

**REVISED – Please note date and time change**

June 9, 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 **WEDNESDAY, JUNE 21, 2000**, beginning at **12:00 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 – May 18, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
  - [1. Revised agreement with 10/36 Friends – Attachment 2](#)
- F. Discussion Items**
  - [1. Acting General Manager's Report – Tom Dvorak](#)
  - [2. Friends Report – Attachment 3](#)
- G. Information Items**
  - [1. Monthly Bills, April, 2000 – Attachment 4](#)
  - [2. Monthly Advertising Fund Expenditures, May/June 2000 – Attachment 5](#)
  - [3. Sole Source Media Service Providers – Attachment 6](#)
  - [4. PBS and various regional memberships – Attachment 7](#)
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items

**I. Old Business/New Business**

1. Next Committee Meeting: **TBD**

MATC Board Room, Room 210, 700 West State Street

**J. Recommendation of PTV General Manager\***

**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:** May 18, 2000  
**TIME:** 5:00 P.M.  
**PLACE:** MATC Board Room, Room 210, Milwaukee Campus

**COMMITTEE MEMBERS PRESENT:** Mr. Earle, Dr. Moeser, Ms. Killebrew

**MATC STAFF PRESENT:** Dr. Birkholz, Tom Dvorak, Joe Bauer, Bill Roden,  
Les Ingram, Vivian Joyner, Todd Poppe, Ken Kobylarz, Cindy  
VanVreede, Mike Gavin, Dave Belasco

**GUESTS PRESENT:** Lamont McLoughlin

**ITEM A: ROLL CALL**

Roll call showed that Dr. Moeser and Ms. Killebrew were present

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

The Public Television Committee meeting of May 18, 2000 was noticed in compliance with the requirements of the Open Meetings Law.

**ITEM C: APPROVAL OF MINUTES – April 13, 2000 – Attachment 1**

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

**Motion:** Motion Dr. Moeser, second Ms. Killebrew to approve the April 13, 2000 minutes.

**Action:** Motioned passed.

**ITEM D: COMMENTS FROM THE PUBLIC**

Cindy VanVreede, WMVS/WMVT employee, stated that last year she came before this committee with concerns about the Independent Contractors. She was concerned that they are treated as employees in every sense of the word. A year later, it is her consensus that they are still being treated the same. The only thing that has changed is they are no longer reimbursed for their travel expenses. She feels they are still being treated as employees except for how they are paid. A further concern is their performance and whether or not their contracts reflect language to ensure the stations are getting what they pay for.

**ITEM E: ACTION ITEMS**

1. Revised agreement with 10/36 Friends – Attachment 2

Discussion: Ms. Killebrew stating she still had concerns with where we are on this item. She asked that this item be removed from the agenda tonight. Dr. Birkholz stated that he met with the Board Chair of the Friends, Ms. Lou Zellner, who related that the Friends are in the process of developing a definitive statement to present to this Committee, which would not be completed by the time of this meeting. Time schedules of the Executive Board members of the Friends and their efforts given to the recent auction have delayed the process. Ms. Zellner asked that this item is placed on the June agenda and Dr. Birkholz recommended that the PTV Committee take no action on this item tonight and it be placed on the June Agenda for action.

Mr. Earle arrived at 5:07 P. M. Dr. Birkholz reiterated his statements.

Ms. Killebrew stated that the Committee should review the Friends statement before action is taken on this item. Mr. Earle asked if the document could be sent to the Committee prior to the next meeting so the Committee could review it. Dr. Birkholz stated he would follow up on this with Ms. Zellner.

2. Acceptance of Program Production Grant – Attachment 3

Discussion: Mr. Dvorak stated this grant was provided by the DNR to produce a statewide program **DEER 2000 (wt)** covering issues relating to the issues of the increasing deer population. This program is being aired just prior to a series of statewide town meetings being held to obtain hunter feedback on deer management policy.

Motion: Motion Dr. Moeser, second Mr. Earle to accept a \$14,000 production grant from the DNR – Wildlife Management Division for the production of **DEER 2000(wt)**.

Action: Motion passed unanimously.

3. Acceptance of Program Production Underwriting Grant – Attachment 4

Discussion: Mr. Dvorak informed the committee this grant for the production of The 2000 Great Circus Parade is being provided by Strong Funds. The grant will cover all of the expenses for the project. This will be the first live high-definition program provided system-wide on PBS. Mr. Dvorak stated the MATC Board will be invited to see the operation both before and during the parade.

Motion: Motion Dr. Moeser, second Mr. Earle to approve a \$175,000 underwriting agreement with Strong Funds for the production of The 2000 Great Circus Parade.

Action: Motioned passed unanimously.

#### 4. Independent Production Contracts – Attachment 5

Discussion: Mr. Dvorak stated these requests were presented as requested, 90-days prior to expiration, at the March meeting. Mr. Dvorak explained the documentaries to be produced as requested at the March meeting. Committee approval is sought to approve these contracts.

Dr. Moeser asked if these are the contracts that Ms. VanVreede spoke to earlier. Mr. Dvorak stated they were. Dr. Birkholz stated the question is whether or not these individuals are indeed Independent Contractors. He asked Mr. Bill Roden, College Attorney, to address this.

Mr. Roden stated mechanisms were put in place last year to ensure that an Independent Contractor met certain criteria. Mr. Roden will review these criteria. Mr. Earle stated we should perhaps delay approval of this item. Ms. Killebrew also agreed that there should exist a comfort level before approval. She asked what ramifications would result from failure to approve this item tonight. Mr. Dvorak stated we have continuing ongoing assignments involving these individuals. Programs have already been scheduled for July. Shooting would need to take place in early July for several of these productions including TRACKS AHEAD V, which has received a large amount of underwriting. Mr. Dvorak stated he would have to stop production on these items if these contracts were not approved tonight.

Dr. Birkholz asked if Mr. Roden could conduct his review and distribute it to Board members for their review prior to the May 23, 2000 MATC Board meeting. Mr. Roden responded he could. Dr. Birkholz then suggested this item be forwarded to the full Board for approval.

#### **ITEM F: DISCUSSION ITEMS**

##### 1. Acting General Manager's Report

Mr. Dvorak distributed an updated local production underwriting report which listed corporate donors. Once again this raises the question of how can we increase the total dollars coming into the station. Mr. Dvorak reiterated his idea that the stations should have a grant writer on staff.

The Community Advisory Board meets Thursday, May 25, 2000 at 4:00 p.m. Board members are invited to attend.

Mr. Dvorak wanted to thank Paul Pedersen for volunteering his time at the Auction as an auctioneer. Mr. Dvorak also thanked PTV Committee members for attending the tower dedication, which was held on Tuesday, May 16, 2000.

***ETCHED IN GLASS*** a program produced by Bill Werner was the winner of a national Cine award.

Mr. Dvorak stated he would not be at the June PTV meeting. He asked committee members to forward any questions they might have to him prior to that time.

2. Friends Report – Attachment 6

Mr. Lamont McLoughlin, President of the 10/36 Friends, reported that the 32<sup>nd</sup> Annual Great TV Auction topped the million-dollar mark for the 12<sup>th</sup> year in a row. The final total was \$1,049,570. Of note – Don Grzybowski's original artwork "*Reflections*" valued at \$4,000 sold for \$5,400. Also for the first time, bidding for major gifts was available on-line. The service was donated and 100 – 200 hits were recorded each day. Mr. McLoughlin thanked the Friends staff, the Station staff and the students for their cooperative efforts in making this auction a success.

A mini-pledge drive will be held June 1 – 4, 2000 to help increase revenue as we approach the end of the fiscal year. Over 1,700 tickets have been sold to date for the Stars of Lawrence Welk event to be held at Elmbrook Church on June 25<sup>th</sup>.

3. FY01 Operational Budget – Attachment 7

This operational budget is being provided for the Committee's information. This budget reflects a deficit of \$467,000. Questions were raised regarding the three options for balancing the budget. Dr. Moeser had serious concerns with using money from the reserve account to balance the budget. Mr. Earle stated that the college needs to help fund the deficit the stations are facing.

**ITEM G: INFORMATION ITEMS**

1. Monthly Bills, April, 2000 – Attachment 8

Discussion: Ms. Killebrew asked if there were any questions relating to this item. There was not.

2. Monthly Advertising Fund Expenditures, May/June 2000 – Attachment 9

Discussion: Ms. Killebrew asked if there were any questions relating to this item. There was not.

3. Timeline for hiring of General Manager – Attachment 10

Discussion: Dr. Birkholz stated this is being brought before the committee to update you on the progress. Ms. Vivian Joyner, Associate Vice President Human Resources, stated the screening committee has met. Interviews with six candidates are scheduled and Dr. Birkholz has set aside June 13, 2000 to interview the three finalists.

Discussion took place regarding when to have the Executive Session for this item. It is currently scheduled to follow the June PTV meeting. It is possible Ms. Killebrew will not be able to attend the June meeting, therefore a separate Executive Session should be scheduled prior to June 22, 2000.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments
2. Communications and Petitions
3. Information Items

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

1. Next Committee Meeting: **THURSDAY, JUNE 22, 2000** in the MATC Boardroom, Room 210, 700 W. State Street, Milwaukee, WI 53233

**ADJOURNMENT**

Being no further discussion, the meeting adjourned at 6:10 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist.

## PTV Attachment 2

### AGREEMENT

This is an Agreement, made this \_\_\_ day of June, 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 believe that the mission of the Stations is best served by the Stations continuing to be in the possession and control of MATC; 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 ("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) (as well as Section 6, below) 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) (or Section 6) 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) (or Section 6). Neither this provision nor any exercise by MATC of its rights to equitable relief or specific performance shall constitute 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 any 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.

6. MATC Ownership and Control of Stations. MATC and Friends agree that their continuing relationship requires a commitment on both parties' parts to the mission of the Stations. Both parties will use best efforts in good faith to cooperate in insuring that the licenses for the Stations remain in the possession and control of MATC. Friends agrees that, without the consent of MATC, it shall neither take nor support any action that would or could result in transfer or loss of the Stations' licenses by MATC, or the re-licensing of the Stations to any party other than MATC.

AGREED TO as of the date written above.

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD

By: \_\_\_\_\_

Title: \_\_\_\_\_

CHANNEL 10/36 FRIENDS, INC.

By: \_\_\_\_\_

Title: \_\_\_\_\_

PTV Attachment 3

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

June	1- 4	+	June Pledge Drive
	20	+	Meeting of the Executive Committee of the Channel 10/36 Friends, Inc.
	25	+	<b>Stars of Lawrence Welk</b> , Elmbrook Church, 3:30 PM
	29	+	Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.
July	4		Independence Day, Friends' offices closed.
August	4-13	+	August Pledge Drive
September	4		Labor Day, Friends' offices closed.
	15	+	<b>The Mark Russell Comedy Show</b> , Elmbrook Church, 7 PM
October	17	+	Milwaukee Repertory Theatre Party. Reception from 5:30 to 7:30 PM. Performance 7:30 to 9:30 PM.
November	23-24		Thanksgiving Holiday. Friends' offices closed.
December	25		Christmas Day. Friends' offices closed.

C = Cancelled

+ = New Event/Meeting

O = Date and/or Time  
Change

# PTV Attachment 4

BOARD BILL LIST  
TV Fund by Check No  
05/31/00

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
05/01/00	0532034	Ameritech	5454	Telephone	30.36	220.67
			5671	Remote/Studio Supp	44.16	
05/01/00	0532050	Bowker, RR	5233	Books	192.55	192.55
05/01/00	0532051	Brewer Instruments	5674	Technical Operations	26.25	26.25
05/01/00	0532086	HD Vision Inc	5668	Program Production	7,277.50	7,277.50
05/01/00	0532138	National Businesswom	5211	Seminars & Workshops	248.00	248.00
05/01/00	0532144	PBS Conference Manag	5201	Travel Expenses	550.00	550.00
05/01/00	0532183	Travel Traders Unlim	5201	Travel Expenses	256.00	511.00
05/01/00	0532185	United Parcel Servic	5675	Traffic	96.41	96.41
05/01/00	0532188	Allied Digital Inc	5668	Program Production	46.28	46.28
05/04/00	0532240	AT&T	5668	Program Production	152.47	152.47
05/04/00	0532241	Audio/Video 4U Inc	5840	Equipment	1,799.00	1,799.00
05/04/00	0532257	Boise Cascade	5674	Technical Operations	190.08	1,726.22
05/04/00	0532264	C & H Distributors I	5678	Wmvs Transmitter Rep	189.97	189.97
05/04/00	0532269	Celtic Advertising I	5270	Advertising	16,940.07	16,940.07
05/04/00	0532270	Central Educational	5675	Traffic	700.00	700.00
05/04/00	0532292	Federal Express	5675	Traffic	82.88	117.46
05/04/00	0532309	Nancy J. Hiemer	5243	Other Supplies	9.50	9.50
05/04/00	0532317	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
05/04/00	0532337	Michael Best & Fried	5361	Legal Services	13.75	2,958.45
05/04/00	0532347	NATAS	5668	Program Production	450.00	450.00
05/04/00	0532354	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
05/04/00	0532358	Opryland Hotel	5201	Travel Expenses	584.36	584.36
05/04/00	0532364	PBS Conference Manag	5211	Seminars & Workshops	705.00	1,255.00
			5201	Travel Expenses	550.00	
05/04/00	0532365	Pentrex	5668	Program Production	38.78	38.78
05/04/00	0532376	Roscor Corporation	5673	Studio Equipment Rep	1,371.92	1,371.92
05/04/00	0532390	Sony Electronics Inc	5674	Technical Operations	162.94	162.94
05/04/00	0532400	Travel Traders Unlim	5201	Travel Expenses	558.00	1,582.84
05/04/00	0532410	John F. Winter	5243	Other Supplies	12.50	12.50
05/04/00	0532411	Wisconsin Chapter PR	5201	Travel Expenses	50.00	50.00
05/04/00	0532420	Charles E. Zehner	5668	Program Production	6,400.00	6,400.00
05/08/00	0532430	Jack R. Abrams	5201	Travel Expenses	670.00	670.00
05/08/00	0532442	Ameritech	5454	Telephone	885.19	11,714.95
05/08/00	0532473	Dawn Satellite Inc	5674	Technical Operations	463.75	463.75
05/08/00	0532480	Dow Lohnes & Alberts	5361	Legal Services	1,762.50	4,636.61
05/08/00	0532511	Industrial Electroni	5674	Technical Operations	162.69	340.50
05/08/00	0532583	Repcor Inc	5668	Program Production	382.08	573.12
			5671	Remote/Studio Supp	191.04	
05/08/00	0532620	Travel Traders Unlim	5201	Travel Expenses	96.00	96.00
05/08/00	0532639	Wisconsin Electric P	5452	Light & Power	10,518.32	25,020.23
05/11/00	0532696	Ameritech	5675	Traffic	40.40	40.40
05/11/00	0532701	AT&T	5668	Program Production	16.54	16.54
05/11/00	0532706	BBC Worldwide Americ	5665	Network Prog Service	2,700.00	2,700.00
05/11/00	0532712	Broadcasting & Cable	5220	Membership & Subscri	139.00	139.00
05/11/00	0532748	Gill Design	5273	Publicity	2,260.00	2,260.00
05/11/00	0532782	Maxell Corporation	5677	Videotape	450.00	427.50
05/11/00	0532793	Myers Information Sy	5674	Technical Operations	200.00	200.00
05/11/00	0532837	Stamats Communicatio	5241	Office Supplies	307.99	307.99
05/11/00	0532853	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
05/15/00	0532882	Ameritech	5454	Telephone	490.15	518.31
05/15/00	0532883	Amoco Oil Company	5676	Vehicle Supplies	75.78	645.58
05/15/00	0532900	Broadcasting & Cable	5220	Membership & Subscri	149.00	149.00
05/15/00	0532912	Complete Delivery In	5675	Traffic	14.70	14.70

BOARD BILL LIST  
TV Fund by Check No  
05/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
05/15/00	0532930	Full Compass Systems	5674	Technical Operations	240.40	240.40
05/15/00	0532955	Higgins Tower Servic	5678	Wmvs Transmitter Rep	200.00	200.00
05/15/00	0532996	Miller Armstrong Cos	5671	Remote/Studio Supp	57.00	57.00
05/15/00	0533006	Nebraska Educational	5675	Traffic	25.56	25.56
05/15/00	0533025	Radio Shack	5840	Equipment	649.99	1,358.57
			5674	Technical Operations	379.60	
			5678	Wmvs Transmitter Rep	328.98	
05/15/00	0533057	Tape Company	5677	Videotape	3,959.00	3,959.00
05/15/00	0533062	William H. Tishler	5667	Program Acquisition	350.00	350.00
05/15/00	0533089	Wisconsin Newspaper	5273	Publicity	48.40	48.40
05/18/00	0533139	Badger Coaches Inc	5675	Traffic	80.00	80.00
05/18/00	0533143	Best Lumber Company	5671	Remote/Studio Supp	57.60	57.60
05/18/00	0533158	Cook & Franke SC	5361	Legal Services	1,500.00	1,500.00
05/18/00	0533180	John A. Gurda	5668	Program Production	1,666.00	1,666.00
05/18/00	0533189	Industrial Electroni	5674	Technical Operations	261.18	261.18
05/18/00	0533192	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
05/18/00	0533208	Karen Matuszak	5668	Program Production	525.00	525.00
05/18/00	0533210	McCullough Productio	5668	Program Production	50,000.00	50,000.00
05/18/00	0533228	NAB Services	5233	Books	161.94	161.94
05/18/00	0533229	NATAS	5668	Program Production	175.00	175.00
05/18/00	0533230	NATAS	5668	Program Production	150.00	150.00
05/18/00	0533231	NATAS	5668	Program Production	75.00	75.00
05/18/00	0533232	NATAS	5668	Program Production	100.00	100.00
05/18/00	0533234	National Supply & Ha	5671	Remote/Studio Supp	263.62	263.62
05/18/00	0533262	Dan Small	5668	Program Production	1,726.00	1,726.00
05/18/00	0533288	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
05/22/00	0533312	ACUTA	5211	Seminars & Workshops	69.00	69.00
05/22/00	0533313	ADC Telecommunicatio	5840	Equipment	141,510.00	141,510.00
05/22/00	0533317	Aldrich & Associates	5668	Program Production	3,083.56	3,083.56
05/22/00	0533360	Dielectric Communica	5840	Equipment	250,656.00	250,656.00
05/22/00	0533372	Federal Express	5675	Traffic	75.46	102.64
05/22/00	0533388	Heiser Ford	5676	Vehicle Supplies	861.42	861.42
05/22/00	0533421	Mainstage Theatrical	5671	Remote/Studio Supp	139.00	139.00
05/22/00	0533438	Milwaukee County	5668	Program Production	90.00	90.00
05/22/00	0533446	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
05/22/00	0533450	National Supply & Ha	5674	Technical Operations	80.92	88.90
05/22/00	0533465	Pentrex	5668	Program Production	52.90	52.90
05/22/00	0533477	RRI/Results 2000	5201	Travel Expenses	53.83	53.83
05/22/00	0533526	United Parcel Servic	5675	Traffic	39.74	39.74
05/22/00	0533530	Allied Digital Inc	5668	Program Production	125.52	125.52
05/25/00	0533599	American Public Tele	5675	Traffic	150.00	150.00
05/25/00	0533601	Ameritech	5675	Traffic	40.99	40.99
05/25/00	0533614	Barbizon Capitol	5671	Remote/Studio Supp	566.94	566.94
05/25/00	0533621	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
05/25/00	0533626	C & H Distributors I	5678	Wmvs Transmitter Rep	269.12	269.12
05/25/00	0533653	Enlargement Works In	5671	Remote/Studio Supp	76.35	76.35
05/25/00	0533662	Graphic Innovations	5273	Publicity	410.00	410.00
05/25/00	0533663	Graybar Electric Co	5673	Studio Equipment Rep	206.52	405.78
05/25/00	0533666	Darlyne C. Haertlein	5273	Publicity	9.70	9.70
05/25/00	0533740	Public Television	5201	Travel Expenses	240.00	240.00
05/25/00	0533767	Enlargement Works In	5273	Publicity	291.85	291.85
05/25/00	0533769	United Parcel Servic	5675	Traffic	60.23	60.23
05/25/00	0533777	Video Art Production	5667	Program Acquisition	600.00	600.00
					-----	-----
					534,773.78	569,908.66

BOARD BILL LIST  
Over \$2500 Channel 10/36  
05/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
05/01/00	0532086	HD Vision Inc	5668	Program Production	7,277.50	7,277.50
05/04/00	0532269	Celtic Advertising I	5270	Advertising	16,940.07	16,940.07
05/04/00	0532337	Michael Best & Fried	5361	Legal Services	13.75	2,958.45
05/04/00	0532420	Charles E. Zehner	5668	Program Production	6,400.00	6,400.00
05/08/00	0532442	Ameritech	5454	Telephone	885.19	11,714.95
05/08/00	0532480	Dow Lohnes & Alberts	5361	Legal Services	1,762.50	4,636.61
05/08/00	0532639	Wisconsin Electric P	5452	Light & Power	10,518.32	25,020.23
05/11/00	0532706	BBC Worldwide Americ	5665	Network Prog Service	2,700.00	2,700.00
05/15/00	0533057	Tape Company	5677	Videotape	3,959.00	3,959.00
05/18/00	0533210	McCullough Productio	5668	Program Production	50,000.00	50,000.00
05/22/00	0533313	ADC Telecommunicatio	5840	Equipment	141,510.00	141,510.00
05/22/00	0533317	Aldrich & Associates	5668	Program Production	3,083.56	3,083.56
05/22/00	0533360	Dielectric Communica	5840	Equipment	250,656.00	250,656.00
					495,705.89	526,856.37

PTV Attachment 5

**CELTIC ADVERTISING**

**6/5/2000**

330 S. Executive Drive. Suite 206  
Brookfield, WI 53004  
(262) 789-7629  
(262) 789-9454 fax

**Milwaukee Public TV  
Media Schedule**

**ACTUAL**

**Billed: May, 2000**

---

**JUNE MEDIA**

**Advertising Objectives**

**Develop tune-in for highlighted programs.**

**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.

*Outdoor* \$0.00  
Outdoor advertising will be utilized when  
appropriate.

*Television* \$0.00  
Television utilized for program specific  
promotion. Milwaukee, Racine, Kenosha areas.

ACTUAL MINORITY MEDIA SPENDING: \$0.00

**African American  
Hispanic**

**CELTIC ADVERTISING**

330 S. Executive Drive. Suite 206  
Brookfield, WI 53004  
(262) 789-7629  
(262) 789-9454 fax

**6/5/2000**

**Milwaukee Public TV  
Media**

**ESTIMATE**

**Billed: June 2000**

**JULY MEDIA**

**Advertising Objectives**

**Develop advertising for station's pledge/tune-in.**

**MEDIA BUDGET**

**\$0.00**

*Print* \$0.00  
Program specific ads  
Milwaukee, Racine and Kenosha target areas.

*Radio* \$0.00  
Radio will only be utilized if the program  
content is appropriate.

*Outdoor* \$0.00  
Outdoor advertising will be utilized when  
appropriate.

*Television* \$0.00  
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

### BACKGROUND

Milwaukee Public Television will be acquiring from the FY2001 approved budget approximately \$240,000 for program rights and media services from sole source providers. Such providers are, but not limited to:

American Public Television, Central Educational Network, BBC  
Worldwide Americas, D.L. Taffner, A.C. Nielson Company, NETA,  
ECB and Independent Producers.

These services and procurements have traditionally been treated as sole source under Board Policy B0801.

PTV Attachment 7

BACKGROUND

The 2000-01 annual Public Broadcasting memberships provide Milwaukee Public Television with program services, research, satellite uplink and downlink access, and programs for regional and culturally diverse audiences.

The 2000-01 annual memberships include the following:

America's Public Television Stations	\$32,431	
Central Educational Network	\$20,000	Estimate
Black Program Consortium	\$900	
Native American Program Service	\$800	
American Public Television (premium/exchange)	\$18,000	Estimate
Station Independent Project	\$111,084	
CSRG, Digital LLC	\$10,000	Estimate
National Forum for Public Television Executives	\$3,000	
National Program Service	\$1,101,488	
National Assoc. of Television Program Executives	\$475	
PBS dues	\$274,682	
PBS Copyright	\$4,500	Estimate
PBS Plus	\$10,309	
PBS Select	\$20,000	Estimate
Public Television Programmers Association	\$500	Projected
Total	\$1,608,169	

Program assessments are calculated by the service providers based on market size and grant amounts secured from the Corporation for Public Broadcasting.