CALL TO ORDER

ITEM A: ROLL CALL

Present: Melanie Holmes, Kurt Wachholz
Excused: 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 – November 20, 2012 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of November 20, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Mr. Dan Jones, producer, Milwaukee Public Television, asked that his comments be included verbatim. Mr. Jones’ comments are attached to these minutes.

Ms. Linda Murphy stated that she supported Mr. Jones.

ITEM E: ACTION ITEMS


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

Action Motion approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg reported on:

- the on-air membership drive
- new local and national programs
- Next Avenue Community Conversations
- the New Year’s Day membership drive

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 3

G-4 Monthly Bills October, 2012 – Attachment 4

G-5 Clippings September, 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, January 15, 2013, Noon

ADJOURNMENT

The meeting adjourned at 12:35 pm.

Respectfully submitted,

Karen Wierschem
Administrative Specialist
Good afternoon. My name is Dan Jones. My address is 7623 Livingston Avenue, Wauwatosa, WI 53213. I am a full-time Producer at the Milwaukee Public Television Division of the Milwaukee Area Technical College.

I would like the record to show that I did give all committee members advance notice of my desire to appear before the committee, as both a courtesy and a request, and the only response I received was from Dr. Pablo Cardona, the Acting Director of Human Resources for MATC, who told me that my request was “inappropriate.” Dr. Cardona also suggested that I use the services of his department to address any concerns I had. I disagree that his department is the proper venue for my concerns.

A review of Chapter 38 of the Wisconsin State Statutes, the written policies of the MATC Board of Directors, and the guidelines and policies of the Federal Communications Commission show that I not only have the right to appear before this committee, I also have the responsibility.

I am also well aware of the friendship between Dr. Cardona and MPTV Director of Program Production Raul Galvan. I would never expect to receive an impartial or unbiased review of my concerns from Dr. Cardona, nor would I expect appropriate relief.

That said, members of the committee, thank you so much for letting me talk with you today. I promised to keep my comments to five-minutes, and I will do just that. I would also like to ask the clerk to make all of my comments a part of the record, rather than simply noting in the minutes of this meeting that “Dan Jones spoke to the committee…” So, I have furnished her with a printed copy of my comments.

I know it is not your job to micro-manage the television station, or to interfere with the day to day operations of the station. It is your job to oversee Milwaukee Public Television, so that the public has a reasonable expectation that the millions of taxpayer and contributor dollars given to this station each year are being properly spent, and that television viewers are provided with quality local television productions.

I have also shared with you a copy of my professional biography, which details the many honors and awards I have received since 1997, when I began working with Milwaukee Public Television. I feel very comfortable saying it is likely few, if any, other employees in the history of this television station have received more respected awards than I have. I certainly don’t think any reasonable person would question the quality or quantity of my contribution or commitment.

I am not here to recite a long list of complaints about my immediate supervisor, MPTV Manager of Program Production Rail Galvan. Should this become a legal matter I am well-prepared to provide testimony from current and past employees regarding his behavior and his management abilities.

I am here to make you aware of just one incident which could have a far reaching effect on local television production.
I have always been told that the Outdoor Wisconsin program, hosted by Dan Small, is one of our most popular and beloved productions. It airs throughout the Midwest, and has been on the air for nearly three decades. Mr. Galvan has never made a secret of his dislike for the program or its host.

But it still surprised me that when Jack Abrams, who has produced the show for all of those three decades decided to retire, that Mr. Galvan informed me that he would like me to handle organization and producer duties for the show. On that day, September 26, 2012 he said he wasn’t sure if Mr. Abrams would be replaced, or if the job would even be posted or advertised.

Oh, and he also said that Mr. Abrams would only have one day available before he left, to talk with me about his decades of experience with the show, and the thousands of records and thousands of segments this program has covered.

So, I was supposed to take over one of the legacy programs in the history of the station, when by the way, I know absolutely nothing about nor have any interest in, hunting, fishing, boating, or any of the outdoor type things the show covers. And, with just one day to learn about it. That is absurd and ridiculous. And it’s certainly not a good use of my talents and abilities.

And, if I failed, quit, or was fired, well than it’s pretty likely that the program Interchange would also disappear. Interchange is a weekly roundtable discussion of current events that I host and produce as well. It airs statewide, and is now in its 18th year. We do at least 45 of these programs each year. Mr. Galvan has never made a secret of his dislike for this program, or its producer and host, which is me.

So, with one mean-spirited personnel move, he could wipe out two popular shows he doesn’t care for, and get rid of two people he doesn’t care for.

Maybe I won’t survive this mini-controversy, that isn’t my primary concern, but I do want you to know that if in the future, someone again comes before this committee to complain about the management of the Milwaukee Public Television Production Department, there is a pattern. Maybe it’s not just some lone wolf howling in the wilderness. Maybe it’s not just some disgruntled insubordinate malcontent.

It might just be someone who cares deeply about this station and this community, and someone who has a proven track record that shows he or she is very good at what they do.

In summary, I think the time is long overdue for this college, this committee, to suggest to this general manager, that a change is needed in the management of the television production department.

It is impossible to have an optimally productive department in any organization, when the manager has alienated so many of the employees.

It is impossible to have an optimally productive department when you have a collection of such creative and talented people as we have, that can’t stand coming to work every day.

Thanks so very much for your time.