CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:16 pm.

Mr. Wachholz joined in by telephone at 12:20 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 – January 21, 2014 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of January 21, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS


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

Action Motion approved.
**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager’s Report**

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

- The Cudahy preview screening of AROUND THE CORNER WITH JOHN McGIVERN on February 17th was a full house and a success with 125 people in attendance. Upcoming screenings are on March 19 in West Allis (State Fair Expo Center), March 24 in Oconomowoc (Oconomowoc Arts Center), and April 7 in Milwaukee’s Washington Heights neighborhood (Times Cinema).
- Ms. Holmes and Mr. Bromberg will attend the Public Broadcasting Advocacy Day in Madison on Wednesday, March 19 to visit with our state legislators.
- Reminded the board of the PBS Annual Meeting will take place on May 12-15 in San Francisco. Mr. Bromberg will be in attendance.
- The annual 22nd OUTDOOR WISCONSIN fundraising banquet will take place on February 26, at the Country Springs Hotel in Pewaukee.
- The February 2 pledge drive, counter-programmed against the Super Bowl, resulted in a total of $11,000 from 83 pledges.
- MPTV is currently developing THE ADDRESS project with the help from a $7,500 grant from WETA. The project builds on Ken Burns’ national work to film individuals reciting the Gettysburg Address and share the footage online and on air.
- Mr. Bromberg then showed three short videos, first of Ken Burns speaking about his documentary, THE ADDRESS, then a mashup of government officials and celebrities reading the Gettysburg Address, and lastly MPTV footage of Marquette professor Dr. Howard Fuller, the former MPS superintendent, reading the address.

**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 Milwaukee Public Television 2013 Local Content and Service Report to the Community – Attachment 7**

**Discussion:** Mr. Bromberg informed the committee that this document is a yearly requirement of the Corporation for Public Broadcasting and is required to be posted on the
MPTV website. It outlines MPTV’s values, impact, and community outreach efforts while highlighting MPTV’s important projects.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

2014 Bayard Rustin Leadership Award given to producer Everett L. Marshburn – Attachment 8

Discussion

Mr. Bromberg commended on Mr. Everett L. Marshburn, BLACK NOUVEAU producer, for his outstanding work in highlighting issues facing the African-American community.

¡ADELANTE! Emmy Award recognized in UW-Platteville Alumni News – Attachment 9

Mr. Bromberg shared a UW-Platteville Alumni News article which highlighted the work of ¡ADELANTE! producer Ms. Patricia Gomez.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, March 18, 2014 @ Noon

ADJOURNMENT

The meeting adjourned at 12:42 PM.

Respectfully submitted,

Kelly Saran
Administrative Assistant