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PTV Attachment 1

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
November 13th, 2014

CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 4:03 pm.


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 19, 2014 - Attachment 1

Motion It was moved by Ms. Maizonet and seconded by Ms. Holmes to approve the minutes of August 19, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, and December 2014 – Attachment 2

Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the advertising expenditures for October, November, and December 2014.

Action Motion approved.

Motion E-2 Approval of Updated Tentative PTV Committee Meeting Dates – Attachment 3

It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the Updated Tentative PTV Committee Meeting Dates for FY 2015 with the exception of the February 10, 2015 meeting which will be changed due to scheduling conflicts.

Action Motion Approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Ellis Bromberg, general manager, highlighted the following:

- MPTV Awards
- CANCER: THE EMPEROR OF ALL MALADIES Grant
- Construction Update
- Council of the Great City Schools Town Hall Meeting
- Development Activities
- Digital Convergence Alliance (Joint Master Control)
- eProduction Students
- FCC Spectrum Auction
- Local Production Pipeline
- Mittens & More
- MASTERPIECE and DOWNTON ABBEY
- MPTV CLASSICAL and MPTV JAZZ
- Post-Election Analysis and Strategy
- THE ROOSEVELTS: AN INTIMATE HISTORY
- WISCONSIN GUBERNATORIAL DEBATE
- WMVT License Renewal
- YOUNG WRITERS AND ILLUSTRATORS Workshops

F-2 Dashboard Indicators – Attachment 4

Discussion Mr. Bromberg presented the Dashboard Indicators for FY2015 including the Developmental Department Revenue and Top Programs on WMVS for July. Mr. Bromberg highlighted the Development Department income column which exceeds last years totals in October.

F-3 Educational Communications Board/ Wisconsin Media Lab - Attachment 5

Discussion Mr. Gene Purcell, Executive Director of the Educational Communications Board, and Ms. Peggy Garties, Executive Producer of the Wisconsin Media Lab, presented information about MPTV’s partnership with the Educational Communications Board’s Wisconsin Media Lab.

F-3 MPTV Investment Fund

Discussion Mr. Bromberg reviewed the quarterly report of the MPTV Investment Fund and presented the current balances and transfers of the account.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 6

G-2 Events Calendar – Attachment 7
G-3 Monthly Bills – October, 2014 – Attachment 8

G-4 Monthly Clippings – June and July, 2014 – Attachment 9

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments
- MPTV Engineer Gail Grzybowski won an Emmy for Outstanding Audio Achievement on PETER PAN BY MILWAUKEE BALLET
- Maryann Lazarski was inducted to the Chicago/Midwest Chapter of the National Academy of Television Arts & Sciences’ Milwaukee Silver Circle in September
- WISCONSIN REMEMBERS JOHN F. KENNEDY, an MPTV documentary produced by Dan Jones, won the 2014 Governor’s Archives Award for Archival Innovation by the Wisconsin Historical Society
- BLACK NOUVEAU received 3 first place awards from the National Association for Black Journalists
- AROUND THE CORNER WITH JOHN McGivern received an award from NETA (National Educational Telecommunications Association)

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

TBD

ADJOURNMENT

The meeting adjourned at 5:03 PM.

Respectfully submitted,

Kelly Saran
Administrative Assistant