MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
January 15, 2013

CALL TO ORDER

ITEM A: ROLL CALL

Present: Melanie Holmes, Kurt Wachholz, Ann Wilson

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 – December 11, 2012 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of December 11, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS


Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the advertising expenditures for December, 2012 and January, February, 2013.

Action Motion approved.

E-2 Harmonic Spectrum MediaStore Upgrade – Attachment 3

Discussion Mr. Ellis Bromberg, general manager, explained the need for this item.

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the purchase of the Harmonic Spectrum MediaStore upgrade.

Action Motion passed.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion

Mr. Bromberg reported on:

- the third series of Downton Abbey and the huge ratings that it received.
- upcoming PBS programming including a full week of programming dedicated to an examination of the aftermath of the Newtown tragedy.
- premieres of many local productions.
- the result of the New Year’s Day membership drive, $25,000.
- a 31% increase in MPTV website traffic.
- negotiations with Local 715.

F-2 Dashboard Indicators – Attachment 4

Discussion

Mr. Bromberg presented the first of quarterly dashboard indicators to the PTV committee concentrating on audience numbers, location, and make up, as well as development activities. The committee has an interest in a further breakdown of Nielsen numbers. The committee was also interested to know what percentage of the population served by WPT are viewers compared to what percentage of the MPTV viewing area are viewers.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 5

Mr. Bromberg noted the community screenings of AROUND THE CORNER.

G-4 Monthly Bills December, 2012 – Attachment 6

G-5 Clippings October, 2012 – Attachment 7

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, February 19, 2013, Noon
ADJOURNMENT

The meeting adjourned at 12:55 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist