

December 1, 1999

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, DECEMBER 9, 1999**, 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 – November 21, 1999 – Attachment 1](#)**
- D. Comments from the public**
- E. Action Items**
- F. Discussion Items**
  - 1. Acting General Manager's Report – Tom Dvorak
  - 2. [Friends Report – Attachment 2](#)
- G. Information Items**
  - 1. [Monthly Bills, November, 1999 - Attachment 3](#)
  - 2. [Monthly Advertising Fund Expenditures, December/January, 1999 – Attachment 4](#)
  - 3. [Local program audience numbers for October – Attachment 5](#)
  - 4. Update on 10/36 Friends Membership lists
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **THURSDAY, JANUARY 20, 2000**  
MATC Board Room, Room 210, 700 West State Street

**Committee Members: Killebrew, Moeser, Earle**

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

**DATE:** November 11, 1999  
**TIME:** 5:00 P.M.  
**PLACE:** MATC Board Room, Room 210, Milwaukee Campus

**COMMITTEE MEMBERS PRESENT:**

Mae Killebrew, Peter Earle, Elliott Moeser

**MATC STAFF PRESENT:**

Dr. John Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Cindy VanVreede, Ken Kobylarz, Michael Gavin, Dave Belasco

**GUESTS PRESENT:**

Tim Marshall, Allyson Olivier, Richard Robbins, Bruce Bennett

**ITEM A: ROLL CALL**

Dr. Moeser and Ms. Killebrew were present. Mr. Earle arrived shortly thereafter.

**ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW**

The Public Television Committee meeting of November 11, 1999, was noticed in compliance with the requirements of the Open Meetings Law.

**ITEM C: APPROVAL OF MINUTES – October 21, 1999 - Attachment 1**

**Discussion:** Ms. Killebrew asked if there were any questions relating to the minutes of October 21, 1999. None were noted

**Motion:** Motion Dr. Moeser, second Ms. Killebrew, to approve the October 21, 1999, minutes of the Public Television Committee.

**Action:** Motion passed.

**ITEM D: COMMENTS FROM THE PUBLIC**

Discussion: Ms. Killebrew asked if there was anyone from the public who wished to address the Committee. None were noted.

**ITEM E: ACTION ITEMS**

There were no action items.

**ITEM F: DISCUSSION ITEMS**

1. Acting General Manager's Report

Discussion: Tom Dvorak, Interim General Manager, reported that the outreach activity conducted by Darlyne Haertlein, Mister Roger's Sweater Drive, was a great success. Over 3,000 sweaters were collected.

At the PBS Fall Planning Meeting the General Manager's of public television stations passed a resolution stating that the service provided by Direct Satellite Broadcasting should be substantially different from the programming offered by local public television stations. This resolution will be presented to the PBS Board of Directors in January.

The tentative date for the dedication of the tower will be Tuesday, January 18, 1999 at Noon. Invitations will be mailed in December.

Mr. Dvorak gave an update on audience numbers. An historical documentary, which aired on Sunday and Monday evenings entitled **NOT FOR OURSELVES ALONE** had an average viewership of 24,000 households each evening. **LAWRENCE WELK**, 32,000 households, the repeat of **THROUGH ONE CITIES EYES**, 18,000 households, **I REMEMBER MILWAUKEE**, 13, 000 households, **BLACK NOUVEAU**, 7,000 households, **¡ADELANTE!**, 8,000 households, **OUTDOOR WISCONSIN**, 16,000 households, **INTERCHANGE**, 7,000 households, and the **OUTDOOR WISCONSIN DEER HUNT '99** special, 18,000 households.

The student production of **LETTERS TO SANTA** begins taping tomorrow and will air for ten consecutive nights beginning Monday, December 13, 1999 at 5:30 p.m. on Channel 10.

Mr. Dvorak reported that himself, Dr. Birkholz, Lamont McLoughlin and the new president of The Friends, Lou Zellner had a very positive meeting last week. Dr. Birkholz also stated the meeting was positive in nature. Dr. Birkholz stated that the issue of membership lists was also discussed. It was agreed that Bill Roden, MATC counsel and Friends counsel would meet and hold a conference call with Todd Grey, FCC Attorney for the College, so that all matters are understood. Additional follow-up meetings will be held and the new President will be invited to attend the PTV Committee meeting.

Mr. Earle asked if the FCC Attorney was meant to be a mediator between the Friends and MATC. Dr. Birkholz responded that is not the case. Dr. Moeser stated that he would like the opportunity to sit down with the new Board of the Friends to meet the new members and discuss various issues. Dr. Birkholz stated a meeting would be set up. Mr. Earle asked if Mr. Dvorak is attending the Executive Committee meetings of The Friends. Dr. Birkholz responded that yes Tom did attend the meeting.

## 2. Friends Report – Attachment 3

Discussion: Mr. Dvorak distributed a written report from Lamont McLoughlin who was unable to attend the meeting (a copy is attached to these minutes as Exhibit A). Mr. Earle asked at which point would The Friends resume attending the PTV Committee meetings? Dr. Birkholz stated that issues was discussed and he anticipates that The Friends would resume attending in the near future.

## 2. Entrepreneurial Report – Attachment 4

Discussion: Mr. Dvorak turned the discussion over to Joe Bauer, Manager Administration and Planning. Mr. Bauer referred to the cover memo from Todd Poppe. This item is in response to three specific questions raised at the September, 1999 PTV meeting.

The first item, entrepreneurial efforts, has been expanded to include all monies coming into the stations. Mr. Bauer explained that when a project crosses fiscal years, any outstanding money that is not used during the current year is carried over to cover expenses in the next year. When a project is finished, excess monies are put into the general reserve fund for the stations.

The second item, review of independent contractor payments was reviewed by Mr. Poppe who verified that the actual amounts paid did not exceed authorized amounts for FY98-99.

The final item regarding the ***NOW YOU'RE COOKING*** program, was an agreement entered into with the spirit of looking at a new way of doing business. The stations supplied the staff and equipment and the independent producer brought initial start-up money to cover travel expenses. The stations have an agreement with the producer to share in the back-end success of the program, including licensing fees, cd-roms and cookbook sales. PBS has picked up the program and the stations should start seeing after market sales money.

## ITEM G: INFORMATION ITEMS

### 1. Monthly Bills, October, 1999 - Attachment 5

Discussion: Ms. Killebrew asked if there were any questions regarding the October 1999 bills list. Mr. Earle stated at the last meeting he questioned travel expenses for independent contract employees. He stated that again there seems to be these types of expenses listed. Mr. Dvorak stated that the expenses listed are for a part-time employee who is entitled to travel reimbursement.

2. Monthly Advertising Fund Expenditure, November/December, 1999 – Attachment 6

Discussion: Ms. Killebrew asked if there were any questions regarding the monthly advertising fund expenditures for November/December, 1999.

Mr. Earle wanted to know why there was no advertising targeted to the Hispanic community in November. Mr. Dvorak stated that no local programs were promoted during November. Instead focus was on the new image campaign. Mr. Earle stated that this oversight should be brought to the attention of Celtic Advertising. This is an omission that he, as a Board member, will protest. Mr. Dvorak stated he would take this back to our Promotion Manager.

3. Status of Community Advisory Board

Discussion: Dr. Birkholz stated he had sent a list to each of the Committee members for their consideration. Mr. Earle indicated that the policy stated that one person from every county served by the stations be on the advisory board. The prepared list does not meet that criterion. A new list will be compiled that will comply with the policy. There was a lot of discussion whether or not there should be changes in the current policy. Dr. Moeser stated that revising the policy would delay the process, which he did not want to see happen. Dr. Birkholz said we could move forward and at a later time possible revisions could be made.

4. Update on 10&36 Friends Membership lists

Discussion: This matter was discussed previously.

**ITEM H: MISCELLANEOUS ITEMS**

1. Communications and Petitions

None were noted.

2. Information Items

Discussion: Dr. Moeser if it were appropriate to add an item to the monthly agenda? Specifically 'Committee Member Comments' not listed on the agenda. Dr. Birkholz stated that would be no problem.

Dr. Moeser asked if station staff members were evaluated annually. Dr. Birkholz stated station staff is evaluated just as other MATC non-represented employees are. Mr. Earle asked if independent contract employees are evaluated. Mr. Dvorak indicated they were not. Dr. Birkholz stated this was one of the areas Mr. Roden looked into when re-evaluating the contracts that are signed. Mr. Earle stated this was an area that should be looked at.

Dr. Moeser asked if the Committee could have a list of all the locally produced programs. Mr. Dvorak said this would be faxed to the Committee tomorrow. Mr. Earle asked that viewership numbers be included in this document. Mr. Dvorak said the average numbers for the month of October would be out on November 18<sup>th</sup>. It was suggested this information be on December's agenda.

Dr. Moeser asked if there was a way to evaluate the quality of local programs? Mr. Dvorak responded that historically audience numbers and the program's ability to relate to the mission have been the primary evaluation tools. Awards and fundraising capability are others. Dr. Birkholz suggest that Mr. Dvorak survey other public television stations to compare their methods of evaluation and report back to the Committee for further discussion. Mr. Dvoark stated that another possibility was to have the new Community Advisory Board help to evaluate local programming.

**ITEM I: OLD BUSINESS/NEW BUSINESS**

1. Date of next meeting: **THURSDAY, DECEMBER 9, 1999 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 6:10 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

Exhibit A

**MEMORANDUM**

**Friends**

The Channel 10/36

Friends, Inc.

TO: MATC Public Television Committee

FROM: Lamont McLoughlin

DATE: November 11, 1999

RE: Friends' Activities

The Annual Holiday Pledge Drive will begin on the Saturday of Thanksgiving weekend and run through December 15, 1999. There are a number of brand new programs available from PBS, which we hope will prove to be valid pledge vehicles. Since Friday pledging has proven to be one of the poorer nights of the week, a new tactic will be employed in which we will not pledge on the Fridays during Pledge Week. Instead, we will carry over on the final weekend to the first three days of the next week.

Auction has made a preliminary move of all art-related supplies and donations to the new, permanent storage facility in the basement of the Youth Center at State Fair Park. Immediately after Thanksgiving, regular business hours will be, scheduled at the facility so that volunteers may drop off donations as soon as they receive them.

Underwriting continues to be on track for its FY 2000 budget of \$970,000.

On Wednesday, October 27, approximately 800 persons were present at the Milwaukee Auditorium for an appearance by Dr. Deepak Chopra, which was sponsored by the Friends. In addition to the ticket sales, advertising revenue of nearly \$4,000 and sponsorship of almost \$13,000 will generate significant income over expenses.

Planning meetings for the *Outdoor Wisconsin* Banquet continue on a regular basis.

## PTV Attachment 2

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

#### 1999

November 25-26 Friends' office closed for Thanksgiving holiday

November 27 –  
December

+ December Pledge Drive

8 + Meeting of the Community Relations Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

9 + Meeting of the Individual Giving Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

10 + Meeting of the Finance Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

16 + Meeting of the Corporate Support Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

December 24 & 27  
31

Friends' office closed for Christmas holiday  
Friends' office closed for New Year's holiday

#### 2000

January 3 + Friends' office closed for New Year's holiday

5 + Meeting of the Executive Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

February 13 + Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.  
23 + **Outdoor Wisconsin** Banquet, Country Inn, Waukesha

March 3-19 + March Pledge Drive

21 + Meeting of the Executive Committee of the Board of Directors of the Channel 10/36 Friends, Inc.

30 + Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.

June 20 + Meeting of the Executive Committee of the Channel 10/36 Friends, Inc.

29 + Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.

August 4-13 + August Pledge Drive

September 15 + **The Mark Russell Comedy Show**, Elmbrook Church, 7 PM

C = Cancelled

+ = New Event/Meeting

O = Date and/or Time Change

# PTV Attachment 3

BOARD BILL LIST  
TV Fund by Check No  
11/30/99

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
11/01/99	0520630	AT&T	5668	Program Production	31.60	31.60
11/01/99	0520636	Jane E. Bieterman	5201	Travel Expenses	96.20	96.20
11/01/99	0520646	Central Educational	5675	Traffic	560.00	560.00
11/01/99	0520663	Dow Lohnes & Alberts	5361	Legal Services	572.49	920.31
11/01/99	0520664	Thomas J. Dvorak	5201	Travel Expenses	90.01	90.01
11/01/99	0520672	Federal Express	5675	Traffic	50.34	50.34
11/01/99	0520678	Full Compass Systems	5674	Technical Operations	412.50	412.50
11/01/99	0520705	William W. Jackson	5668	Program Production	225.00	225.00
11/01/99	0520715	Luiz Diaz & LMD Prod	5668	Program Production	1,050.00	1,050.00
11/01/99	0520727	Michael Best & Fried	5361	Legal Services	6.18	454.33
11/01/99	0520742	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
11/01/99	0520771	Henry J. Reed	5201	Travel Expenses	118.90	118.90
11/01/99	0520823	Allied Digital Inc	5668	Program Production	33.77	33.77
11/04/99	0520887	Aldrich & Associates	5668	Program Production	2,649.23	2,649.23
11/04/99	0520905	United Community Cen	5273	Publicity	1,433.00	1,433.00
11/04/99	0520908	Communicator Awards	5668	Program Production	37.50	37.50
11/04/99	0520947	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
11/04/99	0520965	May Productions	5668	Program Production	88,180.00	88,180.00
11/04/99	0521014	Dan Small	5668	Program Production	2,410.00	2,410.00
11/04/99	0521021	Teddy Awards	5668	Program Production	100.00	100.00
11/04/99	0521033	Wanderlust Productio	5668	Program Production	2,538.43	2,538.43
11/08/99	0521055	Allied Electronics I	5678	Wmvs Transmitter Rep	50.30	50.30
11/08/99	0521059	America Online	5668	Program Production	21.95	21.95
11/08/99	0521071	Boise Cascade	5241	Office Supplies	124.35	3,730.59
11/08/99	0521119	Institute of Electri	5220	Membership & Subscri	163.00	163.00
11/08/99	0521140	Mouser Electronics	5674	Technical Operations	25.30	25.30
11/08/99	0521203	Wisconsin Electric P	5452	Light & Power	6,235.48	38,291.17
11/11/99	0521273	Ameritech	5675	Traffic	40.98	40.98
11/11/99	0521275	Ameritech	5454	Telephone	907.31	1,107.27
11/11/99	0521276	Amoco Oil Company	5676	Vehicle Supplies	186.30	647.10
11/11/99	0521284	David K. Baule	5201	Travel Expenses	24.50	24.50
11/11/99	0521302	Complete Delivery In	5675	Traffic	29.87	29.87
11/11/99	0521318	Thomas J. Dvorak	5201	Travel Expenses	431.77	431.77
11/11/99	0521325	Federal Express	5675	Traffic	107.76	107.76
11/11/99	0521355	Maxell Corporation	5677	Videotape	5,510.40	5,234.88
11/11/99	0521374	Myers Information Sy	5674	Technical Operations	200.00	200.00
11/11/99	0521377	National Supply & Ha	5674	Technical Operations	108.35	180.44
11/11/99	0521389	James E. Peck	5201	Travel Expenses	134.68	134.68
11/11/99	0521425	United Parcel Servic	5675	Traffic	190.06	190.06
11/11/99	0521433	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
11/11/99	0521439	Wisconsin Broadcaste	5660	Affiliation/Mbsps	100.00	100.00
11/15/99	0521475	Badger Coaches Inc	5675	Traffic	84.00	84.00
11/15/99	0521479	Blue & Koepsell Inc	5243	Other Supplies	198.00	198.00
11/15/99	0521493	DLT Entertainment	5667	Program Acquisition	9,530.00	9,530.00
11/15/99	0521499	Enlargement Works In	5671	Remote/Studio Supp	7.50	7.50
11/15/99	0521513	Hall Chevrolet Co In	5676	Vehicle Supplies	626.06	626.06
11/15/99	0521529	Mainstage Theatrical	5671	Remote/Studio Supp	219.40	219.40
11/15/99	0521540	National Supply & Ha	5671	Remote/Studio Supp	64.67	64.67
11/15/99	0521548	Pentrex	5668	Program Production	105.21	105.21
11/15/99	0521560	Orlando Santiago	5668	Program Production	750.00	750.00
11/15/99	0521563	Gary J. Sharbuno	5668	Program Production	25.29	25.29
11/15/99	0521582	United Parcel Servic	5675	Traffic	93.72	93.72
11/15/99	0521584	Allied Digital Inc	5668	Program Production	143.31	143.31
11/15/99	0521594	Wisconsin Chapter PR	5201	Travel Expenses	55.00	55.00

BOARD BILL LIST  
TV Fund by Check No  
11/30/99

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
11/18/99	0521639	American Public Tele	5667 Program Acquisition	731.00	731.00
11/18/99	0521641	Ameritech	5454 Telephone	391.14	14,417.44
11/18/99	0521699	Federal Express	5675 Traffic	51.00	51.00
11/18/99	0521722	Higgins Tower Servic	5678 Wmvs Transmitter Rep	1,800.00	1,800.00
11/18/99	0521738	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
11/18/99	0521775	Myers Information Sy	5663 In-Service Training	1,356.52	1,356.52
11/18/99	0521794	Public Broadcasting	5665 Network Prog Service	3,423.00	3,423.00
11/18/99	0521812	Redleaf Press	5233 Books	64.75	64.75
11/18/99	0521825	Marshall J. Savick	5201 Travel Expenses	8.00	8.00
11/18/99	0521832	Gary J. Sharbuno	5201 Travel Expenses	7.50	7.50
11/18/99	0521834	Dan Small	5668 Program Production	1,726.00	1,726.00
11/18/99	0521850	United Parcel Servic	5675 Traffic	37.20	225.78
11/18/99	0521860	Welk Syndication	5667 Program Acquisition	9,090.00	9,090.00
11/24/99	0521931	Ameritech	5454 Telephone	103.11	7,505.83
11/24/99	0521947	Boise Cascade	5243 Other Supplies	31.14	5,219.02
11/24/99	0521948	C & H Distributors I	5678 Wmvs Transmitter Rep	357.40	357.40
11/24/99	0521951	Celtic Advertising I	5270 Advertising	68,466.60	81,281.85
			5662 Design Center Fees	12,815.25	
11/24/99	0521952	Central Educational	5675 Traffic	700.00	700.00
11/24/99	0521958	Complete Delivery In	5675 Traffic	29.37	29.37
11/24/99	0521967	Detroit Public Telev	5675 Traffic	33.85	33.85
11/24/99	0521977	Etoile Productions	5667 Program Acquisition	500.00	500.00
11/24/99	0521978	Federal Express	5675 Traffic	29.25	29.25
11/24/99	0521990	Hall Chevrolet Co In	5676 Vehicle Supplies	277.95	277.95
11/24/99	0522017	MA Junior Parking In	5668 Program Production	471.00	471.00
11/24/99	0522030	Miller Armstrong Cos	5671 Remote/Studio Supp	57.00	57.00
11/24/99	0522041	National Educational	5675 Traffic	32.49	32.49
11/24/99	0522046	Neher Electric Suppl	5674 Technical Operations	204.81	204.81
11/24/99	0522056	Outdoor Writers Asso	5668 Program Production	100.00	100.00
11/24/99	0522079	Public Broadcasting	5675 Traffic	54.00	54.00
11/24/99	0522103	Dan Small	5668 Program Production	1,764.00	1,764.00
11/24/99	0522122	System Parking Inc	5668 Program Production	56.25	173.25
11/24/99	0522124	Tailored Label Produ	5674 Technical Operations	458.65	458.65
11/24/99	0522138	Valmont	5678 Wmvs Transmitter Rep	1,953.15	1,953.15
11/24/99	0522140	Allied Digital Inc	5668 Program Production	109.04	109.04
11/24/99	0522143	Wanderlust Productio	5668 Program Production	2,018.25	2,018.25
11/24/99	0522150	Wisconsin Broadcaste	5668 Program Production	90.00	90.00
11/24/99	0522151	Wisconsin Broadcaste	5668 Program Production	60.00	60.00
11/24/99	0522154	Wisconsin Electric P	5452 Light & Power	4,714.88	62,689.12
11/29/99	0522199	Liddie M. Collins	5201 Travel Expenses	26.00	26.00
11/29/99	0522205	Daily Reporter	5668 Program Production	28.20	28.20
11/29/99	0522219	David J. Foran	5201 Travel Expenses	50.53	50.53
11/29/99	0522220	Fred Pryor Seminars	5663 In-Service Training	149.00	149.00
11/29/99	0522248	KETC 9	5673 Studio Equipment Rep	500.00	500.00
11/29/99	0522272	Milwaukee Star	5668 Program Production	29.75	29.75
11/29/99	0522357	Allied Digital Inc	5668 Program Production	83.68	83.68
				-----	-----
				250,349.23	372,161.18

BOARD BILL LIST  
 Over \$2500 Channel 10/36  
 11/30/99

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
11/04/99	0520887	Aldrich & Associates	5668	Program Production	2,649.23	2,649.23
11/04/99	0520965	May Productions	5668	Program Production	88,180.00	88,180.00
11/04/99	0521033	Wanderlust Productio	5668	Program Production	2,538.43	2,538.43
11/08/99	0521071	Boise Cascade	5241	Office Supplies	124.35	3,730.59
11/08/99	0521203	Wisconsin Electric P	5452	Light & Power	6,235.48	38,291.17
11/11/99	0521355	Maxell Corporation	5677	Videotape	5,510.40	5,234.88
11/15/99	0521493	DLT Entertainment	5667	Program Acquisition	9,530.00	9,530.00
11/18/99	0521641	Ameritech	5454	Telephone	391.14	14,417.44
11/18/99	0521794	Public Broadcasting	5665	Network Prog Service	3,423.00	3,423.00
11/18/99	0521860	Welk Syndication	5667	Program Acquisition	9,090.00	9,090.00
11/24/99	0521931	Ameritech	5454	Telephone	103.11	7,505.83
11/24/99	0521947	Boise Cascade	5243	Other Supplies	31.14	5,219.02
11/24/99	0521951	Celtic Advertising I	5270	Advertising	68,466.60	81,281.85
			5662	Design Center Fees	12,815.25	
11/24/99	0522154	Wisconsin Electric P	5452	Light & Power	4,714.88	62,689.12
					213,803.01	333,780.56

PTV Attachment 4

**CELTIC ADVERTISING**

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

**WMVS/WMVT**

**December 1999 Media  
Schedule**

**ACTUAL**

**Billed in November**

---

**DECEMBER MEDIA**

Advertising Objectives

- Develop tune-in for December highlighted programs and image campaign.

**MEDIA EXPENDITURES**

**\$54,843.83**

*Print:*

**\$9,643.83**

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

*Radio:*

**\$19,235.00**

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

*Television:*

**\$6,365.00**

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

*Outdoor:*

**\$19,600.00**

Outdoor utilized for image campaign  
Milwaukee

**ACTUAL MINORITY MEDIA SPENDING:**

***African American:***

WVTV TV	\$ 845.00
WJZI Radio	\$1,960.00
WMCS Radio	\$2,540.00
WNOV Radio	\$1,000.00
Milwaukee Community Journal	\$ 743.40
Milwaukee Times	\$ 494.16

**TOTAL AFRICAN AMERICAN =** \$7,582.56 (or 14% of total media)

***Hispanic:***

United Community Center newsletter	\$2,400.00
Spanish Journal	\$ 604.80
Spanish Times	\$ 516.00
El Conquistador	\$ 174.00
WIND Radio	\$3,330.00

**TOTAL HISPANIC =** \$7,024.80 (or 13% of total media)

**CELTIC ADVERTISING INC.**

**11/29/99**

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

**WMVS/WMVT  
January 2000 Media**

**Billed: December 1999**

**ESTIMATE**

---

**JANUARY MEDIA**

**Advertising Objectives**

Develop advertising for station's image and pledge tune-in.

**MEDIA BUDGET**

**\$0**

*Print* \$0  
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.

No media dollar expenditures for January 2000.

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

PTV Attachment 5

LOCAL PROGRAM AUDIENCE NUMEBER FOR OCTOBER

Per the November Public Television Committee meeting, the following are the average rating numbers as listed in the October, 1999 Nielsen Station Index. These amounts are for an average week during the month. Households are measured per a metered system. People, including the breakdown of men, women and children are based on a diary system. Please note this system is only as accurate as the diaries that are filled out. This chart is based on 1,165 diaries completed.

PROGRAM	HOUSEHOLDS	PEOPLE	WOMEN	MEN	CHILDREN
¡Adelante!	4,000	6,000	3,000	3,000	
Before the Bars	4,000				
Black Nouveau	6,000	5,000	3,000	2,000	
Dollar Signs	5,000	7,000	5,000	2,000	
I Remember Milwaukee	14,000	18,000	12,000	6,000	
InterChange	7,000	7,000	5,000	2,000	
Now You're Cooking	10,000	11,000	7,000	4,000	
Outdoor Wisconsin	16,000	28,000	5,000	18,000	5,000
Tracks Ahead	15,000	28,000	10,000	16,000	2,000
Wisconsin Paw & Beak	13,000	19,000	10,000	9,000	