January 21, 2014

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT, WISCONSIN

A regular open meeting* of the MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, PUBLIC TELEVISION COMMITTEE will be held in the MPTV CONFERENCE ROOM, ROOM C442 of MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on TUESDAY, January 21, 2014 beginning at 12:00 P.M. (NOON)

The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. Approval of Minutes – November 18, 2013 - Attachment 1

D. Comments from the Public

E. Action Items


   2. MPTV Advertising Services– Attachment 3

   3. AVID Edit System Upgrade – Attachment 4

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

F. Discussion Items

   1. General Manager’s Report

   2. Update on Financial Statement

G. Information Items

   1. Events Calendar – Attachment 6

3. Clippings October, 2013 – Attachment 8

H. Miscellaneous Items

1. Awards / Acknowledgments
2. Communications and Petitions
3. Information Items

I. Old Business/New Business

1. Next Committee Meeting:  **February 18, 2014, Noon, MPTV Conference Room**

   Committee Members: Holmes, Wachholz, Wilson

* Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.

** Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.

*Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment.*

*Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call 414-297-6610 to schedule services at least 48 hours prior to the meeting.*
CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:13 pm

Present: Melanie Holmes, Ann Wilson, Kurt Wachholz

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 – October 18, 2013 - Attachment 1

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

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, and December 2013 – Attachment 2

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

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Ellis Bromberg, general manager,
- Reported on a large bequest received by the station; the visit of PBS President Paula Kerger to Milwaukee; the success of the station’s Mittens and More service campaign; and the FCC’s plan to compensate stations for channel “repacking” moves.
- Presented Dashboard Indicators about station income and audience numbers via PowerPoint.
- Ceded his time to Jim Williams who presented the CAFR Report as a Discussion Item.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 6

G-3 Monthly Bills – October, 2013 – Attachment 7

G-4 Monthly Clippings – August, 2013 – Attachment 8

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joseph Bauer, manager of TV administration and planning, reported on Emmy Awards won by MPTV for Adelante! and Around the Corner with John McGivern.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, December 10, 2013 @ Noon

ADJOURNMENT

The meeting adjourned at 1:03 PM.

Respectfully submitted,

Gwendolyn Z. Green
Administrative Assistant
Office of the President
December, 2013 Actual

Advertising Objectives:
Pledge

Media Budget: $10,847.59

Online

Out-of-Home

Print
- El Conquistador (Pledge) $346.06

Radio
- Pledge $10,501.53

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost
- 3% $346.06

Hispanic-Owned
- El Conquistador $346.06

African American-Owned
January, 2014 Estimate

Advertising Objectives:
Special Programming

Media Budget: $10,235.73

Online
Born To Royalty $462.50
Around the Corner & Thurs. Night Line-Up $462.50

Out-of-Home
Digital Boards: Around the Corner $2,938.24

Print
Hartford Times Press (Around the Corner) $345.89
Express News (Around the Corner) $470.12

Radio
Born To Royalty $2,074.78
Around the Corner & Thurs. Night Line-Up $3,481.70

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost
0% $0.00

Hispanic-Owned

African American-Owned
February, 2014 Estimate

Advertising Objectives:

Media Budget: $0.00

Online

Out-of-Home

Print

Radio

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost

Hispanic-Owned

African American-Owned
Background:

The administration of Milwaukee Area Technical College requested proposals for the services of marketing/advertising agencies.

The requirements for this service were outlined in RFP 14-12; documents were prepared in accordance with Board policies and Statue regulations. Advertisements were place in three (3) local newspapers and twenty-five (25) vendors were solicited. RFP documents were publicly opened at 11:00 AM on December 13, 2013 with two (2) responses received:

- Eichenbaum & Associates
- Stir

In representing MPTV solely, the selected agency must be able to work within the confines of $230,000 per year for two (2) years.

Guided by MPTV’s staff, within the above budget parameters, the selected agency will recommend an annual advertising plan designed to meet these objectives:

- Expand regional audience
- Elevate fund raising
- Burnish image

Proposals received as a result of this RFP were evaluated by an internal committee of four (4) individuals based on the following criteria.

- [30%] Respondent’s approach to the development and execution of an advertising plan
- [10%] Understanding and applying diversity principles relative to MPTV viewers
- [15%] Agency/staff creativity and background experience
- [10%] Budget concept allocations for production and media placement
- [5%] Involvement of MBE/WBE/DBE participation and diversity commitment
- [20%] Commission fee structure
- [10%] Agency’s demonstrated understanding of MPTV and Public Broadcasting

Positive action by the MATC board will result in a purchase order issued to Eichenbaum/Associates of Milwaukee WI in the amount of $230,000 per year for two years.
**AVID Edit System Upgrade**  
**Attachment 4**

**Background:**
This purchase is to replace our existing Avid HD Unity video storage array, which is no longer supported by the manufacturer and related hardware used to create MPTV production and promotion materials. MPTV has been editing with Avid technology since 2004 and it is the industry standard production editing tool. To maintain a continuity of current edit workflows, retain existing editor knowledge base and reduce capital costs by upgrading rather than replacing, the requested items were sourced from Avid. The multiple workstations that MPTV uses, will move large file-based media from the ISIS server to client editor applications and back across a hardened Ethernet backbone running Avid specific software. In order to create seamless movement and full continuity of the video files and metadata Avid uses Interplay Central, Transcode and Archive services software, with corresponding server hardware. Additionally the interconnection between the ISIS server and MPTV’s existing Spectralogic storage archive is facilitated directly from the edit software and does not require the purchase and use of third party interfaces with less than acceptable workflows. The proposed system provides true remote desktop media workflows via a central video storage array for the MPTV production department to access files from local desktops. Avid provides connectivity, technical support capability and continued seamless integration with the academic divisions AVID edit system.

Four (4) vendors were solicited via Bid 14-17. Three (3) vendors responded:

- **Avid, Burlington, MA**  
  No Bid
- **Key Code Media, Spring Lake, MI**  
  $279,216.00
- **CineSys-Oceana, Aurora, IL**  
  $245,953.10

Positive action by the MATC board will result in a purchase order issued to CineSys Inc. of Aurora, IL in the amount of $245,953.10.
Background:

MPTV has been using tape based High Definition production workflows since 1997. Technology has improved and videotape is no longer the medium of choice among professional broadcasters. Moving from videotape to a wholly file-based system has been planned by MPTV staff for several years. In this fiscal year we have been granted the capital funds to complete the project. The first of these purchases are the field cameras which are used to gather over 90% of our local production footage. Our current field cameras are Sony HDCam tape units that were last purchased in 2004. The replacement systems are recording on reusable data cards that, over time will reduce the operating costs of purchasing videotape. MPTV created a camera specification that re-used the very expensive High Definition lenses and other items. The respondents to the bid have provided us with pricing for Sony PMW-500 HD card based cameras and corresponding accessories. This avoids the expense of replacing the Sony System.

The capital purchase of four cameras and support equipment is from the responses from three (3) sellers of professional television broadcast camera equipment. Bid 14-16 requested a cost per unit of specified equipment. Selection of specific quantities of each item resulted in VSA-Chicago as the lowest bidder.

Sony Electronics of Itasca, IL
AVO Systems, Inc. of Brookfield, WI
VSA-Chicago, Buffalo Grove, IL

Positive action by the MATC board will result in a purchase from VSA-Chicago for the cost of $145,665.02.
JANUARY

17-19, 24-26 Milwaukee Boat Show with Outdoor Wisconsin, Wisconsin Expo Center, State Fair Park
19 AROUND THE CORNER community screening: Lake Geneva: Horticultural Hall
25 MPTV Appreciates Viewers Like You - $12 Tickets to Discovery World
26 AROUND THE CORNER community screening: Sheboygan Falls: Rangeline Inn
28 Memorializing Kosciuszko Preview Event: Polish Center

FEBRUARY

2 Super Bowl Sunday Pledge Drive
3 AROUND THE CORNER community screening: Mitchell Street: Anthony’s Keyser Hall
8 MPTV Winters Farmers Market, Auction Facility
9 AROUND THE CORNER community screening: Prairie du Chien: TBA
17 AROUND THE CORNER community screening: Cudahy: Ranch Banquette
23 AROUND THE CORNER community screening: Wausau: UW Marathon County
25 Paul Byron - Pabst Theater
26 OUTDOOR WISCONSIN Banquet – Country Springs Hotel
27 - March 2 Milwaukee RV & Camper Show, Wisconsin Expo Center, State Fair Park

MARCH

1-16 Membership Pledge Drive, MPTV Studios, MATC Downtown Campus
5-9 Journal/Sentinel Sport Show, Wisconsin Expo Center, State Fair Park
9 AROUND THE CORNER community screening: Chippewa Falls: Micon Cinemas
13 A Gala Night with David Garrett, Riverside Theatre
19 AROUND THE CORNER community screening: West Allis: State Fair
20 Auction Art Preview, Wisconsin Expo Center, State Fair Park
21-30 Auction Art Preview at the Greater Milwaukee Realtor Show: Wisconsin Expo Center: State Fair Park
21 Brit Floyd, Riverside Theater
22 AROUND THE CORNER community screening: La Crosse: The Weber Arts Center
24 AROUND THE CORNER community screening: Oconomowoc: Arts Center
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Total: 185,090.11
1. Milwaukee Journal Sentinel, Milwaukee – October 2. **After blog, Twitty’s Career is Cookin’—Grew up on PBS’ Saturday Morning Cooking Shows-Natalie Dupree**

2. Sussex Sun – October 2. **Antique Appraisals at Community Affair—Barbara Eash Coordinates Appraisal Fair for Milwaukee Public Television**


5. NOW: Muskego, New Berlin– October 3. **THINGS TO DO—PBS Show Host to Speak on Cooking—Alamelu Vairvan, Host of Public Television Cooking Show “Healthful Indian Flavors with Alamelu” lectures & samples provided**


7. Kenosha News, Kenosha – October 4. **Tonight’s Other Highlights—“Charlie Rose—The Week” Channel 10 (PBS reviews the events of the past seven days)**

8. Milwaukee Journal Sentinel, Milwaukee – October 4. **NEW FACES, NEW PLACES, People in Business: Milwaukee Public Television named Julie Hill Lehr as Manager of Marketing and Community Engagement and Thay Yang as Manager of Creative Services**

9. Milwaukee Journal Sentinel, Milwaukee – October 4. **SportsWaves—The NFL and Concussions—Frontline’s “League of Denial: The NFL’s Concussion Crisis” is set to air on at 8 pm. (Oct 8) on PBS**


11. The Reporter, Fond du Lac – October 6. **Fond du Lac Roundtable—Bob Kann of PBS on The Settlement Cookbook cited.**


15. Milwaukee Journal Sentinel, Milwaukee – October 9. **Food Briefing Kyle Cherek host of PBS “Wisconsin Foodie” to judge meals.**

18. Shepherd Express, Milwaukee- October 10. A&E FILM CLIPS Romeo and Juliet airs on PBS.
22. Enterprise, Oconomowoc- October 10. Milwaukee Ballet presents epic romance ‘Romeo & Juliet’. Most recent staging was recorded by Milwaukee Public Television.
24. North Shore NOW, Waukesha- October 10. Shorewood Students earn Tommy Award for musical. A news release from Milwaukee Public Television will air the Tommy Awards on MPTV 36.1
25. The Freeman, Waukesha- October 10—Milwaukee Ballet presents epic romance ‘Romeo & Juliet’. Most recent staging recorded by Milwaukee Public Television
26. Milwaukee Journal Sentinel, Milwaukee October 10. ‘Downton’ creator is hoping to make Shakespeare accessible-- A posh soap opera that was all the rage in England before becoming a PBS darling in this country.
27. Now, Brookfield- Elm Grove October 10. Things to Do: Appraisal fair benefits MPTV
28. NOW, Brookfield- Elm Grove October 10. Things to Do: Appraisal Fair Benefits MPTV programming—Milwaukee Public Television will hold its Appraisal Fair from 10 a.m. to 5 p.m.
29. The Reporter, Fond du Lac- October 10. Kohler Food & Wine Experience— Celebrity chefs scheduled to appear at the Food & Wine Experience include Christopher Kimball, Bridget Lancaster and Julia Collin Davison, all with “America’s Test Kitchen” show.
32. Daily Jefferson County Union, Fort Atkinson – October 11. ‘Downton Abbey’ preview set to air— PBS “Masterpiece” says Return to Downton Abbey” will air Dec. 1
33. Milwaukee Journal Sentinel, Milwaukee- October 11. The Dish- GIVING IT TO YOU STRAIGHT. PBS plans ‘Downton’ preview special.
34. Milwaukee Journal Sentinel, Milwaukee- October 11. **Fairs and Festivals—MPTV Auction Studios appraisal fair.**
36. Milwaukee Journal Sentinel, Milwaukee – October 11. **People on the Move—** Milwaukee Public Television has named Julie Hill Lehr as manager of marketing and community engagement.
41. News Graphic, Cedarburg- October 15. Two for the show. Stand-up artists PBS’ John McGivern and Pat Hazell team up for an evening of controlled chaos.
43. Kenosha News, Kenosha- October 15. ‘Downton Abbey’ preview to air in December. PBS is setting the table for the “Downton Abbey” feast ahead with a preview special planned for broadcast in December.
44. Milwaukee Journal Sentinel, Milwaukee- October 15. **Cumberbatch mixes blockbusters, art films- heartthrob among the PBS Program’s: “The Hobbit and “Sherlock”**
45. The Freeman, Waukesha- October 15. **Learning what it’s worth, and so much more. Milwaukee Public Television Appraisal Fair Saturday in Brookfield.**
46. The reporter, Fond du Lac- October 16. **Faith takes a hit from NFL violence “League of Denial: also the name of a Frontline documentary aired on PBS.**
47. The Journal Times, Racine- October 16. **Concussions in football finally being taken seriously. PBS aired a 2-hour “Frontline documentary on the dangers of concussions in the National Football League.**
48. Focus, Oconomowoc- October 17. **$145,000 raised to help the community. The host of the Milwaukee Public Television show “Around the Corner” John McGivern keynote speaker.**
50. The Freeman, Waukesha -October 19. A quick note to say hello. **PBS cited.**
51. Kenosha News, Kenosha – October 20. **TUNE IN TONIGHT: Masterpiece Classic PBS channels 10.**
52. The Sheboygan Press, Sheboygan – October 20. **Tomlin coming to Manitowoc-- PBS cited.**
53. Daily Jefferson County Union, Fort Atkinson—October 21. **Burnett humor prize; the trailblazing comedienne received the nation’s top humor prize at the Kennedy Center for performing arts. The show was taped Sunday and will be broadcast Nov.24 on PBS stations.**
54. Milwaukee Journal Sentinel, Milwaukee- October 21. **Burnett humor prize; the trailblazing comedienne received the nation’s top humor prize at the Kennedy Center for performing arts. The show was taped Sunday and will be broadcast Nov.24 on PBS stations.**
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Civil War veteran honored. Hibben is the lead researcher for “Genealogy Roadshow on PBS

Period after World War I inspires urban women in these books—PBS cited

TV this week: ‘Good wife’ drama and a Peanuts Halloween—“Secret of the Tower of London” offers viewers a fascination tour of a historical landmark that has stood for nearly a thousand years and served as a royal castle—PBS (channels 10 and 11).

WGTD Schedule—the show previews an “American Experience” documentary airing tonight on PBS.

Tune in Tonight—PBS Documentary “The Graduates” looks at efforts to stem the number of high school dropouts in the Latino community.

Reed set stage for next generation—PBS “American Masters”

Lou Reed, 71, influential, iconic rocker, poet dies—PBS “American Masters”

WGTD’s Morning Show’ Schedule—we preview an outstanding American Experience documentary airing tonight on PBS.

Lou Reed, iconic punk poet, dead at 71. PBS’ “American Masters”

‘American Experience’ revisits ‘War of the Worlds’—PBS makes use of extensive re-enactment in “War of the Worlds


Historic radio broadcast remembered on PBS- a new “American Experience” documentary, “War of the Worlds, airs Tuesday night on PBS.

Wine and Dine Wisconsin. Cook Stage- Alamelu Vairavan, MPTV’s Healthful Indian Flavors with Alamelu:”

Antiques Appraisal set in Hebron—PBS cited.

TUNE IN TONIGHT—“NOVA’s” Making stuff colder, and PBS’ Raw to Ready airs 8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS

Moraine Part to Host Financial Coach Peter Bielagus on November 4- PBS Wall Street Journal

Falls couple warms hearts with friendly greeting. The Schmitts will soon be featured on the small screen as part of an upcoming episode of “Around the Corner with John McGivern” on PBS 10 in Milwaukee.
Student Notes-- Tommy Awards at 9 p.m. Oct 21 on Milwaukee Public Television.

Unpaid internships under fire in state, the nation. In July, the PBS talk show host, Charlie Rose, settled a case against him and his production company, offering back wages to approximately 190 former interns.