



April 4, 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, April 8, 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 – March 18, 2014 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures –March, April, and May 2014 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report
2. Preliminary Activity Plan and Budget for FY 2014-15 (Iteration #2)
3. MPTV Development Strategic Plan

G. Information Items

1. [Events Calendar – Attachment 3](#)
2. [Dashboard Indicators – Attachment 4](#)
3. [Monthly Bills March, 2014 – Attachment 5](#)
3. [Clippings January, 2014 – Attachment 6](#)

H. Miscellaneous Items

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

I. Old Business/New Business

1. Next Committee Meeting: **May 20, 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.***



Draft

PTV Attachment 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
March 18th, 2014**

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

Excused: 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 – February 18, 2014 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of February 18, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – February, March, and April 2014 – Attachment 2

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the advertising expenditures for February, March and April 2014.

Action Motion approved.

Public Television

Minutes of March 18, 2013

Page 2

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Ellis Bromberg, general manager, reported that:

- Public Broadcasting Advocacy Day is Wednesday, March 19. Ms. Holmes and he will be joining professional and lay representatives from WUWM, Wisconsin Public Television, and Wisconsin Public Radio to advocate for state funding for public broadcasting.
- The master control project known as the Digital Convergence Alliance is underway with the launch of the first station, WJCT in Jacksonville. MPTV will be the last station to be brought online in May with significant labor savings expected next fiscal year.
- The station had a successful March pledge drive raising a total of \$465,000 from over 3,100 donors, which is a 19% increase from last year. The top performing program, raising \$72,000 from 290 viewers, was SUZE ORMAN'S FINANCIAL SOLUTIONS FOR YOU.
- Wednesday, March 19 is the AROUND THE CORNER WITH JOHN McGIVERN West Allis screening taking place at the Wisconsin State Fair Expo Center.
- On Thursday, March 20 there will be two great events. First, the Diverse and Resilient dinner in which Mr. Everett Mashburn, producer, will be honored with this year's Bayard Rustin Award. Secondly, the annual MPTV ARTS PREVIEW PARTY will take place at the State Fair Expo. Works of art, being featured in April on the GREAT TV AUCTION, will be up for display on the night of the preview party through the end of the REALTORS HOME AND GARDEN SHOW on March 21-30.
- The first NEXT AVENUE of the new year will take place on Monday, March 24 at Discovery World with the WKLH 96.5 Morning Show hosts Dave Luczak and Carole Caine. The series will be taped for broadcast for the first time this year due to generous underwriting by the Helen Bader Foundation.
- BLACK MEN IN PRISON, the live taped radio program discussing the high incarceration rate of African Americans in Milwaukee, and the controversial program FRONTLINE: SECERTS OF THE VATICAN, featuring the Archdiocese of Milwaukee, are now available to the public for viewing on MPTV.org.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

G-3 Monthly Bills – December, 2013 – Attachment 4

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

G-5 PBS Trust Survey Results and Assets – Attachment 6

Public Television

Minutes of March 18, 2013

Page 3

Discussion: Mr. Bromberg explained that the PBS Trust Survey Results and Assets is a yearly research document on the public's perception of PBS. The data within this document will be used by the station throughout the year to advocate for public broadcasting. Highlights include PBS ranking as the #1 institution in public trust, #1 fair news source, and top performing educational programming.

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, April 8, 2014 at Noon

ADJOURNMENT

The meeting adjourned at 12:27 PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant



EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

March, 2014 Actual

Advertising Objectives:

Pledge
Special Programming

Media Budget: **\$13,008.98**

Online

Out-of-Home

Print

Milwaukee Times (Pledge) \$380.88

Radio

Pledge \$12,628.10

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 3% **\$380.88**

Hispanic-Owned

Milwaukee Times \$380.88

African American-Owned



EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

April, 2014 Estimate

Advertising Objectives:

Special Programming
Auction

Media Budget:

\$43,492.12

Online

Online/Social Media (Auction) \$5,250.00

Out-of-Home

Digital Boards (Auction) \$3,500.00

Digital Boards (Peter Pan) \$2,013.24

Print

El Conquistador (Adelante) \$692.12

Milwaukee Times (Black Nouveu) \$761.76

Radio

Auction \$31,275.00

Direct Mail

Target Minority Owned Media Percentage: 10-12% of media cost 3% \$1,453.88

Hispanic-Owned

El Conquistador \$692.12

African American-Owned

Milwaukee Times \$761.76



EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

May, 2014 Estimate

Advertising Objectives:

Auction

Media Budget:

\$15,428.88

Online

Online/Social Media (Auction)

\$2,250.00

Out-of-Home

Print

El Conquistador (Adelante)

\$692.12

Milwaukee Times (Black Nouveau)

\$761.76

Radio

Auction

\$11,725.00

Direct Mail

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

9%

\$1,453.88

Hispanic-Owned

El Conquistador \$692.12

African American-Owned

Milwaukee Times \$761.76



Milwaukee Public Television Media

EICHENBAUM / ASSOCIATES

219 North Milwaukee Street

Milwaukee, WI 53202

P: 414.225.0011 / F: 414.225.0022

MINORITY SPENDING REPORTS

FY2014: July 2013 - June 2014

(Media amounts by month billed)

AS OF 3/27/2014

TOTAL MEDIA SPENDING (ALL TARGETS)

Month	Radio	TV	Print	Outdoor	Online	Placed directly through MPTV	Total Media Placements
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$726.94	\$0.00	\$0.00	\$0.00	\$726.94
September	\$8,545.15	\$0.00	\$1,535.50	\$0.00	\$0.00	\$0.00	\$10,080.65
October	\$0.00	\$0.00	\$3,293.21	\$13,222.06	\$0.00	\$0.00	\$16,515.27
November	\$5,769.23	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$6,150.11
December	\$10,501.53	\$0.00	\$346.06	\$0.00	\$0.00	\$0.00	\$10,847.59
January	\$7,694.16	\$0.00	\$816.01	\$2,938.24	\$716.75	\$0.00	\$12,165.16
February	\$0.00	\$0.00	\$1,073.00	\$0.00	\$0.00	\$0.00	\$1,073.00
March	\$12,628.10	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$13,008.98
April							
May							
June							
Total	\$45,138.17	\$0.00	\$8,552.48	\$16,160.30	\$716.75	\$0.00	\$70,567.70

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Hmong Spending	Hmong Spending %	Minority Spending Total	Minority Spending %
July	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
August	\$346.06	48%	\$380.88	52%	\$0.00	0%	\$726.94	100%
September	\$1,154.62	11%	\$380.88	4%	\$0.00	0%	\$1,535.50	15%
October	\$1,552.04	9%	\$1,741.17	11%	\$0.00	0%	\$3,293.21	20%
November	\$0.00	0%	\$380.88	6%	\$0.00	0%	\$380.88	6%
December	\$346.06	3%	\$0.00	0%	\$0.00	0%	\$346.06	3%
January	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
February	\$692.12	65%	\$380.88	35%	\$0.00	0%	\$1,073.00	100%
March	\$0.00	0%	\$380.88	3%	\$0.00	0%	\$380.88	3%
April								
May								
June								
Total	\$4,090.90	6%	\$3,645.57	5%	\$0.00	0%	\$7,736.47	11%

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Month	Hispanic OWNED*	Hispanic TARGETED	African American OWNED*	African American TARGETED	Hmong OWNED*	Hmong TARGETED	Other Vendors
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$346.06	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
September	\$1,154.62	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
October	\$1,552.04	\$0.00	\$1,741.17	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
December	\$346.06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$692.12	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00	\$0.00	\$0.00
April							
May							
June							
Total	\$4,090.90	\$0.00	\$3,645.57	\$0.00	\$0.00	\$0.00	\$0.00

*May also be minority targeted.

Minority Spending by Radio Station									
Month	WJMR-FM 98.3 AA TARGETED	WKKV-FM 100.7 AA TARGETED	WZTI-AM 1290 AA OWNED	WLDB-FM 93.3 AA OWNED	WLUM-FM 102.1 AA OWNED	WNOV-AM 860 AA OWNED	WDDW-FM Hispanic TARGETED	WRRD-AM Hispanic TARGETED	WJTI-AM Hispanic OWNED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
April									
May									
June									
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending by Newspaper					
Month	Spanish Journal Hispanic OWNED	EI Conquistador Hispanic OWNED	Milwaukee Community Journal AA OWNED	Milwaukee Courier AA OWNED	Milwaukee Times AA OWNED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$346.06	\$0.00	\$0.00	\$380.88
September	\$462.50	\$692.12	\$0.00	\$0.00	\$380.88
October	\$462.50	\$1,089.54	\$0.00	\$326.47	\$1,414.70
November	\$0.00	\$0.00	\$0.00	\$0.00	\$380.88
December	\$0.00	\$346.06	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$692.12	\$0.00	\$0.00	\$380.88
March	\$0.00	\$0.00	\$0.00	\$0.00	\$380.88
April					
May					
June					
Total	\$925.00	\$3,165.90	\$0.00	\$326.47	\$3,319.10

Minority Spending by Television

Month	WVTV-TV	Univision	WYTU LP	Strive Media	WBWT TV	One time	One time	One time
	AA	Cable TV	Telemundo	Cable TV	Hisp.	vendors	vendors AA	vendors HM
	TARGETED	TARGETED	Cable TV	AA	OWNED	Hisp.	Minority	TARGETED
			Hisp.	OWNED		TARGETED	TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
April								
May								
June								
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other

Month	Other African-	Other Hispanic	Other Hmong
	American	Vendors	Vendors
	vendors		
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00
December	\$0.00	\$0.00	\$0.00
January	\$0.00	\$0.00	\$0.00
February	\$0.00	\$0.00	\$0.00
March	\$0.00	\$0.00	\$0.00
April			
May			
June			
Total	\$0.00	\$0.00	\$0.00

PTV Attachment
EVENTS CALENDAR
Spring 2014

APRIL

- 3/21- May 9 Plants for MPTV, Plant Sale of Coupons
- 7 AROUND THE CORNER community screening: Washington Heights: Times Cinema
- 9 Major Donors Screening of PETER PAN BY MILWAUKEE BALLET: Discovery World
- 14 AROUND THE CORNER community screening: Gurda Special: Milwaukee Public Library
- 18-25 MPTV Donor London and English Countryside Tour
- 25-May 3 The Channel 10 Great TV Auction

MAY

- 3 Celtic Woman-The Emerald Tour, Riverside Theater
- 12 Next Avenue Community Connections: Art of Happiness: St. John's on the Lake
- 30 Auction Thank You Party and Mini Sale
- 31- June 8 Pledge

JUNE

- 6 Tony Bennett with very special guest Antonia Bennett: Riverside Theater
- 18 Spring Fling in Chicago- MPTV trip
- 21 II Volo Concert: Milwaukee Theatre

**Attachment 4
Milwaukee Public Television
Development Department Revenue**

Underwriting

Auction

Membership

Major Donor

	Budget	2013	2014	Percent	Budget	2013	2014	Percent	Budget	2013	2014	Percent	Budget	2013	2014	Percent
July			31,016	3%			593	0.1%			128,798	4%			3,000	1%
August			89,000	9%			1,177	0.1%			304,547	9%			8,000	3%
September			103,500	11%			6,066	0.5%			632,116	19%			17,700	7%
October			128,500	13%			10,462	0.9%			820,147	25%			37,100	14%
November			178,871	18%			74,983	6.8%			1,023,585	31%			69,580	26%
December			453,636	46%			75,686	6.8%			1,728,285	53%			173,278	66%
January			527,449	54%			81,735	7.4%			1,953,189	60%			173,278	66%
February			588,296	60%			82,737	7.5%			2,192,699	67%			184,467	70%
March			609,581	62%			97,266	8.8%			2,794,100	85%			190,967	73%
April																
May																
June																
Totals	982,500	915,770	609,581	62%	1,110,000	797,124	97,266	8.8%	3,277,235	3,318,919	2,794,100	85%	262,700	198,586	190,967	73%

Special Events

Miscellaneous

Bequests

Total Budget

	Budget	2013	2014	Percent	Budget	2013	2014	Percent	Budget	2013	2014	Percent	Budget	2013	2014	Percent
July			1,157	1%			-	0%			6,702				171,266	3%
August			3,032	3%			-	0%			6,702				412,458	7%
September			10,346	11%			-	0%			50,569				820,297	14%
October			19,022	21%			-	0%			55,576				1,070,807	18%
November			27,566	31%			-	0%			559,605				1,934,190	32%
December			33,125	37%			-	0%			639,096				3,103,105	52%
January			46,499	52%			-	0%			639,096				3,421,245	57%
February			56,058	62%			-	0%			639,096				3,743,353	62%
March			69,813	78%			-	0%			643,525				4,405,252	73%
April																
May																
June																
Totals	90,000	33,314	69,813	78%	277,565	-	-	0%	-	211,519	643,525		6,000,000	5,475,232	4,405,252	73%

Top Programs (number of viewers) on WMVS-10

November 2013 Nielsens

1. Comet Encounter	Wed - 9 pm	70,060
2. Jimi Hendrix: American Masters	Tues - 8 pm	66,560
3. This Old House	Thu - 8 pm	64,170
4. JFK: American Experience Part 1	Mon- 8 pm	55,830
5. Ask This Old House	Thu - 8:30	54,230
6. Antiques Roadshow	Mon - 7pm	51,830
7. JFK: American Experience Part 2	Tues - 8 pm	50,050
8. Secrets of the Dead: JFK: One PM Central Standard Time	Wed - 9 pm	49,220
9. JFK: Breaking the News	Fri - 8 pm	43,960
10. Carol Burnett: The Kennedy Center Mark Twain Prize	Sun - 7 pm	35,460
11. Nova	wed - 8 pm	32,260
12. Around the Corner with John McGivern	Thu - 7 pm	31,170
13. Antiques Roadshow	Mon - 8 pm	29,840
14. Nature	Wed - 7 pm	28,700
15. Kennedy Half Century	Mon - 9 pm	28,250
16. Lincoln@Gettysburg	Tues - 8 pm	26,420
17. Around the Farm Table	Thu - 7:30 pm	26,030
18. Inside The Pfister, A Milwaukee Hotel Icon	Thu - 7:30 pm	25,830
19. Secrets of Althorp: The Spencers	Sun - 7 pm	25,300
20. Classic Gospel	Sat - 6 pm	24,230
21. Nature: The Private Life of Deer	Wed - 9 pm	21,380
22. Secrets of Scotland Yard	Sun - 7pm	17,240
23. Milwaukee's Forest Home Cemetery	Fri - 8 pm	16,570
24. The African Americans: Many Rivers to Cross	Tues - 7 pm	16,300
25. Frontline	Tues - 9 pm	12,360

BOARD BILL LIST
TV Fund by Check No
03/31/14

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
03/04/14	0007176	Dan Small Outdoors L	5668 Program Production	1,833.00
03/04/14	0007186	Nielsen Media Resear	5661 Audience Research	6,894.71
03/04/14	0007192	Vanguard Computers I	5840 Equipment	3,615.00
03/06/14	0007199	Sharon B Fischer-To	5658 Other Expense	361.31
03/11/14	0007225	Masstech Americas In	5674 Technical Operations	36,801.60
03/18/14	0007256	DMW Worldwide LLC	5260 Printing & Duplicati	298.69
			5259 Postage	64.00
03/18/14	0007264	Nielsen Media Resear	5661 Audience Research	6,894.71
03/20/14	0007280	Pamela Behling	5243 Other Supplies	5,916.00
03/20/14	0007284	Dan Small Outdoors L	5357 Professional & Consu	1,788.29
03/20/14	0007289	NorthWest Technologi	5355 Other Contracted Ser	7,237.50
03/25/14	0007299	Maureen M. Bradley	5201 Travel Expenses	215.04
03/25/14	0007300	Ellis R. Bromberg	5201 Travel Expenses	101.92
03/25/14	0007304	Erin S. Eaton	5201 Travel Expenses	10.00
03/25/14	0007312	Tiffany G. Pua	5201 Travel Expenses	165.99
03/25/14	0007321	John Unser	5201 Travel Expenses	60.68
03/25/14	0007325	Debra A. Wisniewski	5668 Program Production	2,020.00
03/27/14	0007357	US Brands	5259 Postage	438.12
03/04/14	0727032	AT&T	5454 Telephone	2,198.48
03/04/14	0727035	AT&T	5454 Telephone	429.84
03/04/14	0727040	Bodi Company	5668 Program Production	474.75
03/04/14	0727041	Carl Bloom Associate	5260 Printing & Duplicati	1,417.92
			5259 Postage	582.08
03/04/14	0727048	Europe Through the B	5243 Other Supplies	133.50
03/04/14	0727050	Forest Incentives Lt	5243 Other Supplies	6,740.75
			5259 Postage	795.42
03/04/14	0727060	Layton Art Collectio	5243 Other Supplies	760.00
03/04/14	0727068	Member Benefits Inc	5243 Other Supplies	1,087.76
03/04/14	0727080	Pitney Bowes	5259 Postage	2,070.33
03/04/14	0727083	QLT Consumer Lease S	5454 Telephone	18.85
03/04/14	0727085	Susan G. Rascon	5668 Program Production	400.00
03/04/14	0727100	Time Warner Cable	5454 Telephone	146.99
03/04/14	0727115	Universal Music Grou	5243 Other Supplies	24.00
03/06/14	0727126	Action Express Inc	5675 Traffic	48.86
03/06/14	0727130	American Public Tele	5840 Equipment	21,450.00
03/06/14	0727134	AT&T	5454 Telephone	154.10
03/06/14	0727146	FedEx	5675 Traffic	81.97
03/06/14	0727156	National Ace Hardwar	5674 Technical Operations	71.40
03/06/14	0727168	Time Warner Cable	5454 Telephone	169.95
03/06/14	0727169	United Parcel Servic	5675 Traffic	72.42
03/06/14	0727170	US Postmaster	5259 Postage	3,500.00
03/11/14	0727183	AT&T	5454 Telephone	482.51
03/11/14	0727184	AT&T	5454 Telephone	42.14
03/11/14	0727195	Contributor Developm	5355 Other Contracted Ser	349.00
03/11/14	0727205	Digital Convergence	5355 Other Contracted Ser	48,084.00
03/11/14	0727206	Eichenbaum & Associa	5270 Advertising	4,200.00
03/11/14	0727213	Forest Incentives Lt	5243 Other Supplies	97.27
			5259 Postage	16.01
03/11/14	0727217	Heartland Video Syst	5674 Technical Operations	3,285.34
			5677 Videotape	616.00
			5673 Studio Equipment Rep	244.80
03/11/14	0727231	Milwaukee Water Work	5455 Water	2,179.84
03/11/14	0727242	Pitney Bowes	5259 Postage	124.68
03/11/14	0727256	Staples Advantage	5241 Office Supplies	1,660.66

BOARD BILL LIST
TV Fund by Check No
03/31/14

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
03/13/14	0727282	Gray Miller Persh LL	5243 Other Supplies	726.98
03/13/14	0727283	Hall	5361 Legal Services	500.00
03/13/14	0727294	Susan G. Rascon	5676 Vehicle Supplies	46.29
03/18/14	0727319	ACD Direct	5668 Program Production	800.00
03/18/14	0727321	Advanced Disposal Se	5355 Other Contracted Ser	881.05
03/18/14	0727323	American Public Tele	5840 Equipment	222.93
03/18/14	0727325	Anchor Printing Inc	5260 Printing & Duplicati	7,284.00
03/18/14	0727328	AT&T	5454 Telephone	200.66
03/18/14	0727330	AT&T	5454 Telephone	43.91
03/18/14	0727337	Blenko Glass Company	5243 Other Supplies	215.55
03/18/14	0727343	Country Springs Hote	5243 Other Supplies	545.00
03/18/14	0727346	Detroit Public Telev	5243 Other Supplies	7,731.02
03/18/14	0727348	Discovery World Ltd	5243 Other Supplies	25.00
03/18/14	0727349	Diversified Printing	5260 Printing & Duplicati	896.00
03/18/14	0727351	Executive Program Se	5840 Equipment	451.99
03/18/14	0727354	Forest Incentives Lt	5243 Other Supplies	18,530.00
			5259 Postage	3,456.87
			5259 Postage	429.50
03/18/14	0727357	Hay House	5243 Other Supplies	27.18
03/18/14	0727369	Member Benefits Inc	5243 Other Supplies	973.88
03/18/14	0727371	Mindworks Press	5243 Other Supplies	52.00
03/18/14	0727374	National Educational	5675 Traffic	40.00
03/18/14	0727380	Pitney Bowes	5259 Postage	289.74
03/18/14	0727382	QuadGraphics Inc	5260 Printing & Duplicati	230.24
			5259 Postage	8.35
03/18/14	0727394	Wide Eye Productions	5243 Other Supplies	18.95
03/20/14	0727403	Airgas USA LLC	5678 Wmvs Transmitter Rep	16.80
03/20/14	0727405	Ampco System Parking	5668 Program Production	19.00
03/20/14	0727407	AT&T	5454 Telephone	89.34
03/20/14	0727414	Chocolate Chisel	5243 Other Supplies	1,675.00
03/20/14	0727420	Eichenbaum & Associa	5270 Advertising	1,088.01
03/20/14	0727429	Meng's Landscaping	5355 Other Contracted Ser	3,810.00
03/20/14	0727437	Pitney Bowes	5355 Other Contracted Ser	254.03
03/20/14	0727448	Wisconsin Black Hist	5668 Program Production	900.00
03/25/14	0727470	Bodi Company	5668 Program Production	473.25
03/25/14	0727476	Communication and Po	5840 Equipment	22,765.50
03/25/14	0727483	ExxonMobil	5676 Vehicle Supplies	714.25
03/25/14	0727484	FedEx	5675 Traffic	129.69
03/25/14	0727488	Hall	5676 Vehicle Supplies	27.74
03/25/14	0727494	Marek Group	5259 Postage	301.19
03/25/14	0727506	Pitney Bowes	5259 Postage	1,998.33
03/25/14	0727508	Postmasier	5259 Postage	2,400.93
03/25/14	0727514	Satellite Services L	5674 Technical Operations	2,400.93
03/25/14	0727518	Sound Media LLC	5243 Other Supplies	252.74
03/25/14	0727522	T Tapp	5243 Other Supplies	87.62
03/25/14	0727534	Time Warner Cable	5454 Telephone	165.11
03/25/14	0727536	United Parcel Servic	5454 Telephone	209.49
03/25/14	0727538	Universal Music Grou	5243 Other Supplies	32.00
03/27/14	0727550	AT&T Mobility	5454 Telephone	28.32
03/27/14	0727554	Blackbaud	5355 Other Contracted Ser	25,188.64
03/27/14	0727556	Carl Bloom Associate	5260 Printing & Duplicati	18,074.15
			5259 Postage	9,021.70
03/27/14	0727559	DMW Worldwide LLC	5260 Printing & Duplicati	17,226.25
			5259 Postage	424.61

BOARD BILL LIST
TV Fund by Check No
03/31/14

Check Date	Check No	Vendor Name	Object Description	Object Amount
03/27/14	0727561	Europe Through the B	5243 Other Supplies	1,327.20
03/27/14	0727571	Member Benefits Inc	5243 Other Supplies	4,500.51
03/27/14	0727579	Pitney Bowes	5259 Postage	510.05
03/27/14	0727581	Push Button Gadget I	5243 Other Supplies	89.00
03/27/14	0727589	WQED Multimedia	5243 Other Supplies	128.11

				337,901.83

BOARD BILL LIST
 Over \$2500 Channel 10/36
 03/31/14

Check Date	Check No	Vendor Name	Object Description	Object Amount
03/04/14	0007186	Nielsen Media Resear	5661 Audience Research	6,894.71
03/04/14	0007192	Vanguard Computers I	5840 Equipment	3,615.00
03/11/14	0007225	MassTech Americas In	5674 Technical Operations	36,801.60
03/18/14	0007264	Nielsen Media Resear	5661 Audience Research	6,894.71
03/20/14	0007280	Pamela Behling	5243 Other Supplies	5,916.00
03/20/14	0007289	NorthWest Technologi	5355 Other Contracted Ser	7,237.50
03/04/14	0727050	Forest Incentives Lt	5243 Other Supplies	6,740.75
03/06/14	0727130	American Public Tele	5840 Equipment	21,450.00
03/06/14	0727170	US Postmaster	5259 Postage	3,500.00
03/11/14	0727205	Digital Convergence	5355 Other Contracted Ser	48,084.00
03/11/14	0727206	Eichenbaum & Associa	5270 Advertising	4,200.00
03/11/14	0727217	Heartland Video Syst	5674 Technical Operations	3,285.34
03/18/14	0727323	American Public Tele	5840 Equipment	7,284.00
03/18/14	0727343	Country Springs Hote	5243 Other Supplies	7,731.02
03/18/14	0727351	Executive Program Se	5840 Equipment	18,530.00
03/18/14	0727354	Forest Incentives Lt	5243 Other Supplies	3,456.87
03/20/14	0727429	Meng's Landscaping	5355 Other Contracted Ser	3,810.00
03/25/14	0727476	Communication and Po	5840 Equipment	22,765.50
03/27/14	0727554	Blackbaud	5355 Other Contracted Ser	25,188.64
03/27/14	0727556	Carl Bloom Associate	5260 Printing & Duplicati	18,074.15
			5259 Postage	9,021.70
03/27/14	0727559	DMW Worldwide LLC	5260 Printing & Duplicati	17,226.25
03/27/14	0727571	Member Benefits Inc	5243 Other Supplies	4,500.51

				292,208.25

PTV Attachment *

January 2014

JANUARY 2014

Last Updated 3/01/2014

1. Brookfield-Elm Grove NOW January 1. **Adult nonfiction- PBS' "Masterpiece Classic" cited**
2. Milwaukee Journal Sentinel, Milwaukee, January 1. **'Downton Abbey,' Community' are part of fresh winter lineups- PBS' Downtown Abbey's fourth-season premiere, Sunday at 8 p.m.**
3. Milwaukee, Journal Sentinel – January 2. **'Dhimmitude' takes most read title—PBS' commentator Mark Shield cited**
4. Fort Atkinson, Daily Jefferson County Union – January 2. **Television during '13 continued to surprise- PBS' "Downton Abbey" cited.**
5. Daily Citizen- Beaver Dam- January 3. **Fans up for 'Downton Abbey' season 4- PBS' "Downton Abbey" cited**
6. Fort Atkinson, Daily Jefferson County Union– January 3. **Fans are up for 'Downton Abbey' starting season four- PBS' "Downton Abbey" premiere airs Sunday at 9 p.m. EST**
7. Kenosha News, Kenosha- January 3. **Tune in Tonight- Carol Brunett receives The Mark Twain Prize (9 p.m., PBS, channel 10 and 11, rerun) for American humor**
8. Milwaukee Journal Sentinel, Milwaukee- January 3. **Changing eras define 'Downton'- PBS' "Downton Abbey" cited.**
9. Kenosha news, Kenosha- January 4. **Tune in This weekend- "Downton Abbey", now entering its fourth season on "Masterpiece Classic" (8p.m. Sunday. PBS channels 10 and 11.)**
10. Milwaukee, Journal Sentinel Milwaukee January 4. **PBS' Emmy Award- winning show "Adam Smith's Money World" cited.**
11. Daily News, West Bend- January 4. **Love food? Five cooking shows to watch in 2014- PBS' "Made in Spain with Jose Andres" cited**
12. Kenosha News, Kenosha – January 5. **'Abbey' road- PBS' "Downton Abbey" debuts its fourth season with two hour episodes starting at 8 p.m. on channels 10 and 11.**
13. Kenosha New, Kenosha- January 5. **'Poisoner's Handbook' details gory birth of forensic science. "The Poisoner's Handbook," airing on PBS' "American Experience" Tuesday night (7 p.m. on Channel 10. 8 p.m. on channel 11)**
14. Waukesha, The Freeman January 6. **'The Poisoner's Handbook' details birth of forensic science in the U.S. – "The Poisoner's Handbook," on PBS' "American Experience" on Tuesday**
15. Milwaukee Journal Sentinel, Milwaukee- January 6. **'Poisoner's Handbook' celebrates a toxic history- "The Poisoner's Handbook" on PBS' "American Experience" on Tuesday**
16. Fort Atkinson, Daily Jefferson County Union, January 6. **On Grief and Grieving DVD series offered- PBS cited**
17. Kenosha News, Kenosha January 7. **Stuck inside escaping the cold? TV can help!- Jan 5. "Downton Abbey" (PBS- Channel 10 is showing the first episode of the new season again on Wednesday night)**
18. The Journal Times, Racine– January 7. **'Downton' draws record audience for season debut- PBS and WGBH-TV announced Monday that the fourth season debut of the lush British miniseries attracted 1-2 million viewers. PBS says it's the highest-rated drama premiere in network history.**

19. Daily News, West Bend- January 7. **'The Poisoner's Handbook' details birth of forensic science in the U.S.- "The Poisoner's Handbook," on PBS' "American Experience" at 7 tonight**
20. Kenosha News, Kenosha – January 8. **Tune in Tonight-"Nova" (8 p.m. on channel 10, 9 p.m. on channel 11, PBS)**
21. Kenosha News, Kenosha- January 8. **Names in the News- 'Downton' draws record audience for debut- PBS' "Downton Abbey" cited**
22. Sheboygan Press, Sheboygan- January 8. **People in the News- 'Downton' draws record audience for season debut-"Downton Abbey" drew a record- breaking audience for Sunday's much anticipated season premiere**
23. West Bend, Daily News- January 9. **Around the corner, on screen- Milwaukee Public Television's "Around the Corner" cited**
24. Daily News, West Bend- January 9. **Hartford: Businesses get special focus- MPTV's "Around the Corner" cited**
25. Lake Geneva Regional News, Lake Geneva January 9. **Local preview of McGivern show on LG- Milwaukee Public Television's "Around the Corner" cited (photo)**
26. Kenosha News, Kenosha January 10. **Tune in Tonight- "Live from the Lincoln Center" (9 p.m., PBS, channels 10 and 11) presents "Richard Tucker at 100: An Opera Celebration."**
27. Kenosha News, Kenosha January 11. **Tune in This Weekend- House party guests raise Mary's spirits on "Downton Abbey" on "Masterpiece classic" (8 p.m., PBS)**
28. Milwaukee, Journal Sentinel – January 11. **Too many ads, fluff- PBS' BBC cited**
29. Kenosha News, Kenosha January 12. **On the air- "Masterpiece Classic" is airing the second part of Downton Abbey's fourth season from 8 to 9 p.m. on PBS**
30. Kenosha News, Kenosha- January 14. **Tune in Tonight- "American Experience" (7 p.m. on Channel 11, PBS) presents "1964," a documentary look at a tumultuous year in American History**
31. Sheboygan Falls News, Sheboygan- January 15. **'Around the Corner with John McGivern' to air Falls episode- "Around The Corner With John MCGivern" will feature the city of Sheboygan Falls and village of Kohler in an episode airing Thursday Jan 30. At 7 p.m. (photo)**
32. Sheboygan Falls News, Sheboygan- January 15. **Sheboygan Falls to shine in TV spotlight- The Popular Milwaukee Public Television and Wisconsin PBS show, "Around the Corner" hosted by well-known actor radio personality, comedian and stage performer John McGivern is now in its third season.**
33. Kenosha News, Kenosha January 15. **Tune IN TONIGHT- "NOVA" (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS)**
34. The Statesman, Kewaskum – January 16. **John McGivern to Share Winter Stories at UW-WC- John's popular weekly series, "Around the Corner with John McGivern" is beginning its third season on all PBS stations in Wisconsin.**
35. Campbellsport News, Campbellsport- January 16. **Wisconsin's Public Broadcasters Step Up Volunteer Effort To Collect Photos of Wisconsinites Listed on Vietnam Veterans Memorial Wall- Milwaukee Public Television cited**
36. Kenosha News, Kenosha- January 17. **Tune in Tonight- "Great Performances" (9 p.m., PBS) presents the Tchaikovsky opera "Eugene Onegin."**
37. Kenosha News, Kenosha- January 18. **Tune in this Weekend: Benedict Cumberbatch returns as Sherlock Holmes at 9 p.m. "Sherlock" returns for a third three-episode season on "Masterpiece Mystery" (9 p.m. Sunday, PBS)**

38. Kenosha News, Kenosha- January 18. **Rita Moreno to receive SAG Life Achievement Award tonight- PBS' kids' series "The Electric Company" cited**
39. Times Press, Hartford- January 19. **Hartford goes Around the Corner on the screen- MPTV's "Around the Corner" cited.**
40. Kenosha News, Kenosha- January 19. **It's elementary, dear viewer: Watch the return of 'Sherlock' PBS' "Masterpiece Mystery" series "Sherlock" cited**
41. Kenosha News, Kenosha- January 19. **TV this week: 'Sherlock' is back; 'Sleepy Hollow' signs off for the season- "Sherlock" 9 p.m., PBS- "American Masters: Salinger" recalls the life of J.D. Salinger, "The Catcher in the Rye." 8 p.m. on channel 10, 9 p.m. on Channel 11. PBS**
42. Milwaukee Journal Sentinel, Milwaukee- January 19. **Encounter with a real countess-PBS' "Downton Abbey" cited**
43. Milwaukee Journal Sentinel, Milwaukee- January 19. **Reel vs. real 'Downton'- PBS' Downton Abbey cited**
44. Beaver Dam, Daily Citizen- **What on earth are we doing? PBS cited**
45. Kenosha News, Kenosha January 21. **Tune in Tonight- "American Masters" (8 p.m. on Channel 10, 9 p.m. on Channel 10. 9 p.m. on Chanel 11, PBS)**
46. Milwaukee, Journal Sentinel- January 21. **Encore- "Downton Abbey" will continue to begin its new season on PBS in January, the system's chief executive said Monday**
47. The Journal Times, Racine, January 21. **Won't move 'Downton Abbey' to its British run dates- PBS' Downton Abbey cited**
48. The Review, Plymouth- January 21. **Falls, Kohler in TV spotlight- MPTV's Around the Corner cited (photo)**
49. Sheboygan Press, Sheboygan- January 21. **People IN THE NEWS- PBS' "American Master Series," "Salinger" cited**
50. Daily News, West Bend- January 21. **PBS' 'Salinger' has more on war, teen relationship- PBS edition of "Salinger" 8 p.m.**
51. Kenosha News, Kenosha- January 22. **TUNE IN TONIGHT- "Nature" (7p.m. on channel 10, 8 p.m. on Channel 11, PBS) presents "Meet the Coywolf." "NOVA" (8 p.m. on channel 10, 9 p.m. on Channel 11, PBS)**
52. Sheboygan Press, Sheboygan- January 22. **Plymouth farm to be featured on PBS show- PBS' "Wisconsin Foodie" cited**
53. Daily Citizen, Beaver Dam- January 23. **'Sherlock' sticking to abbreviated seasons- PBS' "Sherlock Holmes" made its third season U.S. debut last Sunday on PBS.**
54. NOW, Brookfield-Elm Grove- January 23. **A classic Agatha Christie 'whodunit' comes alive in Elm Grove theater- PBS' "Downton Abbey" back on PBS for its fourth season**
55. Daily Jefferson County Union, Fort Atkinson- January 23. **PBS' 'Masters ' will profile Alice Walker- PBS will commemorate Black History Month with shows including a profile of "The Color Purple" author Alice Walker. Other PBS shows marking Black History Month in February include "American Promise," "Spies of Mississippi"**
56. Daily Jefferson County Union, Fort Atkinson- January 23. **Sales for Salinger books take jump- "Catcher" was NO. 1 on Amazon.com and No. 20 on Barnes & Noble.com within hours of "Salinger" appearing Tuesday night on PBS stations**
57. Daily Jefferson County Union, Fort Atkinson- January 23. **'Sherlock' makers sticking to abbreviated seasons- PBS' "Sherlock Holmes" cited**

58. Kenosha News, Kenosha- January 23. **Sales for Salinger book jump after TV documentary airs on PBS- "Catcher" was No.1 on Amazon.com and No. 20 on Barnes & Nobel.com within hours of "Salinger" appearing Tuesday night on PBS stations.**
59. Kenosha News, Kenosha- January 23. **NBC still fine-tuning Thursdays; PBS adding comedy- PBS to air 'Vicious,' PBS' "Masterpiece" cited**
60. Lake Geneva Regional News, Lake Geneva- January 23. **Geneva Lake premier just 'Around the Corner'- MPTV's "Around the Corner" cited**
61. The Journal Times, Racine- January 23. **"American Masters" 'Salinger' cited**
62. Shepherd Express, Milwaukee- January 23. **MPTV's Around the Corner cited.**
63. Kenosha News, Kenosha January 24. **TV HIGHLIGHTS- "Charlie Rose: The Week" (7:30 p.m., channel 10, PBS)**
64. Watertown Daily Times, Watertown- January 24. **Women of the Moose host appraisal fundraiser- PBS' "Antiques Roadshow" cited**
65. Kenosha News, Kenosha- January 25. **Weekend TV: Lizzie Borden, 'Masterpiece' hits- PBS' "Sherlock" on "Masterpiece Mystery!" (9 p.m. Sunday, PBS)**
66. Milwaukee Journal Sentinel, Milwaukee- January 25. **Sting, Simon prepare for tour- PBS' "Sting: The Last Ship," airing Feb 21. on "Great Performances."**
67. Kenosha News, Kenosha- January 26. **Remote Patrol- PBS' Hawking 9 p.m. on Channel 10, 10 p.m. on Channel 11.**
68. Kenosha News, Kenosha- January 26. **Ken Burns making film on country music. PBS' Ken Burns is examining the roots of country music and how it has changed through present day.**
69. Milwaukee Journal Sentinel, Milwaukee- January 27. **GOP rebuttal? Make it plural- PBS will air President Barak Obama's State of the Union address to the nation at 8 p.m.**
70. Sheboygan Press, Sheboygan- January 27. **Calumet County relishes its classic supper clubs. PBS' "Wisconsin Supper Clubs: An Old-Fashioned Experience" cited**
71. Milwaukee Journal Sentinel, Milwaukee January 28. **Obama to aim high in his address- PBS airs President Barack Obama annual State of the Union address 8 p.m. Tuesday**
72. News Graphic, Cedarburg- January 28. **In the spotlight- opportunities to volunteer- office assistant- knowledge of MS Office Suite, other office tasks – MPTV**
73. Kenosha News, Kenosha- January 28. **State of the Union dominate TV schedule- State of the Union Address (8 p.m., PBS)**
74. Sheboygan Falls, Sheboygan- January 29. **Falls pumps up for the small screen- MPTV's Around the Corner Cited (photo)**
75. Sheboygan Falls, Sheboygan- January 29. **Preview party promotes McGivern show on Falls- Milwaukee Public Television's "Around the Corner" cited**
76. Milwaukee Journal Sentinel, Milwaukee- January 30. **Deaths Elsewhere IN Arts & Entertainment- Luis Avalos of PBS' "The Electric Company" dies.**
77. The Review, Plymouth - January 21. **Hey John McGivern, come see Plymouth next- MPTV's "Around the Corner" cited**
78. Kenosha News, Kenosha January 31. **Tune in Tonight- "Charlie Rose: The Week" (7:30 p.m., PBS (channel 10) reviews the past seven days**
79. Milwaukee Journal Sentinel, Milwaukee- January 31. **St. Anthony Keyser Hall: MPTV Preview "Around the Corner with John McGivern," Mitchell Street, " 7 p.m. Feb. 3, 1730 S. 9th Street**