MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
June 17, 2014

CALL TO ORDER

ITEM A: ROLL CALL
The meeting was called to order by Ms. Holmes at 12:04 pm.

Present: Melanie Holmes and 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 – May 20, 2014 - Attachment 1
Motion
It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the minutes of May 20, 2014.

Action
Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – May, June, and July 2014 – Attachment 2
Motion
It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the advertising expenditures for May, June, and July 2014.

Action
Motion approved.
Motion E-2 Annual Approval of Sole Source Media Service Provider – Attachment 3

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the Sole Source Media Service Provider.

Action Motion approved.

Motion E-3 Annual Approval of Independent Production Contracts – Attachment 4

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the Independent Production Contracts

Action Motion approved.

Motion E-4 Approval of Ku-Band Satellite Uplink RF System – Attachment 5

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the Ku-Band Satellite Uplink RF System.

Action Motion approved.

Motion E-5 Approval of Activity Plan and Budget – Attachment 6

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the Activity Plan and Budget.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

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

- The last on-air pledge drive of the fiscal year was completed with a total raised amount of $216,878, an 8.9% increase from last year, with 300 sustaining partners donating on a monthly basis.
- On June 2, the Federal Communications Commission released their report on the upcoming plans for the spectrum incentive auction and the television repacking scheduled for mid-2015. MPTV stations may be affected with a possible move of our stations to new channels which will be financed by the national reimbursement fund.
- The Digital Convergence Alliance launch was last month, and Milwaukee will go online on August 5th. As a result there has been a reduction of 3 full time and all part time engineering positions.
- Highlighted local productions include: the Black Men in Prison series finale, our local Freedom Summer programs, PBS FRONTLINE: SECRETS OF THE VATICAN will re-air on July 8th, and the WAKING IN OAK CREEK documentary will air on the second anniversary of the Sikh Temple shootings on August 5th.
- Thanked the PTV Committee members for their involvement and dedication this past year.
F-2 MPTV Marketing and Community Engagement Advertising Plan

Discussion Julie Hill Lehr, manager of marketing and community engagement, along with Neal Bardele and Kristen Johnson, representatives from Eichenbaum Associates Inc., presented an overview of MPTV’s marketing campaign in FY 2013-14 as well as future plans for marketing in FY 2014-15. The committee will seek clarification on MATC’s policy for the percentage spent on advertising in minority owned and minority targeted media.

F-3 Dashboard Indicators – Attachment 7

Discussion Mr. Bromberg shared the Dashboard Indicators which consisted of the Development Department Revenue and the Top Programs on WMVS-10 for February 2014 using Nielsen’s rating data.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 8

Discussion Mr. Bromberg highlighted the Spring Fling: Trip to Chicago and the Local Appraisal Fair which will be taped for air this year.

G-2 Monthly Bills – April, 2014 – Attachment 9

G-3 Monthly Clippings – February, 2014 – Attachment 10

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:

TBA

ADJOURNMENT

The meeting adjourned at 12:57 PM.

Respectfully submitted,

Kelly Saran
Administrative Assistant