CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:03 pm.

Present:  Melanie Holmes, Kurt Wachholz, and 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 – November 18, 2013 - Attachment 1

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

Action  Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – December 2013, January and February 2014 – Attachment 2

Mr. Ellis Bromberg, general manager, noted that the February 2014 expenditures are $0 until the board approves Eichenbaum & Associates as MPTV’s advertising agency.

Motion  It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the advertising expenditures for November 2013, December 2013 and January 2014.

Action  Motion approved.

MPTV Advertising Services – Attachment 3
Motion  It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the MPTV advertising services for 2014.

Action  Motion approved.

AVID ISI Storage Upgrade – Attachment 4

E.F.P. Camera System Purchase – Attachment 5

Motion  It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve both the AVID ISI Storage Upgrade and E.F.P. Camera System Purchase.

Action  Motion approved.

ITEM F:  DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion  Mr. Bromberg reported that:

- Kelly Saran is the new Administrative Specialist for Mr. Bromberg and Mr. Joseph Bauer and Secretary for the PTV Committee.
- The December Pledge Drive raised $431,313 from over 3,200 donors, a record setter and the most successful in the station’s history.
- Downton Abbey season 4 aired January 5th and saw large ratings which beat every commercial station and cable network program that night.
- MPTV local productions, OUTDOOR WISCONSIN, 4th STREET FORUM, and AROUND THE CORNER WITH JOHN McGIVERN, returned to the air this season. OUTDOOR WISCONSIN welcomed a new producer, Maryann Lazarski.
- MPTV taped the “Dream Lives On Concert: A Tribute to Dr. Martin Luther King Jr.,” which featured the Bel Canto Chorus, the Holy Redeemer Choir, and the Milwaukee Chamber Orchestra. Highlights of the concert will be broadcast on a BLACK NOUVEAU special Wednesday, January 22nd at 6:30 pm on Channel 10.
- Congress passed, and the president has signed into law, the Omnibus Appropriations Act which will continue to fund the Corporation for Public Broadcasting. The bill also ensures the funds will not be reduced by sequestration.

The committee viewed a clip from the MEMORIALIZING KOSCIUSZKO documentary which premieres Monday, February 3rd at 9 pm on Channel 10. A special screening of the program will take place at the Polish Center of Wisconsin, 6941 S. 68th St, Tuesday, January 28th at 6 pm.

Discussion  F-2 Update on Financial Statement

Mr. Al Shoreibah, vice president, Finance, presented the MPTV financial statement and reported that the statement was unmodified with no deficiencies. He noted that there was an increase in operating revenues for MPTV therefore
the station will require less subsidies from the college this year.

ITEM G: INFORMATION ITEMS
G-1 Events Calendar – Attachment 3
G-3 Monthly Bills – November, 2013 – Attachment 4
G-4 Monthly Clippings – September, 2013 – 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, February 18, 2014 @ Noon

ADJOURNMENT
The meeting adjourned at 12:34 PM.

Respectfully submitted,

Kelly Saran
Administrative Assistant