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.
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: SECRETS 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 – February, 2014 – Attachment 4

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

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