CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:02 pm.

Present: Melanie Holmes, Ann Wilson
Excused: 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 – March 18, 2014 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the minutes of March 18, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

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

Action Motion approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

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

- Senator Baldwin and Representatives Moore and Petri have signed the “Dear Colleague” letters in support for the Corporation for Public Broadcasting and the Ready To Learn Program.
- Rep. Ryan released the proposed House Republican Budget for FY 2015 which recommended the elimination of federal funding for public broadcasting.
- PBS Learning Media, a free media-on-demand service to teachers, announced the selection of 100 K-12 educators for their National Digital Innovators Program. Chris Lazarski, a 10th and 11th grade teacher at Wauwatosa West High School, was recognized in this list for his use of PBS Learning Media’s resources including the civil rights program AMERICA EXPERIENCE; FREEDOM RIDERS.
- PETER PAN FROM MILWAUKEE BALLET will air nationally on the PBS primetime schedule, including 7 of the 10 top markets, on Friday April, 18. An entire list of airtimes and dates of the larger markets was provided to the committee.
- Mr. Bromberg showed a clip from the making of PETER PAN FROM MILWAUKEE BALLET which will air at the end of the national broadcast.
- PBS has reported a 2.5% proposed increase in member dues for FY 2015.

F-2 Preliminary Activity Plan and Budget for FY 2014-15 (Iteration #2)

Discussion Mr. Al Shoreibah, vice president, Finance, discussed the general PTV budget for 2014-15.

F-3 MPTV Development Strategic Plan

Discussion Mr. Michael Brever, development manager, presented a 3 year projection of the Development Department Strategic Plan. Discussion included the following: development mission and vision statement, guiding principles and values, history of past development strategies, five focus areas and goals, 2013 annual report, Auction activities, and the 3 year plan for an annual 6% increase in revenue. Ms. Wilson requested the finalized copy of the strategic report be included in the August board meeting.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

Discussion Mr. Bromberg reported that the April 9 Major Donors Screening of PETER PAN BY MILWAUKEE BALLET has been cancelled.

G1 Dashboard Indicators – Attachment 4
Discussion Mr. Bromberg reported that the Development Department has raised 73% of the FY 2013-14 fundraiser goal. Additionally, the top 25 programs on WMVS-10 of November 2013 included local programs and specials.

G-3 Monthly Bills – March, 2014 – Attachment 5

G-4 Monthly Clippings – December, 2013 – Attachment 6

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joseph Bauer, manager of administration and planning, showed and discussed the Bayard Rustin Award awarded to Everett Mashburn, producer. Mr. Bauer also reported that the MATC TV production students brought home top awards from the MCAI Video Critique Session at UWM.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, May 20, 2014 at Noon

ADJOURNMENT

The meeting adjourned at 1:04 PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant