

January 8, 2001

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT, WISCONSIN

An open meeting of the **PUBLIC TELEVISION COMMITTEE** of the Milwaukee Area Technical college District Board, Wisconsin will be held in **ROOM C442, 10/36 CONFERENCE ROOM**, 1036 N. 8TH Street, Fourth Floor, Milwaukee, Wisconsin, on **THURSDAY, JANUARY 18, 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 – December 14, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - 1. [Update on Collaboration for Enhanced Television Project and Acceptance of CPB Fund Grant – Attachment 2](#)
- F. Discussion Items**
 - 1. General Manager's Report
 - 2. [Friends Report – Attachment 3](#)
 - 3. Options for Underwriting Office – Handout at meeting
 - 4. [Policy I0601 Shared Purchase Agreement – Attachment 4](#)
 - 5. [PTV Fund Budget – Attachment 5](#)
- G. Information Items**
 - 1. [Monthly Advertising Fund Expenditures, December 2000, January/February 2001 – Attachment 6](#)
 - 2. [Monthly Bills, December 2000 – Attachment 7](#)
 - 3. MATC portion of 10/36 Friends expenses – Handout at meeting
 - 4. [Sole Source Procurement – Video Systems Encoder – 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, FEBRUARY 22, 2001** at 5:00 p.m. in the 10/36 Conference Room, 1036 N. 8th Street

COMMITTEE MEMBERS: Earle, Killebrew, Moeser

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

DATE: December 14, 2000
TIME: 5:00 p.m.
PLACE: Milwaukee Public Television Conference Room, Milwaukee Campus

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

MATC STAFF PRESENT: Dr. John Birkholz, Joe Bauer, Ellis Bromberg, Karen Wierschem

GUESTS PRESENT: Lamont McLoughlin, Richard Robbins, Jorge A. Gomez, Kathryn Schill

ITEM A: ROLL CALL

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

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

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

ITEM C: APPROVAL OF MINUTES – November 16, 2000 - Attachment 1

Motion: Motion Mr. Earle, second Ms. Killebrew to approve the November 16, 2000 PTV Committee Minutes.

Action: Motion passed.

ITEM D: COMMENTS FROM THE PUBLIC

None were noted.

ITEM E: ACTION ITEMS

1. Recommendations on Friends Membership Lists – Attachment 2

Discussion: The Committee decided to defer action on this item until further notice.

Action: No action taken.

ITEM F: DISCUSSION ITEMS

1. General Manager's Report

Discussion: Mr. Ellis Bromberg, General Manager, reported that the JEFF AND MISTER ROGERS piece, which won an Emmy in October is now a finalist in the New York Festivals Television Programming and Promotion Competition.

Channel 36's power is being increased, which will boost the range of its signal by approximately 30 miles and basically match the coverage area of Channel 10.

We are sorry to report the passing of Chuck Zehner, the original host and senior producer of TRACKS AHEAD. A special dedication will air on Saturday's broadcast.

The final FY 2001 funding of the Public Telecommunications Facilities Program is \$43.5 Million representing a compromise between the House mark of \$31 million and the Senate mark of \$50 million.

Time Warner Cable has signed on to the agreement with public television stations nationwide that should ensure a spot for our digital channels on local cable systems. An internal committee will be appointed to work with Mr. Bromberg on how we respond to this new opportunity. An additional committee will be appointed to update and improve our website.

Dr. Birkholz suggested Mr. Bromberg call Ms. Killebrew to discuss where we are in regards to the hiring of the Manager of Program Production. Dr. Birkholz also spoke of developing a plan for an internal underwriting office that will be submitted for this Committee's consideration and preliminary review at the January meeting.

2. Friends Report – Attachment 3

Discussion: Mr. Lamont McLoughlin, President of 10/36 Friends, reported that the pledge drive, which concluded this past Monday, raised \$261,112. Of similar size public television stations, only one raised more money than Milwaukee. Programs of significance were HEARTS OF GLASS which raised \$53,830 and DOO WOP 51 raised \$23,300. The next major effort of the Friends is the OUTDOOR WISCONSIN banquet on February 28, 2000 at the Country Inn in Waukesha.

Mr. Earle had questions referring to the PBS annual income survey, which Mr. McLoughlin distributed at the last meeting. The report lists comparisons of results with all of the other public television stations in our market size. Mr. Earle asked how this year would compare to last year in monies raised by The Friends. Mr. McLoughlin stated he believes monies raised will be ahead of last year. Mr. Earle asked if the

15.7% under the average figure of comparison of expense as a percentage of gross revenue includes the MATC subsidy to the Friends as part of the costs. Mr. McLoughlin responded it did not. Mr. Earle asked if it were possible to obtain the dollar value of MATC's subsidy. Mr. McLoughlin wanted the committee to know that these comparisons to other stations do not include these expenses. Mr. McLoughlin further stated he likes to think we work together for the betterment of the stations and that it is not considered a subsidy. Dr. Birkholz stated that he asked Mr. Todd Poppe to prepare a report for the January FPO Committee examining all of the Enterprise accounts.

3. Memorandum of Understanding Consortium Agreement – Attachment 4

Discussion: Mr. Bromberg informed the Committee that this consortium began in November, 1999. It is a collaborative effort with three other public television stations; WGBH - Boston, KTCA - Twin Cities PTV and KCSM – San Mateo. This consortium has been formed to apply for a grant totaling \$1.98 million dollars from CPB to develop practical methods for local public television stations to provide enhanced television content for their communities. Milwaukee Public TV's portion of the grant would be approximately \$320,000. An official grant application from CPB has not yet been received. It will be brought before this committee when it is received.

Dr. Birkholz noted Item #11 Notices on page 5 of the MOU and asked if any notices had been sent as he has not received any. Mr. Bromberg stated that revised proposals have been sent to David Felland. Dr. Birkholz suggested the committee request an update of this matter. Ms. Killebrew concurred and requested an update.

4. Policy I0601 Shared Purchase Agreement – Attachment 5

Discussion: Mr. Bromberg stated this was a follow-up to the questions raised at the November PTV Committee meeting in response to an outreach grant and partnership agreement. At that time Dr. Moeser asked if there was a policy in place concerning these types of arrangements. This current policy passed in 1992 is a very broad policy. Therefore additional clarification language has been created and is intended as an addendum to the current policy.

It was recommended that this item be brought back in January for further discussion.

ITEM G: INFORMATION ITEMS

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

The monthly advertising fund expenditures were noted.

2. Monthly Bills, November, 2000 – Attachment 7

The monthly bills were noted.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments
2. Communication and Petitions
3. Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting:

**THURSDAY, JANUARY 18, 2001 at 5:00 P.M. in the TV CONFERENCE ROOM,
Room C444, 1036 N. Eighth Street, Milwaukee, WI 53233**

ITEM J: Possible litigation

Motion: Motion Mr. Earle, second Ms. Killebrew to go into closed session pursuant to Section 19.85 (1)(g) Wisconsin Statutes.

Action: Motion passed. The PTV Committee convened into closed session at 5:43 p.m.

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

The Committee did not reconvene into open session. No action was taken.

ADJOURNMENT

Being no further discussion, the meeting adjourned at 6:05 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

PTV Attachment 2

Update on Collaboration For Enhanced Television project and Acceptance of CPB Future Fund Grant

BACKGROUND

At its December 14, 2000, meeting, the PTV Committee reviewed a Memorandum of Understanding (MOU) and asked for an update on the *Collaboration For Enhanced Television* project among KCSM/San Mateo, KTCA/St. Paul, WGBH/Boston, and WMVS/Milwaukee. *This memorandum includes a brief update as well as an action item for Committee consideration.*

UPDATE

On January 4, 2001, the Corporation for Public Broadcasting formally notified the station that MATC was awarded a total of \$376,000 from the CPB Future Fund for the research and assessment phase of the project. MATC will retain \$112,000 of this amount, with the remainder distributed to the collaboration partners as outlined in the MOU.

This notification follows a verbal commitment from CPB for the grant period October 1, 2000 through June 30, 2001, enabling MATC to be reimbursed for travel and staff time for grant-related activities and events in which the station has participated since October 2000. Among these are: an organizational meeting at WGBH; numerous conference calls dealing with the project timeline, development of an enhanced TV website, and identification of prospective technology partners; and an enhanced television presentation at a DTV Symposium in Des Moines.

ACTION

The Board is asked to accept a CPB Future Fund Grant in the amount of \$376,000 and authorize approval of the related CPB contract. The Board is further asked to authorize WMVS to serve as Fiscal Agent for the *Collaboration For Enhanced Television* project and distribute funds as budgeted in the grant.

PTV Attachment 3

CHANNEL 10/36 FRIENDS

CALENDAR OF EVENTS

January	1	New Year Holiday – Friends’ offices closed
	13	Board Meeting – 4:00pm, Station Conference Room
	14	Martin Luther King Day – Friends’ offices closed
	29	Auction Kick-Off Event
February	28	<i>Outdoor Wisconsin</i> Banquet – Country Inn, Waukesha
March	3 – 19	Spring Membership Drive
	30	Board Meeting – 4:00pm, Station Conference Room
April	13	Good Friday – Friends’ offices closed
	13	Auction Art Preview Party
May	4 – 11	Great TV Auction
	31	Memorial Day – Friends’ offices closed
June	29	Board Meeting – 4:00pm Station Conference Room

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POLICY

Title: WMVS/MMVT CONTRACT, CO- PRODUCTION, AND SHARED PURCHASE AGREEMENTS	Code: 10601
	Original Adoption: 2/17/92
	Revised/Reviewed:
	Effective: 2/18/92
Authority: Board Minutes, 2/17/92	

The MATC District Board recognizes that WMVS/MMVT-TV productions serve local as well as state, national, and international audiences. The district board also recognizes that certain opportunities and efficiencies may be obtained by entering into co-production or contract agreements. The district board further recognizes that certain economies can be achieved through the shared or group purchase of television programs. The sharing of resources with or providing services to other television stations or production facilities, independent program producers, or corporate clients will comply with MATC Policies B0301, Contracts for Services, and B0502, Goods and Services: MATC's Relationship with the Private Sector.

The MATC District Board recognizes that co-production agreements with other stations, telecommunications organizations, and independent producers afford WMVS/MMVT-TV unique opportunities to offer viewers diverse programming that might not otherwise be produced.

The board further recognizes that co-production partnerships may involve the designation of WMVS/MMVT-TV as the recipient of, fiduciary agent for, or disbursing of underwriting dollars for program production and auxiliary educational, promotional, and outreach materials.

In evaluating co-production agreements for MATC District Board approval, WMVS/MMVT-TV management will consider criteria including:

- How the project relates to the stations' mission.
- How the project adds to the diversity of viewpoints expressed on our airwaves and in the community.
- How the project addresses ascertained needs of the community.
- How well the project engages, educates, or informs the audience.
- Whether the financial arrangements are sufficient to ensure the project's success.

matc

Milwaukee Area Technical College

Title: <u>WMVS/WMVT CONTRACT, CO-PRODUCTION, AND SHARED PURCHASE AGREEMENTS</u>	Code: <u>I0601</u>
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When station management determines it will proceed with a co-production agreement, a letter of understanding will be drawn up between the station and co-producing entity or entities that includes: intended broadcast plans, administration of funds, arrangements to seek and accept underwriting funds, payment schedules, reporting requirements, project parameters, insurance requirements, deadlines, and any ancillary agreements.

In all co-production agreements, the stations will reserve the rights to: approve content; direct editing to ensure accuracy, fairness, good taste, and compliance with FCC, PBS, and WMVS/WMVT-TV guidelines; and to decide whether or not to broadcast the finished product.

WMVS/WMVT-TV will typically retain a negotiated administrative fee. The stations may provide in-kind services or retain a portion of the grant as reimbursement for services. The stations are also eligible to claim grant dollars that pass through its accounts as non-federal financial support and to receive Corporation for Public Broadcasting Community Service Grants based on a matching formula of \$.06 on the dollar.

When funding has been secured, the stations will seek MATC Board approval to accept the grants and to enter into a contractual arrangement with the co-production partner(s).

PTV Attachment 5

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**

	FY 00	FY01 Current	FY '01	Budget vs.	00 Actual vs.
	<u>Actual</u>	<u>Budget</u>	<u>Expected</u>	<u>Expected</u>	<u>Expected</u>
				<u>Incr(Decr)</u>	<u>Incr(Decr)</u>
Revenues					
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	-	-	-	-	-
**** Total Revenues ****	7,520,184	8,216,000	7,829,126	(386,874)	308,942
Expenditures					
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	-	-	-	-	-
**** Total Expenditures ****	7,106,708	8,216,000	8,230,697	(14,697)	1,123,989
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%		

CELTIC ADVERTISING

12/29/2000

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

**Milwaukee Public TV
 Media Schedule**

ACTUAL

DECEMBER MEDIA

Advertising Objectives

Develop tune-in for highlighted programs.

MEDIA EXPENDITURES

\$7,351.40

Print \$5,051.40
 Program specific ads/Pledge specific ads.
 Milwaukee, Racine and Kenosha target areas.

Radio \$2,300.00
 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: \$1,100.00 15%

African American

WMCS Radio \$600.00 8%
 WNOV Radio \$500.00 7%

Hispanic

\$0.00 0%

Note: Hispanic % met with November placement.

CELTIC ADVERTISING

12/29/2000

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

**Milwaukee Public TV
Media**

ESTIMATE

JANUARY MEDIA

Advertising Objectives

Develop advertising for pledge/tune-in advertising

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.**

CELTIC ADVERTISING

12/29/2000

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

\$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.

PTV Attachment 7

BOARD BILL LIST
TV Fund by Check No
12/31/00

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
12/04/00	0545092	Ameritech	5454	Telephone	823.22	3,075.99
12/04/00	0545093	Ameritech Cellular S	5454	Telephone	52.82	52.82
12/04/00	0545117	Central Educational	5675	Traffic	560.00	560.00
12/04/00	0545141	Thomas J. Dvorak	5201	Travel Expenses	628.35	628.35
12/04/00	0545150	David C. Felland	5201	Travel Expenses	1,483.63	1,483.63
12/04/00	0545158	Full Compass Systems	5674	Technical Operations	25.00	4,950.00
12/04/00	0545173	Gail G. Grzybowski	5201	Travel Expenses	8.00	8.00
12/04/00	0545175	Darlyne C. Haertlein	5201	Travel Expenses	110.00	110.00
12/04/00	0545200	Industrial Electroni	5674	Technical Operations	70.42	1,413.47
12/04/00	0545214	Debra A. Kunath	5201	Travel Expenses	6.50	6.50
12/04/00	0545221	Kathleen M. Lenhardt	5201	Travel Expenses	706.73	706.73
12/04/00	0545254	Mouser Electronics I	5674	Technical Operations	91.95	91.95
12/04/00	0545257	National Supply & Ha	5674	Technical Operations	17.35	65.38
12/04/00	0545258	National Educational	5675	Traffic	20.00	20.00
12/04/00	0545295	Public Television	5201	Travel Expenses	275.00	275.00
12/04/00	0545315	Marshall J. Savick	5201	Travel Expenses	34.00	59.84
			5676	Vehicle Supplies	15.84	
			5668	Program Production	10.00	
12/04/00	0545343	TV Guide	5220	Membership & Subscri	45.96	45.96
12/04/00	0545345	United Parcel Servic	5675	Traffic	207.48	361.53
12/04/00	0545349	Cindy L. Vanvreeede	5201	Travel Expenses	8.00	8.00
12/04/00	0545362	William D. Werner	5668	Program Production	30.00	30.00
12/07/00	0545437	Ameritech	5454	Telephone	148.34	18,453.42
12/07/00	0545463	Celtic Advertising I	5270	Advertising	4,675.33	77,105.07
12/07/00	0545469	Complete Delivery In	5675	Traffic	41.79	41.79
12/07/00	0545479	Desmonds Formal Wear	5668	Program Production	143.90	143.90
12/07/00	0545488	FedEx	5675	Traffic	48.11	48.11
12/07/00	0545552	National Supply & Ha	5671	Remote/Studio Supp	37.92	79.28
12/07/00	0545556	Norlight Telecommuni	5668	Program Production	300.00	300.00
12/07/00	0545559	Outdoor Writers Asso	5668	Program Production	100.00	100.00
12/07/00	0545582	Dan Small	5668	Program Production	281.00	281.00
12/07/00	0545624	Wisconsin Electric P	5452	Light & Power	7,384.31	14,246.85
12/11/00	0545648	AT&T	5454	Telephone	182.60	182.60
12/11/00	0545650	Badger Coaches Inc	5675	Traffic	183.25	183.25
12/11/00	0545721	MA Junior Parking In	5668	Program Production	556.00	556.00
12/11/00	0545726	Maxell Corporation	5677	Videotape	15,258.90	14,495.95
12/11/00	0545740	Myers Information Sy	5220	Membership & Subscri	200.00	200.00
12/11/00	0545745	National Supply & Ha	5671	Remote/Studio Supp	42.77	42.77
12/11/00	0545750	Office Copying Equip	5241	Office Supplies	163.08	163.08
12/11/00	0545774	Joseph M. Sankey	5668	Program Production	65.29	65.29
12/11/00	0545808	Wisconsin Electric P	5452	Light & Power	5,572.11	21,788.11
12/14/00	0545848	Ameritech	5454	Telephone	547.34	5,636.52
12/14/00	0545852	Amoco Oil Company	5676	Vehicle Supplies	135.10	726.96
12/14/00	0545897	Michael J. Garvin	5668	Program Production	30.59	30.59
12/14/00	0545900	Gail G. Grzybowski	5201	Travel Expenses	7.25	7.25
12/14/00	0545913	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
12/14/00	0545930	John S. McKay	5201	Travel Expenses	7.50	7.50
12/14/00	0545970	Sprint PCS	5454	Telephone	77.87	77.87
12/18/00	0546066	First Book	5243	Other Supplies	625.00	625.00
12/18/00	0546083	Jane Winslow	5357	Professional & Consu	2,090.93	2,090.93
12/18/00	0546093	Laurel Cottage Music	5668	Program Production	150.00	150.00
12/18/00	0546107	Miller and Campbell	5273	Publicity	25.00	25.00
12/18/00	0546136	Public Broadcasting	5668	Program Production	2,730.00	2,730.00
12/18/00	0546157	Dan Small	5668	Program Production	1,384.61	1,384.61

BOARD BILL LIST
 TV Fund by Check No
 12/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
12/18/00	0546160	Society of Motion Pi	5220	Membership & Subscri	125.00	125.00
12/21/00	0546240	Amateur Electronic S	5678	Wmvs Transmitter Rep	127.93	127.93
12/21/00	0546247	Ameritech Paging	5675	Traffic	44.95	44.95
12/21/00	0546256	David K. Baule	5201	Travel Expenses	1,094.00	1,094.00
12/21/00	0546257	David K. Baule	5201	Travel Expenses	500.00	500.00
12/21/00	0546264	Black Box Corporatio	5678	Wmvs Transmitter Rep	1,068.30	1,068.30
12/21/00	0546265	Blue & Koepsell Inc	5241	Office Supplies	224.00	308.35
12/21/00	0546266	Boc Gases	5678	Wmvs Transmitter Rep	10.50	162.75
12/21/00	0546270	Business Journal	5220	Membership & Subscri	79.95	79.95
12/21/00	0546277	CDW Government Inc	5840	Equipment	2,630.38	2,663.12
12/21/00	0546278	Celtic Advertising I	5270	Advertising	8,735.03	8,735.03
12/21/00	0546279	Central Educational	5675	Traffic	560.00	560.00
12/21/00	0546307	Jill Prescott's Ecol	5668	Program Production	1,532.23	1,532.23
12/21/00	0546312	Enlargement Works In	5671	Remote/Studio Supp	153.63	153.63
12/21/00	0546348	Industrial Electroni	5674	Technical Operations	44.12	44.12
12/21/00	0546356	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
12/21/00	0546378	John S. McKay	5201	Travel Expenses	13.00	13.00
12/21/00	0546384	Midland Video	5668	Program Production	92,650.00	92,650.00
12/21/00	0546393	Myers Information Sy	5674	Technical Operations	2,100.00	2,100.00
12/21/00	0546395	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50
12/21/00	0546405	PBS Conference Manag	5201	Travel Expenses	185.00	185.00
12/21/00	0546442	Joseph M. Sankey	5668	Program Production	316.83	316.83
12/21/00	0546450	Dan Small	5668	Program Production	1,384.61	1,384.61
12/21/00	0546454	Sony Electronics Inc	5673	Studio Equipment Rep	134.50	134.50
12/21/00	0546457	Studio Gear LLC	5668	Program Production	2,050.00	2,050.00
12/21/00	0546463	Tape Company	5677	Videotape	7,665.00	7,665.00
12/21/00	0546475	United Parcel Servic	5675	Traffic	83.19	390.11
12/21/00	0546480	Allied Digital Inc	5668	Program Production	406.21	406.21
12/21/00	0546486	Wanderlust Productio	5668	Program Production	1,820.00	1,820.00
					180,488.60	308,560.57

BOARD BILL LIST
 Over \$2500 Channel 10/36
 12/31/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
12/04/00	0545092	Ameritech	5454 Telephone	823.22	3,075.99
12/04/00	0545158	Full Compass Systems	5674 Technical Operations	25.00	4,950.00
12/07/00	0545437	Ameritech	5454 Telephone	148.34	18,453.42
12/07/00	0545463	Celtic Advertising I	5270 Advertising	4,675.33	77,105.07
12/07/00	0545624	Wisconsin Electric P	5452 Light & Power	7,384.31	14,246.85
12/11/00	0545726	Maxell Corporation	5677 Videotape	15,258.90	14,495.95
12/11/00	0545808	Wisconsin Electric P	5452 Light & Power	5,572.11	21,788.11
12/14/00	0545848	Ameritech	5454 Telephone	547.34	5,636.52
12/18/00	0546136	Public Broadcasting	5668 Program Production	2,730.00	2,730.00
12/21/00	0546277	CDW Government Inc	5840 Equipment	2,630.38	2,663.12
12/21/00	0546278	Celtic Advertising I	5270 Advertising	8,735.03	8,735.03
12/21/00	0546384	Midland Video	5668 Program Production	92,650.00	92,650.00
12/21/00	0546463	Tape Company	5677 Videotape	7,665.00	7,665.00
				148,844.96	274,195.06

PTV Attachment 8

Sole Source Procurement Video Systems Encoder

BACKGROUND INFORMATION

MATC began broadcasting PBS Satellite delivered programming on WMVS-DT Channel 8 in March 2000. This service was initiated to meet the FCC mandate to convert all US stations to a new digital format. The Digital Encoding and Identification System which allows Channel 8 broadcasts to include WVMS local simulcast programs, WVMS high definition programs and other PBS offerings was bind in June 2000 and approved by Board action in July 2000

The proposed addition of two (2) new encoders will expand the existing system, thus allowing for full use of the digital service with four (4) simultaneous program offerings. Heartland Video Systems, Inc., Plymouth, WI has agreed to provide the required equipment at prices equal to those originally bid in June 2000. As such, it is requested that this procurement be considered a sole source procurement. In so doing, we can maintain consistent supplier support and insure that any problems, which may arise, can be handled expeditiously.

Positive action by the Board will result in the issuance of a purchase order to Heartland Video Systems, Inc. Plymouth WI in the amount of \$63,076.00.

This item will be approved at the FPO meeting and is on the PTV Committee agenda for information only.