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