

March 10, 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, MARCH 23, 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 – February 10, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
- F. Discussion Items**
 - 1. Acting General Manager's Report – Tom Dvorak
 - 2. [Independent Production Contracts FY01– Attachment 2](#)
- G. Information Items**
 - 1. [Monthly Bills, February, 2000 – Attachment 3](#)
 - 2. [Monthly Advertising Fund Expenditures, March/April 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, APRIL 13, 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: February 10, 2000
TIME: 5:00 P.M.
PLACE: MATC Board Room, Room 210, Milwaukee Campus

COMMITTEE MEMBERS PRESENT: Elliott Moeser

MATC STAFF PRESENT:

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

GUESTS PRESENT:

Lamont McLoughlin, 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 February 10, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: **APPROVAL OF MINUTES** – December 9, 1999 - Attachment 1
January 20, 2000 – Attachment 2

Discussion: Dr. Moeser stated that we would return to these items when a quorum is present.

ITEM D: **COMMENTS FROM THE PUBLIC**

There were no comments from the public.

ITEM E: **ACTION ITEMS**

1. Acceptance of Community Outreach Grant – Attachment 3

Discussion: Dr. Moeser stated that we would return to this item when a quorum is present.

ITEM F: **DISCUSSION ITEMS**

1. Acting General Manager's Report

Discussion: Tom Dvorak, Acting General Manager, reported that PBS has hired a new president. Ms. Pat Mitchell has worked for Turner Broadcasting, CNN, TBS and TNT.

Mr. Dvorak referred to the Digital Television Timeline that was handed out. The timeline was prepared in response to Board member Paul Pedersen's request. It lists what equipment will be purchased and when, as well as the projected costs. Dr. Birkholz stated that all items listed have already been budgeted for. Along with the timeline was a suggested lineup of programming that could be aired on each of the four streams available for both Channels 8 and 35. Dr. Moeser suggested Mr. Dvorak present these materials at the full Board meeting.

Mr. Dvorak updated the Committee on audience numbers for the previous week. Of note was:

¡Adelante! – 6,000 households
This Old House – 50,000 households
I Remember Milwaukee – 12,000 households
Black Nouveau – 8,000 households
Emphasis Wisconsin – 35,000 households

(Ms. Killebrew arrived at 5:15 p.m.)

Mr. Dvorak reported on the progress of the new logo for Channels 10&36. Celtic Advertising in conjunction with the MATC Graphic Design department will hold a contest for the second year students. Judging will take place the first week of March. Three finalists will attend a one-day internship at the offices of Celtic Advertising to finalize their designs. The three final designs will be presented at the April PTV Committee meeting for selection.

(Mr. Earle arrived at 5:20 p.m.)

Mr. Dvorak informed the Committee of a Children's Film Festival to be held in conjunction with the Educational Communications Board. The Festival will be held during a weekend in the fall. The objectives of the Festival are outlined in the attached agreement between MATC and ECB.

Mr. Dvorak asked Lamont McLoughlin, Executive Director of the 10/36 Friends for an update on Friends activities. Mr. McLoughlin reported that the 9th annual Outdoor Wisconsin banquet would be held on Wednesday, February 23, 2000. The preparatory work for the Great TV Auction is well underway. To date underwriting commitments are at \$87,875. The year-round warehouse for the auction at State Fair Park has had lighting installed, phones added and a locked entry way put in place. Merchandise has begun to arrive and it is hoped that having a year-round warehouse will enable the Friends to generate more merchandise at an earlier date. The Auction Kick-off event will be held at the Channels 10&36 studios on Monday, February 21, 2000. As of January 31st,

membership revenue remains about \$45,000 ahead of last year, but continues to drag behind the goal by approximately \$100,000. The March membership drive begins on Saturday, March 4, 2000. Underwriting commitments are currently at 79% of goal. Ms. Killebrew thanked Mr. McLouglin for bring this information to the Committee.

ITEM C: APPROVAL OF MINUTES – December 9, 1999 - Attachment 1
January 20, 2000 – Attachment 2

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

Motion: Motion Dr. Moeser, second Mr. Earle to approve the December 9, 1999 and January 20, 2000 minutes.

Action: Motion passed unanimously.

ITEM E: ACTION ITEMS

1. Acceptance of Community Outreach Grant – Attachment 3

Discussion: Mr. Dvorak stated this grant was a continuation of a grant for the program ***Through One City's Eyes***, which aired last fall. This grant would allow The Duncan Group to provide a traveling exhibit, which will be displayed at area schools, churches and YMCA's. The stations will retain an administrative fee and the matching portion of federal dollars for a total of approximately \$5,000. Mr. Earle asked if Mr. Dvorak felt that the nature of our involvement with this project has been fruitful for the stations. Mr. Dvorak responded in the affirmative.

Motion: Motion Mr. Earle, second Dr. Moeser to accept an outreach grant in the amount of \$75,000 and to approve a contract not to exceed \$72,750 with the Duncan Group to produce and coordinate all aspects of the ***Through One City's Eyes*** Traveling Museum.

Action: Motion passed unanimously.

ITEM G: INFORMATION ITEMS

1. Monthly Bills, January 2000 - Attachment 4

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

2. Monthly Advertising Fund Expenditure, February/March 2000 –Attachment 5

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

3. MATC District Board Policy Manual Editorial Changes (Section I – Public Television and Section J – Other Affiliations – Attachment 6)

Discussion: Mr. Roden, College Counsel, explained that these are minimal editorial changes. Ms. Killebrew asked if there were any questions. None were noted.

4. Preliminary Funding for Digital Conversion Capital

Discussion: This item was covered under the Acting General Mangers report.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

None were noted.

2. Communication and Petitions

None were noted.

5. Information Items

Mr. Dvorak informed the Committee that he attended the National Association of Programming Television Executives meeting. He will evaluate two 13-part series produced by the Houston Community College for possible air on Channels 10&36. One focuses on the Latino community and the other on the African American community.

Mr. Dvorak informed the Committee about APTS Capitol Hill days taking place in Washington April 2-4, 2000. All members of the PTV Committee were invited to attend. Material will be distributed to the Committee.

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting: **THURSDAY, March 23, 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 5:55 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

MEMORANDUM OF UNDERSTANDING
BETWEEN THE MILWAUKEE AREA TECHNICAL COLLEGE
AND THE WISCONSIN PUBLIC BROADCASTING FOUNDATION
TO PRESENT
A CHILDRENS FILM FESTIVAL

February 2, 2000

This memorandum of understanding between the Milwaukee Area Technical College on behalf of Milwaukee Public Television and The Wisconsin Educational Communications Board is intended to govern their joint sponsorship of a Children's Film Festival to be offered in Milwaukee, Wisconsin.

The purposes of the Children's Film Festival are to showcase high quality films intended for children and, by so doing to: encourage the film industry to produce such films; promote media literacy; raise production standards; expose children and their parents to films of the highest quality; further the children's programming mission of public broadcasting; encourage the development of the film industry in Wisconsin and interest in film careers among Wisconsin youth.

In furtherance of the above purpose, the parties to this memorandum agree on the following:

1. The maximum to be funded by each of the original parties to this agreement is \$15,000 in each of the two years of the festival.
2. Additional parties may be added to the agreement as mutually agreed upon between the original parties. Cost sharing by additional parties will be specified by amendment to this agreement.
3. Additional sponsors will be necessary for the success of the festival. Appropriate additional sponsors would include the Wisconsin Film Office, the private sector, and local organizations in Lake Geneva and Milwaukee. Total funding of \$50,000 to \$60,000 will be required.
4. A consultant with appropriate credentials will be retained to plan and manage the festival.
5. A coordinating committee for the festival will be created with equal membership from the parties and additional members as mutually agreed upon.
6. The Wisconsin Public Broadcasting Foundation will serve as fiscal agent for the Festival.
7. Use of theaters will be donated.
8. If use of theaters is not donated, or if additional sponsors are not found, the parties will withdraw sponsorship and any unexpended funds will be divided in proportion to contributions made by the parties.

For Milwaukee Area Technical College

For the Wisconsin Public Broadcasting
Foundation

Dr. John R. Birkholz, President

Thomas L. Fletemeyer, Foundation Director

Date

Date

INDEPENDENT TELEVISION PRODUCTION CONTRACTS
Totals For Fiscal Year 2001

BACKGROUND

In the past, independently contracted television production staff services have been hired on an annual contract basis. The college's purchasing department in cooperation with the television station General Manager prepares contracts. Over a multi-year period, such vendors have or may receive compensation that exceeds \$50,000. The total fiscal year 2001 compensation for services is not anticipated at this time to exceed the amounts below. The following individuals are included in the Boards requirement for a ninety-day notice of contract renewal. Issuance of Independent Television Production Contracts with the below individuals/firms is contingent on the Boards final approval and passage of a Fiscal Year 2001 budget.

NAME/ASSIGNMENT & PROGRAM

PAYMENT FOR SERVICES
Not To Exceed

Dan Small

\$54,000.00

Producer/host: Outdoor Wisconsin (40 episodes)
Producer/host: Deer Hunt special, and Door County special
Promotional appearances: 25 personal appearances including the planning of and appearance at the Outdoor Wisconsin Banquet.

Dan Jones

\$56,000.00

Producer/host: Interchange (52 episodes)
Producer/writer: Tracks Ahead V (24 segments)
Producer/writer/host: major documentary

Wanderlust Productions

\$24,000.00

Producer/writer: Tracks Ahead V (10 segments)
Producer/writer/host: major documentary

PTV Attachment 3

BOARD BILL LIST
TV Fund by Check No
02/29/00

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
02/03/00	0526160	Governor's Conferenc	5201	Travel Expenses	145.00	145.00
02/03/00	0526206	Central Educational	5665	Network Prog Service	9,702.00	9,702.00
02/03/00	0526226	Dallas Ft Worth Airp	5201	Travel Expenses	176.49	176.49
02/03/00	0526238	Thomas J. Dvorak	5201	Travel Expenses	182.57	182.57
02/03/00	0526285	Gary J. Jones	5201	Travel Expenses	141.80	141.80
02/03/00	0526322	Samantha D. Montgome	5668	Program Production	375.00	375.00
02/03/00	0526324	MSE Media Solutions	5677	Videotape	1,329.16	1,329.16
02/03/00	0526396	Travel Traders Unlim	5201	Travel Expenses	673.00	5,317.50
02/03/00	0526401	United Parcel Servic	5675	Traffic	45.98	45.98
02/07/00	0526445	Ameritech	5671	Remote/Studio Supp	38.15	38.15
02/07/00	0526446	Ameritech	5454	Telephone	940.92	13,997.11
02/07/00	0526452	Boise Cascade	5241	Office Supplies	316.96	2,221.78
02/07/00	0526485	Elert & Associates	5273	Publicity	714.99	714.99
02/07/00	0526506	Hein Electric Supply	5674	Technical Operations	123.26	1,689.72
02/07/00	0526508	Rick Horowitz	5668	Program Production	50.00	50.00
02/07/00	0526516	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
02/07/00	0526543	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
02/07/00	0526558	Publication Sales	5233	Books	17.00	17.00
02/07/00	0526566	Joseph M. Sankey	5668	Program Production	719.19	719.19
02/07/00	0526573	Dan Small	5668	Program Production	3,076.00	3,076.00
02/07/00	0526591	United Parcel Servic	5675	Traffic	255.33	267.08
02/07/00	0526594	Valley Expo & Displa	5672	Special Projects	287.50	287.50
02/07/00	0526595	Allied Digital Inc	5668	Program Production	91.52	91.52
02/07/00	0526614	Wisconsin Vocational	5201	Travel Expenses	110.00	1,855.00
02/10/00	0526668	AT&T	5454	Telephone	6.00	6.00
02/10/00	0526682	Damir D. Braovac	5668	Program Production	11.75	11.75
02/10/00	0526705	Complete Delivery In	5675	Traffic	30.45	30.45
02/10/00	0526722	Federal Express	5675	Traffic	123.75	123.75
02/10/00	0526835	Marshall J. Savick	5201	Travel Expenses	16.00	16.00
02/10/00	0526868	United Parcel Servic	5675	Traffic	49.59	76.38
02/10/00	0526872	Variety	5233	Books	219.00	219.00
02/10/00	0526893	Charles E. Zehner Jr	5668	Program Production	1,600.00	1,600.00
02/14/00	0526940	Central Educational	5675	Traffic	294.00	294.00
02/14/00	0526957	Dielectric Communica	5678	Wmvs Transmitter Rep	1,193.51	1,193.51
02/14/00	0527026	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
02/14/00	0527027	Auto Parts Mart	5676	Vehicle Supplies	65.21	459.88
02/14/00	0527044	Parents Choice	5668	Program Production	110.00	110.00
02/14/00	0527125	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
02/14/00	0527132	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
02/14/00	0527133	Wisconsin Electric P	5452	Light & Power	10,778.95	33,481.83
02/17/00	0527188	Jack R. Abrams	5201	Travel Expenses	710.00	710.00
02/17/00	0527190	Airborne Express	5668	Program Production	21.90	21.90
02/17/00	0527193	American Public Tele	5667	Program Acquisition	7,476.00	7,476.00
02/17/00	0527196	Amoco Oil Company	5676	Vehicle Supplies	159.43	576.99
02/17/00	0527223	Dallas Ft Worth Airp	5201	Travel Expenses	207.92	207.92
02/17/00	0527267	Gary J. Jones	5674	Technical Operations	40.00	40.00
02/17/00	0527277	Debra A. Kunath	5259	Postage	19.80	19.80
02/17/00	0527288	McCullough Productio	5668	Program Production	50,000.00	50,000.00
02/17/00	0527302	Myers Information Sy	5674	Technical Operations	200.00	200.00
02/17/00	0527303	National Supply & Ha	5674	Technical Operations	71.41	71.41
02/17/00	0527341	State Historical Soc	5668	Program Production	20.00	20.00
02/17/00	0527350	Travel Traders Unlim	5201	Travel Expenses	2,701.85	5,571.85
02/17/00	0527355	Allied Digital Inc	5668	Program Production	45.59	45.59
02/21/00	0527409	Aldrich & Associates	5668	Program Production	2,877.23	2,877.23

BOARD BILL LIST
 TV Fund by Check No
 02/29/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
02/21/00	0527414	American Public Tele	5667	Program Acquisition	6,265.00	6,265.00
02/21/00	0527416	Ameritech	5454	Telephone	30.11	18,064.75
02/21/00	0527420	Badger Coaches Inc	5675	Traffic	118.50	118.50
02/21/00	0527430	Boise Cascade	5243	Other Supplies	188.82	4,279.67
02/21/00	0527458	Federal Express	5675	Traffic	540.75	540.75
02/21/00	0527467	Michael J. Garvin	5201	Travel Expenses	14.50	14.50
02/21/00	0527486	Industrial Electroni	5674	Technical Operations	115.00	115.00
02/21/00	0527501	MA Junior Parking In	5668	Program Production	247.00	247.00
02/21/00	0527508	Mainstage Theatrical	5671	Remote/Studio Supp	40.00	40.00
02/21/00	0527535	National Academy of	5668	Program Production	75.00	75.00
02/21/00	0527547	Pentrex	5668	Program Production	8.80	8.80
02/21/00	0527576	Gary J. Sharbuno	5201	Travel Expenses	14.55	14.55
02/21/00	0527578	Dan Small	5668	Program Production	1,726.00	1,726.00
02/21/00	0527589	System Parking Inc	5668	Program Production	31.50	40.50
02/21/00	0527601	United Parcel Servic	5675	Traffic	62.84	76.84
02/21/00	0527615	Wisconsin Cable	5660	Affiliation/Mbsps	125.00	125.00
02/24/00	0527642	Ameritech	5454	Telephone	352.69	806.58
02/24/00	0527643	APTS	5201	Travel Expenses	305.00	805.00
02/24/00	0527648	Aspen Creek Seminars	5201	Travel Expenses	129.00	129.00
02/24/00	0527664	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
02/24/00	0527670	Celtic Advertising I	5270	Advertising	3,012.86	3,012.86
02/24/00	0527675	Liddie M. Collins	5201	Travel Expenses	38.50	38.50
02/24/00	0527676	Complete Delivery In	5675	Traffic	11.85	11.85
02/24/00	0527705	Grunau Co Inc	5678	Wmvs Transmitter Rep	3,800.00	3,800.00
02/24/00	0527706	Gail G. Grzybowski	5201	Travel Expenses	10.00	10.00
02/24/00	0527710	Gregory A. Haladej	5201	Travel Expenses	10.25	10.25
02/24/00	0527722	Ikon Office Solution	5674	Technical Operations	427.00	427.00
02/24/00	0527732	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
02/24/00	0527745	John S. McKay	5201	Travel Expenses	37.06	37.06
02/24/00	0527778	Nomadic Display	5672	Special Projects	1,380.00	1,380.00
02/24/00	0527854	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
02/28/00	0527891	Ameritech	5454	Telephone	31.94	1,576.84
			5671	Remote/Studio Supp	38.44	
02/28/00	0527892	Ameritech	5454	Telephone	111.12	1,857.49
02/28/00	0527904	Michael J. Behlen	5201	Travel Expenses	234.00	234.00
02/28/00	0527909	Boise Cascade	5675	Traffic	22.50	3,287.42
02/28/00	0527915	Central Educational	5675	Traffic	700.00	700.00
02/28/00	0527918	Channel 10/36 Friend	5273	Publicity	162.50	162.50
02/28/00	0527923	US Toy Co	5273	Publicity	58.11	58.11
02/28/00	0527969	Journal Sentinel Inc	5668	Program Production	98.40	98.40
02/28/00	0527992	Brian R. McArthur	5201	Travel Expenses	184.00	184.00
02/28/00	0528010	National Academy of	5668	Program Production	75.00	75.00
02/28/00	0528013	National Educational	5675	Traffic	30.00	30.00
02/28/00	0528035	Public Broadcasting	5665	Network Prog Service	7,877.04	7,877.04
02/28/00	0528038	Redleaf Press	5233	Books	31.85	31.85
02/28/00	0528039	Henry J. Reed	5201	Travel Expenses	184.00	184.00
02/28/00	0528049	Roscor Corporation	5674	Technical Operations	302.68	302.68
02/28/00	0528056	Marshall J. Savick	5668	Program Production	49.11	49.11
02/28/00	0528064	Dan Small	5668	Program Production	2,886.00	2,886.00
02/28/00	0528079	Travel Traders Unlim	5201	Travel Expenses	611.00	1,148.00
02/28/00	0528080	United Ad Label	5674	Technical Operations	251.51	251.51
02/28/00	0528085	Cindy L. Vanvreede	5668	Program Production	5.25	5.25
02/28/00	0528099	Wisconsin Newspaper	5273	Publicity	48.40	144.40
02/28/00	0528105	Wyndham Washington H	5201	Travel Expenses	350.38	1,401.52

BOARD BILL LIST
TV Fund by Check No
02/29/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
				-----	-----
				142,397.57	223,042.46

BOARD BILL LIST
 Over \$2500 Channel 10/36
 02/29/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
02/03/00	0526206	Central Educational	5665	Network Prog Service	9,702.00	9,702.00
02/03/00	0526396	Travel Traders Unlim	5201	Travel Expenses	673.00	5,317.50
02/07/00	0526446	Ameritech	5454	Telephone	940.92	13,997.11
02/07/00	0526573	Dan Small	5668	Program Production	3,076.00	3,076.00
02/14/00	0527133	Wisconsin Electric P	5452	Light & Power	10,778.95	33,481.83
02/17/00	0527193	American Public Tele	5667	Program Acquisition	7,476.00	7,476.00
02/17/00	0527288	McCullough Productio	5668	Program Production	50,000.00	50,000.00
02/17/00	0527350	Travel Traders Unlim	5201	Travel Expenses	2,701.85	5,571.85
02/21/00	0527409	Aldrich & Associates	5668	Program Production	2,877.23	2,877.23
02/21/00	0527414	American Public Tele	5667	Program Acquisition	6,265.00	6,265.00
02/21/00	0527416	Ameritech	5454	Telephone	30.11	18,064.75
02/21/00	0527430	Boise Cascade	5243	Other Supplies	188.82	4,279.67
02/24/00	0527670	Celtic Advertising I	5270	Advertising	3,012.86	3,012.86
02/24/00	0527705	Grunau Co Inc	5678	Wmvs Transmitter Rep	3,800.00	3,800.00
02/28/00	0527909	Boise Cascade	5675	Traffic	22.50	3,287.42
02/28/00	0528035	Public Broadcasting	5665	Network Prog Service	7,877.04	7,877.04
02/28/00	0528064	Dan Small	5668	Program Production	2,886.00	2,886.00
					112,308.28	180,972.26

PTV Attachment 4

CELTIC ADVERTISING

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

3/3/00
WMVS/WMVT
March 2000
Media Schedule

ACTUAL

Billed in February

MARCH 2000 MEDIA

Advertising Objectives

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

MEDIA EXPENDITURES

\$65,256.64

Print:

\$19,306.74

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

Radio:

\$ 1,809.90

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

Television:

\$25,940.00

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

Outdoor:

\$18,200.00

Outdoor utilized for image campaign
Milwaukee

ACTUAL MINORITY MEDIA SPENDING:

\$10,018.68 or 15%

African American:

Milwaukee Times \$ 658.88
Community Journal \$1321.60
Milwaukee Courier \$1321.60
WMCS Radio \$1305.00
\$4607.08

Hispanic:

El Conquistador \$ 87.00
Spanish Journal \$ 604.80
Spanish Times \$1549.80
Spanish TV \$3170.00
\$5411.60

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

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

ESTIMATE

Billed:

March 2000

APRIL MEDIA

Advertising Objectives

Develop advertising for station's auction.

MEDIA BUDGET

\$6,100

Print \$2000

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 \$4,100

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

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