



October 10, 2013

**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, 1036 N. 8TH STREET, MILWAUKEE, WISCONSIN**, on **TUESDAY, OCTOBER 15, 2013** 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 – September 16, 2013 - Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures – September, October, November, 2013 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report

G. Information Items

1. [Events Calendar – Attachment 3](#)
2. [Monthly Bills September – Attachment 4](#)
3. [Clippings July, 2013 – Attachment 5](#)

H. Miscellaneous Items

1. Awards / Acknowledgments
2. Communications and Petitions

3. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **November 19, 2013, 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
September 17, 2013**

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



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

September, 2013 Actual

Advertising Objectives:

Pledge
Special Programming

Media Budget:

\$10,080.65

Online

Out-of-Home

Print

El Conquistador (Pledge)	\$346.06
Milwaukee Times (Pledge)	\$380.88
El Conquistador (Latino Americans)	\$346.06
Spanish Journal (Latino Americans)	\$462.50

Radio

Pledge	\$8,545.15
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Direct Mail

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

15%

\$1,535.50

Hispanic-Owned

El Conquistador (Pledge + Latino Americans) \$692.12
Spanish Journal (Latino Americans) \$462.50

African American-Owned

Milwaukee Times (Pledge) \$380.88

Eichenbaum/Associates



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

Milwaukee Public TV Media

October, 2013 Estimate

Advertising Objectives:

Branding

Media Budget:

\$14,999.36

Online

Out-of-Home

Digital Boards

\$13,222.06

Print

Milwaukee Times

\$1,033.82

El Conquistador

\$743.48

Radio

Direct Mail

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

10%

\$1,507.30

Hispanic-Owned

El Conquistador \$743.48

African American-Owned

Milwaukee Times \$1,033.82

Eichenbaum/Associates



EICHENBAUM / ASSOCIATES

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

Milwaukee Public TV Media

November, 2013 Estimate

Advertising Objectives:

Pledge
Programming re: JFK's assassination

Media Budget:

\$10,500.00

Online

JFK programming \$2,500.00

Out-of-Home

Print

Radio

Pledge \$5,500.00
JFK programming \$2,500.00

Direct Mail

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

Hispanic-Owned

African American-Owned

Eichenbaum/Associates



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 10/1/2013

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							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$8,545.15	\$0.00	\$2,262.44	\$0.00	\$0.00	\$0.00	\$10,807.59

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								
November								
December								
January								
February								
March								
April								
May								
June								
Total	\$1,500.68	14%	\$761.76	8%	\$0.00	0%	\$2,262.44	21%

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							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$1,500.68	\$0.00	\$761.76	\$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									
November									
December									
January									
February									
March									
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	Just Good News AA OWNED	WI Hmong Directory HM OWNED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$346.06	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00
September	\$462.50	\$692.12	\$0.00	\$0.00	\$380.88	\$0.00	\$0.00
October							
November							
December							
January							
February							
March							
April							
May							
June							
Total	\$462.50	\$1,038.18	\$0.00	\$0.00	\$761.76	\$0.00	\$0.00

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	vendors
	TARGETED	TARGETED	Cable TV	AA	OWNED	Hisp.	AA	HM
			Hisp.	OWNED		TARGETED	Minority	TARGETED
			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								
November								
December								
January								
February								
March								
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		Vendors
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00
October			
November			
December			
January			
February			
March			
April			
May			
June			
Total	\$0.00	\$0.00	\$0.00

PTV Attachment 3
EVENTS CALENDAR
Fall 2013

OCTOBER

- 7 – 25 Mittens and More drive – Campus-wide
12 MPTV Appraisal Fair – MPTV Brookfield location
21 An evening with Lidia
27 – Nov 10 MPTV Holiday Auction - online

NOVEMBER

- 16 Farmers' Market – MPTV Brookfield location
19 MPTV Leadership Circle/Legacy Society Recognition
23-24 Holiday Art and Gift Fair – MPTV Brookfield location
29 Sesame Street Live – BMO Bradley Center
29 – 12/15 Pledge drive

DECEMBER

- 1 – 15 Pledge drive
18 Downton Abby Season Four premier – South Milwaukee PAC

BOARD BILL LIST
TV Fund by Check No
09/30/13

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/04/13	0005778	Creative Constructor	5830 Imprvmnts/Remdling	161 619 18
09/05/13	0005791	Full Compass Systems	5674 Technical Operations	2 053 80
09/05/13	0005792	Legends of the Field	5243 Other Supplies	12 310 00
09/10/13	0005801	Lois H. Maurer	5201 Travel Expenses	2 490 00
09/10/13	0005803	Debra A. Wisniewski	5668 Program Production	840 00
09/17/13	0005842	Tiffany G. Pua	5201 Travel Expenses	180 00
09/24/13	0005893	Lois H. Maurer	5201 Travel Expenses	2 480 00
09/24/13	0005898	Dow Lohnes PLLC	5361 Legal Services	500 00
09/26/13	0005936	DMW Worldwide LLC	5260 Printing & Duplicati	17 193 00
			5259 Postage	561 84
			5259 Postage	73 85
09/26/13	0005948	US Brands	5355 Other Contracted Ser	156 67
09/03/13	0723347	City of Brookfield	5260 Printing & Duplicati	400 51
09/03/13	0723351	Diversified Printing	5676 Vehicle Supplies	71 77
09/03/13	0723356	Hall	5668 Program Production	15 000 00
09/03/13	0723363	John T. McGivern	5658 Other Expense	3 995 00
09/03/13	0723365	Metasoft Systems Inc	5674 Technical Operations	869 00
09/03/13	0723371	Satellite Services L	5454 Telephone	146 99
09/03/13	0723375	Time Warner Cable	5243 Other Supplies	15 71
09/03/13	0723389	WQED Multimedia	5260 Printing & Duplicati	400 00
09/05/13	0723398	Anchor Printing Inc	5454 Telephone	39 07
09/05/13	0723402	AT&T	5454 Telephone	39 07
09/05/13	0723403	AT&T	5668 Program Production	200 00
09/05/13	0723409	Denise Callaway Reis	5243 Other Supplies	24 72
09/05/13	0723433	Hyman Enterprises LL	5211 Seminars & Workshops	1 093 75
09/05/13	0723445	Myers Information Sy	5243 Other Supplies	13 70
09/05/13	0723448	PBS Distribution LLC	5259 Postage	1 548 10
09/05/13	0723451	Pitney Bowes	5243 Other Supplies	56 25
09/05/13	0723452	Postmaster	5259 Postage	34 95
09/05/13	0723454	QuadGraphics Inc	5259 Postage	3 800 00
09/05/13	0723463	US Postmaster	5454 Telephone	427 01
09/10/13	0723473	AT&T	5674 Technical Operations	1 647 98
09/10/13	0723478	Best Buy	5270 Advertising	4 905 00
09/10/13	0723487	Eichenbaum & Associa	5243 Other Supplies	288 47
09/10/13	0723491	Forest Incentives Lt	5259 Postage	51 97
09/10/13	0723494	Honeywell	3411 Resd for Encumbrance	1 482 00
09/10/13	0723501	Mared Mechanical	5674 Technical Operations	824 33
09/10/13	0723508	Milwaukee Water Work	5454 Telephone	2 088 17
09/10/13	0723512	National Ace Hardwar	5674 Technical Operations	27 97
09/10/13	0723522	QLT Consumer Lease S	5454 Telephone	18 85
09/10/13	0723528	Staples Advantage	5241 Office Supplies	471 71
09/10/13	0723531	Time Warner Cable	5454 Telephone	179 95
09/10/13	0723540	Wide Eye Productions	5243 Other Supplies	160 64
09/12/13	0723556	BBC Worldwide Americ	5840 Equipment	7 100 00
09/12/13	0723573	Pitney Bowes	5259 Postage	352 53
09/12/13	0723575	ReNew Life Formulas	5243 Other Supplies	1 165 85
09/17/13	0723604	Advanced Disposal Se	5355 Other Contracted Ser	205 97
09/17/13	0723607	Aria Communications	5355 Other Contracted Ser	774 47
09/17/13	0723612	AT&T	5454 Telephone	122 80
09/17/13	0723616	Berg Corporate Inter	3411 Resd for Encumbrance	910 00
09/17/13	0723620	Contributor Developm	5355 Other Contracted Ser	4 510 00
09/17/13	0723632	Diversified Printing	5260 Printing & Duplicati	436 21
09/17/13	0723637	Ecker Envelope Inc	5260 Printing & Duplicati	2 011 48
09/17/13	0723640	FedEx	5675 Traffic	381 33

BOARD BILL LIST
TV Fund by Check No
09/30/13

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/17/13	0723645	John A. Gurda	5243 Other Supplies	1 050 00
09/17/13	0723647	Heartland	5674 Technical Operations	5 565 00
09/17/13	0723649	Hippocrene Books Inc	5243 Other Supplies	553 75
09/17/13	0723659	Member Benefits Inc	5243 Other Supplies	533 43
09/17/13	0723677	Publishers Diversifi	5243 Other Supplies	430 82
09/17/13	0723679	Satellite Services L	3411 Resd for Encumbrance	10 000 00
09/17/13	0723684	Toki & Associates In	3411 Resd for Encumbrance	375 00
09/17/13	0723687	United Parcel Servic	5675 Traffic	221 25
09/17/13	0723689	Alamelu Vairavan	5243 Other Supplies	136 50
09/19/13	0723707	Ampco System Parking	5668 Program Production	11 00
09/19/13	0723708	Anchor Printing Inc	5260 Printing & Duplicati	185 96
09/19/13	0723710	Bob Ross Inc	5243 Other Supplies	137 76
09/19/13	0723729	John McGivern	5668 Program Production	15 000 00
09/19/13	0723748	T Tapp	5243 Other Supplies	15 00
09/24/13	0723763	American Public Tele	5665 Network Prog Service	14 450 00
09/24/13	0723769	Aria Communications	5355 Other Contracted Ser	163 99
09/24/13	0723771	AT&T	5454 Telephone	43 66
09/24/13	0723773	AT&T	5454 Telephone	41 88
09/24/13	0723774	AT&T	5454 Telephone	214 30
09/24/13	0723795	ExxonMobil	5676 Vehicle Supplies	694 34
09/24/13	0723797	Forest Incentives Lt	5243 Other Supplies	361 46
			5259 Postage	39 00
09/24/13	0723805	Journal Sentinel	5273 Publicity	1 331 00
09/24/13	0723811	Member Benefits Inc	5243 Other Supplies	1 234 00
09/24/13	0723815	National Association	5220 Membership & Subscri	996 00
09/24/13	0723816	National Educational	5675 Traffic	60 00
09/24/13	0723827	Public Broadcasting	5665 Network Prog Service	187 471 09
			5840 Equipment	92 526 98
09/24/13	0723828	Public Broadcasting	5840 Equipment	1 602 766 89
09/24/13	0723832	Satellite Services L	5840 Equipment	681 00
09/24/13	0723839	Sound Media LLC	5243 Other Supplies	87 85
09/24/13	0723867	WNET	5668 Program Production	14 000 00
09/26/13	0723874	AccuWeather	5674 Technical Operations	150 00
09/26/13	0723877	Airgas USA LLC	5678 Wmvs Transmitter Rep	18 60
09/26/13	0723879	American Public Tele	5665 Network Prog Service	11 280 00
09/26/13	0723881	AT&T	5454 Telephone	89 37
09/26/13	0723884	Carl Bloom Associate	5260 Printing & Duplicati	20 990 00
			5259 Postage	12 373 29
09/26/13	0723893	Higgins Tower Servic	3411 Resd for Encumbrance	1 750 00
09/26/13	0723906	Postmaster	5259 Postage	25 62
09/26/13	0723913	Sound Media LLC	5243 Other Supplies	226 08
09/26/13	0723915	Time Warner Cable	5454 Telephone	146 99

2,257,181 48

BOARD BILL LIST
 Over \$2500 Channel 10/36
 09/30/13

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/04/13	0005778	Creative Constructor	5830 Imprvmnts/Remdng	161,619.18
09/05/13	0005792	Legends of the Field	5243 Other Supplies	12,310.00
09/26/13	0005936	DMW Worldwide LLC	5260 Printing & Duplicati	17,183.00
09/03/13	0723363	John T. McGivern	5668 Program Production	15,000.00
09/03/13	0723365	Metasoft Systems Inc	5658 Other Expense	3,995.00
09/05/13	0723463	US Postmaster	5259 Postage	3,800.00
09/10/13	0723487	Eichenbaum & Associa	5270 Advertising	4,905.00
09/12/13	0723556	BBC Worldwide Americ	5840 Equipment	7,100.00
09/17/13	0723620	Contributor Developm	5355 Other Contracted Ser	4,510.00
09/17/13	0723647	Heartland	5674 Technical Operations	5,565.00
09/17/13	0723679	Satellite Services L	3411 Resd for Encumbrance	10,000.00
09/19/13	0723729	John T. McGivern	5668 Program Production	15,000.00
09/24/13	0723763	American Public Tele	5665 Network Prog Service	14,450.00
09/24/13	0723827	Public Broadcasting	5665 Network Prog Service	187,471.09
			5840 Equipment	92,526.98
09/24/13	0723828	Public Broadcasting	5840 Equipment	1,602,766.89
09/24/13	0723867	WNET	5668 Program Production	14,000.00
09/26/13	0723879	American Public Tele	5665 Network Prog Service	11,280.00
09/26/13	0723884	Carl Bloom Associate	5260 Printing & Duplicati	20,990.00
			5259 Postage	12,373.29
				2,216,845.43

PTV Attachment 5

JULY Clips

1. Kenosha News, Kenosha – July 1. **Tune In Tonight—PBS’ “Antiques Roadshow ” 7 pm Channel 10, 8 pm on Channel 11, PBS visits Milwaukee**
2. Fort Atkinson, Daily Jefferson County Union, Fort Atkinson— July 2 ‘Antiques Roadshow” still **PBS hit**
3. Kenosha News, Kenosha – July 2. **PBS Special Visits Mount Rushmore—“American Experience”, 8 pm on Channel 10, 9 pm on Channel 11**
4. Milwaukee Journal Sentinel, Milwaukee – July 2 **TV Q & A—“Pioneers of Television” sited**
5. Watertown Daily Times, Watertown—July 3. **Hit ‘Antiques Roadshow’ Keeps on Trucking for PBS**
6. Kenosha News, Kenosha – July 3. **Tune In Tonight— PBS’ “Nature” airs 7 pm Channel 10, 8 pm on Channel 11**
7. News Graphics, Cedarburg – July 4. **MPTV’s John McGivern—An Evening with John McGivern and Pat Hazel at the Cedarburg PAC.**
8. Kenosha News, Kenosha – July 4. **Fireworks at Home—PBS airs “A Capitol Fourth” Concert/Channel 10; University of Wisconsin Varsity Band/Channel 10**
9. Kenosha News, Kenosha – July 6. **Weekend TV: Movies, D-Day, Inspector Morse Tune In Tonight--“Masterpiece Mystery!—Endeavour, Series 1”, 8 pm/Channel 10**
10. Kenosha News, Kenosha – July 7. **Portrait of the Artist As a Young Man ‘Endeavor’ takes the Beloved ‘Inspector Morse’ Series Back to the Beginning—Masterpiece Mystery! Series**
 - a. **Season’s Episodes Listed**
 - i. **“Girl” – July 7**
 - ii. **“Fugue” – July 14**
 - iii. **“Rocket” – July 21**
 - iv. **“Home” – July 28**
11. Kenosha News, Kenosha – July 7. **–TV This Week: “Masterpiece Mystery!—Installments of Endeavour; “Frontline: Two American Families”...two Milwaukee families featured**
12. Milwaukee Journal Sentinel, Milwaukee – July 7 **Pedal Power by John Gurda, Milwaukee Historian, and on-camera historian for MPTV’s “Around the Corner with John McGivern’**
13. The Daily Reporter, Milwaukee – July 16 **Reach For The Sky—remodeling projects for offices at Milwaukee Public Television**
14. Milwaukee Journal Sentinel, Milwaukee – July 17 **The Outcome Produced No Winners—PBS’ host Tavis Smiley sited**
15. Sheboygan Press, Sheboygan – July 18. **Mead Library to Host ‘Sand County Songs’ Concert on Monday—PBS’s independent film’s “Wisconsin Barns/A Touchstone of the Past” music provided**
16. Watertown Post, Watertown – July 19. **OPINION-Money & Politics—Public TV in Dust-Up Over Koch Film**
17. Sheboygan Press, Sheboygan – July 23. **Crafting Some Big Artwork for Outdoor Living Spaces—PBS” Treasure-Hunting Series “Market Warriors” sited**

18. Kenosha News, Kenosha – July 23. – **TUNE IN TONIGHT—PHOTO--PBS’ “Secrets of the Dead—Bones of the Buddha”** airs on Channel 10, 9 pm; “The Buddha” airs Channel 10, 8 pm
19. Kenosha News, Kenosha – July 24. **TUNE IN TONIGHT—PHOTO--PBS’ “Nazi Mega Weapons”** airs Channel 10, 9 pm, Channel 11, 10 pm
20. Milwaukee Journal Sentinel, Milwaukee – July 24 **Alda Brings Class Act to Ten Chimneys—Alda, who hosted PBS’ “Scientific American Frontiers”** from 1993-2005 said the program has been so successful; they’re working on creating a template for others to emulate.
21. Kenosha News, Kenosha – July 28. **ON TV: POV Documentary “Neurotypical”** airs 10 pm, Channels 10 and 11
22. Kenosha News, Kenosha – July 28. **TUNE IN TONIGHT: “Masterpiece Mystery’s—Endeavor, Series 1”**
23. Kenosha News, Kenosha – July 29. **TV Highlights: POV Documentary “Neurotypical”** airs 9 pm, Channels 10, 10 pm, Channel 11
24. West Bend Daily News, West Bend –July 30. **PBS: A Network and A Service: New York (AP)**
25. Kenosha News, Kenosha – July 30. **‘Frontline’ Looks Into Dangers of Assisted Living Organization—TUNE IN TONIGHT—“Frontline’ Looks Into Dangers of Assisted Living Organization, 9 pm, Channel 10, 10 pm Channel 11**
26. News Graphics, Cedarburg – July 30. **A Busy Summer at Pioneer Village—PBS sited**
27. Milwaukee Journal Sentinel, Milwaukee – July 30. **TV Q&A ‘Midwives’ to Return to PBS**
28. Kenosha News, Kenosha – July 31. **‘TUNE IN TONIGHT—PBS’ “Nazi Mega Weapons”—9 pm on Channel 10, 10 pm on Channel 11**