

April 2, 2001

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 C442, 10/36 CONFERENCE ROOM**, 1036 N. 8TH Street, Fourth Floor, Milwaukee, Wisconsin, on **THURSDAY, APRIL 12, 2001**, 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 – March 22, 2001 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - [1. Proposed FY02 Budget – Attachment 2](#)
 - [2. Proposed Budget for Digital Television – Attachment 3](#)
 - [3. Program Endowment Fund – Attachment 4](#)
 - [4. Capitalization of PBS dues – Attachment 5](#)
- F. Discussion Items**
 - [1. General Manager's Report](#)
 - [2. Friends Report – Attachment 6](#)
 - [3. Timeline for Digital Transition – Attachment 7](#)
- G. Information Items**
 - [1. Monthly Advertising Fund Expenditures, March/April/May 2001 – Attachment 8](#)
 - [2. Monthly Bills March 2001 – Attachment 9](#)
- H. Miscellaneous Items**
 - 1. Committee Member comments
 - 2. Communications and Petitions
 - 3. Information Items
- I. Old Business/New Business**
 - 1. Next Committee Meeting: **THURSDAY, MAY 17, 2001** at 5:00 p.m. in the 10/36 Conference Room, 1036 N. 8th Street

COMMITTEE MEMBERS: Earle, Killebrew, Moeser

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

DATE: March 22, 2001
TIME: 5:00 p.m.
PLACE: Milwaukee Public Television Conference Room, Milwaukee Campus

COMMITTEE MEMBERS PRESENT: Mae Killebrew, Elliott Moeser, Peter Earle

MATC STAFF PRESENT: Dr. John Birkholz, Joe Bauer, Ellis Bromberg, Karen Copper, Raul Galvan, Patricia Gomez, Ken Kobylarz, Cindy VanVreede, Karen Wierschem

GUESTS PRESENT: Lamont McLoughlin, Allyson Olivier, Richard Robbins

ITEM A: ROLL CALL

Roll called showed all committee members were present.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The March Public Television Committee meeting was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – February 22, 2001 - Attachment 1

Motion: Motion Dr. Moeser, second Ms. Killebrew to approve the February 22, 2001 PTV Committee Minutes.

Action: Motion passed.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

1. Independent Production Contracts – Attachment 2

Discussion: Mr. Bromberg stated that the Independent Production Contracts are remaining status quo for next fiscal year.

Motion: Motion Dr. Moeser, second Mr. Earle to approve the Independent Production contracts for FY2002

Action: Motion passed.

2. Revised Policy I0601 – Attachment 3

Discussion: Mr. Bromberg stated the only change in the policy, that was a discussion item on the January PTV Agenda, was the inclusion of an administrative fee of between 10 – 15 percent.

Motion: Motion Mr. Earle, second Dr. Moeser to approve the policy as changed.

Action: Motion passed.

ITEM F: DISCUSSION ITEMS

1. General Manager's Report

Discussion: Mr. Ellis Bromberg, General Manager began by introducing Raul Galvan as the new Manager of Program Production and Executive Producer of Fundraising.

Mr. Bromberg and David Felland addressed the committee appointed by former Governor Thompson examining the possible restructuring of public broadcasting and funding its transition to digital. Mr. Bromberg's presentation stressed that digital funding must include all the public television stations in the state, including WMVT, no matter what the governance structure or individual station licensee may be. Although the message was timely, and 3.6 million dollars in digital transition funding for WMVT was included in the 35.3 million dollar biennial request submitted to the state by the ECB, a subcommittee of the State Building Commission unanimously recommended a lower amount of 16.6 million dollars, which does not include any money for Milwaukee. Mr. Bromberg is still optimistic that the Committee will recommend full funding. Dr. Birkholz suggested that working through Senator Gary George, Mr. Bromberg and Dr. Moeser present our case directly to the Governor.

PBS President Pat Mitchell has announced a restructuring of her programming staff, a consolidation of education services and a nine-percent staff reduction, a third of which is derived from vacant positions. It is not clear, at this time, how these changes will affect service to stations, however, Ms. Mitchell said they are intended to make PBS a 'More focused, efficient, and effective enterprise.'

The annual Nielsen County Coverage Study recently arrived. It is our most accurate Study of where our viewers are by county. Channel 10 has a reportable viewer ship in 21 counties, however two-thirds of our audience reside in Milwaukee and Waukesha counties with 47% in Milwaukee County. Fifty-six percent of Channel 36 viewers are in Milwaukee County compared to 16% in Waukesha.

The seventh annual Reading Rainbow Young Writers and Illustrators Contest received 616 entries. The winning entries will be taped and presented on-air.

Mr. Earle asked about the idea, which was brought forth at the FPO Committee meeting, about capitalizing PBS dues in the amount of 1.5 million dollars. Mr. Bromberg stated that because we air these PBS programs over a period of three years the dues for these programs could be considered capital. The state VTAE Board, external counsel and MATC's accounting firm have approved this scenario. The question remains as to how this will affect our CPB matching grant. There were also a lot of questions asked about where the operating tax levy money would go, general fund vs. PTV enterprise fund. Mr. Earle stated if the money went to the general fund and not PTV it would undermine MATC's historical commitment to public television.

2. Friends Report – Attachment 3

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, reported that the March Membership Drive concluded on Sunday evening raising \$329,674. The highlight of the drive was the *Lawrence Welk: Milestones and Memories* program raising \$66,091. Other popular programs included *The Rick Steves Travel Programs*, *The Three Irish Tenors*, *The Red Green Special*, *Doo Wop 51*, *The Robert Mirabel: Music From a Painted Cave* and the live, and in-studio event with Father Dominic of the *Breaking Bread* series. Mr. McLoughlin distributed a report on membership drives of similar-sized stations, which shows very solid results for our market size (a copy is attached to these minutes.)

Preparations for the Auction are well underway. Over one hundred major gifts have been received to date. Jill Giesler, former Milwaukee anchorwoman, will host the Children's Auction on the last Saturday. Program underwriting is at over 90% of goal.

3. Program Endowment Campaign – Handout at meeting

Discussion: Mr. Bromberg distributed the handout, which brought forward a proposed budget and timeline. Mr. Bromberg indicated there are several things yet to be resolved. The estimated budget amount of \$160,000 is not in the FY02 budget. This is presented for discussion purposes only.

Dr. Birkholz stated that there are several things that should be on the next PTV Committee Agenda: The FY02 proposed budget as reviewed; an additional budget for Channel 8; and the \$160,000 budget for the Program Endowment Campaign. Ms. Killebrew also asked for an updated timeline for digital transition.

ITEM G: INFORMATION ITEMS

1. Monthly Advertising Fund Expenditures, February/March/April, 2001 – Attachment 5

The monthly advertising fund expenditures were noted.

2. Monthly Bills, February, 2001 – Attachment

The monthly bills were noted.

3. Procurement Items – Attachment 7

Mr. Bromberg stated there was some discussion on this item at the FPO Committee meeting and was approved. Dr. Birkholz asked Ken Kobylarz to explain the need for the digital camera equipment.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

2. Communication and Petitions

3. Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting:

**THURSDAY, APRIL 12, 2001 at 5:00 P.M. in the TV CONFERENCE ROOM,
Room C444, 1036 N. Eighth Street, Milwaukee, WI 53233**

ADJOURNMENT

Being no further discussion, the meeting adjourned at 6:15 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

March Pledge Drive 2001 -- Fifth Statistical Report

March 20, 2001

		\$ PLEDGED	# PLEDGES	AVERAGE PLEDGE	BREAK MINUTES	\$ PER DAYS	
500,000-999,999 TVHH							
Arkansas		\$107,524	1,144	\$93.99	1,759	\$61.13	9
WFYI/Indianapolis	F	\$315,899	2,466	\$128.10	3,362	\$93.96	15
KPBS/San Diego		\$370,261	2,561	\$144.58	2,040	\$181.50	17
KOCE/Huntington Beach		\$403,888	3,173	\$127.29	2,685	\$150.42	18
WMFE/Orlando		\$243,099	1,991	\$122.10	4,411	\$55.11	20
KTEH/San Jose	F	\$701,754	4,588	\$152.95	4,266	\$164.50	23
WTVI/Charlotte	N						
Nebraska	F	\$262,910	2,778	\$94.64	1,187	\$221.49	17
Mississippi	F	\$178,289	2,144	\$83.16	3,486	\$51.14	17
WNPT/Nashville		\$250,711	2,372	\$105.70	1,763	\$142.21	19
WMVS/Milwaukee	F	\$329,674	2,808	\$117.41	1,935	\$170.37	17
WCET/Cincinnati		\$186,118	1,585	\$117.42	3,749	\$49.64	18
KCPT/Kansas City	F	\$316,803	2,763	\$114.66	2,546	\$124.43	16
WUSE/Tampa	F	\$123,679	938	\$131.85			18
WPBA/Atlanta		\$260,691	1,683	\$154.90	2,301	\$113.29	17
WOSU/Columbus		\$281,880	2,492	\$113.11	4,621	\$61.00	17
West Virginia	F	\$126,008	1,265	\$99.61	1,551	\$81.24	17
KBDI/Denver							
KBYU/Provo	F	\$210,295	1,992	\$105.57	2,179	\$96.51	15
KUED/Salt Lake City	F	\$255,345	2,609	\$97.87	1,517	\$168.32	13
KLRN/San Antonio	F	\$234,385	1,791	\$130.87	2,577	\$90.95	16
WGVU/Grand Rapids		\$224,271	2,046	\$109.61	3,427	\$65.44	17
KCSM/San Mateo	N						
WHRO/Norfolk		\$298,546	2,560	\$116.62	4,062	\$73.50	18
WYES/New Orleans	N	\$161,672	1,586	\$101.94	1,501	\$107.71	16
WNED/Buffalo		\$347,481	3,707	\$93.74	3,295	\$105.46	16
WKNO/Memphis	F	\$174,671	1,182	\$147.78	2,847	\$61.35	17
WXEL/West Palm Beach		\$140,699	1,378	\$102.10	3,345	\$42.06	21
WITF/Harrisburg	F	\$184,239	1,831	\$100.62	2,557	\$72.05	18
Maine		\$355,102	3,768	\$94.24	2,724	\$130.36	18
KENW/Portales	F	\$23,240	210	\$110.67	1,443	\$16.11	16
KNME/Albuquerque		\$157,398	1,507	\$104.44	1,887	\$83.41	16
WLVT/Bethlehem	F	\$431,105	2,926	\$147.34	4,550	\$94.75	16
WSBE/Providence		\$100,197	912	\$109.87	1,290	\$77.68	19
WVIA/Scranton		\$262,859	2,448	\$107.38	4,217	\$62.33	18
KBTC/Tacoma		\$65,820	591	\$111.37	1,176	\$55.97	6
WLRN/Miami		\$71,515	588	\$121.62	1,836	\$38.95	12
WJCT/Jacksonville		\$133,749	898	\$148.94	3,227	\$41.45	17
WMHT/Schenectady		\$270,356	2,622	\$103.11	3,677	\$73.53	18
WPTD/Dayton	F	\$187,164	1,455	\$128.64	2,461	\$76.05	18
KVPT/Fresno		\$135,263	1,021	\$132.48	3,440	\$39.32	12

* includes radio members

PTV Attachment 2

Milwaukee Area Technical College
Public Television Fund
Proposed Budget for FY 2002

3/20/2001

	FY 00	FY01 Current	FY '01	FY02	Incr
Revenues	<u>Actual</u>	<u>Budget</u>	<u>Expected</u>	<u>Budget</u>	<u>(Decr)</u>
MATC Support	\$ 4,283,845	\$ 3,062,000	\$ 3,367,000	\$ 8,000,000	\$ 4,633,000
Other State	330,000	330,000	330,000	330,000	-
Federal Aids	1,292,176	1,475,000	1,450,315	1,295,638	(154,677)
Departmental Revenue	261,507	948,720	300,000	100,000	(200,000)
Program Grants	-	-	-	-	-
Channel 10/36 Friends	3,856,905	3,392,280	3,678,811	3,256,000	(422,811)
Auxiliary Revenues	547,596	775,000	775,000	300,000	(475,000)
**** Total Revenues ****	10,572,029	9,983,000	9,901,126	13,281,638	3,380,512
Expenditures					
Full Time Salaries	2,608,377	2,805,698	2,697,913	2,966,494	268,581
Part Time Salaries	324,081	273,579	333,579	334,464	885
Student Salaries	44,380	85,157	85,157	85,157	-
Fringe Benefits	817,120	947,169	994,648	1,096,416	101,768
Supplies	65,258	85,779	83,629	87,369	3,740
Travel	57,694	69,334	64,334	69,334	5,000
Public Information	271,184	205,581	205,581	205,581	-
Equipment Repair	-	750	750	750	-
Utilities	149,282	205,200	205,000	170,200	(34,800)
Contracted Services	38,185	103,919	118,350	120,350	2,000
Legal Services	36,137	30,000	30,000	40,000	10,000
Television Supplies	217,367	272,080	268,230	263,230	(5,000)
Auxiliary Supplies	10,000	11,000	11,000	25,000	14,000
Program Services	1,503,151	1,937,395	337,398	334,265	(3,133)
Program Production	372,375	372,375	342,128	342,128	-
Auxiliary Production	496,399	707,753	764,000	275,000	(489,000)
Affiliation/MSPSPS	30,889	44,431	30,000	45,000	15,000
Television Repairs	64,829	58,800	59,000	58,800	(200)
Transfer Aidable Cost to G.F. *	-	-	-	-	-
Total Operating Expenses	7,106,708	8,216,000	6,630,697	6,519,538	(111,159)
Capital Expenses					
Debt Service Payments	836,845	700,000	700,000	1,500,000	800,000
Capital Outlay - Programming			1,600,000	1,700,000	100,000
Capital Outlay - Equipment	2,215,000	1,067,000	1,067,000	4,800,000	3,733,000
Total Capital Expenses	3,051,845	1,767,000	3,367,000	8,000,000	4,633,000
**** Total Expenditures ****	10,158,553	9,983,000	9,997,697	14,519,538	4,410,682
Excess Revenues over (under) Expenses	413,476	-	(96,571)	(1,237,900)	
Retained Earnings Available for Operations - Beginning	1,712,935	2,126,411	2,126,411	2,029,840	
Retained Earnings Available for Operations - Ending	<u>\$ 2,126,411</u>	<u>\$ 2,126,411</u>	<u>\$ 2,029,840</u>	<u>\$ 791,940</u>	
Percent of Operating Costs	29.9%	25.9%	30.6%	12.1%	

* Due to the change in financing program acquisition, the amount and allowability are unknown at this time. Based on past practice expenses could be reduced by \$240,000 and \$250,000 for FY2000-01 and FY2001-02, respectively.

PTV Attachment 3

MPTV Digital Television FY 2002-2005

Staffing Needs

<u>Position</u>	<u>Salary</u>	<u>Benefits</u>	<u>Total</u>	<u>Year Needed</u>
Equip. Installation Engineer	\$60,000	\$21,000	\$81,000	2002
Program Endowment Director	\$75,000	\$26,250	\$101,250	2002
Info. Tech./Web Coordinator	\$75,000	\$26,250	\$101,250	2003
Public Info. Director	\$75,000	\$26,250	\$101,250	2002
Operating Engineer DT 8	\$38,000	\$13,300	\$51,300	2003
Operating Engineer DT35	\$38,000	\$13,300	\$51,300	2004
Program Traffic Specialist	\$30,000	\$10,500	\$40,500	2004
New Media Producer/Designer	\$55,000	\$19,250	\$74,250	2005

Additional Operational Needs

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Utilities (FY2002 budgeted at 170,000)	\$ 22,000	\$ 260,000	\$ 286,000	\$ 314,600
Supplies (DTV tape, CC, tower costs)	\$100,000	\$ 100,000	\$ 100,000	\$ 100,000
Promotion/Production	\$ 68,000	\$ 72,000	\$ 76,000	\$ 80,000
Programming	<u>\$ 1,800</u>	<u>\$ 155,000</u>	<u>\$ 185,000</u>	<u>\$ 207,000</u>
Subtotal	\$191,800	\$ 587,000	\$ 647,000	\$ 701,600
Totals for New Staff Positions	<u>\$283,500</u>	<u>\$ 436,050</u>	<u>\$ 527,850</u>	<u>\$ 602,100</u>
Grand Total	\$475,300	\$1,023,050	\$1,174,850	\$1,303,700

MPTV Digital Television FY 2002-2005

Staffing Needs

Equipment Installation Engineer – An additional engineer skilled in equipment installation and debugging of new DTV systems is needed to relieve the pressure on current TV engineering maintenance staff that would normally perform this function. This position would be capitalized during the period of increased equipment purchases associated with DTV conversion.

Program Endowment Director – Director for proposed Program Endowment Campaign.

Information Technology/Web Coordinator – Individual would be responsible for proprietary computer hardware and software used by the station to schedule broadcast programming, track program rights usage, schedule and track facility usage, create print media program listings, and facilitate auction and membership data bases. Station web site maintenance and updates would be included. Currently these responsibilities are shared by four staff members who cannot devote adequate time above their main job duties to the demands of this ever-growing area.

Public Information Director – Restoration of the position left vacant following a December 1999 retirement. Department not currently at full service and authorization to fund this position would reduce reliance on outside design and advertising agency assistance.

DTV Operating Engineers – Master Control operators needed when full digital service is operational on Channels 8&35 with current staff operating analog Channels 10&36.

Program Traffic Specialist – An additional traffic assistant will be needed to create the program logs and network recording schedules for Channels 8 and 35.

New Media Producer/Designer – Restoration of a producer/director position left vacant following a resignation in the spring of 2000. The opportunity digital affords to produce enhanced TV content will require a skill set that differs from the traditional TV producer. The individual in this position will produce data enhancements for existing local productions in the MPTV video library and be responsible for the enhanced video components of new High Definition projects.

Additional Operational Needs

Utilities – Electric power costs projections for operating MPTV Channels 8,10,35 and 36. FY 2002 is currently budgeted at \$170,000, an additional \$22,000 would guard against proposed rate increases. FY 2003-2005 is total power

projections with the large jump in 2003 reflective of the inauguration of service on the higher cost UHF transmitter for WMVT-DT35.

Supplies – The station must convert to the *HD-CAM* tape format for new productions – R&D on the new tape stock has not been recovered and High Definition tape currently carries a 25% markup over comparable D-2 format tapes now in use. Additional digital training for current staff and HDTV staging upgrades are anticipated over the next three to five years. Under FCC mandate, all new productions must be closed-captioned for viewers with hearing disabilities; additional funds are needed to contract with the national Public Television captioning center or to establish a MPTV captioning function. Lease and training payments to Milwaukee County associated with new tower go up contractually each year and are funded from this category.

Promotion/Production – FY 2002 amount would restore cuts made to budgets in these two areas in the FY2001 budget. FY 2003-2005 reflects a 6% increase over the 2002 request, which would allow the stations to essentially add one production project.

Programming – FY 2002 cost is the step-up fee for the PBS SDTV services PBS Kids, PBS You, and Schedule X and XP. FY 2003-2005 is additional dollars needed above current PBS and independent program acquisition costs to begin to acquire HDTV programs to develop the prime-time schedules on Channels 8&35.

PTV Attachment 4

To: PTV Committee
From: Ellis Bromberg
Date: March 22, 2001
Re: Program Endowment Campaign

BACKGROUND

At the February 22 PTV Committee meeting, staff was asked to "flesh out" our previous memo which dealt primarily with the possible development of a Program Endowment Fund campaign.

Although MATC and Friends officials have agreed to continue their discussions on this subject, a follow-up meeting has not occurred because of the difficulty in synching schedules. As such, there is nothing official to report on any understandings between the two organizations on the concept of and planning for a proposed campaign.

TV Staff believes that a major fundraising initiative is warranted. The income from our primary fundraising activities (i.e., pledge drives, Auction), while still sizeable and absolutely critical to our operations appears to have flattened or declined in recent years. Meanwhile, programming and digital transition costs continue to rise, taxing the station's budget now and in the foreseeable future.

And whether directed and staffed by the station, the Friends, or a combination, it must get underway soon. The Schultz & Williams planning study recommended a capital campaign beginning in October 1998. For a number of reasons, the idea was tabled--but that has cost us two and a half years in planning and fundraising while numerous other public TV stations around the country have proceeded with campaigns of various sorts.

Another reason for getting a campaign underway as soon as possible is because such an effort can be expected to take several years to yield significant income. The Schultz & Williams study envisioned a capital campaign timeline in excess of three years. Gifts to campaigns that rely on large contributions may be "pledged" over a number of years, so it is reasonable to conclude that little or no net income can be anticipated in the first two years of such a campaign.

The Program Endowment Fund is one concept that should be explored. The College and Friends should continue active discussions, as well, on how we might generate revenue through: possible new fundraising events; use of ancillary media (e.g., Internet pledging, continual on-line Auction); fashioning our DTV multichannel services; promoting client use of station facilities and production services; and more.

BUDGET IMPLICATIONS

A Program Endowment campaign is one concept on which we may be able to agree and move forward, but approving it has budgetary implications for FY 2002.

If the station takes the lead to add a Program Endowment Campaign office in FY 2002, we estimate that **a budget of \$160,000** will be required the first year to hire a Campaign Director with major gift experience, assign support staff, develop

print and video materials for prospect solicitation, and fund supplies, travel, cultivation events, etc. A consultant's report on the campaign's potential, which would include a review/updating of the Schultz & Williams findings, would be useful.

This scenario does not envision a large staff. Instead, major roles for cultivation and solicitation could be played by the MPTV General Manager, the Friends President, the Boards of both the Friends and MATC, volunteer co-chairs, and possibly the MATC Foundation.

If a goal of \$5-\$8 million---the amount originally recommended by Schultz & Williams---is set and reached, it appears that annual interest of as much as \$250-\$500,000 could be realized, but not until several years after the campaign has been underway.

While we would plan for a limited, multi-year campaign, we would review the status in the final year and might very well determine to retain the Campaign Director as permanent staff to continue to service current and seek new endowment and planned gift donors.

POSSIBLE TIMELINE

If we proceed, here is a suggested timeline that gets us started immediately:

Spring 2001

- Formalize an agreement between the College and Friends Boards (assuming the Friends will be taking an active role in this) approving a Program Endowment Campaign and outlining who will undertake which responsibilities for it.
- Identify members from each Board who will work together, along with the Friends President and MPTV General Manager, as a joint Program Endowment Campaign Committee.
- Authorize a consultant's report reviewing and updating the Schultz & Williams findings.
- Conduct a strategic planning retreat for the Program Endowment Campaign Committee.
- Shape campaign budget. This will include personnel costs, workshops for key staff and community members, some publications and video spots, and special events for donors.
- Develop job description for Campaign Director.

Summer 2001

- Identify and research potential chairs or co-chairs and a community Campaign Steering Committee.
- Plan and prepare campaign case statement and begin development of collateral materials.
- Hire Campaign Coordinator and identify support staff.
- Identify foundation and corporate prospects and secure necessary materials regarding information needed, proposal deadlines, range of gift support, etc.
- Conduct one-on-one cultivation visits with members of the Friends and MATC Boards.
- Develop communications strategy and community awareness initiatives.

Fall 2001

- Finalize community Campaign Steering Committee and Chair.
- Train Campaign Steering Committee and key staff on major gift cultivation and solicitation.
- Begin and identify research on top 100 prospects.
- Convene and conduct an orientation session among community Campaign Steering Committee to discuss strategies, prospects, and next steps.
- Begin roll out of communications strategy and community awareness initiatives.
- Develop support services plan (tracking, recording, acknowledging gifts).
- Refine case for support.
- Refine campaign plan and set goal of nucleus fund to be raised before announcing any public fund-raising goal.

Winter 2002

- Continue research of major prospects.
- Expand the prospect list.
- Start intense cultivation of first prospects for nucleus fund.
- Implement regularly scheduled progress meetings of the community Campaign Steering Committee.
- Review and modify, if necessary, final campaign goal.

Spring 2002

- First nucleus fund gifts secured.
- Solicitation of top 40 major gift prospects.
- Continue prospect identification and screening sessions.
- Expand community awareness campaign.
- Public phase of campaign planned, spots produced and materials printed.

Summer 2002

- Escalate community awareness communications plan.
- Continue solicitation of next tier prospects.
- Continue prospect identification and screening sessions with community leadership.
- Follow up on all proposals from previous quarter.
- Continue regularly scheduled community Campaign Steering Committee meetings.
- Set final campaign goal.

Fall 2002

- Publicly announce campaign with kick-off event, announcement of final goal, and accomplishments so far.
- Broaden the prospect identification and screening process.
- Continue regularly scheduled community Campaign Steering Committee meetings.
- Continue cultivation and solicitation of second tier gift prospects.

Winter 2003

- Launch community mail campaign.
- Follow up on all major prospect solicitations.
- Maintain community awareness communication strategies.
- Continue regularly scheduled meetings with community Campaign Steering Committee.

Spring 2003

- Re-solicit as appropriate early high-level donors.
- Maintain community awareness communication strategies.
- Continue regularly scheduled meetings with community Campaign Steering Committee.
- Consider whether campaign staff should be added to permanent staff to service endowment/planned giving donors.

Summer 2003

- Complete solicitation of all remaining major prospects.
- Plan victory event.
- Second hit, final stretch community mail campaign.

Fall 2003

- Complete campaign.
- Add campaign director to permanent staff, if warranted, to service current and seek new endowment/planned giving donors.
- Celebrate!

The MPTV staff looks forward to working with the MATC and Friends Boards and administrations to build a viable and essential public broadcasting resource to serve southeastern Wisconsin for the new millennium through a Program Endowment Fund campaign and other innovative fundraising activities.

PTV Attachment 5

We have reviewed the INSTRUCTIONS for the annual CPB Financial Report, and it appears to provide strong evidence that income defined as "capital" but not used for "facilities, facilities expansion, and equipment" WILL QUALIFY for NFFS matching purposes.

CPB directs stations to divide "capital" into two categories.

On line 18a we are required to "report contributions and/or appropriations...for the construction of new facilities, expansion of existing faculties, and acquisition of new equipment. *For TV only, revenue from this source no longer qualifies for NFFS matching purposes. Therefore, this amount must also be reported on Line 24, Capital Funds Exclusion.*" [their italics]

But other "Capital Contributions/Capital Campaigns," **without the exclusionary language**, are reported on line 18b. The instructions say: "For instance, 'capital campaigns' raise funds for a variety of purposes including, for example, funding of future national productions; repayment of indebtedness incurred to acquire a station's license; capital to increase distribution of a station's news and information service; and to engage in other programmatic projects." **Such capital income continues to be eligible for NFFS matching purposes.**

CPB seems to be making it very clear that the exclusion is limited to a specific type of capital appropriation---construction/expansion of facilities and equipment. Our direction of capital to cover program costs clearly appears to fall under the 18b definition---so we SHOULD be okay for CPB matching purposes!

-Ellis

PTV ATTACHMENT 6

**Channel 10/36 Friends, Inc.
Calendar of Events 2001**

April 13	Good Friday – Office closed
April 13	Auction Art Preview Party
May 4 – 12	Great TV Auction!
May 18	Auction Thank You Party
May 28	Memorial Day – Office closed
June 24	Stars of Lawrence Welk Elmbrook Church
June 28	Board Meeting, 4:00 pm Station Conference Room
July 4	Independence Day Friends' office closed
August 31 – September 1	Sprecherfest

MATC Digital Television Timeline – As of March 27, 2001
(subject to periodic revisions)

Digital Channel 8

 March 2000	 April 2001	 January 2002	 May 2002
Broadcast of PBS Pass-through Programming	Local Identification Ch 10 SD Simulcast Taped HD Specials	Live HD Studio Programs	Complete Multi-Casting SD & HD Services

Digital Channel 35

 February 2000	 August 2000	 September 2002	 February 2003	 May 2003
Order Antenna	Install Antenna	Order Transmitter	Install Transmitter	Complete Multi-Casting SD & HD Services

Digital Production & Editing

 February 2000	 November 2000	 April 2001	 January 2002	 January 2003	 January 2004	 January 2005
EFP Camera #1 & Cuts Only Editing	EFP Camera #2 & Effects Editing	Studio HD Cameras	Studio Switcher Remote Upgrades EFP Camera #3	Edit Test Eq Production Upgrade	Remote Van, Studio Upgrade Digital Edit Upgrade	Remote Upgrade

Capital Equipment Only	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	Category Totals
Broadcast 8 Transmission	\$673,000	\$554,000	\$2,476,000	0	0	0	\$ 3,703,000
Broadcast 35 Transmission	\$355,000	0	0	\$1,851,000	0	0	\$ 2,206,000
Digital HD Editing	\$282,000	0	0	\$ 75,000	\$1,750,000	0	\$ 357,000
Digital HD Production	\$130,000	\$793,000	\$2,124,000	\$ 74,000	\$1,150,000	\$950,000	\$ 5,221,000
Yearly Totals	\$1,444,000	\$1,347,000	\$4,600,000	\$2,000,000	\$2,900,000	\$950,000	

CELTIC ADVERTISING

3/30/2001

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

Milwaukee Public TV
Media Schedule

ACTUAL**MARCH MEDIA****Advertising Objectives**

Develop tune-in for highlighted programs.

MEDIA EXPENDITURES**\$27,168.92***Print*

\$10,826.92

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

Radio

\$0.00

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

Outdoor

\$5,500.00

Outdoor advertising will be utilized when
 appropriate.

Television

\$10,842.00

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

ACTUAL MINORITY MEDIA SPENDING:**\$3,214.00****12%****African American**

Community Journal

\$206.50

1%

Milwaukee Times

\$411.80

2%

Milwaukee Courier

\$497.80

2%

Hispanic

El Conquistador

\$327.90

1%

Spanish Times

\$516.00

2%

Spanish Journal

\$189.00

1%

Spanish TV

\$1,065.00

4%

CELTIC ADVERTISING

3/30/2001

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

**Milwaukee Public TV
Media**

ESTIMATE

APRIL MEDIA

Advertising Objectives

Develop advertising for tune-in/pledge and auction.

MEDIA BUDGET

\$20,160

Print \$0.00

Program specific ads
Milwaukee, Racine and Kenosha target areas.

Radio \$0.00

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

Outdoor/Transit \$6,000.00

Outdoor advertising will be utilized when
appropriate.

Television \$14,160.00

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

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

CELTIC ADVERTISING

3/30/2001

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

**Milwaukee Public TV
Media**

ESTIMATE

MAY MEDIA

Advertising Objectives

Develop advertising for tune-in/pledge and auction.

MEDIA BUDGET

\$6,800

Print \$6,800.00
Program specific ads
Milwaukee, Racine and Kenosha target areas.

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

Outdoor/Transit \$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 9

BOARD BILL LIST
TV Fund by Check No
03/31/2001

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
03/01/01	0550565	Airborne Express	5675	Traffic	46.47	46.47
03/01/01	0550568	American Public Tele	5665	Network Prog Service	6,132.00	6,132.00
03/01/01	0550570	Ameritech	5454	Telephone	847.75	4,511.54
03/01/01	0550571	Cingular Wireless	5454	Telephone	71.95	2,356.65
03/01/01	0550590	Celtic Advertising I	5270	Advertising	734.98	57,804.98
03/01/01	0550645	Kathleen M. Lenhardt	5201	Travel Expenses	460.62	460.62
03/01/01	0550667	NATAS	5668	Program Production	75.00	75.00
03/01/01	0550670	National Gallery of	5668	Program Production	182.00	182.00
03/01/01	0550688	Promax & BDA 2001	5201	Travel Expenses	855.00	855.00
03/01/01	0550712	Sterling Films Ltd	5665	Network Prog Service	3,000.00	3,000.00
03/01/01	0550714	Telly Awards	5668	Program Production	40.00	40.00
03/01/01	0550718	Travel Traders Unlim	5201	Travel Expenses	352.00	3,228.19
03/01/01	0550724	United Parcel Servic	5675	Traffic	87.71	109.66
03/05/01	0550775	Airborne Express	5675	Traffic	44.72	44.72
03/05/01	0550793	AT&T	5454	Telephone	17.85	17.85
03/05/01	0550806	Best Lumber Company	5671	Remote/Studio Supp	38.85	38.85
03/05/01	0550817	Central Educational	5665	Network Prog Service	14,790.00	14,790.00
03/05/01	0550839	FedEx	5675	Traffic	166.14	166.14
03/05/01	0550866	Hein Electric Supply	5674	Technical Operations	10.75	495.64
03/05/01	0550902	Megawave Corp	5674	Technical Operations	195.60	195.60
03/05/01	0550907	Metric Equipment Sal	5678	Wmvs Transmitter Rep	305.00	305.00
03/05/01	0550923	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50
03/05/01	0550927	Optoprecision	5674	Technical Operations	280.00	280.00
03/05/01	0550974	Sony Electronics Inc	5840	Equipment	391.22	391.22
03/05/01	0550975	Sony Electronics Inc	5674	Technical Operations	4,280.81	4,280.81
03/05/01	0550978	Studio Gear LLC	5674	Technical Operations	150.00	150.00
03/08/01	0551030	Ameritech	5454	Telephone	149.83	17,315.25
03/08/01	0551031	Amoco Oil Company	5676	Vehicle Supplies	323.03	822.19
03/08/01	0551040	David K. Baule	5668	Program Production	34.51	34.51
03/08/01	0551045	Boc Gases	5678	Wmvs Transmitter Rep	4.20	78.40
03/08/01	0551103	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
03/08/01	0551108	Kiwanis Club of Milw	5220	Membership & Subscri	170.00	170.00
03/08/01	0551133	National Supply & Ha	5674	Technical Operations	18.55	206.73
			5671	Remote/Studio Supp	31.49	
03/08/01	0551141	Palette Shop Inc	5671	Remote/Studio Supp	126.92	126.92
03/08/01	0551159	Joseph M. Sankey	5668	Program Production	56.53	56.53
03/08/01	0551160	Scholastic Inc	5233	Books	43.40	43.40
03/08/01	0551166	Sony Electronics Inc	5673	Studio Equipment Rep	5,222.99	5,222.99
03/08/01	0551179	United Parcel Servic	5675	Traffic	66.40	66.40
03/08/01	0551184	Wanderlust Productio	5668	Program Production	3,004.10	3,004.10
03/08/01	0551191	Southeastern Wiscons	5201	Travel Expenses	45.00	45.00
03/08/01	0551192	Wisconsin Electric P	5452	Light & Power	9,037.86	21,128.22
03/12/01	0551227	Badger Coaches Inc	5675	Traffic	48.75	48.75
03/12/01	0551233	Boise Cascade	5241	Office Supplies	384.60	8,507.02
			5675	Traffic	555.47	
03/12/01	0551237	Ellis R. Bromberg	5201	Travel Expenses	229.30	229.30
03/12/01	0551253	Complete Delivery In	5675	Traffic	69.96	69.96
03/12/01	0551260	Demco Inc	5273	Publicity	18.44	18.44
03/12/01	0551274	FedEx	5675	Traffic	37.96	66.82
03/12/01	0551302	Ikon Office Solution	5674	Technical Operations	469.70	469.70
03/12/01	0551304	Industrial Electroni	5674	Technical Operations	23.55	294.30
03/12/01	0551327	Karen Matuszak	5668	Program Production	225.00	225.00
03/12/01	0551395	Dan Small	5668	Program Production	2,851.61	2,851.61
03/12/01	0551420	Allied Vaughn	5668	Program Production	264.55	264.55

BOARD BILL LIST
TV Fund by Check No
03/31/2001

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
03/15/01	0551480	Aldrich & Associates	5668	Program Production	10,987.50	10,987.50
03/15/01	0551590	Media Consultants	5840	Equipment	41,768.00	41,768.00
03/15/01	0551602	Myers Information Sy	5220	Membership & Subscri	200.00	200.00
03/15/01	0551630	Rey Sol Restaurant	5668	Program Production	2,040.00	2,040.00
03/15/01	0551662	United Parcel Servic	5675	Traffic	79.63	97.63
03/15/01	0551681	Wisconsin Newspaper	5273	Publicity	52.94	52.94
03/19/01	0551707	Ameritech	5454	Telephone	512.21	24,020.90
03/19/01	0551750	Day Timers Inc	5241	Office Supplies	50.47	3.99
03/19/01	0551758	Dow Lohnes & Alberts	5361	Legal Services	6,792.28	6,792.28
03/19/01	0551771	Fletcher Chicago Inc	5674	Technical Operations	299.65	299.65
03/19/01	0551772	Fujinon Inc	5674	Technical Operations	203.06	203.06
03/19/01	0551786	Darlyne C. Haertlein	5201	Travel Expenses	73.96	73.96
03/19/01	0551794	Hewlett Packard Co	5674	Technical Operations	650.00	650.00
03/19/01	0551800	Industrial Electroni	5674	Technical Operations	44.75	208.19
03/19/01	0551805	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
03/19/01	0551834	Mogilka D L Inc	5678	Wmvs Transmitter Rep	380.00	380.00
03/19/01	0551891	Gary J. Sharbuno	5676	Vehicle Supplies	65.94	65.94
03/19/01	0551915	Travel Traders Unlim	5201	Travel Expenses	374.50	374.50
03/22/01	0551979	Alexis Park	5201	Travel Expenses	1,106.35	1,106.35
03/22/01	0551984	American Public Tele	5665	Network Prog Service	22,620.00	22,620.00
03/22/01	0551998	Black Box Corporatio	5678	Wmvs Transmitter Rep	-88.28	1,436.24
03/22/01	0552029	FedEx	5675	Traffic	105.30	105.30
03/22/01	0552030	David C. Felland	5201	Travel Expenses	245.35	245.35
03/22/01	0552053	Industrial Electroni	5674	Technical Operations	23.78	81.90
03/22/01	0552060	K & H Products Ltd	5674	Technical Operations	140.65	140.65
03/22/01	0552066	Debra A. Kunath	5243	Other Supplies	4.90	4.90
03/22/01	0552103	Publishing Perfectio	5840	Equipment	978.94	978.94
03/22/01	0552122	Sprint PCS	5454	Telephone	79.66	79.66
03/22/01	0552127	Tape Company	5677	Videotape	330.25	330.25
03/22/01	0552129	Catharine A. Tierney	5201	Travel Expenses	2.76	2.76
03/22/01	0552134	United Parcel Servic	5675	Traffic	96.99	142.29
03/26/01	0552183	AT&T	5454	Telephone	2.90	2.90
03/26/01	0552192	Boc Gases	5678	Wmvs Transmitter Rep	4.20	78.40
03/26/01	0552203	Celtic Advertising I	5270	Advertising	31,369.28	31,369.28
03/26/01	0552206	Central Educational	5675	Traffic	280.00	280.00
03/26/01	0552213	Complete Delivery In	5675	Traffic	164.27	164.27
03/26/01	0552237	FedEx	5675	Traffic	15.45	15.45
03/26/01	0552282	Debra A. Kunath	5241	Office Supplies	13.30	13.30
03/26/01	0552365	Sony Electronics Inc	5840	Equipment	3,277.30	3,277.30
03/26/01	0552371	System Parking Inc	5668	Program Production	96.00	321.00
03/26/01	0552404	Wisconsin Educationa	5665	Network Prog Service	41,500.00	41,500.00
03/29/01	0552465	Cingular Wireless	5454	Telephone	62.47	2,324.22
03/29/01	0552474	Ellis R. Bromberg	5201	Travel Expenses	97.91	97.91
03/29/01	0552526	Scott F. Johnson	5201	Travel Expenses	11.79	11.79
03/29/01	0552531	Kinko's	5357	Professional & Consu	54.00	108.00
03/29/01	0552552	Michael Best & Fried	5361	Legal Services	3.80	1,150.74
03/29/01	0552554	Milwaukee Disposal S	5678	Wmvs Transmitter Rep	290.00	290.00
03/29/01	0552613	United Parcel Servic	5675	Traffic	39.45	176.10
					230,897.88	364,321.92

BOARD BILL LIST
Over \$2500 Channel 10/36
03/31/2001

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
03/01/01	0550568	American Public Tele	5665	Network Prog Service	6,132.00	6,132.00
03/01/01	0550570	Ameritech	5454	Telephone	847.75	4,511.54
03/01/01	0550590	Celtic Advertising I	5270	Advertising	734.98	57,804.98
03/01/01	0550712	Sterling Films Ltd	5665	Network Prog Service	3,000.00	3,000.00
03/01/01	0550718	Travel Traders Unlim	5201	Travel Expenses	352.00	3,228.19
03/05/01	0550817	Central Educational	5665	Network Prog Service	14,790.00	14,790.00
03/05/01	0550975	Sony Electronics Inc	5674	Technical Operations	4,280.81	4,280.81
03/08/01	0551030	Ameritech	5454	Telephone	149.83	17,315.25
03/08/01	0551166	Sony Electronics Inc	5673	Studio Equipment Rep	5,222.99	5,222.99
03/08/01	0551184	Wanderlust Productio	5668	Program Production	3,004.10	3,004.10
03/08/01	0551192	Wisconsin Electric P	5452	Light & Power	9,037.86	21,128.22
03/12/01	0551233	Boise Cascade	5241	Office Supplies	384.60	8,507.02
			5675	Traffic	555.47	
03/12/01	0551395	Dan Small	5668	Program Production	2,851.61	2,851.61
03/15/01	0551480	Aldrich & Associates	5668	Program Production	10,987.50	10,987.50
03/15/01	0551590	Media Consultants	5840	Equipment	41,768.00	41,768.00
03/19/01	0551707	Ameritech	5454	Telephone	512.21	24,020.90
03/19/01	0551758	Dow Lohnes & Alberts	5361	Legal Services	6,792.28	6,792.28
03/22/01	0551984	American Public Tele	5665	Network Prog Service	22,620.00	22,620.00
03/26/01	0552203	Celtic Advertising I	5270	Advertising	31,369.28	31,369.28
03/26/01	0552365	Sony Electronics Inc	5840	Equipment	3,277.30	3,277.30
03/26/01	0552404	Wisconsin Educatio	5665	Network Prog Service	41,500.00	41,500.00
					210,170.57	334,111.97