MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
August 22, 2013

CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:05 pm

Present: Melanie Holmes, Kurt Wachholz, Ann Wilson

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 – June 18, 2013 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the minutes of June 18, 2013.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures June, July, August and September, 2013 – Attachment 2

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the advertising expenditures for June, July, August and September, 2013.

Action Motion approved.

E-2 Tentative Meeting Dates – Attachment 3

Send schedule to committee

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the tentative list of the Public Television Committee meetings as listed.
Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Joseph Bauer, manager of administration and planning gave the general manager’s report as Mr. Ellis Bromberg, was not in attendance. Mr. Bauer reported that:

- MPTV’s major donor event this year will be on November 19th and feature PBS president Paula Kerger.
- The former 170 Million Americans for Public Broadcasting website has been renamed Protect My Public Media.org and continues to advocate for federal funding for public broadcasting.
- MPTV is now one of 11 members of the Digital Convergence Alliance.
- MPTV will be co-producing, with Detroit Public Television, national coverage of the Great Lakes Restoration Conference being held at the Wisconsin Center on Sept 9 – 12.
- Premiering on Halloween night, the new MPTV documentary INSIDE THE PFISTER looks at the history of the Pfister Hotel, and how it is managed today on a daily basis.

The Committee viewed a clip from the BLACK NOUVEAU special “For Jobs and Freedom: 50 Years and Counting” which premieres Tuesday night, August 27, at 7:00 pm on Channel 10. A special screening of the program will take place tomorrow night at 6:30 pm at the Wisconsin Black Historical Society and Museum at 2620 W. Center Street.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

G-3 Monthly Bills – June and July, 2013 – Attachment 4

G-4 Monthly Clippings – May, 2013 – Attachment 5

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards

Mr. Bauer acknowledged two National Association of Black Journalists “Salute to Excellence Awards” won by MPTV producer Everett Marshburn for Black Nouveau segments “Fatherhood Summit” and “Acceptance Journeys.”

H-2 Communications and Petitions

H-3 Information Items
ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, September 17, 2013 at Noon.

ADJOURNMENT

The meeting adjourned at 12:30 PM.

Respectfully submitted,

Karen Wierschem
Administrative Specialist