

April 3, 2000

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

An open meeting of the **PUBLIC TELEVISION COMMITTEE** of the Milwaukee Area Technical college District Board, Wisconsin will be held in **ROOM 210, BOARD ROOM of the MILWAUKEE AREA TECHNICAL COLLEGE**, 700 W. State Street, Milwaukee, Wisconsin, on **THURSDAY, APRIL 13, 2000**, beginning at **5:00 P.M.**

The agenda for said meeting is presented as follows:

- A. Roll Call**
- B. Compliance with the Open Meetings Law**
- C. [Approval of Minutes – March 23, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - 1. Logo Selection
 - 2. Discussion of MATC's policy and recent guidance concerning the 10/36 Friends' Membership lists
 - [A. MATC Policy – Attachment 2](#)
 - [B. Letter and Agreement from Todd Gray – Attachment 3](#)
- F. Discussion Items**
 - 1. Acting General Manager's Report – Tom Dvorak
 - 2. [Friends Report – Attachment 4](#)
- G. Information Items**
 - 1. [Monthly Bills, March, 2000 – Attachment 5](#)
 - 2. [Monthly Advertising Fund Expenditures, April/May 2000 – Attachment 6](#)
- H. Miscellaneous Items**
 - 1. Committee Member comments
 - 2. Communications and Petitions
 - 3. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **THURSDAY, MAY 18, 2000**
MATC Board Room, Room 210, 700 West State Street

J. Discussion of the PTV General Manager's Position*

- K. Committee may reconvene into Open Session to take action on matters discussed in Closed Session under Item J.**

COMMITTEE MEMBERS: Killebrew, Moeser, Earle

***It is anticipated that this item may be discussed in closed session pursuant to Section 19.85(1)(c)(e) Wisconsin Statutes to the extent that the Committee discusses employment, compensation, or performance of any public employee over which the Board has jurisdiction or exercises responsibility.**

PTV Attachment 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
Public Television Committee Minutes**

DATE: March 23, 2000
TIME: 5:00 P.M.
PLACE: MATC Board Room, Room 210, Milwaukee Campus

COMMITTEE MEMBERS PRESENT:

MATC STAFF PRESENT:

Dr. Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Ken Kobylarz, Les Ingram,
Carol Ebert, Ken Krueger, Airel Mitcham, Vivian Joyner

GUESTS PRESENT:

Lamont McLoughlin, Martha Love

ITEM A: ROLL CALL

Roll called showed that Ms. Killebrew and Mr. Earle were present.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of March 23, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – February 10, 2000 – Attachment 1

Discussion: Ms. Killebrew asked if there were any questions relating to the above listed minutes. None were noted.

Motion: Motion, Mr. Earle second Ms. Killebrew to approve the February 10, 2000 minutes.

Action: Motion passed.

ITEM D: COMMENTS FROM THE PUBLIC

There were no comments from the public.

ITEM E: ACTION ITEMS

There were no action items.

ITEM F: DISCUSSION ITEMS

1. Acting General Manager's Report

Discussion: Tom Dvorak, Acting General Manager, reported that Charter Cable which operates in the southwestern portion of the Channels 10&36 coverage area has taken the stations off of their system. After a groundswell of public support, Channel 10 was reinstated in the Lake Mills area, however remains off the system in other southwestern communities. The question was asked about the legality of this action in light of the 'must carry' rule in effect for cable systems originating within our grade B coverage area. It was noted that Charter Cable had moved their main offices to another location outside of our coverage area and therefore does not have to adhere to these rules. It is hoped this situation can be reversed in the other communities as well.

(Dr. Moeser arrived at 5:12 p.m.)

Mr. Dvorak reported that there are three finalists in the logo design competition. These finalists will spend a day at Celtic Advertising refining their designs and they will be brought before the PTV Committee at the April meeting.

Mr. Dvorak stated that we continue to do a lot of HDTV demonstrations. All the academic departments of the college have been invited to have their departmental meetings at the stations and incorporate a demonstration into the meetings.

Channel 8 is up and running but at reduced power because of interference it was causing within the St. Mary's cardiac care unit. Equipment has been ordered by St. Mary's to remedy the situation.

PBS has agreed to carry Channel 10's HDTV feed of the Great Circus Parade live on July 16, 2000. A meeting is scheduled with the Circus World Museum and underwriting is being sought.

The Community Advisory Board will be meeting again on April 18th and members of this Committee and the Board are invited to attend. As Ms. Love was in the audience, she was invited to the table to address the Committee. Ms. Love stated that she was delighted to be on the Board. She stated that the goal of the Board is to have all people in the Channel 10 viewing area have the opportunity to participate in forming the programming goals. There are still a few open spots on the Board and it is hoped that those spots can be filled soon.

Mr. Dvorak invited the members of the Committee to be on-air talent as auctioneers at The Great TV Auction, May 5 – 13, 2000.

The tower dedication will be Tuesday, May 16, 2000. Invitations will be mailed soon.

Ms. Killebrew asked how the situation involving The Channel 10/36 membership lists was progressing. Mr. Bill Roden, College Attorney stated that he received correspondence from our FCC Attorney Todd Grey. Mr. Grey has had communication with the vice president for television and the general counsel of the Corporation for Public Broadcasting. The thrust of the letter states that there has been some flexibility on the part of the CPB in the rules regarding the lists. Mr. Roden wants to explore this flexibility with The Friends. Dr. Birkholz asked if based on this new information if we would revisit the action that was taken before. Mr. Earle stated that we have a policy that was voted on by The Board that states The Friends must give up possession of the lists. As far as he is concerned, the question should be "Where are we in requiring The Friends to turn over their membership lists?" Ms. Killebrew stated the bottom line is we must be in compliance with the law whatever that may be. In light of this new information and in order to form a better relationship with The Friends; maybe we should revisit the policy. Mr. Earle stated he was in favor of a better relationship with The Friends, however it seems that the only thing that has changed is the opinion of our FCC Counsel. Dr. Birkholz suggested that the policy and/or letter be put on the April agenda for discussion and/or action.

Ms. Killebrew asked for an update on the search for a new General Manager. Ms Vivian Joyner, Vice President Human Resources, stated that there are 17 applicants. Four are internal applicants. Initial review of the applicants, indicate that there is a diverse pool of candidates. Human Resources will screen the candidates for minimum requirements. A Committee will be formed to narrow the qualified applicants to three. Dr. Moeser asked if there would be an administrator of the College sitting on this committee? Dr. Birkholz said that there will be and he would like the chair of the CAB to chair this committee. Dr. Moeser asked who on the committee would have the technical expertise? Ms. Joyner stated that a member of Local 715 would sit on the committee. Also on the committee will be the chair of the telecasting advisory committee who brings expertise on the telecasting program as well as additional technical expertise. Dr. Birkholz stated that he would then interview these three finalists. Dr. Moeser asked when a final recommendation would be brought before the PTV Committee. Dr. Birkholz stated he hoped to have a recommendation for the May PTV Committee meeting. Furthermore there are new EEO rules adopted by the FCC which require extensive documentation. Dr. Moeser asked if the General Manager would report directly to Dr. Birkholz? Dr. Birkholz stated this was correct. Dr. Birkholz went on to say this was an important question. Does the Committee want to continue with an 'acting General Manager' and allow the new President to make the decision? Further discussion took place and it was

decided that this matter would be discussed outside of this meeting at a properly noticed executive session.

At this time, Mr. Dvorak asked Lamont McLoughlin, President of The Friends to give a report. Mr. McLoughlin reported that the Outdoor Wisconsin banquet was again a great success raising \$150,123. As of today underwriting for the Auction stands at \$105,000. Featured artists for this year's auction include Sam Timm donating 200 prints of wood ducks, Don Gryzbowski donating a pastel of marbles and 200 prints, Scott Schroeder donating hand-carved duck calls, George Pollard donating 200 charcoal prints of Bart Starr. Bart Starr will personalize an autograph on each print. Mark and Diane Fischer are donating 30 sculptures. The March membership drive generated \$319,000. For the first time in history we have 100 major gift donors all giving at least \$1,000. Mr. McLoughlin reported that Diane Evans, Membership Director, who has been associated with The Friends for over 22 years will be leaving to join a direct mail consulting firm in Boston. Also leaving is Paul Hopton, Manager of Outbound Customer Relations. Both individuals will be greatly missed.

Mr. Earle suggested that The Friends report be added back to the agenda.

2. Independent Production Contracts – Attachment 2

Discussion: Mr. Dvorak stated that in light of a request from the Board for 90 days notice of renewal these Independent Production Contracts they are being brought before the Committee for discussion. Mr. Earle asked why documentaries were listed within two of the contractors' list of duties. Are there not employees on staff who could accomplish thus? Mr. Dvorak responded that current production duties are a full-time job for our in-house staff, leaving little time for major undertakings such as these. This is only an estimate of what the contractors would be paid. If a documentary were not brought forward that fits into the mission of the college they would not be done. Mr. Earle asked for more definite information on the documentaries listed. This information will be brought back at the May PTV meeting.

ITEM G: INFORMATION ITEMS

1. Monthly Bills, February, 2000 - Attachment 3

Discussion: Ms. Killebrew asked if there was anything unusual about this month's bills list. Mr. Dvorak reported that there was not.

2. Monthly Advertising Fund Expenditure, March/April 2000 –Attachment 4

Discussion: Ms. Killebrew asked if there was anything that should be pointed out regarding the advertising expenditures. Mr. Dvorak stated there was not.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

Discussion: Mr. Earle stated it was his understanding that fundraising of The Friends, Federal and MATC monies are basically capped out. It seems the only area we can look to for additional money is in the area of local production underwriting. Has there been an increase in this area within the last five years. He would like to know what the potential is in this area. Mr. Earle also asked for a survey of how well like-market size stations do in this area to be included on the agenda for the April meeting.

2. Communication and Petitions

Ken Kobylarz, staff member of Channels 10&36 and Local 715 President, addressed the Committee. Mr. Kobylarz urged the Committee to not delay the hiring of a new General Manager. Dr. Birkholz is well versed in digital technology. It is unlikely that a new President will be as knowledgeable.

3. Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting: **THURSDAY, April 13, 2000, at 5:00 P.M. in the MATC BOARD ROOM, ROOM 210, 700 W. STATE STREET**

Adjournment

Being no further discussion, the meeting adjourned at 6:45 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

PTV Attachment 2

matc
Milwaukee Area Technical College

POLICY

Title: PROTECTION OF WMVS/WMVT
MEMBERSHIP LISTS

Code: 10501
Original Adoption: 10/26/99
Revised/Reviewed:
Effective: 10/27/99

Authority: Corporation for Public Broadcasting
Directive dated July 30, 1999; Wis. Stats.
§ 38.12(7); MATC District Board Policy
10102, MATC Board Oversight and
Financial Support of WMVS/WMVT
Services

Background

The Corporation for Public Broadcasting (CPB) has informed public television stations of the steps they now must take to control the mailing lists of donors and subscribers, to protect their subscribers' privacy, and to guarantee that no membership lists will be exchanged with or rented to political campaigns or committees. Stations must have policies in place before they can receive CPB funding.

Under the new guidelines, CPB established new compliance criteria regarding control, privacy, limits of use, and record keeping of membership lists.

Policy

MATC as licensee for Channel's 10 & 36 shall not engage in the exchange, rental, or sale of donor or member names to, from or with any candidate for public office, committees or organizations supporting a candidate, political parties, or organizations that solicit funds for use in political campaigns.

Channels 10 & 36 station management, on behalf of MATC shall maintain complete and accurate records of the use of membership lists by which it may be assured that MATC is in compliance with all applicable laws and regulations of the Federal government, and the eligibility requirements for public telecommunications entities as established by the CPB.

MATC shall meet the following compliance requirements of CPB.

1. Definitions

- a. Candidate: means an individual who seeks nomination for election, or election to Federal, State, and Local office.

- b. Authorized committee: means the principal campaign committee of a candidate for public office.
- c. Political party: means an association, committee, or organization which nominates a candidate for election to any office whose name appears on the elections ballot as the candidate of such association, committee, or organization.

2. Requirements

- a. Annually certify to CPB continued compliance with the laws and regulations of the Internal Revenue Service, and with all other applicable Federal law or regulations governing political activity and lobbying in effect at the time of certification.
- b. Not sell, rent, lease, loan, trade, give, donate, transfer or exchange membership or donor names to, with or from any candidate for public office, committees or organizations supporting a candidate, political parties, or organizations that solicit funds for use in political campaigns for any purpose whatsoever.
- c. Maintain active control of membership and donor lists, and take all appropriate measures to ensure against unauthorized use of such lists including requiring any third party, including but not limited to list brokers, mail-list management organizations, Friends organizations, fundraising organizations, or advertising or public relations agencies to abide by these compliance requirements.
- d. Periodically inform members/donors of any potential for sale, rental, lease, loan, trade, gift, donation, transfer, or exchange of their names; and offer a means by which the names may be suppressed upon request; and suppress names as requested.
- e. Maintain complete and accurate records of all uses of membership and donor lists for fundraising purposes, and furnish such records on request.

3. Documentation

- a. The MATC District Board directs Channels 10 & 36 station management to develop documentation indicating the manner of compliance with requirements.
- b. Documentation shall be kept and made available to CPB, upon request, to determine the fact and extent of compliance. The documentation shall also be made available to auditors who may be making periodic audits of a station.

4. MATC shall be in compliance with IRS requirements.

PTV Attachment 3

DOW, LOHNES & ALBERTSON, PLLC
Attorneys at Law
WASHINGTON D.C.

March 21, 2000

VIA FACSIMILE

William J. Roden, Esq.
Vice President and General Counsel
Milwaukee Area Technical College
700 West State Street
Milwaukee, Wisconsin 53233-1443

Re- Donor List Issues for WMVS/WMVT

Dear Bill,

This letter provides an update on my review of the issues relating to the MATC donor list policy for the television stations and the proposed agreement between MATC and the Channels 10/36 Friends. An update is appropriate because Congress has modified Section 396(k) of the Communications Act, effective May 29, 2000, to impose certain specific donor list requirements on CPB grantees, and CPB will soon announce its new donor list guidelines implementing those requirements.

Over the past several months, including just recently, I have had the opportunity to discuss the new CPB donor list guidelines with both the Vice President for Television and the General Counsel's Office of the Corporation for Public Broadcasting (CPB). Our discussions also addressed the Friends' suggestion that it could remain, in physical possession and day-to-day control of the list of station donors consistent with CPB requirements. CPB has confirmed that this is so -- it would accept MATC's certification of compliance with CPB's donor list guidelines based on Friends' assurance to MATC that Friends was in compliance with these same requirements.

However, CPB has made clear that such an approach would not relieve MATC of responsibility for the donor list. In the event there turns out to be a violation of CPB's donor list guidelines by the Friends, MATC could be liable for repayment of prior CPB grant funds, and it could be disqualified by CPB from receipt of further grant funds. Thus, taking Friends' assurances as to their compliance with CPB's guidelines carries some risk as compared to MATC's taking possession and control of the donor list and ensuring compliance itself. Therefore, although there is no anticipation that such remedies would need to be employed,

William J. Roden, Esq.
March 21, 2000
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MATC should consider having appropriate enforceable contractual authority to regain physical possession and control of the donor list in the event of the Friends' violation or threatened violation of the CPB guidelines, as well as obtaining an indemnity from Friends that would hold MATC harmless in the event that Friends' actions or inactions actually cause MATC to lose CPB funding. I would urge that MATC as the license holder and CPB grantee should not agree to any arrangement with Friends that cedes possession and day-to-day control of the donor list without such provisions protecting MATC from potential problems with Friends' stewardship.

So that MATC has the appropriate context in which to judge these matters, I should also state that there is no legal impediment, arising out of the interaction of Wisconsin open records laws with Federal law and CPB policy on donor lists, for MATC itself to be in direct possession and day-to-day control of the donor list. We are informed that CPB's new policy will make clear that MATC could lawfully retain possession and control of the list despite the fact that state open-records law might require disclosure of the names of donors in certain circumstances. CPB's policy will be specifically subject in relevant respects to any disclosure "required by law or judicial process," and the possibility of such a disclosure would not disable a licensee from making appropriate certifications on the annual CPB grant documents.

I have taken the liberty of drafting a revised Agreement between MATC and the Friends which incorporates the notion reflected above that Friends may be in possession and day-to-day control of the donor list but with appropriate protections for MATC's status as licensee and grantee. I am hopeful that this draft may be acceptable to both MATC and the Friends. Please note that the Agreement contemplates that MATC's donor list policy will be attached. That policy will need to be updated once the CPB guidelines are issued. We would be happy to help you with that process.

I look forward to hearing back from you,

Best regards,

Sincerely,

Todd D. Gray

AGREEMENT

This is an Agreement, made this ____ day of March, 2000, by and between Milwaukee Area Technical College District Board ("MATC"), a technical college district established under the laws of the State of Wisconsin and Channel 10/36 Friends, Inc. ("Friends"), a Wisconsin not-for-profit corporation.

RECITALS

WHEREAS, MATC is licensee of noncommercial educational television stations WMVS and WMVT, both in Milwaukee, Wisconsin (the "Stations"), through which Stations MATC provides public television services responsive to the public's needs and interests in Milwaukee as well as the wider service areas of the Stations; and

WHEREAS, Friends has been established as a tax-exempt corporation, exclusively for charitable, scientific, literary and educational purposes, with a particular purpose of supporting public television broadcasting by the Stations; and

WHEREAS, MATC and Friends have cooperated in Friends' efforts to raise funds to support the operation of the Stations from, among other sources, individual donors, such fundraising having taken place as a result of on-air promotions and other activities conducted for and/or in the name of the Stations: and

WHEREAS, Friends have in the course of such fundraising developed and/or received information concerning members and/or other donors to the Stations, including lists of donors' names, addresses, telephone numbers and other personally identifiable information on ("Donor Lists"); and

WHEREAS, the Stations also receive and rely on Community Service Grants ("CSGs") and other funds distributed by the Corporation for Public Broadcasting ("CPB"); and

WHEREAS, pursuant to the requirements of Section 396(k)(12) of the Communications Act of 1934, as amended, CPB has adopted a policy with respect to donor lists that conditions present and future CPB funding on station adherence to such policy; and

WHEREAS, MATC has also adopted a policy (the, "MATC Donor List Policy") with respect to MATC member and donor lists that satisfies CPB requirements, which policy applies fully to Friends and to the Donor Lists; and

WHEREAS, MATC and Friends believe that adherence to the MATC Donor List Policy is necessary for continued CPB funding of the Stations and necessary and appropriate to maintain public trust in the Stations' and Friends' fundraising practices.

NOW, THEREFORE, in consideration of the parties' respective covenants in this Agreement, and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, MATC and Friends, intending to be legally bound, agree as follows.

TERMS AND CONDITIONS

1. Cooperation by MATC. MATC shall continue to cooperate with Friends' efforts in support of the operation of the Stations, including on-air promotions and other activities conducted for and/or in the name of the Stations.
2. Adherence to Policy Governing Donor Lists. Friends shall support and adhere to the MATC Donor List Policy, as such policy may be amended by MATC from time to time, in connection with its fundraising and other activities and practices as they relate to Donor Lists. MATC and Friends acknowledge that the current MATC Donor List Policy is attached hereto as Exhibit A.
3. Particular Requirements Relating to Donor Lists. Without limiting the foregoing commitment to support and adhere to the MATC Donor List Policy, Friends shall comply with the following particular requirements:
 - (a) Friends shall not sell, rent, lease, loan, trade, give, donate, transfer or exchange membership or donor names to, with or from any candidate for public office, political committees or political parties, for any purpose, except as required by law or judicial process.
 - (b) Friends shall not disclose member or donor names or other personally identifiable information to any party (other than MATC) unless, before the time such information is initially disclosed, Friends clearly and conspicuously discloses to such members and donors that such personal information may be disclosed. If such disclosure is not required by law or judicial process, Friends shall give the member or donor the opportunity to direct that such information not be disclosed to such third party, and give the member or donor an explanation of how to exercise the nondisclosure option.
 - (c) Friends shall periodically, not less frequently than once each year, inform members and donors with whom Friends has direct contact in the fundraising process of any potential for sale, rental, lease, loan, trade, gift, donation, transfer, or exchange of their names and personally identifiable information, and offer a means by which the names and other personally identifiable information may be suppressed upon request, and shall suppress names as requested, except as required by law or judicial process.

- (d) Friends acknowledges and agrees that MATC must maintain active control of the Stations' membership and donor lists, including the Donor Lists, and take all appropriate measures to ensure against unauthorized use of such lists, including requiring any third party in possession of or with access to such lists to abide by the compliance requirements applicable to MATC as a CPB grantee; Therefore, Friends shall: (i) abide by the CPB compliance requirements applicable to MATC as a CPB grantee; (ii) disclose to MATC in advance any plans of Friends to acquire names from, share names with or provide access to names to other entities and/or organizations, and shall honor any request of MATC that any such acquisition, sharing and/or access to names not be implemented; (iii) take all appropriate measures to ensure against unauthorized use of Donor Lists, by requiring any third party having access to Donor Lists, including but not limited to list brokers, mail-list management organizations, other fundraising organizations, or advertising or public relations agencies, to abide by the requirements of this Section 3.
- (e) Friends shall maintain complete and accurate records, in a manner and form reasonably specified by MATC, documenting its compliance with the requirements of this Section 3, and of all uses of Donor Lists, and shall furnish such records to MATC on request by MATC.
- (f) Friends shall, at least annually and otherwise upon the request of MATC as necessary for MATC to provide its own certifications to CPB, certify in writing to MATC whether Friends is in full compliance with the requirements of this Section 3. In the event that Friends is not fully in compliance with these requirements, the certification shall provide complete details of the nature of any noncompliance.

4. Rights of MATC in Event of Default by Friends,

- (a) in the event of Friends' failure fully to comply with the requirements of this Agreement, MATC may, upon ten (10) days' prior written notice, terminate this Agreement and demand possession of the Donor List. In such event, Friends shall immediately turn over to MATC complete possession and control of the Donor List and all other information held by Friends relating to members of and/or donors to the Stations, and shall retain no such information whatsoever. The parties acknowledge and agree that the rights reserved to MATC under this Section 4(a) are necessarily of a special, unique, unusual, and extraordinary character, which gives them a peculiar value, the loss of which cannot be adequately or reasonably compensated for in damages or in an action at law, and the breach by Friends of this Section 4(a) will cause MATC irreparable injury and damage. MATC shall therefore be entitled, as a matter of right, without further notice, and without posting bond, to require of Friends specific performance of all of the acts, services, and undertakings required under this Section 4(a). Neither this provision nor any exercise by MATC of its rights to equitable relief or specific performance shall Institute a

waiver by MATC of any other rights which it may have to indemnification, damages or otherwise.

(b) Without limiting the foregoing, Friends shall defend, indemnify and hold Licensee harmless from and all losses, costs and expenses, including attorney's fees, arising out of inquiry, investigation, claim, threatened reduction or loss or actual reduction or loss of CPB grant funding to MATC as a result of Friends' failure fully to comply with the requirements of this Agreement.

5. Term/Termination. This Agreement shall be effective upon execution and, unless terminated earlier pursuant to Section 4(b), above, shall continue in effect until terminated by either party upon sixty (60) days' notice to the other party.

AGREED TO as of the date written above.

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD

By: _____

Title: _____

CHANNEL10/36 FRIENDS, INC.

By: _____

Title: _____

PTV Attachment 4

**Channel 10/36 Friends, Inc.
CALENDAR OF EVENTS**

2000

April	7	+	Auction Art Preview, Youth Center, State Fair Park. 5-7 PM by invitation, 7-9PM general public.
May	5-13	+	The Great TV Auction, " <i>Once Upon an Auction</i> "
June	20	+	Meeting of the Executive Committee of the Channel 10/36 Friends, Inc.
	25	+	<i>Stars of Lawrence Welk</i> , Elmbrook Church, 3:30 PM
	29	+	Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.
August	4-13	+	August Pledge Drive
September	15	+	<i>The Mark Russell Comedy Show</i> , Elmbrook Church, 7 PM

C = Cancelled

+ = New Event/Meeting

O = Date and/or
Time Change

PTV Attachment 5

BOARD BILL LIST
TV Fund by Check No
03/31/00

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
03/02/00	0528261	National Forum for P	5660	Affiliation/Mbsps	5,000.00	5,000.00
03/02/00	0528289	Gary J. Sharbuno	5201	Travel Expenses	7.50	7.50
03/02/00	0528301	Travel Traders Unlim	5201	Travel Expenses	573.95	1,401.95
03/02/00	0528308	Valley Expo & Displa	5672	Special Projects	121.80	121.80
03/02/00	0528310	Wavelength Technolog	5674	Technical Operations	53.15	53.15
03/06/00	0528349	Ameritech	5454	Telephone	786.62	19,297.46
03/06/00	0528422	Industrial Electroni	5674	Technical Operations	49.47	148.99
03/06/00	0528432	Daniel R. Jones	5668	Program Production	75.00	75.00
03/06/00	0528470	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
03/06/00	0528488	Redleaf Press	5233	Books	55.97	55.97
03/06/00	0528511	Dan Small	5668	Program Production	240.95	240.95
03/06/00	0528520	Tape Company	5674	Technical Operations	668.15	668.15
03/06/00	0528523	Telly Awards	5668	Program Production	35.00	35.00
03/06/00	0528538	Allied Digital Inc	5668	Program Production	154.74	154.74
03/06/00	0528559	Charles E. Zehner	5668	Program Production	1,600.00	1,600.00
03/09/00	0528597	Aldrich & Associates	5668	Program Production	1,157.78	1,157.78
03/09/00	0528607	Audio Engineering So	5220	Membership & Subscri	80.00	80.00
03/09/00	0528613	David K. Baule	5201	Travel Expenses	1,068.00	1,068.00
03/09/00	0528648	Federal Express	5675	Traffic	4.41	4.41
03/09/00	0528673	Zeiger & Co Inc., Hy	5273	Publicity	1,010.00	1,010.00
03/09/00	0528683	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
03/09/00	0528688	John S. McKay	5668	Program Production	40.00	40.00
03/09/00	0528701	Mogilka D L Inc	5678	Wmvs Transmitter Rep	857.50	857.50
03/09/00	0528731	Dan Small	5668	Program Production	343.50	343.50
03/09/00	0528733	Society of Motion Pi	5220	Membership & Subscri	95.00	95.00
03/09/00	0528751	United Parcel Servic	5675	Traffic	137.92	137.92
03/09/00	0528757	Allied Digital Inc	5668	Program Production	118.83	118.83
03/09/00	0528761	Wanderlust Productio	5668	Program Production	2,304.25	2,304.25
03/09/00	0528770	Wisconsin Electric P	5452	Light & Power	10,495.12	50,338.37
03/13/00	0528806	Ameritech	5454	Telephone	94.61	720.51
03/13/00	0528807	Amoco Oil Company	5676	Vehicle Supplies	146.69	650.14
03/13/00	0528815	Badger Coaches Inc	5675	Traffic	91.50	91.50
03/13/00	0528820	David K. Baule	5201	Travel Expenses	15.80	15.80
03/13/00	0528851	Dow Lohnes & Alberts	5361	Legal Services	2,232.61	2,232.61
03/13/00	0528868	Gail G. Grzybowski	5201	Travel Expenses	7.50	7.50
03/13/00	0528871	Darlyne C. Haertlein	5201	Travel Expenses	57.28	57.28
03/13/00	0528886	Industrial Electroni	5674	Technical Operations	34.28	112.51
03/13/00	0528902	Mainstage Theatrical	5671	Remote/Studio Supp	35.10	35.10
03/13/00	0528910	Michael Best & Fried	5361	Legal Services	42.95	8,673.42
03/13/00	0528917	Mogilka D L Inc	5678	Wmvs Transmitter Rep	262.50	2,595.00
03/13/00	0528921	Mouser Electronics	5674	Technical Operations	14.65	14.65
03/13/00	0528927	National Supply & Ha	5671	Remote/Studio Supp	54.94	54.94
03/13/00	0528928	Norlight Telecommuni	5668	Program Production	1,180.00	1,180.00
03/13/00	0528975	Catharine A. Tierney	5201	Travel Expenses	2.48	2.48
03/13/00	0528988	Venture Electrical	5678	Wmvs Transmitter Rep	5,162.00	5,162.00
03/16/00	0529061	Ameritech	5454	Telephone	285.63	18,143.61
03/16/00	0529097	Complete Delivery In	5675	Traffic	19.70	19.70
03/16/00	0529111	Duncan Group Inc	5668	Program Production	48,500.00	48,500.00
03/16/00	0529113	Federal Express	5675	Traffic	55.11	55.11
03/16/00	0529134	Industrial Electroni	5674	Technical Operations	89.13	89.13
03/16/00	0529158	Myers Information Sy	5674	Technical Operations	200.00	200.00
03/16/00	0529159	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
03/16/00	0529161	National Supply & Ha	5674	Technical Operations	254.00	254.00
03/16/00	0529171	Pentrex	5668	Program Production	254.86	254.86

BOARD BILL LIST
TV Fund by Check No
03/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
03/16/00	0529181	Jan L. Pritzl	5201	Travel Expenses	200.08	200.08
03/16/00	0529192	Marshall J. Savick	5201	Travel Expenses	10.50	10.50
03/16/00	0529196	Dan Small	5668	Program Production	1,726.00	1,726.00
03/16/00	0529218	United Parcel Servic	5675	Traffic	54.23	103.51
03/16/00	0529232	Wisconsin Chapter PR	5201	Travel Expenses	85.00	85.00
03/20/00	0529259	Aldrich & Associates	5668	Program Production	4,176.28	4,176.28
03/20/00	0529269	Barbizon Capitol	5671	Remote/Studio Supp	443.63	443.63
03/20/00	0529272	David K. Baule	5201	Travel Expenses	3,402.00	3,402.00
03/20/00	0529278	Boise Cascade	5674	Technical Operations	395.94	2,927.85
03/20/00	0529306	Dielectric Communica	5840	Equipment	250,656.00	250,656.00
03/20/00	0529332	Hall Chevrolet Co In	5676	Vehicle Supplies	434.79	434.79
03/20/00	0529342	Industrial Electroni	5674	Technical Operations	49.03	357.68
03/20/00	0529367	Mehron Inc	5671	Remote/Studio Supp	106.00	106.00
03/20/00	0529372	Mogilka D L Inc	5678	Wmvs Transmitter Rep	235.00	725.00
03/20/00	0529381	National Educational	5675	Traffic	20.00	20.00
03/20/00	0529392	Radio Shack	5674	Technical Operations	138.40	138.40
03/20/00	0529435	United Parcel Servic	5675	Traffic	153.53	153.53
03/20/00	0529437	Allied Digital Inc	5668	Program Production	91.52	91.52
03/20/00	0529442	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
03/23/00	0529487	American Public Tele	5675	Traffic	200.14	200.14
03/23/00	0529490	Ameritech	5675	Traffic	40.40	40.40
03/23/00	0529495	Argent Hotel	5201	Travel Expenses	633.03	633.03
03/23/00	0529497	AT&T	5454	Telephone	17.85	17.85
03/23/00	0529504	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
03/23/00	0529505	Browne & Associates	5357	Professional & Consu	2,323.45	2,323.45
03/23/00	0529514	Complete Delivery In	5675	Traffic	5.39	5.39
03/23/00	0529515	Consolidated Freight	5674	Technical Operations	157.22	157.22
03/23/00	0529535	Enlargement Works In	5671	Remote/Studio Supp	16.00	16.00
03/23/00	0529539	Federal Express	5675	Traffic	159.40	159.40
03/23/00	0529577	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
03/23/00	0529606	Nebraska Educational	5675	Traffic	61.18	61.18
03/23/00	0529638	Dan Small	5668	Program Production	1,726.00	1,726.00
03/23/00	0529652	Travel Traders Unlim	5201	Travel Expenses	787.00	2,440.00
03/27/00	0529714	Blue & Koepsell Inc	5243	Other Supplies	224.00	1,378.00
03/27/00	0529724	Cahners Business Inf	5352	Contracted Employmen	690.25	690.25
03/27/00	0529728	Celtic Advertising I	5270	Advertising	70,392.21	70,392.21
03/27/00	0529729	Central Educational	5675	Traffic	560.00	560.00
03/27/00	0529744	Current	5352	Contracted Employmen	242.00	242.00
03/27/00	0529748	Daily Reporter	5840	Equipment	23.71	23.71
03/27/00	0529788	Julio C. Guerrero	5201	Travel Expenses	529.14	529.14
03/27/00	0529796	Hein Electric Supply	5674	Technical Operations	26.40	2,109.86
03/27/00	0529807	Hyatt Regency	5201	Travel Expenses	462.33	462.33
03/27/00	0529811	Industrial Electroni	5674	Technical Operations	146.38	146.38
03/27/00	0529822	Kline Iron & Steel C	5840	Equipment	99,587.00	99,587.00
03/27/00	0529826	Debra A. Kunath	5672	Special Projects	11.75	11.75
03/27/00	0529834	MA Junior Parking In	5668	Program Production	294.00	294.00
03/27/00	0529845	Markertek Video Supp	5671	Remote/Studio Supp	171.13	171.13
03/27/00	0529857	Milwaukee Community	5352	Contracted Employmen	296.64	296.64
03/27/00	0529859	Milwaukee Star	5840	Equipment	26.77	26.77
03/27/00	0529891	Public Broadcasting	5201	Travel Expenses	475.00	475.00
03/27/00	0529912	Scholastic Inc	5233	Books	30.42	30.42
03/27/00	0529928	System Parking Inc	5668	Program Production	67.50	90.00
03/27/00	0529933	Catharine A. Tierney	5273	Publicity	20.94	20.94
03/27/00	0529940	United Parcel Servic	5675	Traffic	59.47	71.47

BOARD BILL LIST
 TV Fund by Check No
 03/31/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
03/27/00	0529959	Wisconsin Newspaper	5273 Publicity	49.60	49.60
03/30/00	0530019	Jack R. Abrams	5201 Travel Expenses	140.00	140.00
03/30/00	0530024	AMAI/Keye Productivi	5201 Travel Expenses	169.00	169.00
03/30/00	0530028	Ameritech	5454 Telephone	28.40	1,902.66
03/30/00	0530032	AT&T	5454 Telephone	21.92	30.98
03/30/00	0530033	AT&T	5668 Program Production	123.83	123.83
03/30/00	0530038	David K. Baule	5201 Travel Expenses	360.68	498.44
			5668 Program Production	137.76	
03/30/00	0530070	Enlargement Works In	5671 Remote/Studio Supp	93.00	93.00
03/30/00	0530072	Federal Express	5675 Traffic	132.29	148.42
03/30/00	0530074	Michael J. Garvin	5201 Travel Expenses	308.00	308.00
03/30/00	0530110	John S. McKay	5201 Travel Expenses	8.00	8.00
03/30/00	0530124	Ness Electronics Inc	5674 Technical Operations	139.95	139.95
03/30/00	0530146	Public Broadcasting	5665 Network Prog Service	130,661.00	130,661.00
03/30/00	0530154	Marshall J. Savick	5201 Travel Expenses	8.00	8.00
03/30/00	0530167	Gary J. Sharbuno	5201 Travel Expenses	7.75	7.75
03/30/00	0530171	Dan Small	5668 Program Production	1,175.00	1,175.00
03/30/00	0530196	Karen A. Wierschem	5201 Travel Expenses	18.92	18.92
				670,965.41	770,479.80

BOARD BILL LIST
Over \$2500 Channel 10/36
03/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
03/02/00	0528261	National Forum for P	5660	Affiliation/Mbsps	5,000.00	5,000.00
03/06/00	0528349	Ameritech	5454	Telephone	786.62	19,297.46
03/09/00	0528770	Wisconsin Electric P	5452	Light & Power	10,495.12	50,338.37
03/13/00	0528910	Michael Best & Fried	5361	Legal Services	42.95	8,673.42
03/13/00	0528917	Mogilka D L Inc	5678	Wmvs Transmitter Rep	262.50	2,595.00
03/13/00	0528988	Venture Electrical	5678	Wmvs Transmitter Rep	5,162.00	5,162.00
03/16/00	0529061	Ameritech	5454	Telephone	285.63	18,143.61
03/16/00	0529111	Duncan Group Inc	5668	Program Production	48,500.00	48,500.00
03/20/00	0529259	Aldrich & Associates	5668	Program Production	4,176.28	4,176.28
03/20/00	0529272	David K. Baule	5201	Travel Expenses	3,402.00	3,402.00
03/20/00	0529278	Boise Cascade	5674	Technical Operations	395.94	2,927.85
03/20/00	0529306	Dielectric Communica	5840	Equipment	250,656.00	250,656.00
03/27/00	0529728	Celtic Advertising I	5270	Advertising	70,392.21	70,392.21
03/27/00	0529822	Kline Iron & Steel C	5840	Equipment	99,587.00	99,587.00
03/30/00	0530146	Public Broadcasting	5665	Network Prog Service	130,661.00	130,661.00
					629,805.25	719,512.20

PTV Attachment 6

CELTIC ADVERTISING
 330 S. Executive Drive. Suite 206
 Brookfield, WI 53005
 (414) 789-7630
 (414) 789-9454 fax

4/3/00
WMVS/WMVT
April 2000
Media Schedule

ACTUAL

Billed in March

APRIL 2000 MEDIA

Advertising Objectives

- Develop tune-in for April highlighted program and auction.

MEDIA EXPENDITURES **\$8435.27**

Print: **\$4,390.27**

Program specific ads/Pledge specific ads.
 Milwaukee, Racine and Kenosha target areas.

Radio: **\$0**

Radio utilized for program specific promotion.
 Milwaukee, Racine and Kenosha target areas.

Television: **\$4,045.00**

Television utilized for program specific promotion.
 Milwaukee, Racine and Kenosha target areas:

Outdoor: **\$0**

Outdoor utilized for image campaign
 Milwaukee

ACTUAL MINORITY MEDIA SPENDING: \$2226.88 or 26%

African American:
 Milwaukee Courier \$660.80
 Milwaukee Times \$658.88
 \$1319.68

Hispanic:
 Spanish Journal \$907.20

16% of total

11% of total

CELTIC ADVERTISING INC.
330 S. Executive Drive Suite 206
Brookfield, WI 53005
(414) 789-7630
(414) 789-9454 fax

4/3/00
WMVS/WMVT

ESTIMATE

Billed: April 2000

MAY MEDIA

Advertising Objectives

Develop advertising for station's pledge and auction.

MEDIA BUDGET

\$2100

Print \$2100
Program specific ads
Milwaukee, Racine and Kenosha target areas.

Radio \$0
Radio will only be utilized if the program content
is appropriate.

Outdoor \$0
Outdoor advertising will be utilized when
appropriate.

Television \$0
Television will only be utilized if the program
content is appropriate.

MINIMUM MINORITY MEDIA ESTIMATED PERCENTAGE SPENDING
= 10% Hispanic and 10% African American.