

January 7, 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, JANUARY 20, 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](#)**
  - D. Comments from the public**
  - E. Action Items**
    - 1. [The Channel 10/36 Friends Membership lists – Attachment 2](#)**
  - F. Discussion Items**
    - 1. Acting General Manager's Report – Tom Dvorak**
  - G. Information Items**
    - 1. [Monthly Bills, December, 1999 - Attachment 3](#)**
    - 2. [Monthly Advertising Fund Expenditures, January/February 2000 – Attachment 4](#)**
  - H. Miscellaneous Items**
    - 1. Committee Member comments**
    - 2. Communications and Petitions**
    - 3. Information Items**
  - I. Old Business/New Business**
    - 1. Next Committee Meeting: **THURSDAY, FEBRUARY 10, 2000**  
MATC Board Room, Room 210, 700 West State Street**
  - J. [Negotiation and Discussion of Issues Related to the American Tower Agreement \\* - Attachment 5](#)**
  - K. Negotiation and Discussion of Issues Related to the American Tower Agreement**
- \* **This item may be discussed in Closed Session pursuant to Sec. 19.85 (1) (e). Wis. Stats. The Committee may reconvene into Open Session to take action on this item.**

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

December 17, 1999

**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.

Earlier this week, I had the opportunity to discuss with the Vice President for Television of the Corporation for Public Broadcasting (CPB) Friends' assertion that it may remain in possession and control of the list. CPB confirmed that 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. However, counsel for Friends either did not understand, or chose not to tell us, that such an approach would NOT relieve MATC of liability in the event there is a list problem under CPB guidelines. That is to say, if 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.

CPB's informal view seemed to be that, if MATC is going to rely on Friends for compliance with CPB guidelines, MATC should get an indemnity from Friends that would hold MATC harmless in the event that Friends' actions or inactions cause MATC to lose CPB funding. I would agree that MATC as the license holder and CPB grantee should not agree to any arrangement with Friends that cedes possession and control of

William J. Roden, Esq.  
December 17, 1999  
Page 2

the donor list without some such provision protecting MATC from problems with Friends' stewardship.

As I have also indicated on prior occasions, there is a strong basis to suggest that it is more appropriate for MATC, as opposed to Friends, to be in possession and control of the donor list. The persons on the list became donors as a result of the programming and other services provided by MATC's stations, the willingness of MATC to provide airtime to support the fundraising efforts of Friends, and the good will generated by MATC's long-standing and effective operation of the stations in the public interest. If asked, the donors would undoubtedly state their understanding that their donations were made to the stations, not to some private group that might or might not choose to support the stations and their licensee. Moreover, despite Friends' arguments to the contrary, CPB confirmed to me that MATC could lawfully retain possession and control of the list despite the state open-records law that might require disclosure of the names of donors in certain circumstances. This disclosure problem is not at all unique to Wisconsin. In response to questions from stations licensed to governmental entities elsewhere, CPB agreed that disclosure of donors as required by "law or judicial process" could be made pursuant to a waiver of the CPB guidelines, and the possibility of such a disclosure would not disable a licensee from making appropriate certifications on the annual CPB grant documents.

I intend to follow up on these issues with Mr. Mann, counsel for Friends. It would be helpful, however, to obtain MATC's views on the appropriate direction for our discussions. In my view, ideally, MATC should maintain possession and control of its donor list. However, at a minimum, if Friends is to have possession and control, Friends should be required to provide MATC indemnification in the event that any action or inaction by Friends results in any penalty against MATC.

Finally, let me point out that the recent enactment of a Congressional budget bill modified Section 396(k) of the Communications Act effective May 29, 2000 to include some donor list provisions for public broadcasters. CPB tells me that it has sought a legal opinion on the new requirements. At this point, CPB does not know whether they may necessitate changes to CPB's donor list policies. The new provisions do not go into effect until May 29, 2000. At some point, however, we may need to take them into account in our consideration of these matters.

I look forward to hearing back from you.

Best regards,

Sincerely,  
Todd D. Gray

# PTV Attachment 3

BOARD BILL LIST  
TV Fund by Check No  
12/31/99

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
12/02/99	0522415	Aldrich & Associates	5668	Program Production	3,548.56	3,548.56
12/02/99	0522417	America Online	5668	Program Production	21.95	21.95
12/02/99	0522420	Ameritech	5454	Telephone	80.74	177.59
12/02/99	0522499	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
12/02/99	0522508	Kathleen M. Lenhardt	5201	Travel Expenses	595.23	595.23
12/02/99	0522526	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
12/02/99	0522554	Public Broadcasting	5668	Program Production	4,396.25	4,396.25
12/02/99	0522579	Dan Small	5668	Program Production	252.00	252.00
12/02/99	0522597	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
12/06/99	0522624	Ameritech	5454	Telephone	904.12	16,729.20
12/06/99	0522629	Barbizon Capitol	5671	Remote/Studio Supp	477.30	477.30
12/06/99	0522700	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
12/06/99	0522753	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
12/09/99	0522830	Best Buy Co Inc	5674	Technical Operations	288.00	415.91
12/09/99	0522835	Boise Cascade	5243	Other Supplies	188.96	2,927.52
12/09/99	0522853	US Toy Co	5273	Publicity	58.55	210.05
12/09/99	0522870	Federal Express	5675	Traffic	27.62	140.62
12/09/99	0522888	Darlyne C. Haertlein	5273	Publicity	20.63	20.63
12/09/99	0522913	Knapp Enterprises LL	5668	Program Production	6,000.00	6,000.00
12/09/99	0522959	Office Furniture Out	5668	Program Production	779.94	779.94
12/09/99	0523000	Dan Small	5668	Program Production	1,951.00	1,951.00
12/09/99	0523019	Travel Traders Unlim	5201	Travel Expenses	1,151.50	2,238.50
12/09/99	0523025	United Parcel Servic	5675	Traffic	130.42	182.85
12/09/99	0523032	Vicon Industries Inc	5674	Technical Operations	16.30	16.30
12/09/99	0523034	Vinten Inc	5674	Technical Operations	8.50	8.50
12/09/99	0523047	Wisconsin Electric P	5452	Light & Power	5,696.78	23,529.20
12/13/99	0523093	Complete Delivery In	5675	Traffic	57.89	57.89
12/13/99	0523107	Dow Lohnes & Alberts	5361	Legal Services	1,057.37	1,057.37
12/13/99	0523113	Federal Express	5675	Traffic	344.00	375.25
12/13/99	0523139	James Beard Foundati	5668	Program Production	50.00	50.00
12/13/99	0523149	Leitch Inc	5673	Studio Equipment Rep	705.49	705.49
12/13/99	0523152	Lurie Companies	5676	Vehicle Supplies	40.00	40.00
12/13/99	0523166	Michael Best & Fried	5361	Legal Services	2,270.00	3,901.07
12/13/99	0523180	Myers Information Sy	5674	Technical Operations	200.00	15,310.00
			5840	Equipment	15,110.00	
12/13/99	0523234	Variety	5220	Membership & Subscri	219.00	219.00
12/16/99	0523292	Ameritech	5454	Telephone	567.13	7,385.70
12/16/99	0523295	Amoco Oil Company	5676	Vehicle Supplies	-0.32	587.67
12/16/99	0523301	AT&T	5454	Telephone	17.85	17.85
12/16/99	0523302	AT&T	5454	Telephone	0.29	25.61
12/16/99	0523303	AT&T	5454	Telephone	9.59	23.42
12/16/99	0523306	Badger Coaches Inc	5675	Traffic	110.00	110.00
12/16/99	0523315	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
12/16/99	0523317	Broadcasting & Cable	5220	Membership & Subscri	139.00	139.00
12/16/99	0523320	Business Journal	5220	Membership & Subscri	79.95	79.95
12/16/99	0523331	Channel 10/36 Friend	5273	Publicity	206.04	206.04
12/16/99	0523340	Crivello's Camera Cn	5273	Publicity	417.85	417.85
12/16/99	0523341	Crowne Plaza Hotel	5201	Travel Expenses	368.42	368.42
12/16/99	0523371	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
12/16/99	0523411	Norlight Telecommuni	5668	Program Production	300.00	300.00
12/16/99	0523422	Public Broadcasting	5665	Network Prog Service	96,929.00	96,929.00
12/16/99	0523427	Joseph M. Sankey	5668	Program Production	145.54	145.54
12/16/99	0523444	TV Guide	5220	Membership & Subscri	43.96	43.96
12/16/99	0523446	United Parcel Servic	5675	Traffic	118.67	118.67

BOARD BILL LIST  
 TV Fund by Check No  
 12/31/99

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
12/16/99	0523449	Vinten Inc	5674 Technical Operations	51.32	51.32
12/16/99	0523452	Wanderlust Productio	5668 Program Production	2,018.25	2,018.25
12/16/99	0523454	Warwick Regis Hotel	5201 Travel Expenses	307.80	307.80
12/16/99	0523467	Zack Electronics	5674 Technical Operations	278.29	278.29
12/20/99	0523478	Ameritech	5454 Telephone	81.27	3,360.38
12/20/99	0523488	Best Lumber Company	5671 Remote/Studio Supp	116.40	116.40
12/20/99	0523515	Detroit Public Telev	5675 Traffic	292.93	292.93
12/20/99	0523567	Newark Airport	5201 Travel Expenses	266.56	266.56
12/20/99	0523578	Pentrex	5668 Program Production	35.17	35.17
12/20/99	0523607	SkillPath Seminars	5201 Travel Expenses	99.00	99.00
12/23/99	0523794	Aldrich & Associates	5668 Program Production	2,855.56	2,855.56
12/23/99	0523799	Ameritech	5675 Traffic	40.40	40.40
12/23/99	0523816	Boc Gases	5678 Wmvs Transmitter Rep	10.50	10.50
12/23/99	0523837	Celtic Advertising I	5270 Advertising	53,543.83	53,543.83
12/23/99	0523846	Valiant IMC	5674 Technical Operations	119.90	119.90
12/23/99	0523863	Dow Lohnes & Alberts	5361 Legal Services	306.23	306.23
12/23/99	0523874	Federal Express	5675 Traffic	48.75	48.75
12/23/99	0523896	Darlyne C. Haertlein	5273 Publicity	17.64	17.64
12/23/99	0523914	Lon Johnson	5667 Program Acquisition	150.00	150.00
12/23/99	0523953	Mouser Electronics	5674 Technical Operations	72.97	72.97
12/23/99	0523958	National Educational	5675 Traffic	80.00	80.00
12/23/99	0523966	Outdoor Writers Asso	5668 Program Production	70.00	70.00
12/23/99	0523983	Public Broadcasting	5665 Network Prog Service	130,661.00	130,661.00
12/23/99	0524003	Dan Small	5668 Program Production	1,726.00	1,726.00
12/23/99	0524032	William D. Werner	5668 Program Production	60.00	60.00
12/23/99	0524044	Wisconsin Newspaper	5273 Publicity	46.40	46.40
				347,814.59	398,226.48

BOARD BILL LIST  
 Over \$2500 Channel 10/36  
 12/31/99

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
12/02/99	0522415	Aldrich & Associates	5668	Program Production	3,548.56	3,548.56
12/02/99	0522554	Public Broadcasting	5668	Program Production	4,396.25	4,396.25
12/06/99	0522624	Ameritech	5454	Telephone	904.12	16,729.20
12/09/99	0522835	Boise Cascade	5243	Other Supplies	188.96	2,927.52
12/09/99	0522913	Knapp Enterprises LL	5668	Program Production	6,000.00	6,000.00
12/09/99	0523047	Wisconsin Electric P	5452	Light & Power	5,696.78	23,529.20
12/13/99	0523166	Michael Best & Fried	5361	Legal Services	2,270.00	3,901.07
12/13/99	0523180	Myers Information Sy	5674	Technical Operations	200.00	15,310.00
			5840	Equipment	15,110.00	
12/16/99	0523292	Ameritech	5454	Telephone	567.13	7,385.70
12/16/99	0523422	Public Broadcasting	5665	Network Prog Service	96,929.00	96,929.00
12/20/99	0523478	Ameritech	5454	Telephone	81.27	3,360.38
12/23/99	0523794	Aldrich & Associates	5668	Program Production	2,855.56	2,855.56
12/23/99	0523837	Celtic Advertising I	5270	Advertising	53,543.83	53,543.83
12/23/99	0523983	Public Broadcasting	5665	Network Prog Service	130,661.00	130,661.00
					322,952.46	371,077.27

PTV Attachment 4

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

**12/31/99**  
**WMVS/WMVT**  
**January 2000**  
**Media Schedule**

**ACTUAL**

**Billed in December**

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**JANUARY MEDIA**

Advertising Objectives

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

**MEDIA EXPENDITURES**

**\$0.00**

*Print:*

**\$0.00**

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:**

**\$0.00**

*African American:*

*Hispanic:*

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

**12/31/99**  
**WMVS/WMVT**  
**February 2000**  
**Media**

**ESTIMATE**

**Billed:**

**January 2000**

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**FEBRUARY MEDIA**

**Advertising Objectives**

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

**MEDIA BUDGET**

**\$7500.00**

*Print* \$7500.00  
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.**

PTV Attachment 5

Agenda for meeting With American Tower Representatives  
December 13, 1999  
1:30 PM  
Board Room M210

- I. Introductions
- II. Overview of MATC's Letter of October 5, 1999 L. Ingram
- III. Discussion of American Tower's Letter of November 19, 1999
  - A. Mr. Roden's Letter of December 7, 1999
  - B. Topics raised in the American Tower Letter
    - 1. Primary Documentation Self-explanatory
    - 2. Grunau Contracts L. Ingram
    - 3. Lighting Responsibilities D. Felland
    - 4. Kline Tower Contracts L. Ingram
    - 5. Operation, Maintenance and Financial Issues regarding the Tower T. Poppe/D. Felland
    - 6. Marketing W. Roden
    - 7. Insurance Issues L. Ingram
    - 8. Miscellaneous Operational Issues (Security, movement of equipment, utilities, etc.) D. Felland
    - 9. Reimbursements L. Ingram
    - 10. Assignment of fees from Sinclair Broadcasting R. Teper
- IV. Adjourn