



November 1, 1999

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, NOVEMBER 11, 1999**, 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 – October 21, 1999 – Attachment 1](#)**
- D. Comments from the public**
- E. Action Items**
- F. Discussion Items**
 - 1. Acting General Manager's Report – Tom Dvorak
 - 2. [Friends Report – Attachment 3](#)
 - 3. [Entrepreneurial Report – Attachment 4](#)
- G. Information Items**
 - 1. [Monthly Bills, October, 1999 - Attachment 5](#)
 - 2. [Monthly Advertising Fund Expenditures, November/December, 1999 – Attachment 6](#)
 - 3. Status of Community Advisory Board
 - 4. Update on 10&36 / Friends Membership lists
- H. Miscellaneous Items**
 - 1. Communications and Petitions
 - 2. Information Items
- I. Old Business/New Business**
 - 1. Next Committee Meeting: **THURSDAY, DECEMBER 9, 1999**
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: October 21, 1999
TIME: 5:00 P.M.
PLACE: MATC Board Room, Room 210, Milwaukee Campus

COMMITTEE MEMBERS PRESENT:

Mae Killebrew, Peter Earle, Elliott Moeser

MATC STAFF PRESENT:

Dr. John Birkholz, Tom Dvorak, Joe Bauer, Bill Roden, Lester Ingram, Vivian Joyner, Greg Vraney, Cindy VanVreede, Ken Kobylarz, Karen Copper, Ken Krueger, Michael Gavin

GUESTS PRESENT:

Scott Kuiper, Tim Marshall, Allyson Olivier, Richard Robbins, Jim Lambright

ITEM A: ROLL CALL

All Committee members were present

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of October 21, 1999, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – September 23, 1999 - Attachment 1

Discussion: Ms. Killebrew asked if there were any questions relating to the minutes of September 23, 1999. None were noted

Motion: Motion Dr. Moeser, second Mr. Earle, to approve the September 23, 1999, minutes of the Public Television Committee.

Action: Motion passed unanimously

ITEM D: COMMENTS FROM THE PUBLIC

Discussion: Mr. Tim Marshall, Brandon Marsh Entertainment, addressed the Committee, voicing his concerns that MATC retain the licensees of Channels 10&36. A copy of his comments is attached to these minutes and labeled Exhibit A (Some of the materials are not available electronically.)

ITEM E: ACTION ITEMS

1. Policy I0501 Protection of WMVS/WMVT Membership Lists – Attachment 2

Discussion: Mr. Roden, MATC counsel, stated this policy is the result of recent activity by the Corporation for Public Broadcasting (CPB). The CPB, early this year, issued guidelines that recipients of CPB funding were to follow. These guidelines include maintaining the privacy of donor lists that are in the control of public television stations. The CPB guidelines have been reviewed by counsel, and it has been determined that this policy is the best way to address them. The policy indicates that the membership lists should not be shared with political organizations or candidates. In addition, the policy indicates that the college, as license holder, must maintain active control of these lists. This policy is brought forth tonight for a first reading.

Mr. Roden has met with the Executive Director of the Friends organization who is familiar with this policy. The Friends have also approved a similar policy regarding the privacy of membership lists. Mr. Roden has contacted FCC counsel who has drafted an agreement with the Friends, stating that they must be in full agreement with MATC's policy. At least one important matter must be resolved, namely that the Friends must turn over membership lists to the college to be in compliance with the CPB guidelines. The Friends are having their attorney look at the agreement, and there will be another meeting shortly to reach a formal understanding. Mr. Roden stated that Mr. McLoughlin indicated he would cooperate with the college in formulating this agreement. Subject to the Committee's questions, this policy will be brought back to the full Board in November for a final reading.

Motion: Motion Mr. Earle, second Ms. Killebrew to move this policy forward.

Dr. Moeser questioned whether, as a matter of procedure, this policy, being presented for a first reading, needed approval by the PTV Committee. Mr. Roden answered that it does not require a motion, however, the Committee should agree to move it forward indicating that its members have no problem with the policy. Dr. Moeser asked if this would be voted on at the October or November Board meeting. Mr. Roden stated that the policy would be offered for consideration by the full Board in November. Dr. Moeser stated that he has expressed his concerns in the past and continues to have these same concerns. Mr. Earle, asked if Dr. Moeser was concerned, about the policy emanating from Washington about the use of lists generally. Dr. Moeser stated this was correct, but that MATC's proposed policy forces the college to be in control of a group that MATC does not oversee. Dr. Moeser stated it is a precarious situation for the college to be held responsible for the actions of others.

Action: Ayes – Mr. Earle, Ms. Killebrew
Opposes – Dr. Moeser
Motion passes.

2. Acceptance of Co-Production Agreement & Program Production Grant for **Emphasis Wisconsin** – Attachment 3

Discussion: Mr. Dvorak, Acting General Manager, informed the Committee that this is the tenth year that we would be entering into a contract to co-produce **Emphasis Wisconsin**. This grant will allow for the production of two new programs, or one new program, and the updating of several others. Mr. Dvorak explained that by accepting the grant the Stations receive an additional \$9,000 in matching funds calculated as Non-Federal Financial Support for the Community Service Grant distributed by the CPB.

Dr. Moeser asked what would happen to the grant if there were not a motion to approve. Dr. Birkholz responded that the grant would not be accepted and, therefore, there would be no program. Dr. Moeser asked if this item would then be forwarded to the full Board? Dr. Birkholz said, if there were no motion, the process would stop at this Committee level. Dr. Birkholz went on to say that this is a program that we have been doing for ten years and has been widely accepted. There has been no influence of any nature that we should be concerned about, he said. Dr. Birkholz went on to say that **Emphasis Wisconsin** is a good program and he recommended acceptance of the grant.

Dr. Moeser asked if this is a reasonable return on our equipment and staff expertise. Mr. Dvorak responded that he wished the return were more, however, we do receive the additional grant from CPB. The biggest return is the quality program that the stations receive. The program airs statewide and is well respected by our viewers, Dvorak said. Dr. Moeser suggested there be a formula by which to evaluate our return. Dr. Birkholz stated that we are in a transition period. We need to look at all of the allocations of cost and the relationships we have with outside production companies, he said. Dr. Moeser asked that the college go forward with these studies. Ms. Killebrew asked how the matching funds from CPB are calculated. Mr. Dvorak stated that the CPB looks at how much non-federal dollars are raised by the stations and then a percentage of that money is reallocated to the stations.

Motion: Based on the President's recommendation, Mr. Earle moved to accept a \$150,000 production grant from the Bradley Foundation and to approve an agreement for \$150,000 with McCullough Productions for the co-production of the **Emphasis Wisconsin** series for the calendar year 2000 season, Second, Ms. Killebrew.

Action: Motion passed unanimously.

2. Acceptance of Co-Production Agreement & Program Production Grant for **Dollar Signs** – Attachment 4

Mr. Dvorak stated that this grant is similar to the **Emphasis Wisconsin** grant. The stations are receiving a grant of \$200,000 from Morningstar Mutual Funds of which \$180,000 will be paid back to the producer May Productions which handles all the arrangements for the **Dollar Signs** production, including booking the guests and paying for travel and talent fees. **Dollar Signs** is a weekly, year-round production. The stations will receive \$20,000 of the grant in addition to approximately \$11,000 in matching funds calculated as Non-Federal Financial Support for the Community Service Grant distributed by the CPB.

Mr. Earle asked if there is clear guidance on the setting of the administrative costs received by the stations? Mr. Dvorak responded that the Station Manager negotiates this with the outside producer before it is brought before the PTV Committee. Dr. Birkholz stated the college has a Board policy in place for its contracts for services stating the percentage of return. Currently, however, there is no such policy for the stations. This is an area that Dr. Birkholz and Todd Poppe plan to get a better handle on, however, it will take some time. Dr. Moeser likes the idea of setting it in Policy as because it would make for better, cleaner government. With a policy in place, the public can see whether a guideline is being followed.

Motion: Motion Mr. Earle, second Dr. Moeser, to accept a \$200,000 production grant from Morningstar Mutual Funds of Chicago, Illinois, and to approve an agreement for \$180,000 with May Productions for the co-production of the **Dollar Signs** series for the FY2000 season.

Action: Motion passes unanimously.

3. Acceptance of Program Production grant for **Tracks Ahead** – Attachment 5

Mr. Dvorak informed the Committee that the Executive Producer and Marketing Director had raised the entire amount of this grant. This season will be the fifth of **Tracks Ahead**. This grant approval includes an independent contract for services. Additional independent contracts will be brought to the Committee within the next few months. **Tracks Ahead** is fed on the satellite and is broadcast on over 200 public television stations.

Motion: Motion Dr. Moeser, second Mr. Earle, to accept production grants totaling \$227,000 and approve a contract for services with Chuck Zehner for \$10,400.

Action: Motion passes unanimously.

ITEM F: DISCUSSION ITEMS

1. General Manager's Report

Discussion: Tom Dvorak, Interim General Manager, reported that the stations had received two Midwest Regional Emmy awards--Executive producer Jim Peck for **Frank Lloyd Wright's Wingspread** and Chip Duncan of The Duncan Group for the co-production of **Wisconsin: An American Portrait**.

A High Definition demonstration was given at the Governor's Wisconsin Educational Technology Conference on October 13, 1999.

The stations outreach department is currently involved in the annual MisterRogers Sweater Drive.

Mr. Dvorak informed the Committee that the first program of **¡Adelante!** was viewed by approximately 7,000 households. **Black Nouveau** also had a viewership of 7,000 households for the premiere of its new season.

Mr. Dvorak attended The Friends Executive Board meeting on Wednesday, October 20, 1999. The Friends asked about the marketing plan for the tower. Mr. Dvorak told the Executive Board that American Tower is in charge of that. However, Dr. Birkholz, David Felland and himself have met on the issue. Also of concern to The Friends is the negative publicity the stations have received. They are hoping this does not affect fund raising levels. Another issue brought up was that the stations and the Friends need to start mending their differences.

Mr. Dvorak distributed a videotape including several spots of the stations new image campaign, which begins next week. This new campaign will include radio spots and outdoor advertising.

Mr. Earle thanked Mr. Dvorak for the report on the audience numbers and asked Mr. Dvorak if this new image campaign continued with the Milwaukee Public Television and MATC partnership theme? Dr. Birkholz responded that the spots are similar to ones that have aired in the past. The Committee might want to look at making MATC more prominent in these spots. Mr. Earle stated there was a lot of catching up to do in terms of years of MATC being the silent forgotten partner and foundation of public television in Milwaukee.

Mr. Earle asked if the college has any input into the marketing of the tower by American Tower? Dr. Birkholz said he had met with staff and formulated a letter to the President of American Tower asking specific questions that need to be clarified of which one of the questions was regarding marketing. Dr. Birkholz feels American Tower will be responsive and that the PTV Committee should have more information by its November meeting.

2. Friends Report – Attachment 6

Mr. Dvorak distributed a written report from Lamont McLoughlin who was unable to attend the meeting (a copy is attached to these minutes as Exhibit B). As a brief review, Mr. Dvorak stated the Friends won two Nation PBS Development

awards at the Annual PBS Development Conference in September. Mr. Earle suggested that, perhaps in the interest of time, we could defer with the review of the Friends report until the Friends decide they want to come back to the Public Television meetings. Committee members have the written report and can refer to that, he said.

ITEM G: INFORMATION ITEMS

1. Monthly Bills, September, 1999 - Attachment 7

Discussion: Ms. Killebrew asked if there were any questions regarding the September 1999 bills list. Mr. Earle stated it was his understanding from previous discussions that independent contractors cover their own expenses. He noticed a few situations that may require some scrutiny. Dr. Birkholz asked Mr. Roden to check into this matter. It is his assumption that the expenses listed here were already in process prior to the signing of the new contracts.

2. Monthly Advertising Fund Expenditure, October/November, 1999 – Attachment 8

Discussion: Ms. Killebrew asked if there were any questions regarding the monthly advertising fund expenditures for October/November, 1999.

None were noted.

3. Fundraising Production and Airtime costs – Attachment 9

Discussion: Ms. Killebrew asked if there were any questions regarding this report. Mr. Earle stated this item was prepared in response to questions he asked. He thanked Mr. Poppe for his quick response. These figures along with the approximately \$260,000 of in kind operational costs provided by the college, bring the total amount to approximately \$750,000 that the college provides to support and subsidize the Friends activities.

4. Budget Adjustment for FY00 – Attachment 10

Discussion: Ms. Killebrew asked if there were any questions on the budget adjustment for FY00.

None were noted.

5. Status of Community Advisory Board

Discussion: Dr. Birkholz told the Committee that a list would be finalized and sent to the Committee members next week so that it can be reviewed prior to the next meeting.

ITEM H: MISCELLANEOUS ITEMS

1. Communications and Petitions

None were noted.

2. Information Items

Dr. Moeser wanted to thank the staff of the stations for hosting the North Shore Rotary Club's meeting and providing them with a digital television demonstration. It was nicely done.

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting: **Thursday, November 11, 1999 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 6:10 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

Exhibit A

I was sitting last night looking over the budgets and by-laws and I began to wonder why are we here. When I was growing up in Fort Atkinson, Wisconsin I use to work in a cable Sub-station at the local High School, which brought about much of my love for and now Work in electronic media. There I was able to watch much of the educational Programs we have discussed over the year on the reason why MATC needs to control 10/36. But last night I came to a conclusion that this is not the only reason to maintain Control.

The other reason is need to control a natural resource of Wisconsin. In the 1970's And 1980's, these stations taught me about diversity, integrity, and truth in Journalism Which has been taken away from us in Milwaukee with Media Consolidation. At the Present rate of Consolidation in Media; the entire United States will be controlled by five Or less corporations. The only enclaves left will be in Public Television. But now the Governor and a few others wish to keep control in Madison. Just imagine that will mean most television and radio stations will be controlled by five corporations and the Government.

It was once said the airwaves are for the public good and public welfare. If its handed over any private entity, which the friends have done by their own by-laws. Then YOU, people in charge are not doing what is in the best interest of the public good and Welfare. An it will be just another natural resource depleted for the good of a few.

EXHIBIT B

MEMORANDUM

TO: MATC Public Television Committee
FROM: Lamont McLoughlin
DATE: October 21, 1999
RE: October Friends! Activities

PBS

The Channel 10/36 Friends were the recipients of two National PBS Development Awards at the Annual Public Television Development Conference. The first place award in our market size was presented in the Special Events Category recognizing the *Outdoor Wisconsin* Banquet for its growth, its various activities, gross and net revenue. The Friends also were delighted to accept an award in our market size for Overall Development Activity. This Certificate of Achievement was the only award in our market size and recognizes outstanding activity in all of the development disciplines including Membership, Auction, Underwriting, Special Events, and Volunteer Activities.

Audit

The annual audit conducted by Deloitte and Touche was completed successfully. A preliminary report from the auditors indicated a clean audit with no problems in any areas. The Deloitte and Touche representative noted that the audit went extremely well and that his staff had received 100% cooperation from the Friends. He noted that the Friends is a solvent organization and in a very strong position for a, nonprofit group.

The auditing firm has decided against issuing a note at this time in connection with the digital transmission, licensing/governance questions, and the controversy between the College and the Friends. It has determined that during fiscal '99 there was no indication of a loss in revenue because of this situation, but they plan to keep a close eye on this state of affairs during FY 2000.

On another subject, the Deloitte and Touche representative noted that the Friends' expenditure for a consultant in Madison was of such limited expense considering the total economic size and assets of the Friends that the amount spent on this item would be considered *de minimis* and posed no problem.

Auction

As a result of a trade agreement, Auction now has permanent storage for the full year at State Fair Park in the basement of the Youth Center. This is something the Auction staff and volunteers have long sought, and they are very excited about having the capability to store merchandise for the entire year rather than the last month and one-half before the Auction goes on the air.

Six featured artists have been selected for the year 2000 Auction. A collector car, a 1977 Lincoln Continental, has been donated by an individual in Door County. Auction Leadership hopes that this will provide an opportunity for obtaining a new automobile by the same manufacturer.

Underwriting

For the fiscal year, Underwriting is at 60% of its FY 2000 budget of \$970,000. Commitments of \$579,000 have been obtained for this fiscal year. Once again, a merger of two major organizations has resulted in a cancellation of underwriting by one of those two organizations.

Special Events

On Wednesday, October 27, the Friends will be sponsoring an appearance by Dr. Deepak Chopra at the Milwaukee Auditorium. As of this date, there are 600 tickets sold with advertising revenue of nearly \$4,000 and sponsorship of almost \$13,000.

The Outdoor Wisconsin Banquet is well underway in its planning stages. The banquet will be held on Wednesday, February 23, 2000. Committee members have been holding monthly meetings since June and have now started meeting every other week to insure they are on top of the situation.

Volunteer Services

Volunteer management has been working extremely hard on organizing groups and individuals to man telephones during the November/December Pledge Drive as well as recruiting Auction Volunteers. Recruitment, training, and placement are year-round activities in all of these areas.

Membership

As of mid-October, Membership is running about the same as a year ago at this time, but slightly behind budget projections. July receipts were slightly lower than expected but were countered by the extraordinarily successful August Pledge Drive which was the second highest in the stations history. We now have 550 members in the Sustainer Program with the average donation in that group at \$150. A new club has been formed for those who are fans of the British comedies and drama. The Brit Club has a newsletter, *Tea Time at Ten*, which will be sent to members at the \$60 level and higher four times a year.

Miscellaneous

The position of Mid-Level Giving Coordinator has now been filled and both the Mid-Level Giving Coordinator and the Major/Planned Giving Manager have working on increasing our major and mid-level giving. Personal calls on major and mid-level donors are continuing on a steady basis. We are pleased to note a single donation by a family foundation in the amount of \$10,000. Staff feels strongly that Major Giving is one of the stronger growth areas for the Friends.

LMcL/mts

PTV Attachment 3

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

1999

November 25-26 Friends' office closed for Thanksgiving holiday

November 27 –
December 12 + December Pledge Drive

December 24 & 27 Friends' office closed for Christmas holiday

31 Friends' office closed for New Year's holiday

2000

January 3 + Friends' office closed for New Year's holiday

February 23 + ***Outdoor Wisconsin*** Banquet, Country Inn, Waukesha

March 3-19 + March Pledge Drive

September 15 + ***The Mark Russell Comedy Show***, Elmbrook Church, 7 PM

C = Cancelled

+ = New Event/Meeting

O = Date and/or Time Change

PTV Attachment 4

October 29, 1999

TO: Dr. John R. Birkholz, President
FROM: Todd J. Poppe, Vice President, Finance
SUBJECT: September PTV Committee Meeting

During the comments from the public portion of the September PTV Committee meeting, the completeness and accuracy of "PTV Production Department Fundraising Activities FY 1998-99", actual expenditures vs. amounts authorized for independent television productions in FY 1998-99, and the financial success of a cooking show were questioned. Per your request, I reviewed these concerns with PTV management and Local 715. The following represents the results of my review.

PTV management prepared the fundraising activities report on the assumption that the PTV Committee was interested in the fundraising results of Aldrich Associates. Public comment questioned why other PTV fundraising results were excluded. The provided report (copy attached) accurately reflects the fundraising results of Aldrich Associates. Attached is an additional report that reflects the total FY1998-99 fundraising results of PTV.

A detailed review of the accounting records verified that the actual amounts paid for independent television productions did not exceed authorized amounts for FY 1998-99. Expense reimbursements and payments for services that occurred in the preceding fiscal year created the appearance of payments in excess of authorization.

The Dave Eckert cooking programs were developed as an entrepreneurial initiative to expand MPTV's presence in the program creator market as outlined in the PTV Production Marketing Plan. Although development costs have not been recovered at this time, management remains optimistic about the long-term success of the program.

Attachments

(PTV Attachment 6 from September, 1999)

PTV Production Department Fundraising Activities Fiscal Year 1998-1999

As requested, the following information details revenues and expenses associated with the fund raising activities of the production department for the last fiscal year. Revenues were received for underwriting, videocassette sales, and rentals. Expenses include independent and pool producers whose job duties include fundraising for new and existing programs.

In FY 1998-99, revenues exceeded expenses by \$145,831. The difference was used to fund program production costs.

Revenues	<u>Amount</u>
Abbott Labs	\$ 1,500
Gateway 2k	11,809
Kopp's & Elsa's On the Park	45,066
Michael Cudahy	1,000
Miller Friends of the Field	75,000
Steins Garden and Gifts	13,000
VHS catalog	15,000
VHS individual retail	21,048
Viking Range Corp.	69,000
WB Place	1,200
WI State Sesquicentennial	18,000
Wisconsin Black Pages	<u>1,500</u>
Total Revenues	273,123
Expenses	
Contract and Pool Staff	70,403
Co-Producer Expense	29,960
Travel and Conferences	10,949
Product Duplication	7,384
Printing and Reproduction	3,041
Postage and Delivery	2,728
Donor Events	2,155
Videotape, Supplies, and Miscellaneous	<u>672</u>
Total Expenses	127,292
Difference	<u>\$145,831</u>

Public TV FY 98/99 Total Entrepreneurial Revenues

Description	Revenues	Expenses	Balance
Emphasis WI	\$ 261,258	\$ 200,000	\$ 61,258
Peale Doc.	36,827		36,827
Tracks Ahead	22,805	184	22,621
Dollar Signs	103,640	100,000	3,640
WI Am Portrait	16,000	15,000	1,000
General	156,971	2,000	154,971
Circus Parade	0	2,000	-2,000
Lawn & Garden	19,815		19,815
Hi 5 Wellness	1,845		1,845
OW Miller	146,175		146,175
OW Deer Hunt	2,220		2,220
TechnoBytes	2,450		2,450
Lake Schooner	17,370		17,370
OW Outdoor Life	149,667		149,667
Student Projects	5,428		5,428
Vacation Station	3,000		3,000
MSO 98 Rentals	0		0
Ready to Learn	23,240		23,240
I Remember Milw	50,488		50,488
Ecole de Cuisine	69,000	36,295	32,705
Pow Wow	29,000	1,466	27,534
One City's Eyes	247,421	246,421	1,000
Dinosaur	4,277		4,277
Prog. Related Merchandise	551		551
WI Tape Sales (taxable)	554		554
Comm. Prod. Brdcst.	37,453		37,453
Comm. Prod. Non-Brdcst.	1,000		1,000
Non.Comm. Prod. Brdcst.	1,618		1,618
Non. Comm. Prod. Non-Brdcst.	36,912		36,912
PBS Income	31,651		31,651
Program Underwriting	8,900		8,900
Reimbursed Advertising	3,269		3,269
Totals	<u>\$1,490,805</u>	<u>\$603,366</u>	<u>\$887,439</u>

PTV Attachment 5

BOARD BILL LIST
TV Fund by Check No
10/31/99

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
10/04/99	0518771	Aldrich & Associates	5668	Program Production	3,752.68	3,752.68
10/04/99	0518786	AT&T	5668	Program Production	91.35	267.60
10/04/99	0518793	BBC Worldwide Americ	5667	Program Acquisition	19,280.00	19,280.00
10/04/99	0518795	Best Lumber Company	5671	Remote/Studio Supp	1,704.00	1,704.00
10/04/99	0518797	Boise Cascade	5675	Traffic	24.46	805.43
			5241	Office Supplies	201.78	
10/04/99	0518801	Thomas S. Bruce	5201	Travel Expenses	28.00	28.00
10/04/99	0518810	Central Educational	5675	Traffic	560.00	560.00
10/04/99	0518821	Karen J. Copper	5201	Travel Expenses	165.00	165.00
10/04/99	0518836	Dow Lohnes & Alberts	5361	Legal Services	2,963.49	2,963.49
10/04/99	0518838	Duane J. Rodriguez	5201	Travel Expenses	368.00	368.00
10/04/99	0518846	Amy Ferrante	5273	Publicity	200.00	200.00
10/04/99	0518857	Gail G. Grzybowski	5201	Travel Expenses	368.00	368.00
10/04/99	0518863	Hein Electric Supply	5674	Technical Operations	64.26	942.62
10/04/99	0518873	Industrial Electroni	5674	Technical Operations	4.97	4.97
10/04/99	0518876	Gary J. Jones	5201	Travel Expenses	11.97	11.97
10/04/99	0518898	John S. McKay	5201	Travel Expenses	368.00	368.00
10/04/99	0518904	Michael Best & Fried	5361	Legal Services	1,305.00	1,305.00
10/04/99	0518914	Mouser Electronics	5674	Technical Operations	4.68	4.68
10/04/99	0518925	Nielsen Media Resear	5661	Audience Research	1,895.00	1,895.00
10/04/99	0518931	James E. Peck	5201	Travel Expenses	368.00	368.00
10/04/99	0518939	Kevin F. Pulz	5201	Travel Expenses	8.00	8.00
10/04/99	0518955	Duane J. Rodriguez	5201	Travel Expenses	31.00	31.00
10/04/99	0518979	Tape Company	5677	Videotape	2,990.50	2,990.50
10/04/99	0519001	Wisconsin Newspaper	5273	Publicity	84.80	84.80
10/07/99	0519048	American Public Tele	5201	Travel Expenses	495.00	495.00
10/07/99	0519050	Ameritech	5454	Telephone	665.87	833.54
10/07/99	0519059	David K. Baule	5357	Professional & Consu	245.00	245.00
10/07/99	0519124	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
10/07/99	0519138	Listec Video Corp	5673	Studio Equipment Rep	421.75	421.75
10/07/99	0519144	Mainstage Theatrical	5671	Remote/Studio Supp	67.20	67.20
10/07/99	0519154	Milwaukee County Tre	5674	Technical Operations	1,000.00	1,000.00
10/07/99	0519189	Road Patrol Inc	5676	Vehicle Supplies	42.00	42.00
10/07/99	0519192	Joseph M. Sankey	5668	Program Production	79.50	79.50
10/07/99	0519200	Silverline Design	5273	Publicity	25.00	25.00
10/07/99	0519214	Travel Traders Unlim	5201	Travel Expenses	465.50	1,396.00
10/07/99	0519221	Wanderlust Productio	5668	Program Production	2,018.25	2,018.25
10/07/99	0519224	Wisconsin Chapter PR	5201	Travel Expenses	70.00	70.00
10/11/99	0519249	Jack R. Abrams	5201	Travel Expenses	585.30	585.30
10/11/99	0519250	Jack R. Abrams	5201	Travel Expenses	580.00	580.00
10/11/99	0519254	America Online	5668	Program Production	21.95	21.95
10/11/99	0519275	Current	5668	Program Production	501.50	501.50
10/11/99	0519276	Devonshire Catering	5668	Program Production	2,133.87	2,133.87
10/11/99	0519288	Gill Design	5273	Publicity	825.00	825.00
10/11/99	0519304	Industrial Electroni	5674	Technical Operations	22.75	22.75
10/11/99	0519307	Gary J. Jones	5201	Travel Expenses	160.60	160.60
10/11/99	0519315	Maxell Corporation	5677	Videotape	28,432.90	28,432.90
10/11/99	0519318	John S. McKay	5668	Program Production	8.11	8.11
10/11/99	0519341	Pentrex	5668	Program Production	39.47	39.47
10/11/99	0519363	Joseph M. Sankey	5668	Program Production	105.39	105.39
10/11/99	0519382	Vic Banks Production	5667	Program Acquisition	700.00	700.00
10/11/99	0519390	Wisconsin Electric P	5452	Light & Power	6,376.67	23,247.77
10/14/99	0519456	Amoco Oil Company	5676	Vehicle Supplies	182.81	641.09
10/14/99	0519463	Badger Coaches Inc	5675	Traffic	113.50	113.50

BOARD BILL LIST
TV Fund by Check No
10/31/99

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
10/14/99	0519468	Boise Cascade	5241 Office Supplies	1,029.59	7,613.86
			5674 Technical Operations	74.76	
10/14/99	0519474	CareerTrack	5663 In-Service Training	99.00	99.00
10/14/99	0519481	Complete Delivery In	5675 Traffic	10.78	10.78
10/14/99	0519484	US Toy Co	5273 Publicity	117.58	117.58
10/14/99	0519493	Andre L. Ellis	5668 Program Production	300.00	300.00
10/14/99	0519499	Federal Express	5675 Traffic	464.06	464.06
10/14/99	0519508	Gail G. Grzybowski	5201 Travel Expenses	7.00	7.00
10/14/99	0519520	Kiwanis Club of Milw	5220 Membership & Subscri	175.00	175.00
10/14/99	0519530	Brian R. McArthur	5201 Travel Expenses	54.50	54.50
10/14/99	0519542	Myers Information Sy	5674 Technical Operations	200.00	200.00
10/14/99	0519543	NATAS	5201 Travel Expenses	220.00	220.00
10/14/99	0519568	Sachtler Corp of Ame	5674 Technical Operations	508.25	508.25
10/14/99	0519570	Marshall J. Savick	5201 Travel Expenses	8.00	8.00
10/14/99	0519582	Dan Small	5668 Program Production	2,395.65	2,395.65
10/14/99	0519597	United Parcel Servic	5675 Traffic	99.98	99.98
10/14/99	0519604	Wanderlust Productio	5668 Program Production	760.10	760.10
10/14/99	0519606	Arthur G. Welter	5201 Travel Expenses	7.00	7.00
10/18/99	0519635	Ameritech	5454 Telephone	731.24	16,241.40
10/18/99	0519637	ASC Pumping Equipmen	5678 Wmvs Transmitter Rep	915.00	915.00
10/18/99	0519658	Center for Media Lit	5233 Books	59.95	59.95
10/18/99	0519660	Channel 10/36 Friend	5668 Program Production	600.00	600.00
10/18/99	0519695	Industrial Electroni	5674 Technical Operations	29.93	29.93
10/18/99	0519702	Debra A. Kunath	5233 Books	31.67	31.67
10/18/99	0519717	Milwaukee Community	5668 Program Production	296.64	296.64
10/18/99	0519725	Network Solutions In	5668 Program Production	35.00	35.00
10/18/99	0519728	Pentrex	5668 Program Production	35.17	35.17
10/18/99	0519749	Marshall J. Savick	5676 Vehicle Supplies	5.00	5.00
10/18/99	0519778	United Parcel Servic	5675 Traffic	38.77	38.77
10/18/99	0519783	Allied Digital Inc	5668 Program Production	263.86	263.86
10/21/99	0519863	Boise Cascade	5241 Office Supplies	95.11	3,420.16
10/21/99	0519871	C & H Distributors I	5671 Remote/Studio Supp	170.78	170.78
10/21/99	0519880	Complete Delivery In	5675 Traffic	9.31	9.31
10/21/99	0519902	Federal Express	5675 Traffic	158.75	158.75
10/21/99	0519936	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
10/21/99	0519960	Michael Best & Fried	5361 Legal Services	15,654.44	49,616.41
10/21/99	0519972	Samantha D. Montgome	5668 Program Production	375.00	375.00
10/21/99	0519976	NATPE 2000	5201 Travel Expenses	475.00	475.00
10/21/99	0519977	NATPE Housing Bureau	5201 Travel Expenses	150.00	150.00
10/21/99	0519995	Public Broadcasting	5665 Network Prog Service	9,817.50	9,817.50
10/21/99	0520008	Sam's Club #6303	5660 Affiliation/Mbsps	75.00	75.00
10/21/99	0520010	Marshall J. Savick	5201 Travel Expenses	8.00	8.00
10/21/99	0520043	Travel Traders Unlim	5201 Travel Expenses	212.00	212.00
10/21/99	0520044	United Parcel Servic	5675 Traffic	96.35	110.35
10/21/99	0520045	United Parcel Servic	5675 Traffic	27.94	155.32
10/21/99	0520056	Arthur G. Welter	5201 Travel Expenses	8.00	8.00
10/21/99	0520067	Wisconsin Newspaper	5273 Publicity	52.00	52.00
10/25/99	0520088	Ameritech	5675 Traffic	40.40	40.40
10/25/99	0520089	Ameritech	5454 Telephone	27.55	2,456.43
10/25/99	0520100	Boc Gases	5678 Wmvs Transmitter Rep	7.50	7.50
10/25/99	0520112	Celtic Advertising I	5662 Design Center Fees	2,506.50	32,010.90
			5270 Advertising	20,853.59	
10/25/99	0520120	US Toy Co	5273 Publicity	41.35	41.35
10/25/99	0520133	Evans Associates	5357 Professional & Consu	450.00	450.00

BOARD BILL LIST
TV Fund by Check No
10/31/99

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
10/25/99	0520199	Maxell Corporation	5677	Videotape	205.60	205.60
10/25/99	0520202	Media First Inc	5840	Equipment	30,941.00	30,941.00
10/25/99	0520217	National Supply & Ha	5674	Technical Operations	105.32	105.32
10/25/99	0520220	National Supply & Ha	5671	Remote/Studio Supp	93.03	93.03
10/25/99	0520224	Nielsen Media Resear	5661	Audience Research	210.00	210.00
10/25/99	0520234	Pillar to Post	5668	Program Production	1,120.00	1,120.00
10/25/99	0520244	Primus Electronics C	5678	Wmvs Transmitter Rep	5,795.88	5,795.88
10/25/99	0520268	Schwaab Inc	5241	Office Supplies	34.00	363.87
10/25/99	0520292	United Parcel Servic	5259	Postage	6.00	1,860.06
10/25/99	0520296	Allied Digital Inc	5668	Program Production	45.09	45.09
10/28/99	0520369	Ameritech	5671	Remote/Studio Supp	54.48	1,806.38
			5454	Telephone	39.09	
10/28/99	0520402	CSRG Digital LLC	5357	Professional & Consu	3,179.17	3,179.17
10/28/99	0520421	Vicki L. Fischer	5668	Program Production	174.79	174.79
10/28/99	0520428	Laurie A. Garvens	5201	Travel Expenses	457.75	457.75
10/28/99	0520469	Debra A. Kunath	5243	Other Supplies	44.57	44.57
10/28/99	0520505	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
10/28/99	0520539	Primus Electronics C	5678	Wmvs Transmitter Rep	70.82	70.82
10/28/99	0520560	Sharp Electronics Co	5674	Technical Operations	541.10	541.10
10/28/99	0520580	Travel Traders Unlim	5201	Travel Expenses	408.00	965.50
10/28/99	0520588	VizuAll Inc	5674	Technical Operations	1,750.00	1,750.00
					193,777.67	288,821.02

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

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
10/04/99	0518771	Aldrich & Associates	5668 Program Production	3,752.68	3,752.68
10/04/99	0518793	BBC Worldwide Americ	5667 Program Acquisition	19,280.00	19,280.00
10/04/99	0518836	Dow Lohnes & Alberts	5361 Legal Services	2,963.49	2,963.49
10/04/99	0518979	Tape Company	5677 Videotape	2,990.50	2,990.50
10/11/99	0519315	Maxell Corporation	5677 Videotape	28,432.90	28,432.90
10/11/99	0519390	Wisconsin Electric P	5452 Light & Power	6,376.67	23,247.77
10/14/99	0519468	Boise Cascade	5241 Office Supplies	1,029.59	7,613.86
			5674 Technical Operations	74.76	
10/18/99	0519635	Ameritech	5454 Telephone	731.24	16,241.40
10/21/99	0519863	Boise Cascade	5241 Office Supplies	95.11	3,420.16
10/21/99	0519960	Michael Best & Fried	5361 Legal Services	15,654.44	49,616.41
10/21/99	0519995	Public Broadcasting	5665 Network Prog Service	9,817.50	9,817.50
10/25/99	0520112	Celtic Advertising I	5662 Design Center Fees	2,506.50	32,010.90
			5270 Advertising	20,853.59	
10/25/99	0520202	Media First Inc	5840 Equipment	30,941.00	30,941.00
10/25/99	0520244	Primus Electronics C	5678 Wmvs Transmitter Rep	5,795.88	5,795.88
10/28/99	0520402	CSRG Digital LLC	5357 Professional & Consu	3,179.17	3,179.17
				154,475.02	239,303.62

PTV Attachment 6

CELTIC ADVERTISING

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

WMVS/WMVT

**November 1999 Media
Schedule**

ACTUAL

NOVEMBER MEDIA

Advertising Objectives

- Develop tune-in for November highlighted programs.

MEDIA EXPENDITURES

\$68,466.60

Print: **\$ 3,791.60**

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

Radio: **\$21,515.00**

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

Television: **\$14,760.00**

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

Outdoor: **\$28,400**

Outdoor utilized for image campaign
Milwaukee

ACTUAL MINORITY MEDIA SPENDING =

African American:

WVTV TV \$2440
WJZI Radio \$2320
WMCS Radio \$1880

TOTAL AFRICAN AMERICAN = \$6640 (or 10% of total media)

CELTIC ADVERTISING INC.

11/1/99

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

**WMVS/WMVT
December 1999 Media**

Billed: November 1999

ESTIMATE

DECEMBER MEDIA

Advertising Objectives

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

MEDIA BUDGET

\$46,932

Print \$7,782
Program specific ads
Milwaukee, Racine and Kenosha target areas.

Radio \$13,185
Radio will only be utilized if the program content
is appropriate.

Outdoor \$19,600
Outdoor advertising will be utilized when
appropriate.

Television \$6,365
Television will only be utilized if the program
content is appropriate.

MINIMUM MINORITY MEDIA ESTIMATED PERCENTAGE SPENDING = 10-12%