

February 9, 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. 8<sup>TH</sup> Street, Fourth Floor, Milwaukee, Wisconsin, on **THURSDAY, FEBRUARY 22, 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 – January 18, 2001 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
  - [1. PTV Budget shortfall – Attachment 2](#)
- F. Discussion Items**
  - [1. General Manager's Report](#)
  - [2. Friends Report – Attachment 3](#)
  - [3. Reduction of Production Staff for last 10 years – Attachment 4](#)
  - [4. Reserve Funds of other PTV stations – Attachment 5](#)
  - [5. Fundraising/Underwriting – Attachment 6](#)
- G. Information Items**
  - [1. Monthly Advertising Fund Expenditures, January/February/March 2001 – Attachment 7](#)
  - [2. Monthly Bills, January, 2001 – Attachment 8](#)
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **THURSDAY, MARCH 22, 2001** at 5:00 p.m. in the 10/36 Conference Room, 1036 N. 8<sup>th</sup> Street

**COMMITTEE MEMBERS:** Earle, Killebrew, Moeser

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

**DATE:** January 18, 2001  
**TIME:** 5:00 p.m.  
**PLACE:** Milwaukee Public Television Conference Room, Milwaukee Campus

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

**MATC STAFF PRESENT:** Dr. John Birkholz, Joe Bauer, Ellis Bromberg, Ken Kobylarz, Cindy VanVreede, Karen Wierschem

**GUESTS PRESENT:** Lamont McLoughlin, Allyson Olivier, Richard Robbins

**ITEM A: ROLL CALL**

Roll called showed that all Committee members were present.

**ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW**

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

**ITEM C: APPROVAL OF MINUTES – December 14, 2000 - Attachment 1**

**Motion:** Motion Mr. Earle, second Dr. Moeser to approve the December 14, 2000 PTV Committee Minutes.

**Action:** Motion passed unanimously.

**ITEM D: COMMENTS FROM THE PUBLIC**

None were noted.

**ITEM E: ACTION ITEMS**

1. Update on Collaboration for Enhanced Television Project and Acceptance of CPB Fund Grant – Attachment 2

Discussion: Mr. Bromberg stated the memorandum of understanding for the Collaboration was presented at the December PTV meeting. At that time he stated that we were expecting a CPB grant and contract for the project. This collaboration will allow Milwaukee Public TV, along with three other public television stations, to develop digital content at the local level. Milwaukee Public TV will act as the fiduciary agent and retain \$112,000 of the total grant.

Motion: Motion Dr. Moeser, second Mr. Earle to accept a CPB Future Fund Grant in the amount of \$376,000 and authorize approval of the related CPB contract. The Committee further recommends approval to authorize WMVS to serve as fiscal agent for the Collaboration for Enhanced Television project and distribute funds as budgeted in the grant.

Action: Motion passed unanimously.

**ITEM F: DISCUSSION ITEMS**

1. General Manager's Report

Discussion: Mr. Ellis Bromberg, General Manager, informed the Committee that a celebration of the series *¡Adelante!* and its underwriter LaserSight will be held on Thursday, February 8, 2001 in the 10/36 studios. Mr. Bromberg will send invitations to the Board. Mr. Bromberg and Patricia Gomez, host of *¡Adelante!*, will represent the stations at the Hispanic Chamber of Commerce banquet on January 27, 2001. A videotape presentation of *¡Adelante!* highlights will be shown.

The annual APTS Annual Capitol Hill Days will be held on April 1 – 3, 2001 in Washington D.C.

The stations have won two awards. Jack Abrams and the **Outdoor Wisconsin** team have taken the top award as Best Travel Show for their Door County USA special in the International Teddy Awards. Rick Horowitz was a first place winner in the Wisconsin Broadcasters Association annual Excellence in Broadcasting awards competition for his commentary entitled "Terms of Engorgement."

Mr. Bromberg gave the Committee an update on Federal funding, and in a follow-up to discussions last Fall about the Religious Broadcasting Bill, H.R. 4201 which would have changed the definition on noncommercial educational broadcasting to include religious content, died without action when Congress adjourned.

Negotiations continue for the Manager of Program Production position.

A meeting was held with Time Warner cable officials to discuss the addition of Channel 8 onto the digital tier this spring. Also on the agenda was discussion of a possible fiber

line between Time Warner and MATC in order to receive distance-learning courses for cablecast on the HECC channel.

## 2. Friends Report – Attachment 3

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, reported that the program schedule for the March Membership Drive has been finalized. Although there are many good programs, there are none that seem to be potential ‘blockbusters’.

The auction has received a donation of a mint-condition 1970 Buick Skylark valued at between \$8,000 - \$10,000. There seems to be fewer volunteers these days to help with the solicitation of items so Mr. McLoughlin invited the Committee members to participate if they had the time. Dr. Moeser stated that the issue of Committee members being on-air auctioneers was raised at Board meetings and he asked if this would be possible. Mr. McLoughlin responded that he would love to see that and stated invitations would be sent.

Underwriting is ahead of a year ago at this time with \$770,938 being received to date.

## 3. Options for Underwriting Office – Handout at meeting

Discussion: Mr. Bromberg handed out a memo to PTV members regarding this matter. (A copy of the memo is attached to these minutes as Exhibit A.) He informed the Committee that the underwriting issue would be included in a more extensive review of the TV budget situation. A comprehensive review of the income requirements and goals, business model and organizational structure need to be studied. Mr. Earle asked how this review would be undertaken. Dr. Birkholz has asked that a committee consisting of Station, MATC and Friends staff be formed to look at these issues. Mr. Earle was concerned that this was not communicated to the PTV Committee. Dr. Moeser suggested that a member of the PTV Committee be included in these discussions.

## 4. Policy I0601 Shared Purchase Agreement – Attachment 4

Discussion: Mr. Bromberg stated this is in response to questions regarding our participation in Co-productions. This policy revision supports that we will only consider co-productions that fit the mission of the stations and MATC. This revision also makes it clear that we retain control of the content of the programs and that an administrative fee would be retained by the Stations.

Dr. Birkholz stated the next step would be for this policy revision to go before the ESIR Committee to take official action.

5. PTV Fund Budget – Attachment 5

Discussion: Mr. Bromberg explained that there is a \$401,571 shortfall for this fiscal year. Steps have been taken to cut expenses. Several vacancies have not been filled, our advertising budget has been cut, and local productions have been reduced in scope and episodes. Last year there was an excess of a similar amount and we are asking to use this excess to balance the budget for this year. Dr. Moeser was very concerned that we are taking money from the reserve account to cover operational expenses. Mr. Earle was very concerned about the cut back of production staff and episodes of local series. After continued discussion, Mr. Earle asked for a report on how many other public television stations have a reserve fund of 30%. Mr. Earle also asked for a report on what percentage of production staff positions have been eliminated in the last ten years.

**ITEM G: INFORMATION ITEMS**

1. Monthly Advertising Fund Expenditures, December 2000, January/February, 2001 – Attachment 6

The monthly advertising fund expenditures were noted.

2. Monthly Bills, December, 2000 – Attachment 7

The monthly bills were noted.

3. MATC portion of 10/36 Friends expenses – Handout at meeting

Discussion: Mr. Bromberg stated this report was in response to a request from Mr. Earle at the last PTV meeting.

4. Sole Source Procurement-Video Systems Encoder – Attachment 8

Discussion: Mr. Bromberg stated that this item would enable us to multicast using our digital format. This item appears in the FPO Consent agenda for approval and is being brought before this Committee for information only. Dr. Moeser stated he has been an advocate of moving ahead slowly with digital conversion. He questioned whether this purchase could be delayed in light of our current budget problems. Mr. Bromberg stated this item is in the capital equipment portion of our budget and is not included in the operational budget concerns.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments

Discussion: Dr. Moeser complimented the College and the staff of WMVS for their part in the State School Board's Convention. He received many accolades for the cooperation that was received.

Mr. Earle spoke to the *jAdelante!* event planned for February 8<sup>th</sup>. The chef who will be providing food the event was the chef for three former Presidents of Mexico. A major effort has been undertaken to gather support from the Latino community.

2. Communication and Petitions

3. Information Items

**ITEM I: OLD BUSINESS/NEW BUSINESS**

1. Date of next meeting:

**THURSDAY, FEBRUARY 22, 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 6:30 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

## Exhibit A

To: PTV Committee  
From: Ellis Bromberg  
Date: January 16, 2001  
Re: Underwriting Options

At its December 9 retreat, MATC Board members discussed the possibility that TV might expand its underwriting efforts. Subsequently, the PTV Committee asked staff to develop options for increased underwriting activities.

Over the past month, we have begun a more extensive review of our budget situation and, as indicated in Attachment 5 for the January 18 PTV Committee meeting, there are some concerns that will have to be addressed this year and beyond. This month, I have had several conversations with Dr. Birkholz, MATC financial staff, and TV managers that lead us to conclude we need to undertake a comprehensive review of our income requirements and goals, business model and organizational structure. This review must not only include underwriting, but other fundraising and revenue activities as well.

In a presentation at the January 11 meeting of the Channels 10/36 Friends, Dr. Birkholz spoke to this issue and proposed that the MATC staff work with the Friends to identify the current and potential budget gap, and review the resources and strategy of the two organizations to address it.

This may or may not lead to a plan for expansion of the station's underwriting efforts. In addition, an MATC/Friends committee could find that other fundraising responsibilities now assigned to one of the organizations should be shifted to the other, or that new activities should be developed.

As such, we are recommending today that proposals for extension of the station's underwriting activities be explored as part of a much more expansive study and presented to the PTV Committee for review and action at a later date.

Exhibit B

January 12, 2001

TO: Ellis Bromberg, General Manager  
FROM: Todd J. Poppe, Vice President, Finance  
SUBJECT: MATC Support of Channel 10/36 Friends, Inc. Operations

MATC provides at no cost facilities and support services for the operation of the Channel 10/36 Friends. Per your request, I estimate the annual value of the facilities and support services at \$94,000. Cost components of the estimate follow:

Facilities, utilities, custodial, etc. Based on CPB rates for 9,085 sq. ft.	\$71,045
Telecommunications Based on 36 phones and Internet access	\$13,826
Personal Computer Support	<u>\$ 9,509</u>
Total	\$94,380

Please contact me if you have questions or would like additional information.

C: J. Birkholz

PTV Attachment 2

To: PTV Committee  
From: Ellis Bromberg  
Date: January 10, 2001  
Re: PTV Fund Budget

Attached is an up-to-date budget analysis of the FY01 Public Television Fund. A review of it raises some red flags you should know about, specifically a potential \$401,571 shortfall that we would need to address.

You may note that we actually anticipate an *increase* in revenue of 4.1% -- a good sign! But the major problem is a dramatic \$434,247 jump in program services (programming acquired from PBS and other distributors). Another notable increase is \$55,718 in utilities, reflecting added costs generated by the operation of WMVS-DT/Channel 8 as well as higher energy prices.

TV Administration has already taken some significant steps to reduce the shortfall amount. Specifically, we have:

Held vacant three staff positions:

Outreach Coordinator (pos #9522)	\$38,000
Director/Producer (pos #9504)	\$56,974
Staff Engineer (pos #9564)	\$50,000
Benefits from the three positions	\$47,479

Reduced the station advertising budget:

(Cancelled fall campaign proposed by ad agency)	\$30,248
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Reduced the production budget

(Scaled back the number of episodes on all local series)	\$30,247
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Used profit from production grant account	\$200,000
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Used Fund Balance/Reserve to pay for Children's Film Festival

Co-partnership contribution	\$15,000
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These actions amount to \$467,948, a sum that would otherwise have been added to the projected deficit.

The numbers are of concern this current year, and TV is exploring options with Dr. Birkholz, Todd Poppe, and the MATC financial staff.

Furthermore, rising programming and utility costs are likely to be a recurring theme in future years. To deal with the long-range problem, we must identify new ways to increase revenue and support and/or cut expenses. We will be addressing these issues in our annual budgeting and three-year departmental plan.

**Milwaukee Area Technical College**  
**Public Television Fund**  
**Operation Results and Budget Analysis**  
**(Excluding Debt Service and Related Expenditures)**

	<b>FY 00</b>	<b>FY01 Current</b>	<b>FY '01</b>	<b>Budget vs.</b>	<b>00 Actual vs.</b>
	<b>Actual</b>	<b>Budget</b>	<b>Expected</b>	<b>Expected</b>	<b>Expected</b>
				<b>Incr(Decr)</b>	<b>Incr(Decr)</b>
<b>Revenues</b>					
Tax Levy Operations	1,232,000	1,295,000	1,295,000	-	63,000
Tax Levy Debt Service	-	-	-	-	-
Other State	330,000	330,000	330,000	-	-
Federal Aids	1,292,176	1,475,000	1,450,315	(24,685)	158,139
Departmental Revenue	261,507	948,720	300,000	(648,720)	38,493
Program Grants	-	-	-	-	-
Channel 10/36 Friends	3,856,905	3,392,280	3,678,811	286,531	(178,094)
Auxiliary Revenues	547,596	775,000	775,000	-	227,404
Transfer to/from Reserves	-	-	-	-	-
<b>**** Total Revenues ****</b>	<b>7,520,184</b>	<b>8,216,000</b>	<b>7,829,126</b>	<b>(386,874)</b>	<b>308,942</b>
<b>Expenditures</b>					
Full Time Salaries	2,608,377	2,805,698	2,697,913	(107,785)	89,536
Part Time Salaries	324,081	273,579	333,579	60,000	9,498
Student Salaries	44,380	85,157	85,157	-	40,777
Fringe Benefits	817,120	947,169	994,648	47,479	177,528
Supplies	65,258	85,779	83,629	(2,150)	18,371
Travel	57,694	69,334	64,334	(5,000)	6,640
Public Information	271,184	205,581	205,581	-	(65,603)
Equipment Repair	-	750	750	-	750
Utilities	149,282	205,200	205,000	(200)	55,718
Contracted Services	38,185	103,919	118,350	14,431	80,165
Legal Services	36,137	30,000	30,000	-	(6,137)
Television Supplies	217,367	272,080	268,230	(3,850)	50,863
Auxiliary Supplies	10,000	11,000	11,000	-	1,000
Program Services	1,503,151	1,937,395	1,937,398	3	434,247
Program Production	372,375	372,375	342,128	(30,247)	(30,247)
Auxiliary Production	496,399	707,753	764,000	56,247	267,601
Affiliation/MPSPS	30,889	44,431	30,000	(14,431)	(889)
Television Repairs	64,829	58,800	59,000	200	(5,829)
Debt Requirements	-	-	-	-	-
<b>**** Total Expenditures ****</b>	<b>7,106,708</b>	<b>8,216,000</b>	<b>8,230,697</b>	<b>(14,697)</b>	<b>1,123,989</b>
Excess Revenues over (under) Expenses	413,476	-	(401,571)	(372,177)	(815,047)
Retained Earnings - Beginning	1,712,935	2,126,411	2,126,411		
Retained Earnings - Ending	2,126,411	2,126,411	1,724,840		
Percent of Operating Costs	29.9%	25.9%	21.0%		
Reconciliation of Retained Earnings:					
Retained Earnings per CAFR		\$1,069,940			
Add Long Term Debt Outstanding		2,617,446			
Less Encumbrances		(1,551,975)			
Retained Earnings Available for Operations per above		<u>\$2,126,411</u>			

PTV ATTACHMENT 3

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

<b>February 14 – 18, 2001</b>	<b>Midwest Express Boat Show</b>
<b>February 22 – 25</b>	<b>RV Camper Show, RV Park</b>
<b>February 28</b>	<b><i>Outdoor Wisconsin</i> Banquet Country Inn, Waukesha</b>
<b>March 2 – 18</b>	<b>Spring Pledge Drive</b>
<b>March 16 – 25</b>	<b>Journal/Sentinel Sports Show Midwest Express Center</b>
<b>March 29</b>	<b>Board Meeting, 4:00 pm Station Conference Room</b>
<b>April 13</b>	<b>Good Friday – Office closed</b>
<b>April 13</b>	<b>Auction Art Preview Party</b>
<b>May 4 – 12</b>	<b>Great TV Auction!</b>
<b>May 18</b>	<b>Auction Thank You Party</b>
<b>May 28</b>	<b>Memorial Day – Office closed</b>
<b>June 24</b>	<b>Stars of Lawrence Welk Elmbrook Church</b>
<b>June 28</b>	<b>Board Meeting, 4:00 pm Station Conference Room</b>
<b>July 4</b>	<b>Independence Day Friends' office closed</b>
<b>August 31 – September 1</b>	<b>Sprecherfest</b>

PTV Attachment 4

**Milwaukee Public Television Full-Time Staffing Comparison  
FY 1991 - FY 2001**

	<u>1990/91</u>	<u>1995/96</u>	<u>2000/01</u>
<b><u>Production</u></b>			
Managers	3	2	2
Clerical (local 587)	1	1	1
Producer/Director	8	6	5
Production Assistants (local 715)	5	4	2
Graphic Director	1	1	1
Set Designer (local 715)	1	1	1
Videographer (local 715)	2	2	2
Production Specialists (local 715)	<u>5</u>	<u>3</u>	<u>3</u>
Subtotal	26	20	17
<b><u>Engineering</u></b>			
Managers	4	3	3
Supervisor	0	1	1
Clerical (local 587)	1	0	0
Engineers (local 715)	<u>21</u>	<u>21</u>	<u>20</u>
Subtotal	26	25	24
<b><u>Programming</u></b>			
Program Managers	3	2	2
Clerical (local 587)	3	2	2
Traffic Manager	1	1	1
Traffic Assistant	1	1	1
Receptionists (local 587)	<u>2</u>	<u>1</u>	<u>1</u>
Subtotal	10	7	7
<b><u>Public/Community Relations</u></b>			
Manager	1	1	0
Supervisor	0	0	1
Clerical (local 587)	1	1	1
Promo/Edit/Cont. Writers	3	2	2
Publicist	1	0	0
Outreach Coordinator	<u>1</u>	<u>1</u>	<u>0</u>
Subtotal	7	5	4
<b><u>Administration</u></b>			
Managers	2	2	2
Admin. Assistant	<u>1</u>	<u>1</u>	<u>1</u>
Subtotal	3	3	3
<b>GRAND TOTALS</b>	<b>72</b>	<b>60</b>	<b>55</b>

## PTV ATTACHMENT 5

To: PTV Committee  
From: Ellis Bromberg  
Date: February 7, 2001  
Re: Retained Earnings Averages

At its January 18 meeting, the PTV Committee requested that staff research average percentages of retained earnings relative to annual budgets for other public television stations.

Unfortunately we discovered that there is no national report on this; neither PBS, CPB, nor PBMA has compiled the data. Given that, we have assembled some alternate information that may help Committee members come to a conclusion regarding retained earnings practices.

Interestingly, former Committee member Joe Rice requested the same information from staff four years ago. At that time, Todd Poppe and Joe Bauer surveyed a group of peer institutions that reported retained earnings averaging between 8-10%.

This time, I posed the question to colleagues on PBS Express and received a limited number of responses, mostly from medium-sized stations like ours:

- WFYI/Indianapolis indicated they have reserves for "at least one payroll," or 3.5% of their budget. They are hoping to increase it to 7% this year. Their CFO wrote me: "It's an admirable objective to have some cash in reserve for rainy day contingencies, but the realities are that most of us spend it as fast as we acquire it."
- WEDU/Tampa reported cash reserves "in the neighborhood of 6%."
- The CFO of WHYI/Philadelphia wrote: "We do not peg cash at a percent of budget, but 30-90 days A/P and payroll is generally considered a cushion."
- From WMFE/Orlando came this: "We maintain a 4.25% reserve for television and 10.68% for radio. We wish we could have a larger television reserve, but the overlap market penalty has severely damaged the television budget. We have had to cut many expenses and lay off several TV staff members."
- My previous station, WILL/Urbana, reported a reserve of 6.3% at the end of FY2000, the last year I oversaw their budget to year's end.

While we do not believe the MATC Board has spoken on the subject of reserves for TV, it has a policy statement regarding its general funds. Board Policy B0102-1, Fiscal Accountability – Budget Development and Approval, suggests that the Board maintain a "fund balance designated for operations between 10-15% of budgeted general revenue" and a "fund balance designated for state aid fluctuations between 5-10% of budgeted state aid revenue to reflect uncertainties associated with this revenue source."

So while we are unable to cite an authoritative survey to answer the Committee's question, we could make the case that retained earnings at 21% of expenses---if reduced to that level to cover the FY2001 shortfall---still constitute a comparatively healthy cushion for WMVS/MMVT.

## PTV ATTACHMENT 6

To: PTV Committee  
From: Ellis Bromberg  
Date: February 7, 2001  
Re: Fundraising/Underwriting Options

### BACKGROUND

At the January 18 PTV Committee meeting, TV staff recommended that a possible expansion of the station's underwriting activities be considered as part of a larger discussion of fundraising options that might emanate from talks with the Friends of 10/36.

On February 1, a committee made up of members of the Friends Board (Lou Zellner, Sam Valanju, and Lamont McLoughlin) had an initial meeting with MATC officials (John Birkholz, Todd Poppe, and Ellis Bromberg) to begin exploring such options. [Note: Members of the PTV Committee were welcome but unable to attend.]

There was some discussion about the capital campaign the Friends had considered but tabled several years ago. In 1998, the Friends retained the firm Schultz & Williams to design and conduct a planning study to "review internal resources to run a campaign and to test the feasibility of meeting campaign goals." The firm reported the potential of raising \$5 to 8 million, but advised that there would have to be major changes in Board and Staff to expand the funding potential for the stations.

Past public debate over the station's license appears to be a key reason Schultz & Williams' recommended three-phase plan---which was supposed to get underway in October 1998 and conclude in December 2001---was shelved. But according to Ms. Zellner, there was also skepticism that such large sums of money could be raised for technical equipment.

Dr. Birkholz has noted that MATC's practice of using tax levy funding for equipment purchases puts this station in a different position from many others; while many others struggle to afford the equipment to make the transition into the digital age, our most critical need now is to increase operational revenue.

As such, the February 1 meeting focused primarily on opportunities to raise funds for content, rather than equipment. Ms. Zellner pointed out that a program-oriented approach to fundraising has been successful for the Friends over time, and Mr. Valanju noted that there might be interest in the community in supporting productions that pilot innovative uses of new technology.

The Friends and MATC representatives agreed that a first proposal for exploration should be a Program Production Endowment Campaign. I offered to begin fashioning some ideas along this line.

## PROGRAM ENDOWMENT CAMPAIGNS

While many stations across the country are conducting major capital campaigns as key components of their transition to digital television, some have program-oriented campaigns with discrete goals. Stations that have program-specific campaign goals include KQED/San Francisco (a \$23 million Program Venture Fund goal, part of their Campaign for the Future), KUED/Salt Lake City (their \$5 million Making the Difference Campaign), and WGBH/Boston (their \$33 million Program Venture Fund). Other stations have included production seed funding as part of their overall digital campaign goals (dollars cited are TOTAL campaign goals: WHRO/Norfolk - \$10.2 million; Oregon Public Broadcasting - \$27.5 million; South Carolina ETV - \$41 million; WXXI/Rochester, NY - \$8 million; KCPT/Kansas City - \$14.5 million).

Clearly, seeking funding to establish a Production Endowment Fund in markets the size of Milwaukee is not unheard of. I would propose reexamining the recommendations for a capital campaign for WMVS/WMVT but earmarking the dollars for the development of local productions. The intent would be to raise sufficient funds to dramatically increase the quantity and quality of station productions beyond what we can now offer.

## A PROGRAM ENDOWMENT CAMPAIGN FOR MILWAUKEE PUBLIC TELEVISION

Here are some ideas for a possible endowment campaign to support Milwaukee Public Television's production efforts. They are intended, at this stage, to provide food for thought and carry forward the discussion.

Now in its fifth decade as a creator of quality television programs for southeastern Wisconsin, WMVS/WMVT realizes that the future of public television---what will continue to set it apart from cable networks and commercial stations---is its commitment to produce LOCAL content that others cannot or will not: Historical documentaries; Insightful public affairs; Instruction for enrolled students and lifelong learners; Nature and science; the fine arts and great performances; Alternative language programming; Innovative use of the broadcast spectrum to serve special audiences (e.g., through DVS and SAP).

The digital age presents new challenges and opportunities. Using our two stations to offer simultaneous multiple program and data streams, MPTV's service to the community and its value as an educational and outreach tool for MATC can increase extensively---if we have the vision and financial resources to develop content that engages viewers.

Ideally, it would be to the station's benefit to designate as "unrestricted" as many gifts as possible. Pragmatically, though, we could give donors an option to earmark their contributions for one or more Funds for Special Programming. These might include:

- *The MPTV Science and Nature Fund.* The station could tap these funds to develop and sustain series and special productions that explore Wisconsin's outdoors, including OUTDOOR WISCONSIN, and scientific and medical breakthroughs.

- *The MPTV Performing and Visual Arts Fund.* The station could use these funds to develop and sustain a weekly arts preview/review series and periodic specials, plus an extensive commitment to performances by the region's major and experimental arts groups and talents. Unique local events, such as the Circus Parade, could also tap this fund.

- *The MPTV News and Public Affairs Fund.* The station could develop a nightly presence that serves as a place Wisconsin's newsmakers and thinkers would come to share their views and be seen. Our service would complement the news on local commercial stations much as THE NEWS HOUR WITH JIM LEHRER and WASHINGTON WEEK IN REVIEW complement the national networks. Coverage of major local speeches, town meetings, and lectures could be provided on one of our digital multichannels.

- *The MPTV History and Documentary Fund.* We could form a documentary unit to work specifically on quarterly specials that focus on the region's history and on substantive issues that demand more attention than sound bites on the nightly news.

- *The MPTV Multicultural Fund.* This fund could be designated to support programs of special value to underserved audiences. BLACK NOUVEAU and ADELANTE! are naturals, of course, as are programs about Wisconsin's American Indian population. Our Latino Advisory Board has also expressed interest in our collaborating with other PBS stations to develop new nationally distributed Spanish-language programming.

- *The MPTV Fund for Enhanced Digital Content.* The new world of DTV provides us with opportunities to insert information and data streams into the digital signal, but we are not sure how practical this will be on the local level. The station is now participating in a CPB Future Fund project to study this question, and may explore some similar activities. The opportunity to help fund local pilot projects that may revolutionize television should appeal to some major donors.

These are just a few ideas for targeted funds; there will be others that may have more appeal. We would have to work on designing them.

And we would have to start getting to work on many other elements of such a campaign. These would include (with credits to the Schultz & Williams study):

- Strengthening the case for support.
- Establishing a goal, and determining how the endowment will be managed.
- Establishing a timeline.
- Creating a task force that involves civic and corporate leaders that will take the message to the public.
- Identifying a steering committee to supervise the planning of the campaign.
- Reviewing current donor lists to identify prospects whom we have undervalued.
- Arranging ways to make fundraising and station staff more visible in the community.
- Building and setting up a budget to support the campaign.
- Recruiting or assigning a campaign director who has experience with local

prospects.

- Researching major prospects.
- Developing gift strategies, and training volunteers who solicit gifts.
- Building a nucleus fund before going public.
- Conducting workshops for members of the MATC and Friends Boards.
- Using Board members to solicit major prospects.
- Completing a case statement.
- Selecting campaign chairs and co-chairs, and assembling a campaign committee.
- Announcing a final goal, and thanking nucleus fund donors.
- Soliciting prospects.
- Designing an on-air campaign to support the solicitation efforts.
- Completing the campaign on time and at or beyond the goal.

This will represent a significant change from the typical underwriting solicitation we have engaged in for many years (an effort that must continue separately from this campaign, by the way). This will be very new for many of us, and will require hard work. The stakes are high.

But there are a good number of stations in similar-sized markets already tackling similar campaigns. KUED/Salt Lake City, for example, used Schultz & Williams as its consultants and set a \$5 goal for their Making the Difference Program Endowment. They have now raised \$5.3 million. Their approach is to direct \$500,000 in interest annually to support program services.

It can be done---and there is no reason we in Milwaukee should conclude we couldn't mount a successful campaign if we plan it right and work together to ensure that it succeeds.

**CELTIC ADVERTISING**

1/31/2001

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

**Milwaukee Public TV  
 Media Schedule**

**ACTUAL****JANUARY MEDIA****Advertising Objectives**

**Develop tune-in for highlighted programs.**

**MEDIA EXPENDITURES****\$0.00**

*Print* \$0.00  
 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* \$0.00  
 Outdoor advertising will be utilized when  
 appropriate.

*Television* \$0.00  
 Television utilized for program specific  
 promotion. Milwaukee, Racine, Kenosha areas.

**ACTUAL MINORITY MEDIA SPENDING: \$0.00**

**African American \$0.00**

**Hispanic \$0.00**

**CELTIC ADVERTISING**

1/31/2001

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**FEBRUARY MEDIA**

**Advertising Objectives**

**Develop advertising for pledge/tune-in advertising**

**MEDIA BUDGET**

**\$0**

*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* \$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**

1/31/2001

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**MARCH MEDIA**

**Advertising Objectives**

**Develop advertising for tune-in/pledge and auction.**

**MEDIA BUDGET**

**\$43,000**

*Print* \$7,000.00  
Program specific ads  
Milwaukee, Racine and Kenosha target areas.

*Radio* \$3,000.00  
Radio will only be utilized if the program  
content is appropriate.

*Outdoor/Transit* \$8,000.00  
Outdoor advertising will be utilized when  
appropriate.

*Television* \$25,000.00  
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 8

BOARD BILL LIST  
TV Fund by Check No  
01/31/2001

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/02/01	0546550	American Women in Ra	5668	Program Production	155.00	155.00
01/02/01	0546551	Ameritech	5454	Telephone	822.82	4,188.84
01/02/01	0546552	Ameritech Cellular S	5454	Telephone	67.17	2,274.07
01/02/01	0546559	AT&T	5454	Telephone	17.85	17.85
01/02/01	0546560	AT&T	5454	Telephone	188.44	957.45
01/02/01	0546561	AT&T	5454	Telephone	2.23	2.23
01/02/01	0546562	Audio Engineering So	5220	Membership & Subscri	80.00	80.00
01/02/01	0546570	David K. Baule	5201	Travel Expenses	3,100.00	3,100.00
01/02/01	0546590	CEN Programming Awar	5668	Program Production	95.00	95.00
01/02/01	0546604	Daily Reporter	5840	Equipment	11.04	22.08
01/02/01	0546610	Dielectric Communica	5840	Equipment	37,548.00	37,548.00
01/02/01	0546619	E & I Coop Service I	5241	Office Supplies	542.28	6,935.01
01/02/01	0546649	Darlyne C. Haertlein	5273	Publicity	12.71	12.71
01/02/01	0546664	Industrial Electroni	5674	Technical Operations	171.05	171.05
01/02/01	0546695	Karen Matuszak	5668	Program Production	225.00	225.00
01/02/01	0546699	John S. McKay	5201	Travel Expenses	99.50	99.50
01/02/01	0546705	Milwaukee Star	5840	Equipment	16.36	32.72
01/02/01	0546709	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
01/02/01	0546714	National Headliner C	5668	Program Production	60.00	60.00
01/02/01	0546765	Sony Electronics Inc	5840	Equipment	33,142.00	33,142.00
01/02/01	0546766	Sony Electronics Inc	5673	Studio Equipment Rep	831.00	831.00
01/02/01	0546771	Successories Inc	5241	Office Supplies	71.92	71.92
01/02/01	0546772	Successories Inc	5241	Office Supplies	111.99	261.23
01/02/01	0546780	Travel Traders Unlim	5201	Travel Expenses	1,209.00	1,738.50
01/02/01	0546786	United Parcel Servic	5675	Traffic	21.07	167.44
01/02/01	0546788	Allied Digital Inc	5668	Program Production	96.43	96.43
01/02/01	0546796	Wanderlust Productio	5668	Program Production	3,600.00	3,600.00
01/04/01	0546935	Complete Delivery In	5675	Traffic	47.48	47.48
01/04/01	0546957	FedEx	5675	Traffic	162.81	162.81
01/04/01	0546967	Hein Electric Supply	5674	Technical Operations	24.91	249.11
01/04/01	0547015	National Association	5233	Books	43.38	43.38
01/04/01	0547043	Radio Shack	5674	Technical Operations	169.98	169.98
01/04/01	0547062	System Parking Inc	5668	Program Production	69.00	147.00
01/04/01	0547080	Wanderlust Productio	5668	Program Production	765.00	765.00
01/04/01	0547086	Wisconsin Electric P	5452	Light & Power	7,741.97	25,823.30
01/04/01	0547089	Wisconsin Newspaper	5273	Publicity	66.80	66.80
01/08/01	0547113	Ameritech	5454	Telephone	148.60	16,219.05
01/08/01	0547132	Cen Programming Awar	5668	Program Production	95.00	95.00
01/08/01	0547134	Chicago Defender	5668	Program Production	112.84	112.84
01/08/01	0547136	Columbia Journalism	5668	Program Production	51.95	51.95
01/08/01	0547166	Hall Chevrolet Co In	5676	Vehicle Supplies	459.84	459.84
01/08/01	0547174	Hyatt Regency Suites	5201	Travel Expenses	910.32	910.32
01/08/01	0547179	ITS	5211	Seminars & Workshops	1,420.00	1,420.00
01/08/01	0547188	Scott Kuiper	5668	Program Production	100.00	100.00
01/08/01	0547208	National Supply & Ha	5674	Technical Operations	66.33	140.82
			5671	Remote/Studio Supp	23.47	
01/08/01	0547271	Travel Traders Unlim	5201	Travel Expenses	592.00	1,975.00
01/08/01	0547286	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
01/11/01	0547326	Ameritech	5454	Telephone	587.19	587.19
01/11/01	0547327	Ameritech	5668	Program Production	241.59	241.59
01/11/01	0547329	Ameritech Paging	5675	Traffic	40.00	40.00
01/11/01	0547346	Celtic Advertising I	5270	Advertising	118.95	118.95
01/11/01	0547358	Cuban Interests Sect	5668	Program Production	200.00	200.00
01/11/01	0547363	Desmonds Formal Wear	5668	Program Production	131.90	131.90

BOARD BILL LIST  
TV Fund by Check No  
01/31/2001

Page 2

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
01/11/01	0547381	Gail G. Grzybowski	5201	Travel Expenses	40.00	40.00
01/11/01	0547382	Hall Chevrolet Co In	5676	Vehicle Supplies	284.96	284.96
01/11/01	0547388	Higgins Tower Servic	5678	Wmvs Transmitter Rep	720.00	720.00
01/11/01	0547407	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
01/11/01	0547421	Karen Matuszak	5668	Program Production	375.00	375.00
01/11/01	0547433	Mouser Electronics I	5674	Technical Operations	15.52	15.52
01/11/01	0547435	Myers Information Sy	5220	Membership & Subscri	200.00	200.00
01/11/01	0547447	Pauline Redmond Cogg	5270	Advertising	85.00	85.00
01/11/01	0547448	PC Connection Sales	5678	Wmvs Transmitter Rep	45.99	45.99
01/11/01	0547457	Public Broadcasting	5665	Network Prog Service	16,528.00	16,528.00
01/11/01	0547492	United Parcel Servic	5675	Traffic	163.99	230.08
01/15/01	0547533	Amoco Oil Company	5676	Vehicle Supplies	154.80	491.69
01/15/01	0547538	Badger Coaches Inc	5675	Traffic	148.00	154.00
01/15/01	0547561	Creative Enterprises	5671	Remote/Studio Supp	175.00	175.00
01/15/01	0547575	Bradley R. Fay	5201	Travel Expenses	863.89	863.89
01/15/01	0547624	Mogilka D L Inc	5678	Wmvs Transmitter Rep	1,855.00	4,505.00
01/15/01	0547678	Barry W. Stoner	5201	Travel Expenses	637.23	637.23
01/15/01	0547681	Travel Traders Unlim	5201	Travel Expenses	733.50	924.00
01/15/01	0547685	United Parcel Servic	5675	Traffic	117.37	141.67
01/15/01	0547696	Wisconsin Electric P	5452	Light & Power	2,659.56	53,780.73
01/15/01	0547698	Zack Electronics	5674	Technical Operations	79.69	79.69
01/18/01	0547759	David K. Baule	5201	Travel Expenses	2,375.00	2,375.00
01/18/01	0547795	Gregory A. Haladej	5668	Program Production	5.24	5.24
01/18/01	0547831	Milwaukee Water Work	5455	Water	50.76	6,647.79
01/18/01	0547866	Serial Scene Inc	5840	Equipment	1,189.00	1,189.00
01/18/01	0547869	Dan Small	5668	Program Production	1,384.61	1,384.61
01/18/01	0547871	Sprint PCS	5454	Telephone	78.64	78.64
01/18/01	0547886	Wanderlust Productio	5668	Program Production	885.28	885.28
01/18/01	0547897	Wisconsin Newspaper	5273	Publicity	56.30	56.30
01/18/01	0547901	Thay Yang	5671	Remote/Studio Supp	42.00	42.00
01/22/01	0547933	Business Journal	5220	Membership & Subscri	79.95	79.95
01/22/01	0547941	CEN Programming awar	5668	Program Production	95.00	95.00
01/22/01	0547942	CINE	5668	Program Production	225.00	225.00
01/22/01	0547966	GAM Products Inc	5671	Remote/Studio Supp	125.94	125.94
01/22/01	0547986	Industrial Electroni	5674	Technical Operations	28.00	44.60
01/22/01	0547994	Daniel R. Jones	5668	Program Production	60.00	60.00
01/22/01	0548021	Milwaukee Press Club	5668	Program Production	80.00	80.00
01/22/01	0548038	Outdoor Writers Asso	5668	Program Production	120.00	120.00
01/22/01	0548066	Joseph M. Sankey	5668	Program Production	300.79	300.79
01/25/01	0548154	AT&T	5454	Telephone	4.57	4.57
01/25/01	0548157	Joleen M. Barry	5273	Publicity	100.00	100.00
01/25/01	0548160	Boc Gases	5678	Wmvs Transmitter Rep	10.50	84.55
01/25/01	0548167	Celtic Advertising I	5270	Advertising	908.92	908.92
01/25/01	0548172	Complete Delivery In	5675	Traffic	23.43	23.43
01/25/01	0548190	Dow Lohnes & Alberts	5361	Legal Services	384.75	384.75
01/25/01	0548202	FedEx	5675	Traffic	247.89	294.05
01/25/01	0548207	Full Compass Systems	5674	Technical Operations	280.00	3,978.72
01/25/01	0548219	Darlyne C. Haertlein	5273	Publicity	1.32	89.16
			5201	Travel Expenses	87.84	
01/25/01	0548232	Jack R. Abrams	5201	Travel Expenses	320.00	320.00
01/25/01	0548235	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
01/25/01	0548239	Debra A. Kunath	5674	Technical Operations	21.98	21.98
01/25/01	0548248	Mariann Maris	5273	Publicity	100.00	100.00
01/25/01	0548249	Marriott Wardman Par	5201	Travel Expenses	398.46	398.46

BOARD BILL LIST  
 TV Fund by Check No  
 01/31/2001

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/25/01	0548259	Mogilka D L Inc	5678	Wmvs Transmitter Rep	670.00	3,717.50
01/25/01	0548271	PBS Conference Manag	5211	Seminars & Workshops	534.00	534.00
01/25/01	0548282	Radio Shack	5678	Wmvs Transmitter Rep	15.73	15.73
01/25/01	0548288	Patricia T. Riordan	5273	Publicity	100.00	100.00
01/25/01	0548290	Scholastic Inc	5233	Books	24.95	24.95
01/25/01	0548301	Douglas A. Smith	5273	Publicity	100.00	100.00
01/25/01	0548314	Tape Company	5677	Videotape	1,649.85	1,649.85
01/25/01	0548316	Catharine A. Tierney	5201	Travel Expenses	5.82	5.82
01/25/01	0548324	United Parcel Servic	5675	Traffic	92.08	787.31
01/25/01	0548331	WETA	5273	Publicity	75.00	75.00
01/29/01	0548363	Cingular Wireless	5454	Telephone	64.85	2,094.12
01/29/01	0548368	AT&T	5454	Telephone	14.92	14.92
01/29/01	0548403	FedEx	5675	Traffic	40.82	101.02
01/29/01	0548457	Mehron Inc	5671	Remote/Studio Supp	105.00	105.00
01/29/01	0548475	NATAS	5668	Program Production	75.00	75.00
01/29/01	0548479	Newark Electronics	5674	Technical Operations	206.99	560.61
01/29/01	0548487	Pasternack Enterpris	5678	Wmvs Transmitter Rep	635.30	635.30
01/29/01	0548514	Siva Truck Leasing I	5668	Program Production	63.84	63.84
01/29/01	0548515	Dan Small	5668	Program Production	2,752.61	2,752.61
01/29/01	0548520	Southeastern WI Chap	5201	Travel Expenses	20.00	20.00
01/29/01	0548532	Allied Vaughn	5668	Program Production	100.74	100.74
					144,423.94	264,912.44

BOARD BILL LIST  
 Over \$2500 Channel 10/36  
 01/31/2001

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
01/02/01	0546551	Ameritech	5454	Telephone	822.82	4,188.84
01/02/01	0546570	David K. Baule	5201	Travel Expenses	3,100.00	3,100.00
01/02/01	0546610	Dielectric Communica	5840	Equipment	37,548.00	37,548.00
01/02/01	0546619	E & I Coop Service I	5241	Office Supplies	542.28	6,935.01
01/02/01	0546765	Sony Electronics Inc	5840	Equipment	33,142.00	33,142.00
01/02/01	0546796	Wanderlust Productio	5668	Program Production	3,600.00	3,600.00
01/04/01	0547086	Wisconsin Electric P	5452	Light & Power	7,741.97	25,823.30
01/08/01	0547113	Ameritech	5454	Telephone	148.60	16,219.05
01/11/01	0547457	Public Broadcasting	5665	Network Prog Service	16,528.00	16,528.00
01/15/01	0547624	Mogilka D L Inc	5678	Wmvs Transmitter Rep	1,855.00	4,505.00
01/15/01	0547696	Wisconsin Electric P	5452	Light & Power	2,659.56	53,780.73
01/18/01	0547831	Milwaukee Water Work	5455	Water	50.76	6,647.79
01/25/01	0548207	Full Compass Systems	5674	Technical Operations	280.00	3,978.72
01/25/01	0548259	Mogilka D L Inc	5678	Wmvs Transmitter Rep	670.00	3,717.50
01/29/01	0548515	Dan Small	5668	Program Production	2,752.61	2,752.61
					111,441.60	222,466.55