

January 28, 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, FEBRUARY 10, 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 – December 9, 1999 – Attachment 1](#)  
[January 20, 2000 – Attachment 2](#)**
- D. Comments from the Public**
- E. Action Items**
  - [1. Acceptance of Community Outreach Grant – Attachment 3](#)
- F. Discussion Items**
  - 1. Acting General Manager's Report – Tom Dvorak
- G. Information Items**
  - [1. Monthly Bills, January, 2000 – Attachment 4](#)
  - [2. Monthly Advertising Fund Expenditures, February/March 2000 – Attachment 5](#)
  - [3. MATC District Board Policy Manual Editorial Changes \(Section I – Public Television and Section J – Other Affiliations\) – Attachment 6](#)
  - 4. Preliminary Funding for Digital Conversion Capital – Available at meeting
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **THURSDAY, MARCH 23, 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:** December 9, 1999  
**TIME:** 5:00 P.M.  
**PLACE:** MATC Board Room, Room 210, Milwaukee Campus

**COMMITTEE MEMBERS PRESENT:**

Mae Killebrew, Peter Earle

**MATC STAFF PRESENT:**

Dr. Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Ken Kobylarz, Les Ingram,  
Michael Rosen, Michael Gavin, Ken Krueger

**GUESTS PRESENT:**

Richard Robbins

**ITEM A: ROLL CALL**

Mr. Earle and Ms. Killebrew were present. Dr. Moeser was excused.

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

The Public Television Committee meeting of December 9, 1999, was noticed in compliance with the requirements of the Open Meetings Law.

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

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

Motion: Motion Mr. Earle, second Ms. Killebrew, to approve the November 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, asked the Committee to turn to Attachment 5, Local program audience numbers for October. This item is in response to a discussion at last month's meeting. The report listed average audience numbers from the October 1999 Nielsen Book. Mr. Earle asked how the Milwaukee numbers compare with other markets similar in size. Mr. Dvorak responded that the numbers were very comparable.

Responding to a question asked at last month's meeting by Dr. Moeser, Mr. Dvorak reported on how some public television stations evaluate local programming. A local program is considered successful if it meets at least three of the following nine categories:

- Receives a 3.0 rating in prime-time
- Raises significant dollars during a pledge drive
- Wins a major award
- Receives at least one positive press review
- Generates a higher than average response from the public
- Generates significant local underwriting
- Management determines the program provides a local community service
- Receives post broadcast revenue
- Has potential outreach or educational value

The dedication of the tall tower, originally scheduled for January 18, 2000 has been moved to May 16, 2000.

Eugene Kane, Milwaukee Journal Sentinel columnist, has been selected as the new co-host of ***Black Nouveau***.

PBS has determined that the Channel 10&36 logo infringes on its logo, which is copyrighted. The stations will be allowed to use its current logo through this fiscal year. Mr. Earle stated this would be a good opportunity to work MATC into the new logo. Dr. Birkholz concurs and feels this Committee and the new Community Advisory Board should have input into a new logo. He further stated that perhaps the Graphic Arts students of the College could take this on as a class project.

2. Friends Report – Attachment 3

Discussion: Mr. Dvorak distributed a written report from Lamont McLoughlin who was unable to attend the meeting. It is attached to these minutes as Exhibit A. Mr. Earle stated that because The Friends have not attended Public Television Committee meetings since June, this item be removed from further agendas and if there is a

written report it could be submitted under Communications and Petitions. Mr. Earle finds the continued absence of The Friends to be disrespectful and inappropriate. Ms. Killebrew stated she has no problem with this. Mr. Earle suggested the PTV Committee ask the new President of The Friends if this practice is to be continued.

Dr. Birkholz stated he has had discussions with the Friends' President and asked Mr. Roden to report on the on-going dialogue about membership lists. Mr. Roden reported that a meeting regarding this issue was held today with The Friends' attorney and the College's FCC attorney. Discussions are continuing, and Mr. Roden hopes to bring an agreement with The Friends back to the PTV Committee in January. Mr. Earle asked if The Friends are seeking to find a way to come to an agreement without giving up active control of the membership lists? Mr. Roden responded that The Friends say they can maintain control of the lists and assure compliance with CPB guidelines. Mr. Roden went on to say the term "active control" is nebulous. These records are on computer and updated weekly. People make donations assuming a level of confidentiality. To that regard, the preliminary discussions with The Friends and the passing of a resolution show that they more than comply with that confidentiality. However, Mr. Roden still has concerns. The stations and MATC have an obligation to assure compliance, not The Friends. Mr. Earle also has concerns, considering the history of the last eight months. He stated The Friends have not demonstrated a sense of fidelity to MATC as the licensee holder. Mr. Earle stated it would be impossible for the MATC Board to have a sense of confidence that anything short of active control of the lists means active control. Ms. Killebrew asked if Mr. Roden knew of other license holders who are having the same type of discussions? Mr. Roden stated that, according to The Friends' attorney, MATC and The Friends are not alone in trying to determine what these guidelines mean. Various public TV fund-raising organizations have various opinions and feel that their respective ways of doing business satisfy the guidelines. The College's FCC attorney takes a more literal interpretation. Dr. Birkholz stated that, if this issue were not resolved by the first of the year, a position statement would be brought before this Committee for adoption.

**ITEM G: INFORMATION ITEMS**

1. Monthly Bills, November, 1999 - Attachment 3

Discussion: Ms. Killebrew asked if there were any questions regarding the November 1999 bills list. Mr. Earle questioned travel expenses for an independent contractor. Mr. Dvorak noted that this expense was incurred by a pool employee.

2. Monthly Advertising Fund Expenditure, December 1999/ January 2000 – Attachment 4

Discussion: Ms. Killebrew asked if there were any questions regarding the monthly advertising fund expenditures for December 1999/January 2000. Mr. Dvorak reported that the station had a conversation with the advertising firm regarding last month's distribution of funds. Mr. Dvorak reiterated to the agency the

College's position on minority ad placement. He was promised this would not happen again.

3. Local Program audience numbers for October – Attachment 5

Discussion: This issue was discussed previously.

4. Update on 10&36 Friends Membership lists

Discussion: This matter was discussed previously.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments

Discussion: Mr. Earle and Dr. Birkholz wanted to thank all of the staff for their efforts and testimony before the Common Council on Monday regarding WISN's efforts to increase the size of their tower. To this end Mr. Earle made a motion

Motion: Motion Mr. Earle, second Ms. Killebrew to adopt the following:

Milwaukee Area Technical College affirms its position that the College opposes any modifications to the existing city ordinance regarding tower proliferation. The Milwaukee Area Technical College Board, administration and staff further support presenting this position to the City of Milwaukee Common Council.

Action: Motioned passed.

2. Communications and Petitions

3. Information Items

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

1. Date of next meeting: **THURSDAY, JANUARY 20, 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 6:00 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

**Friends**

The Channel 10/36  
Friends, Inc.

**MEMORANDUM**

TO: MATC Public Television Committee  
FROM: Lamont McLoughlin  
DATE: December 9, 1999  
RE: Friends Activities

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The Annual Holiday Pledge Drive is two-thirds of the way towards its grand finale with six days remaining on the schedule. As of last night, a grand total of 1,952 pledges had been made totaling \$216,706. With six days remaining, there is a possibility we may be able to top the \$300,000 mark for the first time in the history of December on-air pledge campaigns.

The program that has brought the largest response by far is entitled ***Doo Wop 50***. It features the music of the '50's and '60's when what is termed "Doo Wop" came into existence. In the first presentation on a weekday evening, December 1, 256 people pledged \$44,660. A repeat was scheduled on a Sunday night, December 5 and included a double presentation (the program was presented and then immediately repeated). One hundred eighty-four additional people pledged \$30,330. That means a grand total of 440 individuals pledged \$74,990 from this one program.

The amazing and absolutely loyal support of the ***Lawrence Welk*** fans has continued. On Saturday, November 27, one hundred ninety-five persons responded to ***Lawrence Welk's Songs of Faith*** generating \$15,303. On Saturday, December 4, the ***Lawrence Welk Family Memories*** generated another 172 pledges for \$9,407 for a total of 367 pledges and \$24,710. ***The Lawrence Welk Songs of Faith*** will be repeated on this coming Saturday, December 11.

Other programs that brought significant response were:

<b><i>Suze Orman's Courage to be Rich</i></b>	\$13,215
<b><i>Dr. Christiane Northrup</i></b>	\$10,455

(This is particularly noteworthy as it was on Monday evening against a Packers football game.)

<b><i>An American Feast</i></b>	\$12,850
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(A three-hour long five cooking presentation from throughout the United States on Saturday afternoon generated 137 pledges.)

***Les Miserables in Concert***

\$10,835

(This program has been presented numerous times by the Friends and generated 85 pledges.)

As always the Friends wish to acknowledge the outstanding participation and cooperation by the station staff and students and the upwards of 300 volunteers who answer telephones, tally the totals, and input the data into the computers during the drive. If this level of giving continues for the remaining six days, we will have an exceedingly successful pledge campaign.

Work is in full swing for the ***Outdoor Wisconsin*** Banquet. The extremely active and supportive committee is already hard at work making solicitations for merchandise for the various auctions and raffles which will be conducted that night. Ticket sales have begun, and although the event is well over two months away, we do have 13 people already signed up for tickets. The Friends' Outbound Customer Relations Department has begun telephone solicitation for the banquet as well.

The Auction Department has almost completed its move into its brand new year-round warehouse facility at State Fair Park. Final lighting and power arrangements are being put in place, and very soon, Auction staff members will be accepting merchandise from volunteers on a regular schedule at the new facility. The year-round, accessible warehouse facility has been a dream of the Auction volunteers and staff for many years; they look forward to being able to work in it and being able to generate additional donations as a result.

The Friends made a decision to add an additional Special Event during the current fiscal year. In June, 2000, we will present another ***Stars of Lawrence Welk*** program at the Elmbrook Church. You will recall that the first such presentation in September, 1998, brought a packed house and outstanding net revenue. We are hopeful that this event which will star Myron Floren, Ralna English, and Joe Feeney and his son, will also bring a large turnout of Welk fans.

LMcL/mts

PTV Attachment 2

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

**DATE:** January 20, 2000  
**TIME:** 5:00 P.M.  
**PLACE:** MATC Board Room, Room 210, Milwaukee Campus

**COMMITTEE MEMBERS PRESENT:** Elliott Moeser  
**COMMITTEE MEMBERS EXCUSED:** Mae Killebrew, Peter Earle

**MATC STAFF PRESENT:**

Dr. Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Ken Kobylarz, Les Ingram,  
Vivian Joyner, Greg Vraney, Michael Gavin, Dave Belasco

**GUESTS PRESENT:**

Lamont McLoughlin, Diane Evans, Richard Robbins

**ITEM A: ROLL CALL**

Roll called showed that Dr. Moeser was present.

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

The Public Television Committee meeting of January 20, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

**ITEM C: APPROVAL OF MINUTES – December 9, 1999 - Attachment 1**

Discussion: Dr. Moeser stated that the December 9, 1999 PTV Committee Minutes will be moved for approval at the February meeting as there is not a quorum present.

**ITEM D: COMMENTS FROM THE PUBLIC**

There were no comments from the public.

**ITEM E: ACTION ITEMS**

1. The Channel 10/36 Friends Membership lists – Attachment 2

This item will be moved to the full Board for approval.

**ITEM F: DISCUSSION ITEMS**

## 1. Interim General Manager's Report

Discussion: Tom Dvorak, Interim General Manager, reported on audience numbers for the week ending January 15, 2000 as reported by Nielsen. Of note are our local programs: ***¡Adelante!*** - 4,000 households, ***Black Nouveau*** - 8,000 households and ***I Remember Milwaukee*** - 16,000 households.

Mr. Dvorak reported on the change of logo for Channels 10&36. As reported at the December meeting, we must change our logo to meet the guidelines and the trademark infringement with PBS. The President of Celtic Advertising offered one of their employees, who is a former MATC Graphics Department student, to work with the MATC Design Center to design a new logo. Dr. Moeser asked if there was a policy regarding how logos are to be adopted. Les Ingram replied that no such policy existed, however we do encourage Instructional participation where deemed appropriate and there is a history of such participation. Dr. Moeser suggested that we then continue this procedure.

Mr. Dvorak reported that the first Community Advisory Board meeting was held on Tuesday, January 18, 2000. Nine members were in attendance. The meeting was organizational in nature. Officers were elected as follows: Chairperson – Martha Love, Vice Chair – Martin Ryan, Recording Secretary – Tim Marshall. The next meeting of the CAB will be April 11, 2000.

Mr. Dvorak spoke of summer production plans. Local programming will go into repeats after the Auction in mid May. Producers will work on documentaries and performance specials in the summer that will air in September. Also, as a team effort the Stations will produce a visual essay tentatively entitled ***A Day in the Life of Milwaukee.***

Mr. Dvorak attended the 10/36 Friends Board and Executive meetings. Updates were given on special events. The Executive Board requested copies of the marketing plan from American Tower, which was sent to them.

The Stations hosted a Reading Rainbow workshop, which prepares children in grades Kindergarten through 3<sup>rd</sup> grade to enter the Young Writers and Illustrators contest.

The two finalists for ***¡Adelante!*** producer will be interviewed on Monday, January 24, 2000. The Stations hope to have someone in that position soon.

As reported in previous meetings, PBS direct satellite carriage is still an issue. There are now two PBS channels being carried in this manner. A new service, PBS-U carries college credit courses and how-to programming. These services will be allowed to continue through the year 2002 at which time local stations may be fed to DBS subscribers.

Finally, Mr. Dvorak asked Lamont McLoughlin to come forward and give an update on 10/36 Friends activities.

Mr. McLoughlin reported that the December Pledge drive was the most successful December drive ever with pledges totaling over \$300,000. Upon completion of the annual audit an additional \$217,885 will be transferred to the Stations bringing the total transferred to support the stations for this fiscal year to \$3,856,905. As of mid-fiscal year all departments are generally on target. Auction staff and volunteers are delighted as a trade agreement was worked out with State Fair Park for the year-round use of warehouse space in the basement of the Youth Center. This will allow merchandise to be collected and stored throughout the entire year. The annual Outdoor Wisconsin Banquet will be held on February 23<sup>rd</sup> at the Country Inn. An appearance of the Stars of Lawrence Welk will take place in June, and next September, the political satirist Mark Russell will be in Milwaukee for a special event. Finally, Mr. McLoughlin distributed the annual PBS report, which compares fundraising throughout the entire PBS system by market size. The report, for FY98, shows the 10/36 Friends fundraising totals are consistently above average. A copy of this report is attached to these minutes as Exhibit A (not available electronically).

**ITEM G: INFORMATION ITEMS**

1. Monthly Bills, December, 1999 - Attachment 3

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

2. Monthly Advertising Fund Expenditure, January/February 2000  
– Attachment 4

Discussion: Dr. Moeser 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

None were noted.

2. Communication and Petitions

None were noted.

3. Information Items

None were noted.

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

1. Date of next meeting: **THURSDAY, FEBRUARY 10, 2000, at 5:00 P.M. in the MATC BOARD ROOM, ROOM 210, 700 W. STATE STREET**

**ITEM J: Negotiation and Discussion of Issues Related to the American Tower Agreement – Attachment 5**

This item was tentatively scheduled to be discussed in closed session. Mr. Bill Roden, College Attorney stated that because there is not a quorum present to vote whether or not to go into closed session, the item should be tabled and will be discussed at the full MATC Board meeting on Tuesday, January 25, 2000.

**ITEM K: Negotiation and Discussion of Issues Related to the American Tower Agreement**

**Adjournment**

Being no further discussion, the meeting adjourned at 5:36 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

**Acceptance of Community Outreach Grant**

BACKGROUND

The co-producers of the successful **Through One City's Eyes** have secured funding for the planned outreach component of the project. A TRAVELING MUSEUM will be established to further dialogue on black/white racial issues in Milwaukee. The exhibit will tell the story of Milwaukee's open housing and civil rights movement in years 1962 – 1970 through the use of compelling archival photographs. The exhibit will be designed to travel to churches, synagogues, schools, community organizations, and various businesses for display in well-traveled public areas. To further **Through One City's Eyes** educational mission, copies of the video and related classroom curriculum will be made available to each facility. Free brochures will accompany the exhibit and include background on the **Through One City's Eyes** community effort.

Grants totaling \$75,000 will finance the creation of the exhibit including the duplication and framing of photos and captions; the promotion of the exhibit, the coordination for set-up, printing of brochures, and moving the display between sites; and the installation of the exhibit at a permanent location following the one year of travel in the greater Milwaukee area.

Milwaukee Public Television will be credited in the exhibit and retain a 3% administrative fee.

ACTION

The Board is asked to accept outreach grants from the following organizations:

\$25,000	The Helen Bader Foundation
\$25,000	The Fleck Foundation
\$25,000	The Harley-Davidson Foundation

The Board is also asked to approve a contract not to exceed \$72,750 with the Duncan Group, Inc. to produce and coordinate all aspects of the **Through One City's Eyes** TRAVELING MUSEUM.

## PTV Attachment 4

BOARD BILL LIST  
TV Fund by Check No  
01/31/00

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Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/03/00	0524093	Andrew Corporation	5678	Wmvs Transmitter Rep	2,491.73	2,491.73
01/03/00	0524122	Celtic Advertising I	5662	Design Center Fees	3,892.50	3,892.50
01/03/00	0524141	Day Timers Inc	5241	Office Supplies	28.74	28.74
01/03/00	0524188	Hyatt Regency Suites	5201	Travel Expenses	842.65	842.65
01/03/00	0524202	ITS	5211	Seminars & Workshops	1,095.00	1,095.00
01/03/00	0524205	Clark H. Jepson	5668	Program Production	507.00	507.00
01/03/00	0524228	MA Junior Parking In	5668	Program Production	257.00	257.00
01/03/00	0524256	Myers Information Sy	5674	Technical Operations	2,100.00	2,100.00
01/03/00	0524257	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
01/03/00	0524262	National Supply & Ha	5671	Remote/Studio Supp	113.44	113.44
01/03/00	0524263	National Headliner C	5668	Program Production	50.00	50.00
01/03/00	0524264	National Headliner C	5668	Program Production	50.00	50.00
01/03/00	0524265	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
01/03/00	0524276	PC Connection Inc	5674	Technical Operations	551.00	968.00
01/03/00	0524301	Schwartz Woods & Mil	5357	Professional & Consu	116.26	116.26
01/03/00	0524304	Dan Small	5668	Program Production	1,726.00	1,726.00
01/03/00	0524318	System Parking Inc	5668	Program Production	69.75	69.75
01/03/00	0524330	Travel Traders Unlim	5201	Travel Expenses	445.00	5,702.16
01/03/00	0524338	Allied Digital Inc	5668	Program Production	686.98	686.98
01/03/00	0524341	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
01/06/00	0524409	Ameritech	5454	Telephone	30.12	1,543.08
01/06/00	0524410	Ameritech	5454	Telephone	798.53	15,746.19
01/06/00	0524431	Central Educational	5675	Traffic	280.00	280.00
01/06/00	0524433	Liddie M. Collins	5201	Travel Expenses	35.45	35.45
01/06/00	0524435	Complete Delivery In	5675	Traffic	35.63	35.63
01/06/00	0524440	Daily Reporter	5840	Equipment	14.10	56.40
01/06/00	0524475	John S. McKay	5201	Travel Expenses	7.50	7.50
01/06/00	0524488	Milwaukee Community	5668	Program Production	197.76	197.76
01/06/00	0524490	Milwaukee Star	5840	Equipment	16.36	104.12
01/06/00	0524506	Neher Electric Suppl	5674	Technical Operations	164.88	220.88
01/06/00	0524511	NuComm	5678	Wmvs Transmitter Rep	411.25	411.25
01/06/00	0524533	Marshall J. Savick	5201	Travel Expenses	21.00	21.00
01/06/00	0524539	Spanish Times Inc	5668	Program Production	216.00	216.00
01/06/00	0524573	Mouser Electronics	5674	Technical Operations	19.38	19.38
01/10/00	0524587	Ameritech	5454	Telephone	185.62	3,105.26
01/10/00	0524596	Audio Implements/GKC	5668	Program Production	13.55	13.55
01/10/00	0524605	Boise Cascade	5668	Program Production	141.84	6,369.36
			5241	Office Supplies	80.34	
01/10/00	0524615	CINE	5668	Program Production	155.00	155.00
01/10/00	0524632	Federal Express	5675	Traffic	278.80	293.80
01/10/00	0524633	David C. Felland	5201	Travel Expenses	1,538.16	1,538.16
01/10/00	0524652	Higgins Tower Servic	5678	Wmvs Transmitter Rep	2,812.00	2,812.00
01/10/00	0524726	United Parcel Servic	5675	Traffic	181.44	208.86
01/10/00	0524728	Allied Digital Inc	5668	Program Production	144.56	144.56
01/10/00	0524734	Wisconsin Center Dis	5672	Special Projects	80.00	80.00
01/10/00	0524737	Wisconsin Electric P	5452	Light & Power	13,804.08	13,804.08
01/13/00	0524778	Ameritech	5454	Telephone	402.37	431.27
01/13/00	0524779	Amoco Oil Company	5676	Vehicle Supplies	69.12	380.87
01/13/00	0524789	Cahners Business Inf	5668	Program Production	435.00	435.00
01/13/00	0524793	CEN Programming Awar	5668	Program Production	75.00	75.00
01/13/00	0524794	CEN Programming Awar	5668	Program Production	75.00	75.00
01/13/00	0524844	Industrial Electroni	5674	Technical Operations	339.27	557.69
01/13/00	0524855	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
01/13/00	0524866	MA Junior Parking In	5668	Program Production	242.00	242.00

BOARD BILL LIST  
TV Fund by Check No  
01/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/13/00	0524870	May Productions	5668	Program Production	88,180.00	88,180.00
01/13/00	0524884	Myers Information Sy	5674	Technical Operations	200.00	200.00
01/13/00	0524941	Allied Digital Inc	5668	Program Production	49.20	49.20
01/13/00	0524945	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
01/13/00	0524955	Wisconsin Electric P	5452	Light & Power	5,154.20	24,072.89
01/17/00	0524975	Ameritech	5671	Remote/Studio Supp	42.56	42.56
01/17/00	0524976	Ameritech	5675	Traffic	41.58	41.58
01/17/00	0524985	Badger Coaches Inc	5675	Traffic	134.50	170.50
01/17/00	0524993	Boise Cascade	5243	Other Supplies	173.11	2,989.50
01/17/00	0525004	CEN Programming Awar	5668	Program Production	75.00	75.00
01/17/00	0525006	CINE	5668	Program Production	250.00	250.00
01/17/00	0525010	Communicator Awards	5668	Program Production	139.50	139.50
01/17/00	0525053	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
01/17/00	0525111	Douglas A. Smith	5273	Publicity	75.00	75.00
01/17/00	0525120	Michele Taylor-Evans	5273	Publicity	75.00	75.00
01/17/00	0525125	United Parcel Servic	5675	Traffic	54.48	112.95
01/17/00	0525127	Allied Digital Inc	5668	Program Production	69.84	69.84
01/20/00	0525210	Ameritech	5454	Telephone	28.52	1,364.72
01/20/00	0525234	Central Educational	5663	In-Service Training	1,395.00	1,395.00
01/20/00	0525255	Thomas J. Dvorak	5201	Travel Expenses	55.45	55.45
01/20/00	0525266	Franklin Covey Co	5674	Technical Operations	348.96	348.96
01/20/00	0525295	Gary J. Jones	5201	Travel Expenses	70.58	70.58
01/20/00	0525299	Kiwanis Club of Milw	5220	Membership & Subscri	207.00	207.00
01/20/00	0525348	National Supply & Ha	5674	Technical Operations	137.09	137.09
01/20/00	0525357	Park Manufacturing C	5678	Wmvs Transmitter Rep	431.46	431.46
01/20/00	0525373	Radio Shack	5674	Technical Operations	15.98	15.98
01/20/00	0525382	Marshall J. Savick	5201	Travel Expenses	8.00	8.00
01/20/00	0525399	System Parking Inc	5668	Program Production	65.25	65.25
01/20/00	0525403	Tape Company	5677	Videotape	3,372.00	3,372.00
01/20/00	0525419	United Parcel Servic	5675	Traffic	63.39	75.14
01/20/00	0525430	Arthur G. Welter	5201	Travel Expenses	8.00	8.00
01/20/00	0525444	Debra L. Wolniak	5201	Travel Expenses	5.00	5.00
01/24/00	0525487	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
01/24/00	0525493	Celtic Advertising I	5662	Design Center Fees	890.20	2,993.52
			5270	Advertising	2,103.32	
01/24/00	0525494	CINE	5668	Program Production	125.00	125.00
01/24/00	0525501	CSRG Digital LLC	5357	Professional & Consu	3,446.25	3,446.25
01/24/00	0525546	International Mascot	5273	Publicity	50.00	50.00
01/24/00	0525582	Milwaukee Press Club	5668	Program Production	50.00	50.00
01/24/00	0525630	Patricia T. Riordan	5273	Publicity	75.00	75.00
01/24/00	0525648	Dan Small	5668	Program Production	1,726.00	1,726.00
01/24/00	0525683	Wisconsin Newspaper	5273	Publicity	49.60	49.60
01/27/00	0525719	Aldrich & Associates	5668	Program Production	7,125.31	7,125.31
01/27/00	0525731	Associated Bag Compa	5273	Publicity	191.40	191.40
01/27/00	0525745	Cambium Releasing In	5668	Program Production	3,000.00	3,000.00
01/27/00	0525748	Chicago Chapter Nati	5668	Program Production	225.00	225.00
01/27/00	0525749	Chicago Defender	5668	Program Production	32.76	32.76
01/27/00	0525783	Darlyne C. Haertlein	5201	Travel Expenses	119.74	119.74
01/27/00	0525798	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
01/27/00	0525828	Milwaukee Press Club	5668	Program Production	20.00	20.00
01/27/00	0525836	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
01/27/00	0525876	Sony Electronics Inc	5674	Technical Operations	62.41	62.41
01/27/00	0525898	Allied Digital Inc	5668	Program Production	93.39	93.39
01/27/00	0525901	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25

BOARD BILL LIST  
 TV Fund by Check No  
 01/31/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
01/31/00	0525931	America Online	5668 Program Production	21.95	21.95
01/31/00	0525932	Ameritech	5454 Telephone	28.20	1,994.19
01/31/00	0525938	Associated Bag Compa	5273 Publicity	163.10	163.10
01/31/00	0525941	AT&T	5668 Program Production	76.92	224.03
01/31/00	0525955	Boise Cascade	5243 Other Supplies	21.12	1,179.52
01/31/00	0525966	CDW Government Inc	5840 Equipment	1,527.29	3,191.94
01/31/00	0525968	Central Educational	5675 Traffic	560.00	560.00
01/31/00	0525985	Dow Lohnes & Alberts	5361 Legal Services	2,016.52	2,016.52
01/31/00	0526003	Harris Corporation	5840 Equipment	150,765.46	150,765.46
01/31/00	0526016	Debra A. Kunath	5201 Travel Expenses	8.00	8.00
01/31/00	0526030	Mariann Maris	5273 Publicity	75.00	75.00
01/31/00	0526042	Milwaukee Star	5840 Equipment	14.87	29.75
				328,498.27	388,615.95

BOARD BILL LIST  
 Over \$2500 Channel 10/36  
 01/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/03/00	0524122	Celtic Advertising I	5662	Design Center Fees	3,892.50	3,892.50
01/03/00	0524330	Travel Traders Unlim	5201	Travel Expenses	445.00	5,702.16
01/06/00	0524410	Ameritech	5454	Telephone	798.53	15,746.19
01/10/00	0524587	Ameritech	5454	Telephone	185.62	3,105.26
01/10/00	0524605	Boise Cascade	5668	Program Production	141.84	6,369.36
			5241	Office Supplies	80.34	
01/10/00	0524652	Higgins Tower Servic	5678	Wmvs Transmitter Rep	2,812.00	2,812.00
01/10/00	0524737	Wisconsin Electric P	5452	Light & Power	13,804.08	13,804.08
01/13/00	0524870	May Productions	5668	Program Production	88,180.00	88,180.00
01/13/00	0524955	Wisconsin Electric P	5452	Light & Power	5,154.20	24,072.89
01/17/00	0524993	Boise Cascade	5243	Other Supplies	173.11	2,989.50
01/20/00	0525403	Tape Company	5677	Videotape	3,372.00	3,372.00
01/24/00	0525493	Celtic Advertising I	5662	Design Center Fees	890.20	2,993.52
			5270	Advertising	2,103.32	
01/24/00	0525501	CSRG Digital LLC	5357	Professional & Consu	3,446.25	3,446.25
01/27/00	0525719	Aldrich & Associates	5668	Program Production	7,125.31	7,125.31
01/27/00	0525745	Cambium Releasing In	5668	Program Production	3,000.00	3,000.00
01/31/00	0525966	CDW Government Inc	5840	Equipment	1,527.29	3,191.94
01/31/00	0526003	Harris Corporation	5840	Equipment	150,765.46	150,765.46
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					287,897.05	340,568.42

PTV Attachment 5

**CELTIC ADVERTISING**

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

**2/1/00 (revised)  
WMVS/WMVT  
February 2000  
Media Schedule**

**ACTUAL**

**Billed in January**

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**FEBRUARY 2000 MEDIA**

Advertising Objectives

- Develop tune-in for February highlighted programs.

**MEDIA EXPENDITURES**

**\$666.86**

*Print:* **\$666.86**

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

*Radio:* **\$0.00**

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

*Television:* **\$0.00**

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

*Outdoor:* **\$0.00**

Outdoor utilized for image campaign  
Milwaukee

**ACTUAL MINORITY MEDIA SPENDING: \$350.06**

*African American:*

Milwaukee Times \$147.06 or 22%

*Hispanic:*

Spanish Journal \$203.00 or 30%

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

**2/1/00 revised**  
**WMVS/WMVT**  
**March 2000**  
**Media**

**ESTIMATE**

**Billed: February 2000**

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**MARCH MEDIA**

**Advertising Objectives**

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

**MEDIA BUDGET**

**\$72,100**

*Print* \$26,100  
Program specific ads  
Milwaukee, Racine and Kenosha target areas.

*Radio* \$1,800  
Radio will only be utilized if the program content  
is appropriate.

*Outdoor* \$18,200  
Outdoor advertising will be utilized when  
appropriate.

*Television* \$26,000  
Television will only be utilized if the program  
content is appropriate.

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

PTV Attachment 6

TO: MATC District Board  
FROM: William J. Roden, Vice President and General Counsel  
DATE: September 7, 1999  
SUBJECT: MATC District Board Policy Manual and Administrative Regulation  
and Procedure Manual Editorial Changes

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Over the summer the MATC Board Policy Manual and the Administrative Regulation and Procedure Manual were reviewed for currency. Those changes, made pursuant to Policy A0120, are being submitted to you as Information Items and do not require board approval.

These updates will be made electronically to the MATC District Board Policy Manual on the MATC web site and hard copies will be made available to you. As changes are made to the various sections of the manuals, you will see additional updates for Information through the ESIR committee.

Changes to the procedures will be made and disseminated in hard copy. As we stated in an earlier communication, we expect the Procedures to go "on-line" by the end of the fiscal year.

If you have any questions, please contact me.

Cc: Dr. John R. Birkholz, President

## **MATC District Board Policy Manual Editorial Changes**

### **Section I: PUBLIC TELEVISION**

#### **I-102 - MATC BOARD OVERSIGHT AND FINANCIAL SUPPORT OF WMVS/WMVT SERVICES**

- Under Authority, replace 67.04(2)(6) with 67.04(2). (There is no subsection (6) under 67.04(2).

#### **I-0600 - PROGRAM AND SERVICE PROCUREMENTS FOR WMVS/WMVT - TV**

- Replace \$30,000 with \$50,000 to reflect change approved by the Board in Policy B0801.

### **SECTION J: OTHER AFFILIATIONS**

#### **J0200 - MILWAUKEE AREA TECHNICAL COLLEGE FOUNDATIONS, INC.**

- Delete “of Vocational, Technical, and Adult Education”
- Delete “of VTAE”

#### **J0400 - AFFILIATION WITH EDUCATIONAL COMMUNICATIONS BOARD**

- Delete “of VTAE” and replace with “of TCS”