

May 5, 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, MAY 18, 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 – April 13, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - [1. Revised agreement with 10/36 Friends – Attachment 2](#)
 - [2. Acceptance of Program Production Grant – Attachment 3](#)
 - [3. Acceptance of Program Production Underwriting Grant – Attachment 4](#)
 - [4. Independent Production Contracts – Attachment 5](#)
- F. Discussion Items**
 - 1. Acting General Manager's Report – Tom Dvorak
 - [2. Friends Report – Attachment 6](#)
 - 3. FY01 Operational Budget – Attachment 7 (*will be mailed separately*)
- G. Information Items**
 - [1. Monthly Bills, April, 2000 – Attachment 8](#)
 - [2. Monthly Advertising Fund Expenditures, May/June 2000 – Attachment 9](#)
 - [3. Timeline for hiring of General Manager - 10](#)
- H. Miscellaneous Items**
 - 1. Committee Member comments
 - 2. Communications and Petitions
 - 3. Information Items
- I. Old Business/New Business**
 - 1. Next Committee Meeting: **THURSDAY, JUNE 22, 2000**
MATC Board Room, Room 210, 700 West State Street

COMMITTEE MEMBERS: Killebrew, Moeser, Earle

PTV Attachment 1

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

DATE: April 13, 2000
TIME: 5:00 P.M.
PLACE: MATC Board Room, Room 210, Milwaukee Campus

COMMITTEE MEMBERS PRESENT: Mr. Earle, Ms. Killebrew

MATC STAFF PRESENT: Dr. Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Ken Kobylarz, Les Ingram, Mike Gavin, Ken Krueger, Vivian Joyner, Thay Yang

GUESTS PRESENT: Lamont McLoughlin, Richard Robbins

ITEM A: ROLL CALL

Roll called showed that Ms. Killebrew and Mr. Earle were present.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of April 13, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – March 23, 2000 – Attachment 1

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

Motion: Motion, Mr. Earle second Ms. Killebrew to approve the March 23, 2000 minutes.

Action: Motion passed.

ITEM D: COMMENTS FROM THE PUBLIC

There were no comments from the public.

ITEM E: ACTION ITEMS

1. Logo Selection

Discussion: Thay Yang, Graphics Producer, presented the three final selections of logos for the Committee's approval. MATC students enrolled in the Graphic Arts program designed

the logos. Mr. Earle stressed that the connection between MATC and the stations should be reinforced as often as possible.

Motion: Motion Ms. Killebrew, second Mr. Earle to select the logo design submitted by Stacy Herzing.

Action: Motion passed.

2. Discussion of MATC's policy and recent guidance concerning the 10/36 Friends' Membership lists.

A. MATC Policy – Attachment 2

B. Letter and Agreement from Todd Gray – Attachment 3

Discussion: Ms. Killebrew suggested this item be moved from action to discussion, as discussion needs to take place before any action can be formulated. Mr. Earle concurred. Mr. Earle stated that the suggestion of a compromise regarding the Friends membership lists was a good one provided some language is added to the agreement stating that the Friends will support and adhere to MATC Policy concerning governance of the stations. Mr. Earle further suggested language stating the Friends are committed and support the mission statement of the stations be added to the agreement. Mr. Roden will amend the agreement as stated. Mr. Roden will also formally contact the Friends Board to share this amended agreement with them so that they can give their input at the next meeting as to their position. It is hoped the agreement can be brought back to the Committee for action at the May meeting. The existing policy will also be modified at that time.

ITEM F: DISCUSSION ITEMS

1. Acting General Manager's Report

Discussion: Tom Dvorak, Acting General Manager, reported that the trip to Washington DC to attend APTS Capitol Hill Days went very well. Ms. Killebrew and Mr. Paul Pedersen attended as well.

Mr. Dvorak distributed a report of underwriting activity for the last five years. He also told the Committee that he conducted a survey of "like market-size" stations as to their local program underwriting activities. Channel 10&36 are doing a lot more local programming for a lot less money than these other stations. Mr. Earle asked about the drop in underwriting money from last fiscal year to now. Mr. Dvorak stated that this fiscal year has not yet ended and we are anticipating underwriting to come in for The Great Circus Parade and for a program in conjunction with the DNR focusing on the increase in the deer population. Dr. Birkholz stated that focus should be geared to obtaining additional underwriting for Black Nouveau and Adelante. Ms. Killebrew asked what steps can be taken to increase the local production underwriting. Mr. Dvorak wants to explore the idea of hiring a grant writer to obtain additional funds. Dr. Birkholz stated that as the budget is looked at for next year it is possible to perhaps set aside funding to hire such a person. Mr. Earle suggested the grant writing duties be incorporated into an RFP that will be going out for an underwriting agency. Mr. Earle also requested a list of underwriters by

corporate donor. Mr. Earle would also like to see MATC's baseline contribution to public television increase.

Mr. Dvorak distributed a copy of an article that appeared in the Journal/Sentinel about a young disabled man who helped save the life of a woman in Boston while corresponding with her via the Internet. After reading the article a viewer contacted the station saying she remembered that this man was on Mister Rogers twenty years ago and that he currently resides in Madison. Darlyne Haertlein gathered footage and went to Madison to interview Jeff Erlanger and produced this very moving five-minute piece. Mr. Dvorak stated that this is what public television is all about.

2. Friends Report – Attachment 4

Discussion: Mr. Lamont McLoughlin stated he was pleased to hear of the on-going conversations with Ms. Killebrew and the Friends Board regarding the membership list issue.

Mr. McLoughlin reported that the Great TV Auction is only three weeks away. The Art Preview was held during the on Friday, April 7, 2000. Underwriting and donations for the auction are coming in. Mr. McLoughlin invited all the members of the MATC Board to come out to State Fair Park to see the auction as it is airing.

Membership revenue in the bank stands at \$2,634,485. At the end of March totals were over \$56,000 ahead of Fiscal Year 1999, however the amount is still \$179,000 behind the goal. An additional 4-day on-air campaign will be conducted in early June to in order to maximize the amount of revenue before the fiscal year ends on June 30, 2000.

Mr. McLoughlin reported on a special event "Stars of Lawrence Welk" which will be held at Elmbrook Church on June 25, 2000. As of today 754 of the 3,000 available tickets have been sold.

ITEM G: INFORMATION ITEMS

1. Monthly Bills, March, 2000 - Attachment 5

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, April/May 2000 - Attachment 6

Discussion: Ms. Killebrew asked if there was anything that should be pointed out regarding the advertising expenditures. Mr. Dvorak stated there was not. Mr. Earle voiced his concern that advertising geared toward the Hispanic Community was receiving placement in only one particular newspaper when there are others available. Mr. Dvorak stated he would bring Mr. Earle's concerns to the agency.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

Discussion: Ms. Killebrew stated that the trip to Washington D.C. was well worth it and she was glad that she had the opportunity to go.

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, May 18, 2000, at 5:00 P.M. in the MATC BOARD ROOM, ROOM 210, 700 W. STATE STREET**

ITEM J. DISCUSSION OF THE PTV GENERAL MANAGER'S POSITION

Motion: Motion Mr. Earle, second Ms. Killebrew to go into closed session pursuant to Section 19.85(1)(c)(e) of the Wisconsin Statutes to the extent that the Committee discusses employment, compensation, or performance of any public employee over which he Board has jurisdiction or exercises responsibility.

Action: Roll Call Vote – Motion passed unanimously.

Committee convened into closed session at 6:30 p.m.

ITEM K. COMMITTEE MAY RECONVENE INTO OPEN SESSION TO TAKE ACTION ON MATTERS DISCUSSED IN CLOSED SESSION UNDER ITEM J

The Committee did not reconvene.

ADJOURNMENT

Being no further discussion, the meeting adjourned at 7:10 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

PTV Attachment 2

AGREEMENT

This is an Agreement, made this ___ day of April, 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

BACKGROUND

On April 6, 2000 Milwaukee Public Television received a purchase order from the Department of Natural Resources – Wildlife Management Division in the amount of \$14,000 for the local production of DEER 2000 (working title). WMVS will produce a one-hour special highlighting the Deer 2000 project. The program will detail recommendations for possible rule changes for the fall hunting season and instructions for participation in the June public review meetings. The program will air statewide on June 7, 2000.

Current plans include videotaping interviews with DNR wildlife specialists at various locations throughout the state, developing supporting graphics and editing the program during the month of May.

Preliminary budget figures project allocation of staff valued at \$3,872, facilities usage at \$11,370 and cash expenditures for overtime, part-time pool employees, videotape and travel at \$6,723.

This statewide project continues the positive relationship with the DNR that has been developed as part of the ***OUTDOOR WISCONSIN*** series.

COMMITTEE ACTION

The Committee is asked to approve the acceptance of a \$14,000 production grant from the Department of Natural Resources – Wildlife Management Division for the production of Deer 2000 (wt).

PTV Attachment 4

BACKGROUND

On April 17, 2000 Strong Investments signed a Production underwriting agreement in the amount of \$175,000 for the production of the 2000 Great Circus Parade. The July 16th parade will be broadcast live in the analog format throughout the country via PBS Plus and will be the first live high definition broadcast on the PBS digital service.

Preliminary plans include full two-hour coverage of the parade from a location on East Wisconsin Avenue and creation of videotaped segments of the Circus Train, Veterans Park show ground activities, horse training and other events leading up to parade day.

Budgets have not been finalized, however some external costs have been estimated. Since the station does not yet own HDTV remote production and satellite uplink facilities, rental is estimated between \$20,000 and \$30,000 for the July 16th weekend. Talent fees for the program host, commentator(s), and their associated travel expenses are being negotiated. National promotional press kit production is estimated at \$5,000. Miscellaneous staff travel, per diem, overtime, utility installation and site fees will cost approximately \$10,000. Internal staff allocation budgets are pending the final site and rental equipment selection.

The high definition production of the Great Circus Parade will continue Milwaukee Public Television's leadership position in the development of digital television, provide our staff and students with an opportunity to work with the new technology on a network production, and export to the nation, Wisconsin's national treasure with a clarity and vibrancy never before possible.

COMMITTEE ACTION

The Committee is asked to approve a \$175,000 underwriting agreement with Strong Funds for the production of the 2000 Great Circus Parade.

PTV Attachment 5

BACKGROUND

In the past, independently contracted television production staff 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 exceed \$50,000. The total fiscal year 2001 compensation for services in 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.

<u>NAME/ASSIGNMENT & PROGRAM</u>	<u>PAYMENT FOR SERVICES</u> <u>Not to Exceed</u>
Dan Small Producer/host: Outdoor Wisconsin Producer/host: Deer Hunt / Door County Special Promotional appearances: 25 personal appearances Including the planning of and appearance at the Outdoor Wisconsin Banquet.	\$54,000.00
Dan Jones Producer/host: Interchange (52 episodes) Producer/writer: Tracks Ahead V (24 segments) Producer/writer/host: A Day In The Life of Milwaukee	\$56,000.00
Wanderlust Productions Producer/writer: Tracks Ahead V (10 segments) Producer/writer/host: Who Can I Look Up To?	\$24,000.00

ACTION

The Committee is asked to approve the above listed vendor contracts.

PTV Attachment 6

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

May	5-13	+	The Great TV Auction, " <i>Once Upon an Auction</i> "
	29		Memorial Day, Friends' offices closed.
June	1- 4	+	June Pledge Drive
	20	+	Meeting of the Executive Committee of the Channel 10/36 Friends, Inc.
	25	+	<i>Stars of Lawrence Welk</i> , 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	+	<i>The Mark Russell Comedy Show</i> , 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 8

BOARD BILL LIST
TV Fund by Check No
04/30/00

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
04/03/00	0530223	Aldrich & Associates	5668	Program Production	2,167.78	2,167.78
04/03/00	0530240	AT&T	5668	Program Production	15.09	28.73
04/03/00	0530284	Evans Associates	5357	Professional & Consu	4,500.00	4,500.00
04/03/00	0530289	Bob Gaal	5243	Other Supplies	6.00	6.00
04/03/00	0530320	Debra A. Kunath	5241	Office Supplies	28.26	28.26
04/03/00	0530340	Robert Manyen	5243	Other Supplies	7.00	7.00
04/03/00	0530364	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
04/03/00	0530365	Nomadic Display	5672	Special Projects	67.21	67.21
04/03/00	0530367	Donn Nowak	5243	Other Supplies	10.00	10.00
04/03/00	0530409	Travel Traders Unlim	5201	Travel Expenses	1,371.00	1,655.00
04/03/00	0530429	Richard Waldschmidt	5243	Other Supplies	6.00	6.00
04/03/00	0530431	John M. Watkins	5243	Other Supplies	10.00	10.00
04/03/00	0530444	Charles E. Zehner	5668	Program Production	800.00	800.00
04/07/00	0530480	Amoco Oil Company	5676	Vehicle Supplies	80.14	1,352.57
04/07/00	0530517	James P. Denomie	5201	Travel Expenses	84.50	84.50
04/07/00	0530525	EXEC-PC Inc	5273	Publicity	5.15	5.15
04/07/00	0530541	Higgins Tower Servic	5678	Wmvs Transmitter Rep	194.10	194.10
04/07/00	0530548	Industrial Electroni	5674	Technical Operations	11.00	11.00
04/07/00	0530552	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
04/07/00	0530555	Debra A. Kunath	5201	Travel Expenses	67.00	67.00
04/07/00	0530566	Markertek Video Supp	5671	Remote/Studio Supp	171.38	171.38
04/07/00	0530601	Public Relations Soc	5220	Membership & Subscri	240.00	240.00
04/07/00	0530630	Catharine A. Tierney	5201	Travel Expenses	8.23	8.23
04/07/00	0530638	Allied Digital Inc	5668	Program Production	176.83	176.83
04/07/00	0530639	Wanderlust Productio	5668	Program Production	2,444.25	2,444.25
04/07/00	0530646	Wisconsin Electric P	5452	Light & Power	10,203.59	34,997.37
04/10/00	0530679	Ameritech	5454	Telephone	883.07	1,688.70
04/10/00	0530807	Markertek Video Supp	5671	Remote/Studio Supp	168.18	199.43
04/10/00	0530818	Michael Best & Fried	5361	Legal Services	12.05	19,466.95
04/10/00	0530825	Mouser Electronics	5674	Technical Operations	25.72	58.92
04/10/00	0530839	Office Copying Equip	5241	Office Supplies	96.00	96.00
04/10/00	0530840	Office Copying Equip	5243	Other Supplies	452.00	452.00
04/10/00	0530902	Allied Digital Inc	5668	Program Production	118.72	118.72
04/13/00	0530978	Ameritech	5454	Telephone	51.84	1,564.09
04/13/00	0530982	Apple Computer Inc	5840	Equipment	11,804.00	11,804.00
04/13/00	0531034	Darlyne C. Haertlein	5273	Publicity	11.90	11.90
04/13/00	0531067	National Educational	5675	Traffic	120.00	120.00
04/13/00	0531070	National Supply & Ha	5671	Remote/Studio Supp	27.96	27.96
04/13/00	0531078	Pentrex	5668	Program Production	49.45	49.45
04/13/00	0531112	Dan Small	5668	Program Production	1,726.00	1,726.00
04/13/00	0531130	United Parcel Servic	5675	Traffic	55.81	67.81
04/18/00	0531183	Aldrich & Associates	5668	Program Production	2,381.78	2,381.78
04/18/00	0531199	Best Buy Co Inc	5674	Technical Operations	294.00	378.99
04/18/00	0531222	Christopher Kocovsky	5243	Other Supplies	10.00	10.00
04/18/00	0531246	Drexel	5671	Remote/Studio Supp	1,485.00	1,485.00
04/18/00	0531247	Thomas J. Dvorak	5201	Travel Expenses	216.80	216.80
04/18/00	0531261	Federal Express	5675	Traffic	95.54	95.54
04/18/00	0531300	Zeiger & Co Inc., Hy	5273	Publicity	2,171.80	2,171.80
04/18/00	0531303	Industrial Electroni	5674	Technical Operations	161.39	680.01
04/18/00	0531310	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
04/18/00	0531354	Mouser Electronics	5674	Technical Operations	24.46	24.46
04/18/00	0531360	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
04/18/00	0531363	National Supply & Ha	5674	Technical Operations	218.83	260.15
04/18/00	0531386	Radio Shack	5674	Technical Operations	52.55	52.55

BOARD BILL LIST
TV Fund by Check No
04/30/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
04/18/00	0531447	United Parcel Servic	5675	Traffic	147.33	147.33
04/18/00	0531452	Allied Digital Inc	5668	Program Production	86.80	86.80
04/18/00	0531461	Wanderlust Productio	5668	Program Production	3,256.42	3,256.42
04/18/00	0531475	Zack Electronics	5674	Technical Operations	273.08	273.08
04/24/00	0531525	Ameritech	5454	Telephone	546.28	1,940.41
04/24/00	0531534	Badger Coaches Inc	5675	Traffic	102.50	102.50
04/24/00	0531543	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
04/24/00	0531585	Dielectric Communica	5840	Equipment	143,232.00	143,232.00
04/24/00	0531658	Mac Warehouse	5840	Equipment	3,187.40	3,187.40
04/24/00	0531679	Micro Warehouse	5674	Technical Operations	276.10	276.10
04/24/00	0531680	Micro Warehouse	5674	Technical Operations	173.83	173.83
04/24/00	0531694	Myers Information Sy	5674	Technical Operations	200.00	200.00
04/24/00	0531701	Thomas M. Newbauer	5201	Travel Expenses	58.00	58.00
04/24/00	0531722	Jan L. Pritzl	5201	Travel Expenses	71.12	71.12
04/24/00	0531746	Marshall J. Savick	5201	Travel Expenses	2.50	2.50
04/24/00	0531760	Sony Electronics Inc	5674	Technical Operations	165.44	165.44
04/24/00	0531789	United Parcel Servic	5675	Traffic	5.49	31.49
04/24/00	0531796	Allied Digital Inc	5668	Program Production	72.78	72.78
04/27/00	0531872	Ameritech	5454	Telephone	29.49	456.18
04/27/00	0531883	Boise Cascade	5241	Office Supplies	64.59	2,270.98
04/27/00	0531891	Complete Delivery In	5675	Traffic	32.65	32.65
04/27/00	0531896	CSRG Digital LLC	5357	Professional & Consu	3,446.25	3,446.25
04/27/00	0531904	Federal Express	5675	Traffic	178.60	194.73
04/27/00	0531937	MA Junior Parking In	5668	Program Production	395.00	395.00
04/27/00	0531952	Mouser Electronics	5674	Technical Operations	11.12	11.12
04/27/00	0531956	Norlight Telecommuni	5668	Program Production	1,180.00	1,180.00
04/27/00	0531986	Joseph M. Sankey	5668	Program Production	480.73	480.73
04/27/00	0531993	Dan Small	5668	Program Production	1,726.00	1,726.00
04/27/00	0532000	System Parking Inc	5668	Program Production	101.25	169.50
04/27/00	0532004	Allied Digital Inc	5668	Program Production	56.96	56.96
04/27/00	0532014	Wisconsin Newspaper	5273	Publicity	52.40	52.40
					211,295.57	264,291.17

BOARD BILL LIST
Over \$2500 Channel 10/36
04/30/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
04/03/00	0530284	Evans Associates	5357 Professional & Consu	4,500.00	4,500.00
04/07/00	0530646	Wisconsin Electric P	5452 Light & Power	10,203.59	34,997.37
04/10/00	0530818	Michael Best & Fried	5361 Legal Services	12.05	19,466.95
04/13/00	0530982	Apple Computer Inc	5840 Equipment	11,804.00	11,804.00
04/18/00	0531461	Wanderlust Productio	5668 Program Production	3,256.42	3,256.42
04/24/00	0531585	Dielectric Communica	5840 Equipment	143,232.00	143,232.00
04/24/00	0531658	Mac Warehouse	5840 Equipment	3,187.40	3,187.40
04/27/00	0531896	CSRG Digital LLC	5357 Professional & Consu	3,446.25	3,446.25
				-----	-----
				179,641.71	223,890.39

PTV Attachment 9

CELTIC ADVERTISING

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

**5/1/00 revised
WMVS/WMT
May 2000
Media Schedule**

ACTUAL

Billed in April

May 2000 MEDIA

Advertising Objectives

- Develop tune-in for May highlighted programs and auction.

MEDIA EXPENDITURES

\$4,575.25

Print:

\$4,575.25

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

Radio:

\$0

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

Television:

\$0

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

Outdoor:

\$0

Outdoor utilized for image campaign
Milwaukee

ACTUAL MINORITY MEDIA SPENDING:

\$1000.99 or 22%

African American:

Milwaukee Comm. Journal \$330.40
7% of total

Hispanic:

Hispanic Yellow Pages \$670.59
15% of total

CELTIC ADVERTISING

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

5/1/00

**Milwaukee Public TV
Media**

ESTIMATE

Billed: May, 2000

JUNE MEDIA

Advertising Objectives

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

MEDIA BUDGET

\$2,000

Print \$2,000.00
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 10

The following is the timeline for hiring the General Manager for WMVS/WMVT:

BY MAY 1, 2000.....Screening Committee selected

BY MAY 15, 2000.....Initial screening for final six candidates

BY JUNE 1, 2000.....Screening Committee interviews final six candidates
and recommends three

BY JUNE 15, 2000.....Dr. Birkholz interviews three finalists

JUNE 22, 2000.....Dr. Birkholz meets with PTV Committee in closed
session to recommend finalist

JUNE 27, 2000.....Finalist recommended to full Board