

August 4, 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, AUGUST 17, 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 – June 21, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - [1. Revised agreement with 10/36 Friends – Attachment 2](#)
 - [2. Tentative Meeting Dates – Attachment 3](#)
- F. Discussion Items**
 - 1. General Manager's Report
 - [2. Friends Report – Attachment 4](#)
- G. Information Items**
 - [1. Monthly Bills, June/July, 2000 – Attachment 5](#)
 - [2. Monthly Advertising Fund Expenditures, July/August/September 2000 – Attachment 6](#)
- H. Miscellaneous Items**
 - 1. Committee Member comments
 - 2. Communications and Petitions
 - 3. Information Items
- I. Old Business/New Business**
 - 1. Next Committee Meeting: **September 21, 2000**
MATC Board Room, Room 210, 700 West State Street

COMMITTEE MEMBERS: Killebrew, Moeser, Earle

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

DATE: June 21, 2000
TIME: 12:00 P.M.
PLACE: MATC Board Room, Room 210, Milwaukee Campus

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

MATC STAFF PRESENT:

Dr. Birkholz, Joe Bauer, Bill Roden, Les Ingram, Vivian Joyner, Michael Gavin,
Cindy VanVreede, Ken Krueger

GUESTS PRESENT:

Lamont McLoughlin, Richard Robbins

ITEM A: ROLL CALL

Roll called showed that the entire Committee was present.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of June 21, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – May 18, 2000 - Attachment 1

Motion: Motion Dr. Moeser, second Mr. Earle to approve the May 18, 2000 PTV Committee Minutes.

Action: Motion passed unanimously.

ITEM D: COMMENTS FROM THE PUBLIC

Ms. Cindy VanVreede, 10&36 staff member addressed the Committee. Ms. VanVreede spoke to the issue of not filling a Director/Producer position that was vacated recently for budgetary reasons. Ms. VanVreede felt the stations need more producers, not less; to create programming in the face of the amount of programming that will be needed with the move to High Definition TV. Ms. VanVreede was also concerned that the promotional opportunities for current employees, especially women, will be all but eliminated.

ITEM E: ACTION ITEMS

1. The Channel 10/36 Friends Membership lists – Attachment 2

Discussion: Dr. Birkholz stated that the Friends have passed a Resolution concerning this matter (a copy is attached under Action Item #1 – Exhibit C) and there is also a MATC resolution that he would like the PTV Committee to approve (a copy of this resolution is attached under Action Item #1 – Exhibit D). Dr. Birkholz stated that Mr. Roden has been in contact with Todd Grey, FCC Counsel, and suggests that this Resolution be incorporated into the above Agreement, of which there was consensus, and be brought back for approval.

Motion: Motion Dr. Moeser, second Mr. Earle to pass the attached Resolution.

Action: Motion passed unanimously.

ITEM F: DISCUSSION ITEMS

1. Interim General Manager’s Report

Discussion: Dr. Birkholz suggested the General Manager’s Report be suspended, as Mr. Dvorak is not in attendance.

2. Friends Report – Attachment 3

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, reported that a ‘mini-pledge’ was held the first weekend in June, which resulted in raising an additional \$68,430. The Friends of Lawrence Welk will stage a concert on Sunday, June 25, 2000 at Elmbrook Church. Over 2,500 guests have purchased tickets. Sprecher Fest will once again be held over the Labor Day weekend. Mark Russell will be performing for The Friends at the Marcus Center on September 15, 2000.

ITEM G: INFORMATION ITEMS

1. Monthly Bills, May, 2000 – Attachment 4

There were no questions regarding this item.

2. Monthly Advertising Fund Expenditure, May/June 2000 – Attachment 5

There were no questions regarding this item.

3. Sole Source Media Service Providers – Attachment 6

This item was provided for information only as it was passed at the FPO meeting on Monday, June 19, 2000.

4. PBS and Various Regional Memberships – Attachment 7

This item was provided for information only as it was passed at the FPO meeting on Monday, June 19, 2000.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

None were noted.

2. Communication and Petitions

None were noted.

3. Information Items

None were noted.

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting: August 17, 2000

ITEM J: RECOMMENDATION OF PTV GENERAL MANAGER

Motion: Motion Mr. Earle, second Dr. Moeser 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 the Board has jurisdiction or exercises responsibility.

Action: Motion passed unanimously. The PTV convened into closed session at 12:28 p.m.

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

The Committee did not reconvene into open session

ADJOURNMENT

Being no further discussion, the meeting adjourned at 1:15 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

PTV Attachment 2

TO: PTV Committee
FROM: William J. Roden, Vice President and General Counsel
DATE: August 2, 2000
Subject: Maintenance and Control of 10/36 Membership Lists

Attached please find copies of the following materials:

- A. New resolution to approve a revised agreement incorporating provisions of the Friends' resolution regarding the Channels 10/36 membership lists;
- B. Revised agreement from FCC counsel including the Friends' provisions;
- C. The Friends' resolution;
- D. The last resolution the PTV Committee approved at its June 21, 2000 meeting.

Cc: Dr. John R. Birkholz

D R A F T

**Resolution and Agreement Regarding Maintenance and Possession of the
Channels 10 & 36 Donor Lists**

WHEREAS, the MATC District Board and the Friends of Channels 10 & 36 have been negotiating an agreement regarding maintaining possession of donor lists; and

WHEREAS, The Board has expressed concerns about recent Corporation for Public Broadcasting Guidelines (CPB) regarding possession of these lists; and;

WHEREAS, the Board remains committed to remaining in compliance with CPB guidelines; and

WHEREAS, FCC Legal Counsel has reviewed the Friends' current resolution regarding control of the lists and has drafted an agreement substantially incorporating the Friends' provisions for that resolution; and

WHEREAS, the Board restates its position that it is ultimately responsible for, and will continue to monitor control of the donor lists; and

WHEREAS, the Board wishes to continue its valuable relationship with the Friends;

NOW THEREFORE BE IT RESOLVED,

That the Board hereby approves the revised agreement with the Friends' incorporating their resolution's provisions and upon execution by the Friends director, directs that the Administration bring it back for final Board approval.

AGREEMENT

This is an Agreement, made this ___ day of August, 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, Friends has adopted a resolution (the "Donor List Policy") with respect to MATC member and donor lists that satisfies CPB requirements; and

WHEREAS, MATC and Friends believe that adherence to the Donor List Policy and other understandings between MATC and Friends 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 adhere to the Donor List Policy, as such policy may be amended from time to time with the approval of MATC, in connection with its fundraising and other activities and practices as they relate to Donor Lists. MATC and Friends acknowledge that the current Donor List Policy is attached hereto as Exhibit A.

3. Particular Requirements Relating to Donor Lists. Without limiting the foregoing commitment to adhere to the 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: _____

CHANNEL 10/36 FRIENDS, INC.
Resolution on Practices and Privacy

WHEREAS, the Channel 10/36 Friends, Inc., a 501 c (3) non profit corporation, (the Friends) has maintained a policy restricting the sale or exchange of the Friends' member lists with any other entity; and

WHEREAS, the Friends revised its policy in August, 1999 to conform with the recently promulgated requirements of the Corporation for Public Broadcasting ("CPB"); and

WHEREAS, CPB has revised its compliance requirements with respect to such policies; and

WHEREAS, the Friends is committed to operate at all times in an ethical and proper manner in compliance with the guidelines and requirements of the CPB;

NOW, THEREFORE, BE IT RESOLVED, that the Friends shall:

1. Annually certify to the Milwaukee Area Technical College its continued compliance with the laws and regulations of the Internal Revenue Service and with all other applicable Federal law or regulations governing political activity and lobbying in effect at the time of certification;
2. Not sell, rent, lease, loan, trade, give, donate, transfer, or exchange the Friends' membership or donor names to, with, or from any candidate for Federal, State, or local office, political committees, or political parties for any purpose whatsoever, except as otherwise required by law or judicial process;
3. Maintain active control of the Friends' contributor and donor lists, and take all appropriate measures to ensure against unauthorized use of such lists including requiring any third party, including but not limited to list brokers, mail-list management organizations, or advertising or public relations agencies, to abide by the Friends' compliance requirements except as otherwise required by law or judicial process.
4. Refrain from disclosing contributor or donor names or other personally identifiable information to any nonaffiliated third party unless, before the time that such information is initially disclosed, the Friends clearly and conspicuously discloses to contributors and donors that such personal information may be

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WHEREAS, The Board has expressed concerns about recent Corporation for Public Broadcasting Guidelines (CPB) regarding possession of these lists; and;

WHEREAS, the Board remains committed to remaining in compliance with CPB guidelines; and

WHEREAS, FCC Legal Counsel has reviewed the attached Resolution from the Friends for the Board; and

WHEREAS, the Board restates its position that it is ultimately responsible for, and will continue to monitor control of the donor lists; and

WHEREAS, the Board wishes to continue its valuable relationship with the Friends; and

WHEREAS, the Board has reviewed the attached Resolution and agrees that its provisions be incorporated into the final Agreement reached with the Friends and brought back to the Board for Approval;

NOW THEREFORE BE IT RESOLVED,

That the MATC District Board hereby approves the provisions contained in the Friends Resolution that are approved by FCC Counsel and General Counsel, and authorizes them to be incorporated into the Agreement between the Friends regarding the donor lists and directs that the final Agreement be brought back to the Board for approval.

disclosed to a nonaffiliated third party. If such disclosure is not required by law or judicial process, the Friends shall give the contributor or donor the opportunity to direct that such information not be disclosed to a nonaffiliated third party, and give the contributor or donor an explanation of how to exercise that nondisclosure option; and

5. Periodically remind contributors or donors 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 suppress the names as requested, except as required by law or judicial process.

FURTHER RESOLVED, that the Friends shall maintain complete and accurate records of all uses of membership and donor lists for fundraising purposes, and shall furnish such records to CPB on request.

PTV Attachment 3

Thursday, August 17, 2000	5:00 p.m.
Thursday, September 21, 2000	5:00 p.m.
Thursday, October 19, 2000	5:00 p.m.
Thursday, November 16, 2000	5:00 p.m.
Thursday, December 14, 2000	5:00 p.m.
Thursday, January 18, 2001	5:00 p.m.
Thursday, February 22, 2001	5:00 p.m.
Thursday, March 22, 2001	5:00 p.m.
Thursday, April 12, 2001	5:00 p.m.
Thursday, May 17, 2001	5:00 p.m.
Thursday, June 21, 2001	5:00 p.m.

PTV Attachment 4

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

July	4		Independence Day, Friends' offices closed.
August	4-13	+	August Pledge Drive
September	1 -2	+	SprecherFest Old Heidelberg Park Friday: 4 to midnight; Saturday: noon to midnight
	4		Labor Day, Friends' offices closed.
	15	O	An Evening with Mark Russell , Uihlein Hall, Marcus Center for the Performing Arts, 7:30 PM
	28	+	Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.
October	17	+	Milwaukee Repertory Theatre Party. Reception from 5:30 to 7:30 PM. Performance 7:30 to 9:30 PM.
	20	+	Annual Meeting of the Channel 10/36 Friends, Inc.
November	23-24		Thanksgiving Holiday. Friends' offices closed.
November December	25- 10	+	December Pledge Drive
December	25		Christmas Day. Friends' offices closed.

2001

February	28	+	Outdoor Wisconsin Banquet. Country Inn, Waukesha.
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C = Cancelled

+ = New Event/Meeting

O = Date and/or Time
Change

PTV Attachment 5

BOARD BILL LIST
TV Fund by Check No
06/30/00

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
06/01/00	0533823	Ameritech	5454 Telephone	38.42	1,776.32
			5671 Remote/Studio Supp	40.20	
06/01/00	0533824	Ameritech	5454 Telephone	29.49	1,659.59
06/01/00	0533831	AT&T	5668 Program Production	1.47	360.14
06/01/00	0533835	David K. Baule	5201 Travel Expenses	8,650.00	8,650.00
06/01/00	0533842	Boise Cascade	5674 Technical Operations	81.70	1,459.64
			5241 Office Supplies	320.53	
06/01/00	0533849	Business Journal	5220 Membership & Subscri	79.95	79.95
06/01/00	0533855	Carter Creations	5668 Program Production	35.00	35.00
06/01/00	0533856	Celtic Advertising I	5270 Advertising	4,850.82	4,850.82
06/01/00	0533858	Central Educational	5675 Traffic	560.00	560.00
06/01/00	0533866	Karen J. Copper	5201 Travel Expenses	4.55	4.55
06/01/00	0533880	David C. Felland	5201 Travel Expenses	285.25	285.25
06/01/00	0533890	Gail G. Grzybowski	5201 Travel Expenses	8.50	8.50
06/01/00	0533906	Scott F. Johnson	5201 Travel Expenses	22.75	22.75
06/01/00	0533909	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
06/01/00	0533912	Arlene G. Kaczorek	5201 Travel Expenses	14.77	14.77
06/01/00	0533916	Debra A. Kunath	5201 Travel Expenses	3.90	3.90
06/01/00	0533923	MA Junior Parking In	5668 Program Production	218.00	218.00
06/01/00	0533931	John S. McKay	5201 Travel Expenses	11.00	24.73
			5668 Program Production	13.73	
06/01/00	0533937	Michael Best & Fried	5361 Legal Services	45.10	5,280.98
06/01/00	0533949	NATAS	5668 Program Production	75.00	75.00
06/01/00	0533950	NATAS	5668 Program Production	100.00	100.00
06/01/00	0533953	Newtec America Inc	5678 Wmvs Transmitter Rep	750.00	750.00
06/01/00	0533954	Nielsen Media Resear	5661 Audience Research	1,968.50	1,968.50
06/01/00	0533967	Sharon R. Patterson	5668 Program Production	94.59	94.59
06/01/00	0533986	Public Broadcasting	5675 Traffic	29.00	29.00
06/01/00	0533987	Public Broadcasting	5211 Seminars & Workshops	325.00	325.00
06/01/00	0533996	Safway Steel Product	5668 Program Production	112.75	112.75
06/01/00	0533998	Marshall J. Savick	5676 Vehicle Supplies	20.00	20.00
06/01/00	0534003	Gary J. Sharbuno	5201 Travel Expenses	7.55	7.55
06/01/00	0534006	Siva Truck Leasing I	5668 Program Production	63.32	63.32
06/01/00	0534008	Dan Small	5668 Program Production	2,109.00	2,109.00
06/01/00	0534014	Sprint PCS	5454 Telephone	78.04	78.04
06/01/00	0534019	System Parking Inc	5668 Program Production	63.00	63.00
06/01/00	0534022	Catharine A. Tierney	5201 Travel Expenses	5.85	5.85
06/01/00	0534025	Travel Traders Unlim	5201 Travel Expenses	405.00	1,190.00
06/01/00	0534030	United Parcel Servic	5675 Traffic	184.00	198.25
06/01/00	0534038	Wanderlust Productio	5668 Program Production	2,500.25	2,500.25
06/01/00	0534052	Zack Electronics	5674 Technical Operations	184.81	184.81
06/05/00	0534060	Jack R. Abrams	5201 Travel Expenses	330.00	330.00
06/05/00	0534090	Channel 10/36 Friend	5668 Program Production	3,545.00	3,545.00
06/05/00	0534103	Daily Reporter	5840 Equipment	14.10	54.90
06/05/00	0534122	Federal Express	5675 Traffic	225.16	247.66
06/05/00	0534157	Scott Kuiper	5668 Program Production	300.00	300.00
06/05/00	0534182	Milwaukee Star	5840 Equipment	14.88	29.75
06/08/00	0534325	American Paper and	5243 Other Supplies	207.50	207.50
06/08/00	0534328	Ameritech	5454 Telephone	886.90	886.90
06/08/00	0534329	Amoco Oil Company	5676 Vehicle Supplies	137.10	813.39
06/08/00	0534350	Channel 10/36 Friend	5243 Other Supplies	37.50	37.50
06/08/00	0534368	Daily Reporter	5840 Equipment	14.10	51.91
06/08/00	0534386	Entertainment Design	5660 Affiliation/Mbsps	37.95	37.95
06/08/00	0534390	Federal Express	5675 Traffic	512.32	512.32

BOARD BILL LIST
TV Fund by Check No
06/30/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
06/08/00	0534410	John A. Gurda	5668 Program Production	1,666.00	1,666.00
06/08/00	0534412	Darlyne C. Haertlein	5243 Other Supplies	18.98	29.53
			5241 Office Supplies	10.55	
06/08/00	0534438	Kiwanis Club of Milw	5220 Membership & Subscri	170.00	170.00
06/08/00	0534442	Debra A. Kunath	5241 Office Supplies	10.50	10.50
06/08/00	0534467	Mogilka D L Inc	5678 Wmvs Transmitter Rep	290.00	290.00
06/08/00	0534469	Mouser Electronics	5678 Wmvs Transmitter Rep	21.65	21.65
06/08/00	0534490	Publication Sales	5241 Office Supplies	4.95	4.95
06/08/00	0534500	Sony Electronics Inc	5673 Studio Equipment Rep	274.00	274.00
06/08/00	0534535	Wisconsin Electric P	5452 Light & Power	4,773.40	31,024.64
06/12/00	0534557	Aldrich & Associates	5668 Program Production	3,083.56	3,083.56
06/12/00	0534564	American Public Tele	5665 Network Prog Service	19,524.99	19,524.99
06/12/00	0534566	Ameritech	5454 Telephone	51.78	2,755.45
06/12/00	0534567	AT&T	5454 Telephone	29.62	75.87
06/12/00	0534568	Badger Coaches Inc	5675 Traffic	114.75	114.75
06/12/00	0534572	Joseph D. Bauer	5201 Travel Expenses	164.40	164.40
06/12/00	0534575	Biography	5220 Membership & Subscri	18.00	18.00
06/12/00	0534578	Boise Cascade	5241 Office Supplies	166.65	8,086.75
			5243 Other Supplies	39.60	
06/12/00	0534596	Complete Delivery In	5675 Traffic	67.89	67.89
06/12/00	0534613	Entertainment Busine	5668 Program Production	1,500.00	1,500.00
06/12/00	0534640	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
06/12/00	0534644	Karl's Party Rental	5668 Program Production	2,545.95	2,545.95
06/12/00	0534666	Milwaukee Magazine	5220 Membership & Subscri	18.00	18.00
06/12/00	0534668	Modumend Inc	5671 Remote/Studio Supp	340.25	340.25
06/12/00	0534675	Myers Information Sy	5674 Technical Operations	200.00	200.00
06/12/00	0534720	Stoiber Electric Co	5668 Program Production	332.20	332.20
06/12/00	0534721	Successories Inc	5243 Other Supplies	107.99	107.99
06/12/00	0534735	United Parcel Servic	5675 Traffic	50.71	103.86
06/12/00	0534740	Allied Digital Inc	5668 Program Production	42.98	42.98
06/12/00	0534746	Wanderlust Productio	5668 Program Production	2,018.25	2,018.25
06/12/00	0534750	Wisconsin Electric P	5452 Light & Power	5,688.09	17,154.92
06/12/00	0534752	Wisconsin Newspaper	5273 Publicity	60.80	60.80
06/12/00	0534753	Xerox Corporation	5674 Technical Operations	617.82	617.82
06/15/00	0534789	Ameritech	5454 Telephone	561.90	2,967.11
06/15/00	0534795	AT&T	5454 Telephone	17.85	17.85
06/15/00	0534835	Darlyne C. Haertlein	5241 Office Supplies	13.71	13.71
06/15/00	0534877	Milwaukee Fence Co	5678 Wmvs Transmitter Rep	662.00	662.00
06/15/00	0534885	NAB Broadcasters	5220 Membership & Subscri	83.00	83.00
06/15/00	0534946	United Parcel Servic	5675 Traffic	66.84	219.92
06/19/00	0534972	Allied Digital Inc	5273 Publicity	214.23	214.23
06/19/00	0535010	Daily Reporter	5840 Equipment	31.19	31.19
06/19/00	0535020	Hall Chevrolet Co In	5676 Vehicle Supplies	178.70	178.70
06/19/00	0535023	Harris Corporation	5840 Equipment	67,471.30	67,471.30
06/19/00	0535034	Industrial Electroni	5674 Technical Operations	24.00	794.56
06/19/00	0535039	Daniel R. Jones	5668 Program Production	145.21	145.21
06/19/00	0535074	Mouser Electronics	5678 Wmvs Transmitter Rep	10.27	10.27
06/19/00	0535076	NABJ Convention Regi	5201 Travel Expenses	275.00	275.00
06/19/00	0535078	National Supply & Ha	5674 Technical Operations	82.22	82.22
06/19/00	0535110	Sony Electronics Inc	5674 Technical Operations	308.48	308.48
06/19/00	0535137	Allied Digital Inc	5668 Program Production	292.82	292.82
06/22/00	0535190	Alfred I duPont	5668 Program Production	50.00	50.00
06/22/00	0535193	Ameritech Paging	5675 Traffic	40.40	40.40
06/22/00	0535213	Crowne Plaza	5201 Travel Expenses	510.92	510.92

BOARD BILL LIST
TV Fund by Check No
06/30/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
06/22/00	0535218	Entertainment Busine	5668 Program Production	3,000.00	3,000.00
06/22/00	0535239	Michael Best & Fried	5361 Legal Services	29.24	943.74
06/22/00	0535255	Dan Small	5668 Program Production	4,357.00	4,357.00
06/22/00	0535256	Sprint PCS	5454 Telephone	73.39	73.39
06/22/00	0535262	United Parcel Servic	5259 Postage	935.00	2,002.56
06/26/00	0535288	Ameritech Cellular S	5454 Telephone	28.24	2,077.20
06/26/00	0535298	Boc Gases	5678 Wmvs Transmitter Rep	10.50	10.50
06/26/00	0535299	Boise Cascade	5668 Program Production	115.75	8,547.23
06/26/00	0535309	Complete Delivery In	5675 Traffic	70.61	70.61
06/26/00	0535329	Federal Express	5675 Traffic	383.33	383.33
06/26/00	0535337	John A. Gurda	5668 Program Production	1,668.00	1,668.00
06/26/00	0535346	Zeiger & Co Inc., Hy	5273 Publicity	579.32	579.32
06/26/00	0535352	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
06/26/00	0535365	Markertek Video Supp	5671 Remote/Studio Supp	177.74	177.74
06/26/00	0535377	Milwaukee Star	5840 Equipment	29.75	29.75
06/26/00	0535383	National Supply & Ha	5671 Remote/Studio Supp	169.96	169.96
06/26/00	0535394	Public Broadcasting	5357 Professional & Consu	5,650.00	5,650.00
06/26/00	0535405	Satellite Communicat	5668 Program Production	2,400.00	2,400.00
06/26/00	0535406	Satellite Technology	5668 Program Production	2,850.00	2,850.00
06/26/00	0535408	Sharp Electronics Co	5241 Office Supplies	64.00	64.00
06/26/00	0535410	Signs by Tomorrow	5273 Publicity	660.00	660.00
06/26/00	0535411	Dan Small	5668 Program Production	410.84	410.84
06/26/00	0535412	Sony Electronics Inc	5673 Studio Equipment Rep	-5,670.00	67,154.72
			5840 Equipment	72,824.72	
06/26/00	0535413	Sony Electronics Inc	5674 Technical Operations	162.52	162.52
06/26/00	0535422	Tektronix Inc	5674 Technical Operations	135.95	135.95
06/26/00	0535427	Travel Traders Unlim	5201 Travel Expenses	364.00	364.00
06/26/00	0535431	United Parcel Servic	5675 Traffic	53.97	132.71
06/26/00	0535437	Wanderlust Productio	5668 Program Production	2,018.25	2,018.25
06/29/00	0535477	Aldrich & Associates	5668 Program Production	17,134.53	17,134.53
06/29/00	0535481	Ameritech	5454 Telephone	29.78	2,688.61
06/29/00	0535482	Ameritech Cellular S	5671 Remote/Studio Supp	38.68	38.68
06/29/00	0535504	City of Milwaukee DP	5668 Program Production	327.00	327.00
06/29/00	0535517	Thomas J. Dvorak	5201 Travel Expenses	534.02	534.02
06/29/00	0535544	Grainger Inc, W W	5241 Office Supplies	24.25	793.21
			5243 Other Supplies	18.48	
06/29/00	0535578	Kathleen M. Lenhardt	5201 Travel Expenses	555.39	555.39
06/29/00	0535587	Markertek Video Supp	5673 Studio Equipment Rep	464.10	464.10
06/29/00	0535591	Robert K. McClendon	5201 Travel Expenses	947.35	947.35
06/29/00	0535601	Micro Warehouse	5678 Wmvs Transmitter Rep	409.75	409.75
06/29/00	0535614	Mouser Electronics	5674 Technical Operations	42.49	42.49
06/29/00	0535623	Newtec America Inc	5678 Wmvs Transmitter Rep	750.00	750.00
06/29/00	0535646	Mary P. Pruess	5201 Travel Expenses	822.78	822.78
06/29/00	0535690	Technology Resource	5674 Technical Operations	291.95	291.95
06/29/00	0535697	Travel Traders Unlim	5201 Travel Expenses	1,419.00	1,419.00
06/29/00	0535705	Allied Digital Inc	5668 Program Production	81.02	81.02
06/29/00	0535708	Wanderlust Productio	5668 Program Production	2,375.43	2,375.43
06/29/00	0535717	Wyndham Hotel	5201 Travel Expenses	193.67	193.67
				272,187.80	351,440.12

BOARD BILL LIST
Over \$2500 Channel 10/36
06/30/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
06/01/00	0533835	David K. Baule	5201 Travel Expenses	8,650.00	8,650.00
06/01/00	0533856	Celtic Advertising I	5270 Advertising	4,850.82	4,850.82
06/01/00	0533937	Michael Best & Fried	5361 Legal Services	45.10	5,280.98
06/01/00	0534038	Wanderlust Productio	5668 Program Production	2,500.25	2,500.25
06/05/00	0534090	Channel 10/36 Friend	5668 Program Production	3,545.00	3,545.00
06/08/00	0534535	Wisconsin Electric P	5452 Light & Power	4,773.40	31,024.64
06/12/00	0534557	Aldrich & Associates	5668 Program Production	3,083.56	3,083.56
06/12/00	0534564	American Public Tele	5665 Network Prog Service	19,524.99	19,524.99
06/12/00	0534566	Ameritech	5454 Telephone	51.78	2,755.45
06/12/00	0534578	Boise Cascade	5241 Office Supplies	166.65	8,086.75
			5243 Other Supplies	39.60	
06/12/00	0534644	Karl's Party Rental	5668 Program Production	2,545.95	2,545.95
06/12/00	0534750	Wisconsin Electric P	5452 Light & Power	5,688.09	17,154.92
06/15/00	0534789	Ameritech	5454 Telephone	561.90	2,967.11
06/19/00	0535023	Harris Corporation	5840 Equipment	67,471.30	67,471.30
06/22/00	0535218	Entertainment Busine	5668 Program Production	3,000.00	3,000.00
06/22/00	0535255	Dan Small	5668 Program Production	4,357.00	4,357.00
06/26/00	0535299	Boise Cascade	5668 Program Production	115.75	8,547.23
06/26/00	0535394	Public Broadcasting	5357 Professional & Consu	5,650.00	5,650.00
06/26/00	0535406	Satellite Technology	5668 Program Production	2,850.00	2,850.00
06/26/00	0535412	Sony Electronics Inc	5673 Studio Equipment Rep	-5,670.00	67,154.72
			5840 Equipment	72,824.72	
06/29/00	0535477	Aldrich & Associates	5668 Program Production	17,134.53	17,134.53
06/29/00	0535481	Ameritech	5454 Telephone	29.78	2,688.61
				223,790.17	290,823.81

BOARD BILL LIST
 TV Fund by Check No
 07/31/00

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
07/06/00	0535763	Ameritech	5454	Telephone	822.16	1,052.62
07/06/00	0535765	Amoco Oil Company	5676	Vehicle Supplies	114.50	525.94
07/06/00	0535766	Apple Computer Inc	5840	Equipment	5,611.00	5,611.00
07/06/00	0535768	AT&T	5668	Program Production	53.01	70.17
07/06/00	0535788	Central Educational	5667	Program Acquisition	280.00	280.00
07/06/00	0535800	Day Timers Inc	5241	Office Supplies	-4.75	41.73
07/06/00	0535804	Kay Dillig	5668	Program Production	175.00	175.00
07/06/00	0535819	Graybar Electric Co	5673	Studio Equipment Rep	8.21	8,768.21
07/06/00	0535828	Higgins Tower Servic	5678	Wmvs Transmitter Rep	496.00	496.00
07/06/00	0535851	MA Junior Parking In	5668	Program Production	193.00	193.00
07/06/00	0535912	System Parking Inc	5668	Program Production	65.25	78.75
07/06/00	0535919	Tele Port Inc	5668	Program Production	520.00	520.00
07/06/00	0535922	Travel Traders Unlim	5201	Travel Expenses	1,620.00	1,620.00
07/06/00	0535925	United Parcel Servic	5675	Traffic	20.53	105.06
07/06/00	0535943	Wisconsin Electric P	5452	Light & Power	12,315.47	19,516.13
07/10/00	0535968	American TV & Applia	5840	Equipment	1,670.00	1,670.00
07/10/00	0535969	American TV & Applia	5840	Equipment	1,625.00	1,625.00
07/10/00	0535975	Association of Ameri	5660	Affiliation/Mbsps	27,366.00	27,366.00
07/10/00	0535980	Joseph D. Bauer	5201	Travel Expenses	27.95	27.95
07/10/00	0536008	Federal Express	5675	Traffic	482.72	482.72
07/10/00	0536014	Fletcher Chicago Inc	5673	Studio Equipment Rep	434.45	434.45
07/10/00	0536019	Global Computer Supp	5840	Equipment	2,030.41	2,030.41
07/10/00	0536024	Darlyne C. Haertlein	5273	Publicity	51.02	93.24
			5241	Office Supplies	42.22	
07/10/00	0536041	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
07/10/00	0536045	Killer Tracks	5669	Records/Music	1,300.00	1,300.00
07/10/00	0536059	Mainstage Theatrical	5840	Equipment	1,136.32	1,136.32
07/10/00	0536063	Michael Best & Fried	5361	Legal Services	29.96	985.49
07/10/00	0536070	Mse Media Solutions	5677	Videotape	1,792.20	1,792.20
07/10/00	0536113	Dan Small	5668	Program Production	3,151.33	3,151.33
07/10/00	0536118	Sony Electronics Inc	5840	Equipment	1,425.00	1,425.00
07/10/00	0536131	United Parcel Servic	5675	Traffic	50.84	50.84
07/13/00	0536196	AT&T	5454	Telephone	33.11	33.11
07/13/00	0536197	AT&T	5668	Program Production	7.07	7.07
07/13/00	0536200	David K. Baule	5201	Travel Expenses	8.00	8.00
07/13/00	0536201	David K. Baule	5201	Travel Expenses	1,550.00	1,550.00
07/13/00	0536219	Liddie M. Collins	5668	Program Production	22.50	22.50
07/13/00	0536223	Daily Reporter	5840	Equipment	25.21	50.42
07/13/00	0536238	David C. Felland	5201	Travel Expenses	178.35	178.35
07/13/00	0536243	Claudia P Gomez	5201	Travel Expenses	1,436.14	1,436.14
07/13/00	0536249	Darlyne C. Haertlein	5201	Travel Expenses	66.50	66.50
07/13/00	0536280	MA Junior Parking In	5668	Program Production	132.00	132.00
07/13/00	0536284	Maxell Corporation	5677	Videotape	3,520.30	3,344.28
07/13/00	0536293	Milwaukee Star	5840	Equipment	29.75	89.25
07/13/00	0536306	Nomadic Display	5840	Equipment	10,989.60	10,989.60
07/13/00	0536335	Richard W. Sailors	5201	Travel Expenses	619.56	619.56
07/13/00	0536342	Sprint PCS	5454	Telephone	75.63	75.63
07/17/00	0536393	Ameritech	5454	Telephone	569.30	1,246.84
07/17/00	0536397	Apple Computer Inc	5840	Equipment	3,868.00	14,300.00
07/17/00	0536412	Ellis R. Bromberg	5201	Travel Expenses	997.40	997.40
07/17/00	0536418	CDW Government Inc	5840	Equipment	2,934.58	2,934.58
07/17/00	0536420	CINE	5668	Program Production	155.00	155.00
07/17/00	0536447	Federal Express	5675	Traffic	132.58	132.58
07/17/00	0536525	Myers Information Sy	5220	Membership & Subscri	200.00	200.00

BOARD BILL LIST
TV Fund by Check No
07/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
07/17/00	0536526	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
07/17/00	0536529	National Supply & Ha	5674	Technical Operations	95.72	95.72
07/17/00	0536531	New York Festivals	5668	Program Production	225.00	225.00
07/17/00	0536533	Optoprecision	5673	Studio Equipment Rep	1,064.00	1,064.00
07/17/00	0536541	Plainview Batteries	5678	Wmvs Transmitter Rep	645.52	645.52
07/17/00	0536564	Marshall J. Savick	5668	Program Production	136.80	136.80
07/17/00	0536575	Dan Small	5668	Program Production	2,884.61	2,884.61
07/17/00	0536580	Sony Electronics Inc	5674	Technical Operations	158.39	158.39
07/17/00	0536591	United Parcel Servic	5675	Traffic	60.38	60.38
07/17/00	0536596	Allied Digital Inc	5668	Program Production	84.60	84.60
07/17/00	0536599	Wanderlust Productio	5668	Program Production	3,733.33	3,733.33
07/20/00	0536661	Andrew Corporation	5678	Wmvs Transmitter Rep	186.65	186.65
07/20/00	0536668	David K. Baule	5201	Travel Expenses	1,633.45	1,633.45
07/20/00	0536669	David K. Baule	5201	Travel Expenses	8,400.00	8,400.00
07/20/00	0536747	John S. McKay	5668	Program Production	227.39	234.89
			5201	Travel Expenses	7.50	
07/20/00	0536756	Milwaukee Water Work	5678	Wmvs Transmitter Rep	57.40	788.39
07/20/00	0536785	Julia Roland	5201	Travel Expenses	226.50	226.50
07/20/00	0536787	Roscor Corp	5668	Program Production	335.00	335.00
07/20/00	0536791	Joseph M. Sankey	5668	Program Production	70.73	70.73
07/20/00	0536805	Studio Gear LLC	5668	Program Production	1,720.00	1,720.00
07/20/00	0536809	System Parking Inc	5668	Program Production	27.00	72.00
07/20/00	0536815	Travel Traders Unlim	5201	Travel Expenses	887.00	1,721.00
07/20/00	0536817	Unimar Inc	5678	Wmvs Transmitter Rep	1,207.00	1,207.00
07/24/00	0536861	Ameritech	5454	Telephone	81.67	2,106.82
07/24/00	0536866	Badger Coaches Inc	5675	Traffic	126.50	126.50
07/24/00	0536873	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
07/24/00	0536878	Central Educational	5667	Program Acquisition	280.00	280.00
07/24/00	0536899	Enlargement Works In	5668	Program Production	147.38	147.38
07/24/00	0536902	David C. Felland	5201	Travel Expenses	190.73	190.73
07/24/00	0536906	Full Compass Systems	5840	Equipment	13,950.00	13,950.00
07/24/00	0536908	GAIT	5201	Travel Expenses	170.00	170.00
07/24/00	0536910	Darlyne C. Haertlein	5241	Office Supplies	36.92	36.92
07/24/00	0536919	Industrial Electroni	5674	Technical Operations	52.18	52.18
07/24/00	0536926	Karl's Party Rental	5668	Program Production	116.60	114.48
07/24/00	0536935	Mainstage Theatrical	5671	Remote/Studio Supp	25.00	25.00
07/24/00	0536939	Karen Matuszak	5668	Program Production	525.00	525.00
07/24/00	0536944	Janet M. Millard	5668	Program Production	150.00	150.00
07/24/00	0536954	New York Festivals	5668	Program Production	150.00	150.00
07/24/00	0536959	Palm Inc	5674	Technical Operations	89.85	89.85
07/24/00	0536985	Dan Small	5668	Program Production	450.00	450.00
07/24/00	0536989	Sony Electronics Inc	5840	Equipment	12,908.33	12,908.33
07/24/00	0536999	Travel Traders Unlim	5201	Travel Expenses	754.50	754.50
07/24/00	0537007	Allied Digital Inc	5668	Program Production	62.77	62.77
07/24/00	0537010	Wanderlust Productio	5668	Program Production	1,200.00	1,200.00
07/27/00	0537048	Ameritech Cellular S	5454	Telephone	67.23	187.52
07/27/00	0537053	David K. Baule	5668	Program Production	298.31	298.31
07/27/00	0537056	Boise Cascade	5241	Office Supplies	725.11	2,168.42
07/27/00	0537066	Complete Delivery In	5675	Traffic	26.80	26.80
07/27/00	0537070	Cousins Submarines I	5668	Program Production	236.08	236.08
07/27/00	0537072	Daily Reporter	5668	Program Production	26.70	26.70
07/27/00	0537082	Federal Express	5675	Traffic	82.94	102.58
07/27/00	0537084	Full Compass Systems	5673	Studio Equipment Rep	366.75	366.75
07/27/00	0537091	Gail G. Grzybowski	5201	Travel Expenses	18.00	18.00

BOARD BILL LIST
 TV Fund by Check No
 07/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
07/27/00	0537101	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
07/27/00	0537105	Kline Iron & Steel C	5840	Equipment	165,979.00	165,979.00
07/27/00	0537111	John S. McKay	5201	Travel Expenses	41.18	41.18
07/27/00	0537112	Mel's On Water	5668	Program Production	481.25	481.25
07/27/00	0537123	Newtec America Inc	5840	Equipment	8,488.00	8,488.00
07/27/00	0537150	Wanderlust Productio	5668	Program Production	3,218.25	3,218.25
07/31/00	0537175	American Public Tele	5675	Traffic	50.00	50.00
07/31/00	0537181	AT&T	5454	Telephone	2.02	2.02
07/31/00	0537184	Best Lumber Company	5671	Remote/Studio Supp	194.75	194.75
07/31/00	0537188	Central Educational	5675	Traffic	700.00	700.00
07/31/00	0537214	Darlyne C. Haertlein	5273	Publicity	11.90	11.90
07/31/00	0537218	Zeiger & Co Inc., Hy	5668	Program Production	1,105.84	1,105.84
07/31/00	0537223	Debra A. Kunath	5241	Office Supplies	3.55	3.55
07/31/00	0537239	Meridian Telecomm	5667	Program Acquisition	5,525.00	5,525.00
07/31/00	0537249	National Educational	5675	Traffic	60.00	60.00
07/31/00	0537251	Nebraska Educational	5675	Traffic	22.71	22.71
07/31/00	0537290	Transnico Internatio	5201	Travel Expenses	3,768.00	3,768.00
07/31/00	0537297	Wanderlust Productio	5668	Program Production	400.00	400.00
07/31/00	0537307	Wisconsin Newspaper	5273	Publicity	64.40	64.40
					344,359.65	378,313.90

BOARD BILL LIST
Over \$2500 Channel 10/36
07/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
07/06/00	0535766	Apple Computer Inc	5840	Equipment	5,611.00	5,611.00
07/06/00	0535819	Graybar Electric Co	5673	Studio Equipment Rep	8.21	8,768.21
07/06/00	0535943	Wisconsin Electric P	5452	Light & Power	12,315.47	19,516.13
07/10/00	0535975	Association of Ameri	5660	Affiliation/Mbsps	27,366.00	27,366.00
07/10/00	0536113	Dan Small	5668	Program Production	3,151.33	3,151.33
07/13/00	0536284	Maxell Corporation	5677	Videotape	3,520.30	3,344.28
07/13/00	0536306	Nomadic Display	5840	Equipment	10,989.60	10,989.60
07/17/00	0536397	Apple Computer Inc	5840	Equipment	3,868.00	14,300.00
07/17/00	0536418	CDW Government Inc	5840	Equipment	2,934.58	2,934.58
07/17/00	0536575	Dan Small	5668	Program Production	2,884.61	2,884.61
07/17/00	0536599	Wanderlust Productio	5668	Program Production	3,733.33	3,733.33
07/20/00	0536669	David K. Baule	5201	Travel Expenses	8,400.00	8,400.00
07/24/00	0536906	Full Compass Systems	5840	Equipment	13,950.00	13,950.00
07/24/00	0536989	Sony Electronics Inc	5840	Equipment	12,908.33	12,908.33
07/27/00	0537105	Kline Iron & Steel C	5840	Equipment	165,979.00	165,979.00
07/27/00	0537123	Newtec America Inc	5840	Equipment	8,488.00	8,488.00
07/27/00	0537150	Wanderlust Productio	5668	Program Production	3,218.25	3,218.25
07/31/00	0537239	Meridian Telecomm	5667	Program Acquisition	5,525.00	5,525.00
07/31/00	0537290	Transnico Internatio	5201	Travel Expenses	3,768.00	3,768.00
					298,619.01	324,835.65

CELTIC ADVERTISING

7/31/2000

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

**Milwaukee Public TV
Media Schedule**

ACTUAL

Billed: June 2000

JULY MEDIA

Advertising Objectives

Develop tune-in for highlighted programs.

MEDIA EXPENDITURES

\$0

<i>Print</i>	\$0.00
Program specific ads/Pledge specific ads. Milwaukee, Racine and Kenosha target areas.	

<i>Radio</i>	\$0.00
Radio utilized for program specific promotion. Milwaukee, Racine and Kenosha target areas.	

<i>Outdoor</i>	\$0.00
Outdoor advertising will be utilized when appropriate.	

<i>Television</i>	\$0.00
Television utilized for program specific promotion. Milwaukee, Racine, Kenosha areas.	

ACTUAL MINORITY MEDIA SPENDING:

African American

Hispanic

CELTIC ADVERTISING

7/31/2000

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

**Milwaukee Public TV
Media**

ESTIMATE

Billed: July 2000

AUGUST MEDIA

Advertising Objectives

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

MEDIA BUDGET

\$10,000

Print \$10,000.00
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.

CELTIC ADVERTISING

7/31/2000

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

**Milwaukee Public TV
Media**

ESTIMATE

Billed: August 2000

SEPTEMBER MEDIA

Advertising Objectives

Develop advertising for image campaign

MEDIA BUDGET

\$3,000

Print \$3,000.00
Program specific ads
Milwaukee, Racine and Kenosha target areas.

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

Outdoor/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.