CALL TO ORDER

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Tuesday, February 19, 2013 and called to order by Chairperson Melanie Holmes at 12:00p.m. in the Board Room, Room 210 at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Melanie Holmes, Ann Wilson
Excused: Kurt Wachholz

ITEM B: WITH THE OPEN MEETINGS LAW

Karen Wierschem indicated that proper notice of the meeting had been given in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – February 19, 2013 - Attachment 1

The minutes were approved without objection.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS


Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the advertising expenditures for January, February, and March, 2013.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Bromberg reported on:
• DOWNTON ABBEY ratings
• PBS’ and MPTV’s programming themes during February
• the MPTV production of TO THE PROMISED LAND
• GREAT LAKES week in September
• Public Media Summit in Washington DC
• Public Broadcasting Advocacy Day in Madison on March 6, 2013

ITEM G: INFORMATION ITEMS

G-1 Events Calendar - Attachment 3
G-2 Monthly Bills January, 2013 – Attachment 4
G-3 Monthly Clippings – November, 2012 – Attachment 5
G-4 Milwaukee Public Television 2012 Local Content and Service Report to the Community – Attachment 6

Discussion Mr. Bromberg informed the committee that this document is a new yearly requirement of the Corporation for Public Broadcasting and is required to be posted on the MPTV website. It outlines MPTV’s community outreach efforts.

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions
H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, March 19, 2013, Noon

ADJOURNMENT

The meeting adjourned at 12:18 p.m.

Respectfully submitted,
Karen Wierschem
Administrative Specialist