



December 7, 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, DECEMBER 11, 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 – November 20, 2012 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures November, December, 2012 and January, 2013 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report

G. Information Items

1. [Events Calendar – Attachment 3](#)
2. [Monthly Bills, November, 2012 – Attachment 4](#)
3. [Monthly Clippings, September, 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: **January 15, 2012, Noon, TBA**

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
November 20, 2012

CALL TO ORDER

ITEM A: ROLL CALL

Present: Ann Wilson, Melanie Holmes, 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 – October 16, 2012 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the minutes of October 16, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

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

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg reported on:

- the election and how it related to public television.
- the Public Media Summit scheduled for February in Washington and the state version of the same scheduled for March in Madison.
- State candidates' positions on public television printed in FINE TUNING

- MPTV's newest documentary RETURN TO PEARL.
- the joint effort of Wisconsin public broadcasters to collect photographs of Wisconsin service men and women whose names appear on the National Vietnam War Memorial Wall.
- the 5th annual Mittens and More drive.
- the Holiday Art and Gift show.
- a Downton Abbey event held at the Milwaukee Art Museum
- the online Holiday Auction.
- and introduced Mike Brever, MPTV's new Development Manager.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 3

G-4 Monthly Bills September, 2012 – Attachment 4

G-5 Clippings July and August, 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, December 11, 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

November, 2012 Actual

Advertising Objectives:

Branding and Pledge

Media Budget:

\$20,941.08

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

\$4,794.28

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:

Pledge & Specific Programming

Media Budget:

\$10,587.34

Online

Out-of-Home

Print

Milwaukee Times (Pledge) \$380.88

Radio

Pledge \$6,207.68

Return To Pearl \$3,998.78

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 4% \$380.88

Hispanic-Owned

African American-Owned

Milwaukee Times \$380.88

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

January, 2013 Estimate

Advertising Objectives:

Specific Programming

Media Budget:

\$8,000.00

Online

Out-of-Home

Around the Corner

\$3,000.00

Print

Radio

Around the Corner

\$5,000.00

Direct Mail

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

0%

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 12.4.2012

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	\$4,794.28	\$0.00	\$1,455.62	\$14,691.18	\$0.00	\$0.00	\$20,941.08
December							
January							
February							
March							
April							
May							
June							
Total	\$16,653.96	\$0.00	\$3,269.91	\$14,691.18	\$0.00	\$2,250.00	\$36,865.05

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	\$693.86	3%	\$761.76	4%	\$0.00	0%	\$1,455.62	7%
December								
January								
February								
March								
April								
May								
June								
Total	\$3,866.55	10%	\$3,460.15	9%	\$0.00	0%	\$7,326.70	20%

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	\$693.86	\$0.00	\$761.76	\$0.00	\$0.00	\$0.00	\$0.00
December							
January							
February							
March							
April							
May							
June							
Total	\$3,866.55	\$0.00	\$2,123.52	\$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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$693.86	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00
December							
January							
February							
March							
April							
May							
June							
Total	\$0.00	\$1,746.39	\$0.00	\$0.00	\$1,523.52	\$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	Hispanic	Cable TV	AA	Hispanic	Hispanic	AA	HM
		TARGETED	Hispanic	OWNED	OWNED	TARGETED	Minority	TARGETED
			TARGETED				TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December								
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	\$0.00	\$0.00	\$0.00
December			
January			
February			
March			
April			
May			
June			
Total	\$600.00	\$1,650.00	\$0.00

Attachment 3

EVENTS CALENDAR

Winter 2012/2013

DECEMBER

- 11 Holiday Tea
- 11 Preview of season 3 Downton Abbey
- 13 Next Avenue Community Conversation – LIFE LONG LEARNING

JANUARY

- 1 One-day membership drive
- 2 Community Cinema, Around the Corner

FEBRUARY

- 3 One-day membership drive
- 7 Community Cinema, The Reagan Presidency

BOARD BILL LIST
TV Fund by Check No
11/30/12

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
11/01/12	0003340	Kent Aschenbrenner	5201 Travel Expenses	149 90
11/01/12	0003348	Kevin Kukowski	5201 Travel Expenses	126 02
11/06/12	0003366	Liddie M. Collins	5201 Travel Expenses	292 00
11/06/12	0003367	Jose A. Lozano	5201 Travel Expenses	55 00
11/06/12	0003371	Debra A. Wisniewski	5668 Program Production	1,225 00
11/06/12	0003372	Absolute Constructio	5830 Imprvmnts/Remdng	4,440 94
			3411 Resd for Encumbrance	62,066 22
11/06/12	0003373	B&H Photo Video Pro	5840 Equipment	9,317 90
11/06/12	0003377	Dan Small Outdoors L	5668 Program Production	1,666 00
11/06/12	0003383	Hurt Electric Inc	5830 Imprvmnts/Remdng	21,032 51
11/08/12	0003401	Forest Incentives Lt	5243 Other Supplies	4,649 18
			5259 Postage	380 50
11/08/12	0003402	Milwaukee Area Tech	4831 Aux. Serv. Rev - No	1,900 00
11/13/12	0003423	Member Benefits Inc	5243 Other Supplies	1,240 25
11/13/12	0003430	Y Y Design Studio LL	5355 Other Contracted Ser	3,330 00
11/15/12	0003447	Electronics Research	3411 Resd for Encumbrance	691 34
11/20/12	0003463	Michael Brewer	5201 Travel Expenses	128 66
11/20/12	0003470	Jose A. Lozano	5201 Travel Expenses	33 00
11/20/12	0003471	Lois H. Maurer	5201 Travel Expenses	187 12
11/20/12	0003472	Chris D. Michelski	5201 Travel Expenses	97 00
11/20/12	0003473	Justin E. Migliano	5201 Travel Expenses	100 00
11/20/12	0003484	Kathleen M. Worzalla	5201 Travel Expenses	85 28
11/20/12	0003488	Avid Technology Inc	5674 Technical Operations	1,204 29
11/20/12	0003494	Forest Incentives Lt	5243 Other Supplies	82 00
			5259 Postage	5 31
11/20/12	0003508	US Brands	5259 Postage	643 91
11/27/12	0003514	Joanne L. Williams	5668 Program Production	1,700 00
11/27/12	0003515	Absolute Constructio	3411 Resd for Encumbrance	43,268 05
11/27/12	0003521	Dow Lohnes PLC	3361 Legal Services	692 00
11/27/12	0003526	Masstech Americas In	3411 Resd for Encumbrance	7,000 00
11/27/12	0003530	Paragon Development	5840 Equipment	7,596 00
11/29/12	0003557	Full Compass Systems	5673 Studio Equipment Rep	1,116 00
11/01/12	0717145	Action Express Inc	5675 Traffic	13 81
11/01/12	0717148	Gallagher, Arthur J	5442 Liability Insurance	8,372 10
11/01/12	0717157	FedEx	5675 Traffic	170 34
11/01/12	0717171	National Aca Hardwar	5674 Technical Operations	65 43
11/01/12	0717180	ReNew Life Formulas	5243 Other Supplies	303 60
11/01/12	0717187	United Parcel Servic	5675 Traffic	40 22
11/06/12	0717203	Susanne E. Barthel	5668 Program Production	3,400 00
11/06/12	0717207	C Coakley Relocation	5830 Imprvmnts/Remdng	4,958 00
11/06/12	0717211	DiscClonersPlus Inc	5243 Other Supplies	242 00
11/06/12	0717213	Ecker Envelope Inc	5260 Printing & Duplicati	3,803 70
11/06/12	0717217	John A. Gurda	5668 Program Production	8,100 00
11/06/12	0717222	Hyman Enterprises LL	5243 Other Supplies	971 96
11/06/12	0717225	Mark's State Auto Bo	5676 Vehicle Supplies	1,597 85
11/06/12	0717226	John T. McGivern	5668 Program Production	10,000 00
11/06/12	0717234	Johnny R. Munoz	5668 Program Production	900 00
11/06/12	0717235	National Educational	5675 Traffic	30 00
11/06/12	0717246	Publishers Diversifi	5259 Postage	311 69
11/06/12	0717247	QuadGraphics Inc	5260 Printing & Duplicati	6,597 33
11/06/12	0717255	Staples Advantage	5241 Office Supplies	657 89
			5243 Other Supplies	13 80
			5259 Postage	3,800 00
11/06/12	0717259	US Postmaster	5243 Other Supplies	150 82
11/06/12	0717263	Wide Eye Productions	5243 Other Supplies	

BOARD BILL LIST
TV Fund by Check No
11/30/12

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
11/06/12	0717265	Window to the World	5674 Technical Operations	2,650 00
11/08/12	0717295	Milwaukee Art Museum	5658 Other Expense	2,500 00
11/08/12	0717299	Pitney Bowes	5259 Postage	193 11
11/13/12	0717396	AccuWeather	5674 Technical Operations	302 22
11/13/12	0717403	AT&T	5454 Telephone	491 63
11/13/12	0717406	C Coakley Relocation	5830 Imprvmnts/Remdng	428 25
11/13/12	0717408	Denise Callaway Reis	5668 Program Production	200 00
11/13/12	0717412	Controll Forms Inc	5260 Printing & Duplicati	532 12
11/13/12	0717415	EMI Music Distributi	5243 Other Supplies	16 00
11/13/12	0717427	Hewlett Packard Comp	5840 Equipment	-594 00
11/13/12	0717438	Milwaukee County	5243 Other Supplies	607 24
11/13/12	0717445	Positive Impact	5243 Other Supplies	2,795 54
11/13/12	0717447	Gerard Randall	5668 Program Production	200 00
11/13/12	0717448	Regency Janitorial S	5830 Imprvmnts/Remdng	880 00
11/13/12	0717455	Satellite Services L	5674 Technical Operations	4,941 50
11/13/12	0717461	T Tapp	5243 Other Supplies	963 20
11/15/12	0717480	AT&T	5454 Telephone	1,114 03
11/15/12	0717482	AT&T	5454 Telephone	184 95
11/15/12	0717483	BBC Worldwide Americ	5675 Traffic	700 00
11/15/12	0717492	D&S Food Services In	5243 Other Supplies	192 70
11/15/12	0717494	Detroit Public Telev	5243 Other Supplies	16 00
11/15/12	0717496	ExxonMobil	5676 Vehicle Supplies	576 41
11/15/12	0717497	Eyeon Software Inc	5840 Equipment	6,106 00
11/15/12	0717506	Hay House	5243 Other Supplies	1,826 00
11/15/12	0717524	Nancy's Notions	5243 Other Supplies	1,296 29
11/15/12	0717526	QuadGraphics Inc	5260 Printing & Duplicati	6,388 61
11/15/12	0717536	Time Warner Cable	5454 Telephone	179 95
11/15/12	0717540	VEE Corporation	5243 Other Supplies	8,000 00
11/15/12	0717543	Wide Eye Productions	5243 Other Supplies	1,157 19
11/20/12	0717552	Action Express Inc	5675 Traffic	13 81
11/20/12	0717558	Audio Video Distribu	5677 Videotape	567 00
11/20/12	0717574	Eichenbaum & Associa	5270 Advertising	2,750 00
11/20/12	0717577	FedEx	5675 Traffic	92 63
11/20/12	0717603	N Systems Inc	5674 Technical Operations	2,490 00
11/20/12	0717605	National Educational	5201 Travel Expenses	475 00
11/20/12	0717606	National Public Radi	5674 Technical Operations	8,060 00
11/20/12	0717615	Push Button Gadget I	5243 Other Supplies	40 00
11/20/12	0717616	QuadGraphics Inc	5259 Postage	278 97
11/20/12	0717624	Satellite Services L	5674 Technical Operations	2,996 00
			5673 Studio Equipment Rep	1,289 00
			5675 Traffic	125 47
11/20/12	0717637	United Parcel Servic	5675 Traffic	187 86
11/20/12	0717638	Veolia ES Solid Wast	5355 Other Contracted Ser	68 58
11/27/12	0717651	ACD Direct	5355 Other Contracted Ser	147 47
11/27/12	0717661	AT&T Mobility	5454 Telephone	30 00
11/27/12	0717662	Ampco System Parking	5668 Program Production	869 55
11/27/12	0717666	Aria Communications	5355 Other Contracted Ser	73 57
11/27/12	0717669	AT&T	5454 Telephone	100 00
11/27/12	0717674	Denise Callaway Reis	5668 Program Production	3,000 00
11/27/12	0717675	Caregiving Club Inc	5357 Professional & Consu	1,060 00
11/27/12	0717682	Convio Inc	5355 Other Contracted Ser	29,000 00
11/27/12	0717710	JT Packard	3411 Resd for Encumbrance	2,565 00
11/27/12	0717713	Jill Machi	5668 Program Production	20,000 00
11/27/12	0717714	John T. McGivern	5668 Program Production	100 00
11/27/12	0717726	Gerard Randall	5668 Program Production	

BOARD BILL LIST
 TV Fund by Check No
 11/30/12

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
11/27/12	0717727	Susan G Rascon	5668	Program Production	1,000.00
11/27/12	0717743	Sound Media LLC	5243	Other Supplies	209.78
11/27/12	0717744	T Tapp	5243	Other Supplies	18.00
11/27/12	0717748	United Mailing Servi	5259	Postage	326.40
11/29/12	0717765	Baker & Taylor	5243	Other Supplies	399.20
11/29/12	0717766	Blackbaud	5355	Other Contracted Ser	4,810.00
11/29/12	0717784	National Aca Hardwar	5674	Technical Operations	53.45
11/29/12	0717787	Nielsen Media Resear	5661	Audience Research	6,566.39
11/29/12	0717792	Pitney Bowes	5259	Postage	60.84
11/29/12	0717799	Mark W Siegrist	5668	Program Production	200.00
11/29/12	0717802	Time Warner Cable	5454	Telephone	146.99
					365,035.62

BOARD BILL LIST
 Over \$2500 Channel 10/36
 11/30/12

Check Date	Check No	Vendor Name	Object Description	Object Amount
11/06/12	0003372	Absolute Constructio	5830 Imprvmnts/Remdng	4,440.94
			3411 Resd for Encumbrance	62,066.22
11/06/12	0003373	B&H Photo Video Pro	5840 Equipment	9,317.90
11/06/12	0003383	Hurt Electric Inc	5830 Imprvmnts/Remdng	21,032.51
11/08/12	0003401	Forest Incentives Lt	5243 Other Supplies	4,649.18
11/13/12	0003430	T Y Design Studio LL	5355 Other Contracted Ser	3,330.00
11/27/12	0003515	Absolute Constructio	3411 Resd for Encumbrance	43,268.05
11/27/12	0003526	Masstech Americas In	3411 Resd for Encumbrance	7,000.00
11/27/12	0003530	Paragon Development	5840 Equipment	7,596.00
11/01/12	0717148	Gallagher, Arthur J	5442 Liability Insurance	8,392.10
11/06/12	0717203	Susanne E. Barthel	5668 Program Production	3,400.00
11/06/12	0717207	C Coakley Relocation	5830 Imprvmnts/Remdng	4,958.00
11/06/12	0717213	Ecker Envelope Inc	5260 Printing & Duplicati	3,803.70
11/06/12	0717217	John A. Gurda	5668 Program Production	8,100.00
11/06/12	0717226	John T. McGivern	5668 Program Production	10,000.00
11/06/12	0717247	QuadGraphics Inc	5260 Printing & Duplicati	6,597.33
11/06/12	0717259	US Postmaster	5259 Postage	3,800.00
11/06/12	0717265	Window to the World	5674 Technical Operations	2,650.00
11/13/12	0717445	Positive Impact	5243 Other Supplies	2,795.54
11/13/12	0717455	Satellite Services L	5674 Technical Operations	4,941.50
11/15/12	0717497	Eyoon Software Inc	5840 Equipment	6,106.00
11/15/12	0717526	QuadGraphics Inc	5260 Printing & Duplicati	6,388.61
11/15/12	0717540	VEE Corporation	5243 Other Supplies	8,000.00
11/20/12	0717574	Eichenbaum & Associa	5270 Advertising	2,750.00
11/20/12	0717606	National Public Radi	5674 Technical Operations	8,060.00
11/20/12	0717624	Satellite Services L	5674 Technical Operations	2,996.00
11/27/12	0717675	Caregiving Club Inc	5357 Professional & Consu	3,000.00
11/27/12	0717710	JT Packard	3411 Resd for Encumbrance	29,000.00
11/27/12	0717713	Jill Machi	5668 Program Production	2,565.00
11/27/12	0717714	John T. McGivern	5668 Program Production	20,000.00
11/29/12	0717766	Blackbaud	5355 Other Contracted Ser	4,810.00
11/29/12	0717787	Nielsen Media Resear	5661 Audience Research	6,566.39
				322,380.97

SEPTEMBER 2012

1. News Graphic, Cedarburg – September 6. **WATCH WHICH SUBSIDIES ARE CUT—Prior to the Republican National Convention, Mitt Romney told CBS News’ Scott Paley, he would cut “the subsidy for PBS, Amtrak, the National Endowment for the Arts” and “the National Endowment for the Humanities.” (Sited)**
2. Lake Geneva Regional News, Lake Geneva – September 6. **MOTIVATION TOPIC OF SEMINAR—Self-Motivator Dr. John R. Powers, is hosting 10 weeks of instruction at Badger High School Sept. 18 through Nov. 20 from 6:30 to 7:45 p.m. Powers has also created and hosted numerous educational specials for PBS**
3. Daily News, West Bend – September 8. **THESE BOOKS CAN HELP/ Gretchen Hirsch (2012) new book for better sewing: A Modern Guide to Couture-Style Sewing / She teaches sewing in New York City, around the country, on PBS’s “It’s Sew Easy” and on www.Craftsy.com & www.blogforbettersewing.com**
4. Kenosha News, Kenosha – September 9. **TV THIS WEEK: SINGING CONTESTS, ‘PARENTHOOD,’ ‘GLEE,’ ‘SNL’—Tonight: “Broadway or Bust” a “theatrical boot camp” 7 p.m. Channel 11 PBS/ Kenneth Branagh returns to his Emmy-nominated role in “Wallander III” the “Masterpiece Mystery!” at 8 p.m. Channels 10 and 11, PBS**
5. Daily Citizen, Beaver Dam – September 11. **LAUREN SPONSORS ‘MASTERPIECE’—PBS’ “Masterpiece” drama showcase is getting a fashionable new supporter. Ralph Lauren Corp. will become a national sponsor, marking the company’s first TV sponsorship**
6. Daily Jefferson County Union, Fort Atkinson – September 11. **LEAGUE OF WOMEN VOTERS TO HOLD PUBLIC FORUM ON CIVILITY—T he discussion and documentary will be on Thursday, Sept. 20, from 7 to 9 p.m. at University Center, auditorium 275A/ UW White-water campus. It was produced by Malone Media Group, a five-time Emmy Award-winner, and creator of many independent documentaries for PBS and cable**
7. Milwaukee Journal Sentinel, Milwaukee – September 13. **GOP TICKET HAS BACKED 2014 DEADLINE—U.S. Rep. Paul Ran, GOP vice presidential candidate says he and Mitt Romney “always said, that we agree with the 2014 deadline” for leaving Afghanistan. An interview he gave on PBS News-Hour in October also indicated a soft commitment to the 2014 timetable**
8. Daily Jefferson County Union, Fort Atkinson – September 13. **ARTWORK EXHIBIT ON DISPLAY AT CROSSMAN GALLERY—Nationally renowned artist Terese Agnew, who recently was featured in the PBS documentary “Craft in America,” will be exhibiting her piece “Portrait of a Textile Worker.” (Sited)**
9. Kenosha News, Kenosha – September 15. **PBS PLANS TO BRIGN BACK ‘FOYLE’S WAR’ IN 2013—Episodes of “Foyle’s War” will be returning to PBS in 2013. “Masterpiece Mystery,” along with Acorn Media and Eleventh Hour Films, have come together to do a trio of episodes starring Michael Kitchen and Honeysuckle Weeks as Inspector Foyle, and his assistant Sam (Sited)**
10. The Journal Times, Racine – September 17. **THIS WEEK ON ‘THE MORNING SHOW’—Today—A preview of an American Experience documentary “Death and the Civil War’ by Ric Burns, who c-produced the ground-breaking PBS series “The Civil War” with his brother Ken. (Sited)**
11. Kenosha News, Kenosha – September 18. **PBS FILM EXPLORES ‘DEATH AND THE CIVIL WAR’/TUNE IN TONIGHT—“American Experience” (7 p.m. on Channel 10, 8 p.m. on Channel 11, PBS) kicks off the fall with the thoughtful “Death and the Civil War.”/ “Frontline” (9 p.m. on Channel 10, 10 p.m. on Channel 11, PBS) presents “The Battle for Syria,” which includes reports from inside the resistance to Syrian President Bashar al-Assad**

12. The Journal Times, Racine – September 18. **TALKING THE TALK/AS EDUCATION JARGON INCREASES, PARENTS MUST KEEP UP**—Longtime education journalist John Merrow sees education jargon as a deliberate “smokescreen” teachers can use. “I think they often use jargon to obfuscate,” said Merrow, currently an education correspondent for PBS NewsHour (Sited)
13. Watertown Daily Times, Watertown – September 19. **WHY ONE PERSON’S JUNK IS ANOTHER’S TV OBSESSION**—Two shows that premiered earlier in the summer –PBS’ “MARKET Warriors” (from the producers of “Antiques Roadshow”) and the “American Pickers” spin-off “Picked Off” –raise the bar by merging the junk-hunting genre with competition
14. Lake Geneva Regional News, Lake Geneva – September 20. **CONSERVATION CORPS PROGRAM AT LIBRARY**—The cover for “Dollar-a-Day Boys,” a CD written and performed by Bill Jamerson, shows some of the 92,000 men who worked for the CCC in Wisconsin during the Great Depression. Jamerson has written a book about the men and projects, as well as a film aired on PBS, “Camp Forgotten.” His book is titled “Big Shoulders.” (Sited)
15. Kenosha News, Kenosha – September 22. **TUNE IN THIS WEEKEND / “Wallander, Series III: Before the Frost” on “Masterpiece Mystery!” (8 p.m., PBS)**—A deranged arsonist and a visit from a friend of his estranged daughter haunts our moody detective
16. Daily News, West Bend – September 22. **SETTLER’S PARK MARKET**—Caroline Carter, host of MPTV’s “Cooking Raw Show,” will be at Settler’s Park Market on Sept. 29th for a cookbook signing from 9-11 a.m., 152 N. Main St, West Bend
17. Kenosha News, Kenosha – September 23. **THE CHALLENGE: ‘DOWNTON ABBEY’ ME!** / Damata-Geiger helped select just the right stuff for “Downton Abbey,” which is set in the early 20th century. After an hour or so of prep work, were off for photographer Kevin Poirier to capture images then placed into a “Downton Abbey” photo from PBS
18. The Reporter, Fond du Lac – September 23. **JFK, NIXON CHANGED THE FACE OF DEBATES**—Jim Lehrer of PBS is the moderator for the first Obama-Romney debate on Wednesday Oct. 3rd
19. Daily Jefferson County Union, Fort Atkinson – September 28. **‘MARTHA SPEAKS’ AUTHOR COMING TO EDGERTON**—Susan Meddaugh, creator of many humorous and inventive books for children including Martha the talking dog. Meddaugh is the 2012 recipient of the Sterling North Award for Excellence in Children’s Literature. Her latest endeavor has been her involvement in the PBS Television series “Martha Speaks.”
20. Daily Jefferson County Union, Fort Atkinson – September 28. **WENDY BUTLER BERNES—AWARD-WINNING QUILTER ON PBS, INTERNET / Wendy also taped a segment for Quilting Arts TV scheduled to be released on PBS early in 2013**
21. The Journal Times, Racine – September 29. **THOMPSON TUNS UP THE HEAT ON BALDWIN IN SENATE DEBATE**—Thompson, a Republican, spent most of the debate at WMVS-TV’s Milwaukee studios on the attack, casting himself as a visionary reformer and branding Baldwin “a taxpayer and a spender.” (Sited)
22. Daily Citizen, Beaver Dam – September 29. **THOMPSON GOES AFTER BALDWIN**—U.S. Senate hopeful Tommy Thompson opened the debate at WMVS-TV’s Milwaukee studios by labeling the Democratic congress-woman “a taxpayer and a spender.”
23. Daily News, West Bend – September 29. **THOMPSON GOES AFTER BALKDWIN IN 1ST DEBATE**—Thompson, a Republican spent most of the debate at WMVS-TV’s Milwaukee studios on the attack, casting himself as a visionary reformer and branding Baldwin “a taxpayer and a spender.”
24. Watertown Daily Times- September 29. **TAMMY, TOMMY DEBATE**—Thompson opened the debate at WMVS-TV’s Milwaukee studios by labeling the Democratic congresswoman “a taxpayer and a spender.” He accused her of being out of the mainstream and failing to produce any changes in Washington. (Sited)

25. The Sheboygan Press, Sheboygan – September 29. **THOMPSON GOES AFTER BALDWIN IN WIS. SENATE DEBATE—Tommy Thompson opened the debate at WMVS-TV’s Milwaukee studios by labeling the Democratic congresswoman “a taxpayer and a spender.” He accused her of being out of the mainstream and failing to produce any changes in Washington. (Sited)**
26. Kenosha News, Kenosha – September 29. **THOMPSON SPARS WITH BALDWIN IN DEBATE—Thompson, a Republican, spent most of the debate at WMVS-TV’s Milwaukee studios on the attack, casting himself as a visionary reformer and branding Baldwin “a taxpayer and a spender.”**
27. Kenosha News, Kenosha – September 30. **YOUR FAVORITE SHOWS RETURN..... Tonight: Will “Call the Midwife” be another Brit hit a la “Downton Abbey”? (7 p.m. Channels 10 and 11, PBS) / Monday: “Half the Sky: Turning Oppression into Opportunity for Women Worldwide” (8 p.m. Channel 10, 9 p.m. Channel 11 PBS)**
28. Kenosha News, Kenosha – September 30. **‘CALL THE MIDWIFE’ COULD BE ANOTHER ‘MASTERPIECE’ HIT— With all the new network shows debuting “Call the Midwife” is based on the best-selling memoirs of Jennifer Worth and offers “a moving and intimate story of midwifery in London’s East End in the 1950s,” according to “Masterpiece.” (Sited)**