journal Sentinel – August 8. **CHILD’S 100TH BIRTHDAY CAUSE FOR CELEBRATION—PBS the station that launched Julia Child’s TV career offer many ways for fans to immerse themselves in Child’s legacy. A marathon of Julia Child shows will air on public television’s life-style channel, Create TV 36.3 (Channel 977 on Time Warner Cable), from 5 to 11 a.m. and from 11a.m. to 5 p.m. next Sunday. The first three Saturdays in September, MPTV (Channel 36.1) (Sited)**
9. Milwaukee Journal Sentinel – August 8. (cont.) **BOOKS GIVE HER HISTORY—VISITORS CAN READ A COLLECTION OF Julia Child quotes, take a personality quiz, look up recipes and more @ www.pbs.org/food**
10. Milwaukee Journal Sentinel – August 8. **OUT OF THE KITCHEN/FOOD & DRINK EVENTS / Pabst Mansion: Milwaukee Public Television wine tasting. 7-9 p.m. Aug. 10, \$35 per person, 2000 W. Wisconsin Ave. info: (262) 781-4998**
11. The Freeman, Waukesha – August 9. **FINIAN MCCOY BRINGS CELTIC SOUNDS TO FREMAN FRIDAY NIGHT LIVE—Finian McCoy will play the Celtic sounds at The Steaming Cup,**

People's Park and Almont Gallery stage Friday night. Ron Kral one of the band players became interested in the style of folksy rock with Celtic after seeing the band The Great Big Sea on PBS

12. Kenosha News, Kenosha – August 10. **TUNE IN TONIGHT / “Great Performances”** (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS) showcases the “Tanglewood 75th Anniversary Celebration”
13. Milwaukee Journal Sentinel, Milwaukee – August 14. **WOMEN TO SHARE DEBATE MODERATING—Jim Lehrer of PBS, Bob Schieffer of CBS, Candy Crowley of CNN and Martha Raddatz of ABC will be the moderators, the Commission on Presidential Debates, said Monday. Lehrer, was the former anchor of the “PBS News-Hour”**
14. Milwaukee Journal Sentinel, Milwaukee – August 15. **JANESVILLE DOCUMENTARY FILMMAKER POSTS RYAN CLIPS ONLINE—Gayle Listenbee is among the residents featured in the documentary “As Goes Janesville,” which is drawing attention due to Paul Ryan’s vice presidential bid. “As Goes Janesville” will be shown on PBS on the night before the Nov. 6 presidential election**
15. Watertown Daily Times, Watertown – August 20. **SCHAUER CENTER TO PRESENT ‘AMERICAN FIESTA’—John McGivern is a veteran to the Schauer Center stage and is known for his Emmy-award winning work on PBS**
16. Daily Citizen, Beaver Dam – August 22. **ANTIQUÉ APPRAISAL OFFERED—The Fox Lake Public Library, will host antique expert and appraiser Mark Moran, on Sept. 21 from 1 to 4 p.m. Moran has also been a guest expert on the PBS series “Antiques Roadshow”**
17. Milwaukee Journal Sentinel, Milwaukee – August 26. **A GLOBAL LUNCH BREAK—“Different from peanut butter and jelly, a torta is made with crusty bread (bolillo or telera) instead of sandwich bread so it will hold much longer,” said, Pati Jinch, a mother of three boys and host of Pati’s Mexican Table,” which is entering its second season on PBS (WMVS will start airing Season 2 at 5 p.m. Sept. 22. Her episode featuring tortas airs Sept. 29) (Sited)**
18. Milwaukee Journal Sentinel, Milwaukee – August 26(cont.). **PACKING LUNCH CAN BECOME A WHOLE NEW ADVENTURE—Feature recipes in MJS attached with this month’s news clips**
19. Daily News, West Bend – August 31. **AMTRAK, ARTS PBS CUTS HARDLY ADD UP—Prior to the Republican National Convention, Mitt Romney told CBS News’ Scott Paley, I would cut “the subsidy for PBS, Amtrak, the National Endowment for the Arts and the National Endowment for the Humanities.”**
20. Kenosha News, Kenosha – August 31. **PAUL RYAN NOT NEARLY THE TV DRAW PALIN WAS—The Nielsen ratings company said an estimated 21.9 million people watched GOP convention coverage Wednesday night over nine networks. More than 40 million people watched Palin’s acceptance speech at the 2008 convention. Nielsen estimated an audience of 37.2 million in 2008 for all the networks except PBS, which pegged its audience at 3.9 million**
21. Kenosha News, Kenosha – August 31. **SURVEY: LIBERALS LIKE JON STEWART; CONSERVATIVES PICK COLLEGE FOOTBALL—ESPN’s College football, “Antiques Roadshow” on PBS and “Today with Kathy Lee & Hoda” on NBC top the list of favorite TV shows among political conservatives (Sited)**