



December 7, 2015

**NOTICE TO RESIDENTS OF THE MILWAUKEE AREA
TECHNICAL COLLEGE DISTRICT, WISCONSIN**

A regular open meeting* of the MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, **PUBLIC TELEVISION COMMITTEE** will be held in the **BOARD ROOM, ROOM M210, of MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN** on **FRIDAY, DECEMBER 11, 2015** beginning at **12:00 P.M.***

The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. Approval of Minutes

1. [Approval of Minutes – November 17, 2015 – Attachment 1](#)

D. Comments from the Public

E. Action Items

NONE

F. Discussion Items

1. General Manager's Report
2. [Monthly Advertising Fund Expenditures – November, December 2015, and January 2016 - Attachment 2](#)

G. Information Items

1. [Events Calendar – Attachment 3](#)
2. [Monthly Bills November 2015 – Attachment 4](#)
3. [Clippings October 2015 – Attachment 5](#)
4. [Association of Public Television Stations \(APTS\) Annual Capitol Hill Day](#)

H. Miscellaneous Items

1. Awards / Acknowledgments
2. Information Items

I. Old Business/New Business

Next Committee Meeting: January 19, 2016

J. Federal Communications Commission Spectrum Auction Strategy Considerations***

K. Board may reconvene into Open Session to Take Action on Matters Discussed in Closed Session under Item J.

Committee Members: Mark Foley, Kurt Wachholz, and Ann Wilson

- * Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.
- ** Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.
- *** It is anticipated that this item may be discussed in Closed Session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes.

Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment.

**Reasonable accommodations are available through the ADA Office for individuals who need assistance.
Please call 414-297-6610 to schedule services at least 48 hours prior to the meeting.**



Draft

PTV Attachment 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
November 17, 2015**

CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Wilson at 12:20 PM.

Present: Mark Foley, Kurt Wachholz and 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

C-1 Approval of Minutes October 20, 2015 - Attachment 1

Motion It was moved by Mr. Wacholz and seconded by Ms. Wilson to approve the minutes of October 20, 2015.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

NONE

ITEM E: ACTION ITEMS

NONE

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bohdan Zachary, general manager, introduced himself to the PTV Committee members. Mr. Joseph Bauer, manager, TV administration and planning, highlighted the following:

- As Congress finalizes the new ESEA, MPTV is working to ensure that Ready To Learn, which provides early learners with free, highly researched, and proven effective educational programming, is included in the bill
- The station has a number of interesting activities and programs coming up including MPTV Holiday Gift Fair, Downton Abbey screenings, and MPTV/MATC MillerCoors Holiday Lites
- Introduction of MPTV Passport which is a partnership with PBS to provide a new value added benefit for members that will provide 300 hours of exclusive national and local programming
- STITCHING HISTORY FROM THE HOLOCAUST - THE ARTS PAGE SPECIAL , won the award for Outstanding Achievement for Arts/Entertainment Programming for a Program/Series/Special, at the Chicago/Midwest Chapter of the National Academy of Arts and Sciences ceremonies. MPTV has four other Emmy nominations

Mr. Wachholz requested that legislative issues affecting MPTV be shared with the college in order for a college representative or board member to provide any necessary advocacy. This request will be mentioned in the Legislative Task Force Meeting.

F-2 Monthly Advertising Fund Expenditures – October, November and December 2015 - Attachment 4

Discussion Mr. Bauer presented the Monthly Advertising Fund Expenditures from October, November and December 2015.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar

G-2 Monthly Bills – October 2015 – Attachment 8

G-3 Monthly Clippings –September 2105 – Attachment 9

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards and Acknowledgement

H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

December 11, 2015

ITEM J: FEDERAL COMMUNICATIONS COMMISSION SPECTRUM AUCTION STRATEGY CONSIDERATIONS

Discussion Dr. Mark Fratrick, senior vice president, chief economist of BIA/Kelsey Consulting, joined by phone to discuss the Strategic Considerations for the FCC Reverse Auction.

Motion It was moved by Mr. Wacholz seconded by Mr. Foley, to convene into Closed Session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes to discuss Item J Federal Communications Commission Spectrum Auction Strategy Considerations, to review strategy and to deliberate on public business which entails competitive matters requiring closed session. The Committee will reconvene into Open Session to take up any additional agenda items.

Action Motion approved, the roll call vote being as follows:

Ayes: Foley, Wachholz, Wilson

Noes: None

Closed Session

The board convened into Closed Session at 12:39 p.m.

ADJOURNMENT

The meeting adjourned at 2:08PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant

EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

November, 2015 Actual

Advertising Objectives:

Special Programs

Media Budget:

\$10,400.00

Online

Special Programs - Behind the Pearl Earrings & Mettle and Honor

\$2,500.00

Out-of-Home

Special Programs - Behind the Pearl Earrings & Mettle and Honor

\$3,000.00

Print

Radio

Special Programs - Behind the Pearl Earrings & Mettle and Honor

\$1,900.00

Special Programs - Alastair Bruce

\$3,000.00

Target Minority Media Percentage: 10-12% of media cost

\$648.66

Hispanic-Owned

African American-Owned

Wisconsin Black Pages (2016 edition)

\$648.66

EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

December, 2015 Estimate

Advertising Objectives:

Branding/Pledge

Media Budget:

\$23,135.81

Online

Out-of-Home

Pledge

\$7,000.13

Print

Radio

Pledge

\$16,135.68

Target Minority Media Percentage: 10-12% of media cost

\$1,447.32

Hispanic-Owned

African American-Owned

WLDB, WZTI

\$1,447.32

EICHENBAUM / ASSOCIATES
219 North Milwaukee Street
Milwaukee, WI 53202
P: 414.225.0011 / F: 414.225.0022

Milwaukee Public TV Media

January, 2015 Estimate

Advertising Objectives:

Branding/Pledge

Media Budget:

\$14,000.00

Online

Out-of-Home

Digital Outdoor

\$14,000.00

Print

Radio

Target Minority Media Percentage: 10-12% of media cost

\$0.00

Hispanic-Owned

African American-Owned



Milwaukee Public Television Media

EICHENBAUM / ASSOCIATES

219 North Milwaukee Street
 Milwaukee, WI 53202
 P: 414.225.0011 / F: 414.225.0022

MINORITY SPENDING REPORTS

FY2016: July 2015 - June 2016
 (Media amounts by month billed)

AS OF 11/2/15

TOTAL MEDIA SPENDING (ALL TARGETS)

Month	Radio	TV	Print	Outdoor	Online	Placed directly through MPTV	Total Media Placements
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$8,295.45	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,295.45
September	\$0.00	\$0.00	\$648.66	\$0.00	\$0.00	\$0.00	\$648.66
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$4,900.00	\$0.00	\$648.66	\$3,000.00	\$2,500.00	\$0.00	\$11,048.66
December						\$0.00	\$0.00
January						\$0.00	\$0.00
February						\$0.00	\$0.00
March						\$0.00	\$0.00
April						\$0.00	\$0.00
May						\$0.00	\$0.00
June						\$0.00	\$0.00
Total	\$13,195.45	\$0.00	\$1,297.32	\$3,000.00	\$2,500.00	\$0.00	\$19,992.77

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING

Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Minority Spending Total	Minority Spending %
July	\$0.00	0%	\$0.00	0%	\$0.00	0%
August	\$0.00	0%	\$0.00	0%	\$0.00	0%
September	\$0.00	0%	\$0.00	0%	\$0.00	0%
October	\$0.00	0%	\$0.00	0%	\$0.00	0%
November	\$0.00	0%	\$648.66	0%	\$648.66	0%
December					\$0.00	0%
January					\$0.00	0%
February					\$0.00	0%
March					\$0.00	0%
April					\$0.00	0%
May					\$0.00	0%
June					\$0.00	0%
Total	\$0.00	0%	\$648.66	3%	\$648.66	3%

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)

Month	Hispanic OWNED*	Hispanic TARGETED	African American OWNED*	African American TARGETED	Other Vendors
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$648.66	\$648.66	\$0.00
December					
January					
February					
March					
April					
May					
June					
Total	\$0.00	\$0.00	\$648.66	\$648.66	\$0.00

*May also be minority targeted.

Minority Spending by Radio Station

Month	WJMR-FM	WKKV-FM	WZTI-AM 1290	WLDB-FM 93.3	WLUM-FM	WNOV-AM	WDDW-FM	WRRD-AM	WJTI-AM
	98.3 AA TARGETED	100.7 AA TARGETED	AA OWNED	AA OWNED	102.1 AA OWNED	860 AA OWNED	Hispanic TARGETED	Hispanic TARGETED	Hispanic OWNED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December									
January									
February									
March									
April									
May									
June									
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending by Newspaper

Month	Spanish	El	Milwaukee	Milwaukee	Milwaukee
	Journal Hispanic OWNED	Conquistador Hispanic OWNED	Community Journal AA OWNED	Courier AA OWNED	Times AA OWNED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December					
January					
February					
March					
April					
May					
June					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending by Television

Month	Univision		WYTU LP		Strive Media		WBWT TV	One time	One time	One time
	WVTV-TV AA	Cable TV Hisp.	Telemundo	Cable TV Hisp.	Cable TV AA	AA	Hisp.	vendors Hisp.	vendors AA	vendors HM
	TARGETED	TARGETED	TARGETED	TARGETED	OWNED	OWNED	OWNED	TARGETED	TARGETED	TARGETED
July	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
November	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
December										
January										
February										
March										
April										
May										
June										
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other

Month	Other African-		
	American vendors	Other Hispanic Vendors	Other Hmong Vendors
July	\$0.00	\$0.00	\$0.00
August	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00
October	\$0.00	\$0.00	\$0.00
November	\$648.66	\$0.00	\$0.00
December			
January			
Feburary			
March			
April			
May			
June			
Total	\$648.66	\$0.00	\$0.00

Attachment 3

EVENTS CALENDAR

Winter 2015

December

- 11/28- 12/13 Pledge
11 Celtic Woman with Milwaukee Symphony Orchestra: A Christmas Celebration; Riverside Theater
14 MPTV and MATC Night at MillerCoors Holiday Lites; Miller Valley
15 Guys on Ice; Milwaukee Repertory Theater
15 Masterpiece Theater's Season 6 Premier of Downton Abbey; Muskego High School
17 Masterpiece Theater's Season 6 Premier of Downton Abbey; Puis XI High School PAC

January

- 9-10 Sesame Street Live "Make a new Friend"; the Milwaukee Theater
11 Celtic Woman with Milwaukee Symphony Orchestra; A Christmas Celebration
13 Mercy Street Preview Screening; Civil War Museum
16 An Intimate Conversation with Lidia; the Pabst Theater
22 The Tenors; Riverside Theater
23 MPTV Winter Farmers Market; MPTV Auction Studio

February

- 27 2Cellos, Riverside Theater

March

- 11 The Piano Guys
17 Brit Floyd: Riverside Theater

BOARD BILL LIST
TV Fund by Check No
11/30/15

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
11/03/15	0055613	Julie Hill Lehr	5201 Travel Expenses	158.61
11/03/15	0055617	Sarah J. Kozerow	5201 Travel Expenses	267.00
11/03/15	0055619	John P. Larscheid	5201 Travel Expenses	34.75
11/03/15	0055635	Forest Incentives Lt	5243 Other Supplies	219.69
			5259 Postage	39.84
11/10/15	0056438	Carl Bloom Associate	5260 Printing & Duplicati	4,356.50
11/10/15	0056440	Dan Small Outdoors L	5668 Program Production	2,389.70
11/10/15	0056441	Gray Miller Persh LL	5361 Legal Services	500.00
11/17/15	0056492	Dale R. Palecek	5201 Travel Expenses	38.53
11/17/15	0056498	Debra A. Wisniewski	5668 Program Production	1,255.00
11/17/15	0056499	Kathleen M. Worzalla	5201 Travel Expenses	97.45
11/17/15	0056510	Legends of the Field	5243 Other Supplies	7,120.00
11/24/15	0057131	DMW	5259 Postage	4,653.66
			5260 Printing & Duplicati	22,152.69
11/24/15	0057134	Forest Incentives Lt	5243 Other Supplies	345.01
			5259 Postage	70.97
11/24/15	0057146	US Brands	5259 Postage	10.08
11/03/15	0739261	AT&T	5454 Telephone	367.41
11/03/15	0739269	Contributor Developm	5355 Other Contracted Ser	534.00
11/03/15	0739272	Diversified Printing	5260 Printing & Duplicati	1,969.50
11/03/15	0739286	Maryann Majewski	5201 Travel Expenses	248.00
11/03/15	0739297	Pitney Bowes	5259 Postage	1,936.92
11/03/15	0739311	Time Warner Cable	5454 Telephone	307.49
11/03/15	0739315	US Postmaster	5259 Postage	4,208.80
11/05/15	0739328	AT&T	5454 Telephone	698.91
11/05/15	0739329	AT&T	5454 Telephone	181.25
11/10/15	0739336	Brookstone Printing	5658 Other Expense	1,439.00
11/10/15	0739395	Bodi Company	5668 Program Production	480.00
11/10/15	0739408	Eight Kaet Phoenix	5243 Other Supplies	41.00
11/10/15	0739414	GatesAir Inc	5243 Other Supplies	41.00
11/10/15	0739429	Mared Mechanical	5578 Wmvs Transmitter Rep	5,062.58
11/10/15	0739438	Pius XI High School	5243 Other Supplies	5,538.00
11/10/15	0739441	Susan G. Rascon	5668 Program Production	500.00
11/10/15	0739447	Staples Advantage	5241 Office Supplies	1,000.00
			5243 Other Supplies	1,997.73
			5260 Printing & Duplicati	700.80
11/10/15	0739457	W D Hoard & Sons Co	5260 Printing & Duplicati	5,328.22
11/12/15	0739469	Aria Communications	5355 Other Contracted Ser	341.37
11/12/15	0739484	Maryann Majewski	5201 Travel Expenses	250.00
11/12/15	0739501	Wisconsin Public Tel	5243 Other Supplies	15.17
11/17/15	0739508	AccuWeather	5674 Technical Operations	350.00
11/17/15	0739510	Advanced Disposal	5355 Other Contracted Ser	254.49
11/17/15	0739515	American Public Tele	5840 Equipment	5,292.00
			5667 Program Acquisition	2,976.00
11/17/15	0739516	Anchor Printing Inc	5260 Printing & Duplicati	185.00
11/17/15	0739517	AT&T	5454 Telephone	607.31
11/17/15	0739518	AT&T	5454 Telephone	45.71
11/17/15	0739519	AT&T	5454 Telephone	77.75
11/17/15	0739520	AT&T	5454 Telephone	224.55
11/17/15	0739535	FedEx	5675 Traffic	175.39
11/17/15	0739540	Hall	5676 Vehicle Supplies	44.15
11/17/15	0739543	Hippocrene Books Inc	5243 Other Supplies	553.75
11/17/15	0739557	Muskego Norway Schoo	5243 Other Supplies	250.00
11/17/15	0739560	Nielsen Media Resear	5661 Audience Research	12,462.00
11/17/15	0739563	University of Wisc-M	5658 Other Expense	2,005.00

BOARD BILL LIST
TV Fund by Check No
11/30/15

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
11/17/15	0739569	United Parcel Servic	5675 Traffic	79.18
11/19/15	0739580	Acorn Media Group In	5840 Equipment	7,650.00
11/19/15	0739601	ExxonMobil	5676 Vehicle Supplies	376.61
11/19/15	0739620	Bottoms Up Bartendin	5658 Other Expense	1,057.10
11/19/15	0739626	Spectra Logic Corpor	5674 Technical Operations	73,807.20
11/19/15	0739629	T Tapp	5243 Other Supplies	590.25
11/24/15	0739649	Airgas USA LLC	5678 Wmvs Transmitter Rep	18.60
11/24/15	0739652	American Public Tele	5840 Equipment	112.45
			5667 Program Acquisition	401.00
11/24/15	0739653	AT&T	5454 Telephone	2,241.73
11/24/15	0739662	Blackbaud	5355 Other Contracted Ser	19,682.00
11/24/15	0739666	Contributor Developm	5355 Other Contracted Ser	384.00
11/24/15	0739672	DiscClonersPlus Inc	5668 Program Production	469.00
11/24/15	0739693	Maryann Majewski	5201 Travel Expenses	260.00
11/24/15	0739695	Marek Group	5259 Postage	1,546.80
11/24/15	0739700	Mark Concannon	5668 Program Production	5,000.00
11/24/15	0739708	Member Benefits LLC	5243 Other Supplies	1,745.31
11/24/15	0739709	National Public Radi	5674 Technical Operations	8,953.00
11/24/15	0739712	Nielsen Media Resear	5661 Audience Research	2,452.00
11/24/15	0739717	Pabst Theater Founda	5243 Other Supplies	2,807.50
11/24/15	0739716	Pitney Bowes	5259 Postage	1,915.45
11/24/15	0739725	Sony Electronics Inc	5674 Technical Operations	51,539.33
11/24/15	0739726	Sound Media LLC	5243 Other Supplies	20.94
11/24/15	0739742	WGBH	5658 Other Expense	6,000.00

				290,968.18

BOARD BILL LIST
 Over \$2500 Channel 10/36
 11/30/15

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
11/10/15	0056438	Carl Bloom Associate	5260	Printing & Duplicati	4,356.50
11/17/15	0056510	Legends of the Field	5243	Other Supplies	7,120.00
11/24/15	0057131	DMW	5259	Postage	4,653.66
11/03/15	0739315	US Postmaster	5260	Printing & Duplicati	22,152.69
11/10/15	0739414	GatesAir Inc	5259	Postage	4,208.80
11/10/15	0739429	Mared Mechanical	5678	Wmvs Transmitter Rep	5,062.58
11/10/15	0739457	W D Hoard & Sons Co	5260	Printing & Duplicati	5,538.00
11/17/15	0739515	American Public Tele	5840	Equipment	5,328.22
			5667	Program Acquisition	5,292.00
11/17/15	0739560	Nielsen Media Resear	5661	Audience Research	2,976.00
11/19/15	0739580	Acorn Media Group In	5840	Equipment	12,462.00
11/19/15	0739626	Spectra Logic Corpor	5674	Technical Operations	7,650.00
11/24/15	0739662	Blackbaud	5355	Other Contracted Ser	73,807.20
11/24/15	0739696	Mark Concannon	5668	Program Production	19,682.00
11/24/15	0739708	National Public Radi	5674	Technical Operations	5,000.00
11/24/15	0739712	Pabst Theater Founda	5243	Other Supplies	8,953.00
11/24/15	0739725	Sony Electronics Inc	5674	Technical Operations	2,807.50
11/24/15	0739742	WGBH	5658	Other Expense	51,539.33
					6,000.00

					254,589.48

Attachment 5

OCTOBER 2015

Last Updated 11/23/15/ nc

1. Regional News, Lake Geneva- October 1. **The Charm of LG is found in its people- A few years ago Milwaukee Public Television sent its “Around the Corner with John McGivern” crew here to do their interpretation of our community**
2. Jefferson County Union- October 1. **Annie Moses Band to play at Edgerton PAC- PBS mentioned**
3. The Journal Times, Racine- October 1. **Motorsports at a Glance- Schedule- Friday, practice (NBC Sports Channel, 2:30- 4p.m.)**
4. Kenosha News, Kenosha – October 3. **Tune in This Weekend- “Home Fires” (7 p.m. Sunday, PBS Ch. 10) terrorist behind the bomb that killed his brother on “Frontline” (9 p.m., PBS Ch.10)**
5. Time Press, Hartford- October 4. **Remaking history’s tools- Public Broadcasting System’s Venture North mentioned**
6. Journal Sentinel, Milwaukee- October 4. **Shorewood- “Needless to say, I was thrilled when the team decided to open the second season of Around the Corner with John McGivern with an episode on a place I knew so well.” Watch Around the Corner with John McGivern, Thursdays at 7 p.m. on MPTV (photos)**
7. Kenosha News, Kenosha- October 5. **Tune in Tonight- An “Antiques Road Show” (8 p.m., PBS channels 10, 11)**
8. The Journal Times, Racine, October 5. **Israel bars Palestinians from Jerusalem’s Old City- channel 10 mentioned**
9. The Reporter, Fond du Lac- October 6. **Morgan Joining the Honors- PBS mentioned**
10. Kenosha News, Kenosha- October 6. **Tune in Tonight- “My brother’s Bomber” on “Frontline” (9 p.m., PBS Ch. 10)**
11. Shepherd Express, Milwaukee- October 8. **That Mass Murder Stuff that happens- Interchange, the weekly roundtable show on Milwaukee Public Television mentioned**
12. Kenosha News, Kenosha- October 13. **A man pursues his search for the terrorist behind the bomb that killed his brother on “Frontline” (9 p.m., PBS Ch. 10)**
13. The Journal Sentinel, Milwaukee- October 9. **Local church to hold appraisal event- Milwaukee Public television mentioned**
14. Journal Sentinel, Milwaukee- October 13. **Clinton has cooled on TPP trade pact- PBS’ Newshour’s Judy Woodruff mentioned**
15. Journal Sentinel, Milwaukee, October 13. **Moore latest subject for Milwaukee producers- Mary Tyler Moore: A celebration” 7:00 p.m. Tuesday, WMVS-TV channel 10**
16. Journal Sentinel, Milwaukee- October 14. **Fonz, Tyler Moore are match made for Milwaukee- PBS mentioned**

17. Kenosha News, Kenosha- October 14. **TV Highlights- “The Brain With David Eagleman” (9 p.m., PBS Ch. 10)**
18. North Shore NOW, Waukesha- October 15. **Shorewood- Watch Around the Corner with John McGivern, Thursdays at 7 P.M. on MPTV**
19. Kenosha News, Kenosha- October 16. **Tune in Tonight- “Live From Lincoln Center” (9 p.m., PBS, Channel 11)**
20. Journal Sentinel, Milwaukee- October 16. **The Dish- Longtime Milwaukee Public TV general manager to retire- Ellis Bromberg, who has been general manager of Milwaukee Public Television since 2000, is retiring next month, MPTV announced Thursday. Bromberg who has been in public broadcasting for nearly 40 years led Milwaukee public TV stations WMVS- TV (channel 10) and WMVT-TV (channel 36) during their conversion to digital broadcasting, including the addition of a slew of digital sub channels**
21. Daily News, West Bend- October 16. **President celebrates American music ‘eclectic bunch’- PBS television program “In Performance at the White House” mentioned**
22. Kenosha News, Kenosha- October 17. **Tune in This Weekend- “Home Fires” on Masterpiece Classic” (7p.m., PBS)**
23. Kenosha News, Kenosha- October 18. **Celebrating an icon- PBS mentioned**
24. Journal Sentinel, Milwaukee- October 18. **Chance the Rapper takes risks, reaps the rewards- PBS’ cartoon “Arthur” mentioned**
25. Biz Time- October 19- **Milwaukee Public Television- Milwaukee Public Television educates, informs, entertains and stimulates the imagination of adults and children alike**
26. Kenosha News, Kenosha- October 20. **Tune in Tonight- PBS’ ‘Downton Abbey’ returning on Jan. 3**
27. Milwaukee Journal Sentinel, Milwaukee- October 20. **West side story-PBS’ “Frontlines” “Two American Families” mentioned**
28. Journal Sentinel, Milwaukee- October 20. **Migrant’s death ‘a disgrace’- Channel 10 TV mentioned**
29. Journal Sentinel, Milwaukee- October 20. **‘Downton Abbey’ final season to start in January- The final season of “Downton Abbey” will begin on Jan. 3, leading up to a finale on the first weekend of March, PBS announced Monday**
30. Daily News, West Bend- October 20. **Why ‘Documentary Now!’ may be one of the best TV shows of 2015- PBS mentioned**
31. Daily Times, Watertown- October 20. **Jefferson Public Library plans earthworm talk- PBS documentary of Willa Cather’s life mentioned**
32. Journal Sentinel, Milwaukee- October 21. **Into heart of Nordic cooking- Emmy award winning PBS series “Mind of a Chef” mentioned**
33. Kenosha News, Kenosha- October 21. **New PBS series explores the human brain- PBS series, “The Brain with David Eagleman” tonight at 9 on Channel 10 and at 10 p.m. on Channel 11**

34. Kenosha News, Kenosha- October 21. **Tune in Tonight- The PBS series “Nature” (7p.m. on Channel 10, 8 p.m. on Channel 11)**
35. Sheboygan Press, Sheboygan- October 22. **WMTA coming to Harbor- PBS mentioned**
36. The Journal Times, Racine- October 22. **Concerts help support music education-PBS Chicago’s “Moochie Kalala Detectives Club” mentioned**
37. County Advertiser, Jefferson- October 23. **County libraries promote the Big Read- The library will host a PBS documentary viewing of author Willa Cat**
38. Sheboygan Press, Sheboygan- October 23. **PBS’ “America’s Test Kitchen from Cook’s Illustrated” mentioned**
39. Kenosha News, Kenosha- October 24. **Sunday’s highlights- “Masterpiece Classic” (7p.m., PBS, channels 10, 11.)**
40. Kenosha News, Kenosha- October 27. **Tune in Tonight- A “vampire- themed “Secrets of the Dead” (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS)**
41. Daily Times, Watertown- October 27. **Jefferson Library plans ‘Big Read’ PBS documentary “Willa Cather: The Road is All” on Wednesday, Nov. 18 from 1-2:30 p.m. and again from 6-7:30 p.m.**
42. Kenosha News, Kenosha- October 28. **Tune in Tonight**
 - a. **“Nature” (7 p.m. on Channel 10, 8 p.m. on channel 11, PBS**
 - b. **“Animal Mummies” (8 p.m. on Channel 10, 9 p.m. on channel 11, PBS**
43. The Journal Times, Racine- October 28. **Thank you to Real Racine- Channel 10 mentioned**
44. Sun, Sussex- October 28. **Butler News- Milwaukee County Winters Farmers Market from 9 a.m. to 12:30 p.m. Saturday Nov.7, at the Mitchell Park Domes, www.mcwfm.org ;and MPTV from 9 a.m. to 1 p.m. Saturday, Nov. 14 at the Auction studio, 12560 W. Townsend St., Brookfield**
45. Daily Times, Watertown October 28. **Obama puts White House light on diversity in American music- PBS series “In Performance at the White House” Jan. 8 2016**
46. Now- Brookfield- Elm Grove- October 29. **Please Join Us For An Evening for your heart- PBS’ show Zonya’s Health Bites mentioned**
47. News, Campbellsport- October 29. **Deer Hunt Wisconsin 2015 Helps Set The Stage For Another Exciting Fall Hunting Season In Wisconsin- Thursday November 5 Milwaukee Public Television, 9 p.m.**
48. The Journal Times, Racine- October 29. **Motorsports At a Glance- Channel 10 mentioned**
49. The Sounder, Random Lake- October 29. **Apps Explores Wisconsin Agriculture Topics- PBS documentary entitled, “The Land” mentioned**
50. Daily Jefferson County Union, Fort Atkinson- October 29. **Activities planned for The Big Read across county- A PBS American Masters special, “Willa Cather: The Road is All” mentioned**
51. Jefferson County, Advertiser- October 30. **Library News- PBS’ documentary viewing of Willa Cather’s life mentioned**