CALL TO ORDER

ITEM A: ROLL CALL

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

Present: Kurt Wachholz, Ann Wilson
Excused: Melanie Holmes

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 22, 2013 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Wilson to approve the minutes of August 22, 2013.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

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

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report
Discussion  Mr. Ellis Bromberg, general manager,

- introduced long-time employee, Mr. Thay Yang as the new MPTV manager of creative services.
- reported that the September pledge drive raised $216,000.
- congratulated all that worked on the Great Lakes Week conference with Detroit Public Television.
- informed the committee that the CPB is preparing a white paper on the FCC spectrum auctions to ensure the preservation of a healthy public television system.
- stated that MPTV is on the executive committee of Milwaukee Education Partnership.
- updated the committee on several new and returning series beginning this month.
- noted that this year’s Ziedler lecture will be taped September 27th at 7pm and will feature a panel discussion entitled “The Struggle for Civil & Economic Rights 50 Years after the March on Washington.”

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

Discussion  Mr. Bromberg announced that MPTV will host a meet & greet / book signing in MATC’s Cuisine, with Lidia Bastianich on October 21st. Ms. Bastianich will also have a question and answer session with culinary students.

G-2 FY2014-2015 Activity Plan and Budget Development Calendar – Attachment 4

Discussion  Mr. Jim Williams spoke to this item. Mr. Williams indicated that we are dangerously close to the board policy on reserves. He is recommending a balanced budget for FY 2014-2015.

G-3 Monthly Bills – August, 2013 – Attachment 5

G-4 Monthly Clippings – June, 2013 – Attachment 6

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, October 15, 2013 at Noon.
ADJOURNMENT

The meeting adjourned at 12:45 PM.

Respectfully submitted,

Karen Wierschem

Administrative Specialist