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.
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 polices 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**
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