

March 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, MARCH 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 – February 22, 2001 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
  - [1. Independent Production Contracts – Attachment 2](#)
  - [2. Revised Policy I0601 Shared Purchase Agreement – Attachment 3](#)
- F. Discussion Items**
  - 1. General Manager's Report
  - [2. Friends Report – Attachment 4](#)
  - [3. Program Endowment Campaign – Available at meeting](#)
- G. Information Items**
  - [1. Monthly Advertising Fund Expenditures, February/March/April 2001 – Attachment 5](#)
  - [2. Monthly Bills, February, 2001 – Attachment 6](#)
  - [3. Procurement Items – Attachment 7](#)
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **THURSDAY, APRIL 12, 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:** February 22, 2001  
**TIME:** 5:00 p.m.  
**PLACE:** Milwaukee Public Television Conference Room, Milwaukee Campus

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

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

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

**ITEM A: ROLL CALL**

Roll called showed that Ms. Killebrew and Dr. Moeser were present.

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

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

**ITEM C: APPROVAL OF MINUTES – January 18, 2001 - Attachment 1**

**Motion:** Motion Dr. Moeser, second Ms. Killebrew to approve the January 18, 2001 PTV Committee Minutes.

**Action:** Motion passed.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

1. PTV Budget Shortfall – Attachment 2

**Discussion:** Mr. Bromberg noted that this attachment also relates to attachments listed for discussion regarding staffing concerns and reserve funds.

Mr. Earle arrived at 5:10 p.m.

There was lengthy discussion and confusion regarding this attachment. The total deficit for this fiscal year is \$869,519. Staff has lowered this amount by \$467,948 through internal steps as listed in the attachment. What is being asked of the PTV Committee is to use reserve funds to cover the remaining \$401,571 budget shortfall for this fiscal year. Dr. Moeser is against using reserve funds for operational expenses as he feels it is not a good business practice. Mr. Earle is concerned at the erosion of production staff over the past 10 years and would like to see the use of reserve funds to fund these vacant positions. Mr. Bromberg agreed that he would like to see the vacant positions filled especially an engineering position that is going to be needed for the short term. It is Mr. Earle's contention that we approve the \$401,571 plus an additional amount to fill this short-term engineering position. Ms. Killebrew suggested we authorize the \$401,571 and allow Mr. Earle to make his case to the full Board for any additional monies. As there was not a clear motion stated in the attachment, it will be re-written for the Tuesday, February 27, 2001 Board meeting.

Motion: Motion Dr. Moeser, second Ms. Killebrew to authorize the use of reserve funds in the amount of \$401,571 to balance this fiscal years' budget.

Action: Ayes: Ms. Killebrew and Dr. Moeser  
Nays: Mr. Earle  
Motion passed.

**ITEM F: DISCUSSION ITEMS**

1. General Manager's Report

Discussion: Mr. Ellis Bromberg, General Manager, reported on Governor McCallum's budget message, specifically the creation of a nonprofit Educational Broadcasting Corporation to replace the ECB and the broadcasting division of UW-Extension. The broadcasting services of MATC would not be subject to the proposed restructuring.

Mr. Bromberg thanked the Committee members for their roles in the *¡Adelante!* celebration earlier this month. Mr. Bromberg also stated Ms. Killebrew and Dr. Moeser will join him in Washington for Capitol Hill Days in April.

In December, 2000 the full Board directed MATC Human Resources and Station staff to develop additional EEO procedures in line with new FCC guidelines that went beyond MATC practices. On January 16, 2001 the U.S. Court of Appeals for the District of Columbia Circuit struck down the new FCC rules as unconstitutional. An appeal of the decision is expected, however, for now this matter is put on hold.

A new Manager of Program Production has been hired. Raul Galvan, currently Manger of Video Services at the Bradley Center and former employee of WMVS, will begin his duties on March 12, 2001.

The **Jeff and Mister Rogers** filler piece has won yet another award, the bronze world medal at the New York Festival Awards. Congratulations again to producer Darlyne Haertlein.

WMVS and WLS in Chicago have filed petitions with the FCC asking the Commission to reconsider its granting of a class A status to WMKE, a low power TV station operating on Channel 7 in Milwaukee. If this station converts to digital operations in the future, it could result in interference with our channel 8 and WLS' channel 7 in Chicago.

On January 10, the FCC issued our long-awaited construction permit for the WMVT-DT, Channel 35 antenna.

## 2. Friends Report – Attachment 3

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, reported that as of today, over 450 tickets have been sold for the Tenth Annual **Outdoor Wisconsin** Banquet. A full house of 600 is expected. The annual March pledge drive begins on March 2, 2001. Of particular note, the Ken Burns **JAZZ** series will be replayed Monday – Friday in the afternoons during the drive and again on consecutive Saturday evenings. The New York PBS station has had great success with this concept. The Auction Chair Decoration event was featured on the front page of the Milwaukee Journal Sentinel Metro section this week. You can view these chairs and all of the artwork, which has been donated at the preview party on Friday, April 13<sup>th</sup> at State Fair Park. As of last Friday Underwriting stands at 84.8% of the goal of \$944,000.

## 3. Reduction of Production Staff for last 10 years – Attachment 4

This item was discussed under Action Item number 1 as it relates to the PTV budget shortfall.

## 4. Reserve Funds of other PTV stations – Attachment 5

This item was also discussed under Action Item number 1 as it relates to the PTV budget shortfall.

## 5. Fundraising/Underwriting – Attachment 6

Discussion: Mr. Bromberg spoke to a possible program endowment campaign, which is one idea raised at the very constructive meeting of MATC, WMVS and 10/36 Friends Board and staff members. He stated this item is a still a work in progress, however is one idea for raising additional funds. Mr. Earle asked if the next meeting of these parties has been scheduled as he would like to attend. Dr. Birkholz stated he would like the Committee to ask Mr. Bromberg to flush this idea out a bit more so that any possible additional staff needed would be included in next year's budget.

Mr. Earle asked if he could get a copy of the Schultz & Williams study to “review internal resources to run a campaign and to test the feasibility of meeting campaign goals” referred to in the attachment. Mr. McLoughlin said he would take care of that request.

**ITEM G: INFORMATION ITEMS**

1. Monthly Advertising Fund Expenditures, January/February/March, 2001 – Attachment 7

The monthly advertising fund expenditures were noted. Mr. Earle asked how the \$25,000 scheduled for television advertising would be spent. Mr. Bromberg stated he would have to get back to him on that issue.

2. Monthly Bills, January, 2001 – Attachment 8

The monthly bills were noted.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments

Discussion: Mr. Earle wanted to congratulate Patricia Gomez on her efforts as it relates to the *¡Adelante!* celebration.

2. Communication and Petitions

Discussion: Ken Kobylarz, WMVS Engineer, is concerned that when we hold positions vacant and revisit the report on reduction of staff next year we will lose track of these positions, as they are not currently funded this fiscal year. Mr. Kobylarz also wanted the committee to know that with the emergence of the new digital technology it will be more important than ever to have additional personnel to maintain the four stations that we will have on the air in 2003.

3. Information Items

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

1. Date of next meeting:

**THURSDAY, MARCH 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 6:43 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

PTV Attachment 2

INDEPENDENT TELEVISION PRODUCTION CONTRACTS  
*Totals for fiscal year 2002*

BACKGROUND

The following individuals are included in the Board's requirement for a ninety-day notice of contract renewal. In the past, independently contracted television production staff services have been hired on an annual contract basis. The college's purchasing department in cooperation with the television station General Manager prepares contracts. Over a multi-year period, such vendors have or may receive compensation that exceeds \$50,000. The total fiscal year 2002 compensation for services is not anticipated at this time to exceed the amounts below. Issuance of Independent Television Production Contracts with the below individual/firms is contingent on the Boards' final approval and passage of a Fiscal Year 2002 budget.

| <u>NAME/ASSIGNMENT &amp; PROGRAM</u>  | <u>PAYMENT FOR SERVICES</u><br><u>Not to Exceed</u> |
|---|---|
| <b>Dan Small</b><br>Producer/host: Outdoor Wisconsin (40 episodes)<br>Producer/host: Deer Hunt and summer special<br>Promotional appearances: 25 including the planning of and appearance at the Outdoor Wisconsin Banquet.   | \$55,000  |
| <b>Dan Jones</b><br>Producer/host: Interchange (45 episodes)<br>Producer/host: Special Interchange and/or in-house promos<br>Producer/writer/host: Two documentaries<br>- When Milwaukee Rode the Trolley(wt)<br>- A Day in the Life of the Milwaukee Journal Sentinel (wt) | \$55,000  |
| <b>Wanderlust Productions</b><br>Producer/writer: Tracks Ahead 5 (7 segments)   | \$ 8,400  |

ACTION

The Committee is asked to approve the above listed vendor contracts

*matc***Milwaukee Area Technical College**

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

The MATC District Board recognizes that WMVS/WMVT-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/WMVT-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/WMVT-TV as the recipient of, fiduciary agent for, or disburser of underwriting dollars for program production and auxiliary educational, promotional, and outreach materials.

In evaluating co-production agreements for MATC District Board approval, WMVS/WMVT-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/MMVT CONTRACT, CO-<br/>PRODUCTION, AND SHARED PURCHASE<br/>AGREEMENTS</u> | Code: <u>I0601</u> |
|--|--------------------|

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/MMVT-TV guidelines; and to decide whether or not to broadcast the finished product.

WMVS/MMVT-TV will typically retain a **minimum** negotiated administrative fee of **10-15 percent**. 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 4

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

|                                |  |
|--------------------------------|--|
| <b>March 2 – 18</b>            | <b>Spring Pledge Drive</b>                                     |
| <b>March 16 – 25</b>           | <b>Journal/Sentinel Sports Show<br/>Midwest Express Center</b> |
| <b>March 29</b>                | <b>Board Meeting, 4:00 pm<br/>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<br/>Elmbrook Church</b>              |
| <b>June 28</b>                 | <b>Board Meeting, 4:00 pm<br/>Station Conference Room</b>      |
| <b>July 4</b>                  | <b>Independence Day<br/>Friends' office closed</b>             |
| <b>August 31 – September 1</b> | <b>Sprecherfest</b>  |

**CELTIC ADVERTISING**

**3/1/2001**

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

**Milwaukee Public TV  
 Media Schedule**

**ACTUAL**

**FEBRUARY 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  
 \$0.00

**Hispanic** \$0.00  
 \$0.00

**CELTIC ADVERTISING**

**3/1/2001**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

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**MARCH MEDIA**

**Advertising Objectives**

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

**MEDIA BUDGET**

**\$29,000**

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

*Television* \$11,000.00  
Television will only be utilized if the program  
content is appropriate.

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

**CELTIC ADVERTISING**

**3/1/2001**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

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**APRIL MEDIA**

**Advertising Objectives**

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

**MEDIA BUDGET**

**\$22,160**

*Print* \$0.00  
Program specific ads  
Milwaukee, Racine and Kenosha target areas.

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

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

*Television* \$14,160.00  
Television will only be utilized if the program  
content is appropriate.

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

# PTV ATTACHMENT 6

BOARD BILL LIST  
TV Fund by Check No  
02/28/01

Page 1

| Check Date | Check No | Vendor Name          | Object Description        | Object Amount | Check Amt |
|------------|----------|----------------------|---------------------------|---------------|-----------|
| 02/01/01   | 0548610  | Ameritech            | 5454 Telephone            | 823.40        | 2,306.82  |
| 02/01/01   | 0548629  | CINE                 | 5668 Program Production   | 180.00        | 180.00    |
| 02/01/01   | 0548630  | CINE                 | 5668 Program Production   | 180.00        | 180.00    |
| 02/01/01   | 0548631  | CINE                 | 5668 Program Production   | 125.00        | 125.00    |
| 02/01/01   | 0548647  | Dow Lohnes & Alberts | 5361 Legal Services       | 498.30        | 498.30    |
| 02/01/01   | 0548694  | NATAS                | 5668 Program Production   | 150.00        | 150.00    |
| 02/01/01   | 0548695  | National Gallery of  | 5668 Program Production   | 18.00         | 18.00     |
| 02/01/01   | 0548700  | PBS                  | 5211 Seminars & Workshops | 360.00        | 360.00    |
| 02/01/01   | 0548715  | Joseph M. Sankey     | 5668 Program Production   | 400.00        | 420.00    |
|            |          |                      | 5676 Vehicle Supplies     | 20.00         |           |
| 02/01/01   | 0548734  | Jayne E. Timper      | 5668 Program Production   | 11.18         | 11.18     |
| 02/01/01   | 0548737  | United Parcel Servic | 5675 Traffic              | 118.33        | 130.83    |
| 02/01/01   | 0548739  | Valley Expo & Displa | 5672 Special Projects     | 379.00        | 379.00    |
| 02/01/01   | 0548748  | Wisconsin Center Dis | 5672 Special Projects     | 80.00         | 80.00     |
| 02/01/01   | 0548749  | Wisconsin Electric P | 5452 Light & Power        | 8,249.90      | 11,725.55 |
| 02/01/01   | 0548753  | Zack Electronics     | 5674 Technical Operations | 192.79        | 192.79    |
| 02/05/01   | 0548822  | Harris Corporation   | 5678 Wmvs Transmitter Rep | 509.00        | 509.00    |
| 02/05/01   | 0548823  | Hein Electric Supply | 5674 Technical Operations | 20.03         | 1,029.51  |
| 02/05/01   | 0548827  | Industrial Electroni | 5674 Technical Operations | 140.92        | 1,024.61  |
| 02/05/01   | 0548837  | Debra A. Kunath      | 5241 Office Supplies      | 11.58         | 11.58     |
| 02/05/01   | 0548843  | Mainstage Theatrical | 5671 Remote/Studio Supp   | 40.00         | 40.00     |
| 02/05/01   | 0548848  | Karen Matuszak       | 5668 Program Production   | 150.00        | 150.00    |
| 02/05/01   | 0548858  | Mini-Circuits        | 5678 Wmvs Transmitter Rep | 515.29        | 515.29    |
| 02/05/01   | 0548885  | Public Broadcasting  | 5665 Network Prog Service | 278.00        | 278.00    |
| 02/05/01   | 0548917  | State Historical Soc | 5668 Program Production   | 139.00        | 139.00    |
| 02/05/01   | 0548921  | System Parking Inc   | 5668 Program Production   | 62.00         | 80.00     |
| 02/05/01   | 0548927  | Travel Traders Unlim | 5201 Travel Expenses      | 4,399.30      | 6,212.80  |
| 02/05/01   | 0548929  | Trilithic Inc        | 5678 Wmvs Transmitter Rep | 471.00        | 466.29    |
| 02/05/01   | 0548943  | Wanderlust Productio | 5668 Program Production   | 2,779.67      | 2,779.67  |
| 02/08/01   | 0548981  | Jack R. Abrams       | 5668 Program Production   | 102.51        | 102.51    |
| 02/08/01   | 0548988  | American Public Tele | 5665 Network Prog Service | 57.00         | 57.00     |
| 02/08/01   | 0548990  | Ameritech            | 5454 Telephone            | 148.72        | 17,336.61 |
| 02/08/01   | 0549002  | David K. Baule       | 5201 Travel Expenses      | 1,472.08      | 1,472.08  |
| 02/08/01   | 0549014  | Central Educational  | 5675 Traffic              | 350.00        | 350.00    |
| 02/08/01   | 0549032  | Dow Lohnes & Alberts | 5361 Legal Services       | 6,012.53      | 6,012.53  |
| 02/08/01   | 0549033  | Duncan Group Inc     | 5668 Program Production   | 7,113.01      | 7,113.01  |
| 02/08/01   | 0549034  | Thomas J. Dvorak     | 5201 Travel Expenses      | 352.95        | 352.95    |
| 02/08/01   | 0549037  | Enlargement Works In | 5671 Remote/Studio Supp   | 38.75         | 38.75     |
| 02/08/01   | 0549042  | David C. Felland     | 5201 Travel Expenses      | 361.50        | 361.50    |
| 02/08/01   | 0549056  | Gail G. Grzybowski   | 5668 Program Production   | 8.44          | 8.44      |
| 02/08/01   | 0549072  | Daniel R. Jones      | 5668 Program Production   | 2,152.80      | 2,152.80  |
| 02/08/01   | 0549079  | Debra A. Kunath      | 5243 Other Supplies       | 105.59        | 105.59    |
| 02/08/01   | 0549092  | John S. McKay        | 5668 Program Production   | 9.49          | 9.49      |
| 02/08/01   | 0549112  | National Supply & Ha | 5674 Technical Operations | 38.62         | 190.46    |
| 02/08/01   | 0549114  | Nielsen Media Resear | 5661 Audience Research    | 2,018.50      | 2,018.50  |
| 02/08/01   | 0549133  | Public Broadcasting  | 5665 Network Prog Service | 447.04        | 447.04    |
| 02/08/01   | 0549136  | Radio Shack          | 5678 Wmvs Transmitter Rep | 159.99        | 159.99    |
| 02/08/01   | 0549159  | Dan Small            | 5668 Program Production   | 1,281.00      | 1,281.00  |
| 02/08/01   | 0549162  | Sprint PCS           | 5454 Telephone            | 81.70         | 81.70     |
| 02/08/01   | 0549172  | Travel Traders Unlim | 5201 Travel Expenses      | -476.14       | 2,345.36  |
| 02/08/01   | 0549176  | United Parcel Servic | 5675 Traffic              | 164.11        | 178.03    |
| 02/08/01   | 0549197  | Wisconsin Electric P | 5452 Light & Power        | 2,837.94      | 44,641.46 |
| 02/08/01   | 0549207  | Thay Yang            | 5668 Program Production   | 97.61         | 97.61     |
| 02/12/01   | 0549227  | American Public Tele | 5665 Network Prog Service | 4,433.00      | 4,433.00  |

BOARD BILL LIST  
 TV Fund by Check No  
 02/28/01

| Check Date | Check No | Vendor Name          | Object | Object Description   | Object Amount | Check Amt |
|------------|----------|----------------------|--------|----------------------|---------------|-----------|
| 02/12/01   | 0549228  | Ameritech            | 5454   | Telephone            | 503.54        | 2,049.57  |
| 02/12/01   | 0549230  | Amoco Oil Company    | 5676   | Vehicle Supplies     | 362.02        | 612.12    |
| 02/12/01   | 0549302  | Industrial Electroni | 5674   | Technical Operations | 32.97         | 386.12    |
| 02/12/01   | 0549326  | Leader Instruments C | 5674   | Technical Operations | 68.50         | 68.50     |
| 02/12/01   | 0549336  | MA Junior Parking In | 5668   | Program Production   | 336.00        | 336.00    |
| 02/12/01   | 0549344  | John S. McKay        | 5201   | Travel Expenses      | 425.38        | 425.38    |
| 02/12/01   | 0549351  | Michael Best & Fried | 5361   | Legal Services       | 8.34          | 408.74    |
| 02/12/01   | 0549355  | Moegenburg Research  | 5352   | Contracted Employmen | 600.00        | 600.00    |
| 02/12/01   | 0549398  | Roscor Corporation   | 5840   | Equipment            | 12,151.00     | 12,151.00 |
| 02/12/01   | 0549425  | Travel Traders Unlim | 5201   | Travel Expenses      | 727.50        | 2,902.10  |
| 02/12/01   | 0549432  | Allied Vaughn        | 5668   | Program Production   | 105.03        | 105.03    |
| 02/15/01   | 0549509  | Alexis Park Resort   | 5201   | Travel Expenses      | 1,140.87      | 1,140.87  |
| 02/15/01   | 0549514  | Ameritech            | 5454   | Telephone            | 30.13         | 6,575.78  |
| 02/15/01   | 0549518  | APTS Capitol Hill Da | 5201   | Travel Expenses      | 330.00        | 330.00    |
| 02/15/01   | 0549523  | AT&T                 | 5454   | Telephone            | 49.86         | 49.86     |
| 02/15/01   | 0549524  | AT&T                 | 5454   | Telephone            | 3.33          | 3.33      |
| 02/15/01   | 0549532  | David K. Baule       | 5201   | Travel Expenses      | 739.48        | 739.48    |
| 02/15/01   | 0549562  | Enlargement Works In | 5671   | Remote/Studio Supp   | 59.53         | 59.53     |
| 02/15/01   | 0549612  | John S. McKay        | 5201   | Travel Expenses      | 39.75         | 39.75     |
| 02/15/01   | 0549624  | Mofoco               | 5676   | Vehicle Supplies     | 119.00        | 119.00    |
| 02/15/01   | 0549635  | PBS                  | 5211   | Seminars & Workshops | 360.00        | 360.00    |
| 02/15/01   | 0549663  | Dan Small            | 5668   | Program Production   | 1,483.61      | 1,483.61  |
| 02/15/01   | 0549678  | Travel Traders Unlim | 5201   | Travel Expenses      | 1,070.90      | 2,772.03  |
| 02/15/01   | 0549688  | Wisconsin Broadcaste | 5660   | Affiliation/Mbsps    | 500.00        | 500.00    |
| 02/19/01   | 0549726  | Badger Coaches Inc   | 5675   | Traffic              | 65.00         | 65.00     |
| 02/19/01   | 0549730  | David K. Baule       | 5201   | Travel Expenses      | 4,600.00      | 4,600.00  |
| 02/19/01   | 0549736  | Boise Cascade        | 5243   | Other Supplies       | 47.52         | 5,420.76  |
| 02/19/01   | 0549770  | Demco Inc            | 5273   | Publicity            | 10.44         | 10.44     |
| 02/19/01   | 0549815  | Industrial Electroni | 5674   | Technical Operations | 51.70         | 157.21    |
| 02/19/01   | 0549849  | Metric Equipment Sal | 5678   | Wmvs Transmitter Rep | 270.00        | 270.00    |
| 02/19/01   | 0549863  | Myers Information Sy | 5220   | Membership & Subscri | 200.00        | 200.00    |
| 02/19/01   | 0549878  | Padgett Thompson     | 5663   | In-Service Training  | 169.00        | 169.00    |
| 02/19/01   | 0549902  | Jon D. Riemann       | 5668   | Program Production   | 62.75         | 62.75     |
| 02/19/01   | 0549913  | Marshall J. Savick   | 5201   | Travel Expenses      | 8.00          | 8.00      |
| 02/19/01   | 0549919  | Sony Electronics Inc | 5674   | Technical Operations | 108.78        | 108.78    |
| 02/19/01   | 0549927  | System Parking Inc   | 5668   | Program Production   | 68.00         | 167.00    |
| 02/19/01   | 0549932  | Telly Awards         | 5668   | Program Production   | 80.00         | 80.00     |
| 02/19/01   | 0549941  | Travel Traders Unlim | 5201   | Travel Expenses      | 336.00        | 2,750.55  |
| 02/19/01   | 0549961  | Arthur G. Welter     | 5201   | Travel Expenses      | 8.00          | 8.00      |
| 02/22/01   | 0550051  | FedEx                | 5675   | Traffic              | 37.18         | 37.18     |
| 02/22/01   | 0550071  | Gail G. Grzybowski   | 5201   | Travel Expenses      | 9.00          | 9.00      |
| 02/22/01   | 0550073  | Hall Chevrolet Co In | 5676   | Vehicle Supplies     | 1,082.95      | 1,082.95  |
| 02/22/01   | 0550094  | Daniel R. Jones      | 5668   | Program Production   | 2,152.80      | 2,152.80  |
| 02/22/01   | 0550095  | Journal Sentinel Inc | 5668   | Program Production   | 107.76        | 107.76    |
| 02/22/01   | 0550125  | National Forum for P | 5660   | Affiliation/Mbsps    | 5,000.00      | 5,000.00  |
| 02/22/01   | 0550138  | PBS                  | 5211   | Seminars & Workshops | 360.00        | 360.00    |
| 02/22/01   | 0550161  | Scott Entertainment  | 5665   | Network Prog Service | 3,000.00      | 3,000.00  |
| 02/22/01   | 0550171  | Dan Small            | 5668   | Program Production   | 3,564.61      | 3,564.61  |
| 02/22/01   | 0550179  | Travel Traders Unlim | 5201   | Travel Expenses      | 336.00        | 1,984.70  |
| 02/22/01   | 0550191  | Wanderlust Productio | 5668   | Program Production   | 4,133.33      | 4,133.33  |
| 02/22/01   | 0550193  | Arthur G. Welter     | 5201   | Travel Expenses      | 8.00          | 8.00      |
| 02/22/01   | 0550203  | Wisconsin Newspaper  | 5273   | Publicity            | 57.98         | 57.98     |
| 02/26/01   | 0550228  | American Public Tele | 5665   | Network Prog Service | 5,616.00      | 5,616.00  |
| 02/26/01   | 0550256  | Central Educational  | 5675   | Traffic              | 280.00        | 280.00    |

BOARD BILL LIST  
TV Fund by Check No  
02/28/01

| Check<br>Date | Check<br>No | Vendor<br>Name       | Object<br>Description     | Object<br>Amount | Check<br>Amt |
|---------------|-------------|----------------------|---------------------------|------------------|--------------|
| 02/26/01      | 0550262     | Complete Delivery In | 5675 Traffic              | 19.34            | 19.34        |
| 02/26/01      | 0550270     | CSRG Digital LLC     | 5660 Affiliation/Mbps     | 2,407.50         | 2,407.50     |
| 02/26/01      | 0550288     | FedEx                | 5675 Traffic              | 430.01           | 430.01       |
| 02/26/01      | 0550317     | Industrial Electroni | 5674 Technical Operations | 20.25            | 90.29        |
| 02/26/01      | 0550337     | Maxell Corporation   | 5677 Videotape            | 874.00           | 874.00       |
| 02/26/01      | 0550352     | Misco Products Divis | 5678 Wmvs Transmitter Rep | 655.45           | 655.45       |
| 02/26/01      | 0550363     | Nebraska Educational | 5675 Traffic              | 14.58            | 14.58        |
| 02/26/01      | 0550439     | United Parcel Servic | 5675 Traffic              | 198.61           | 216.61       |
| 02/26/01      | 0550445     | Allied Vaughn        | 5668 Program Production   | 45.49            | 45.49        |
|               |             |                      |                           | -----            | -----        |
|               |             |                      |                           | 108,413.20       | 201,783.50   |

BOARD BILL LIST  
Over \$2500 Channel 10/36  
02/28/01

| Check Date | Check No | Vendor Name          | Object Description        | Object Amount | Check Amt  |
|------------|----------|----------------------|---------------------------|---------------|------------|
| 02/01/01   | 0548749  | Wisconsin Electric P | 5452 Light & Power        | 8,249.90      | 11,725.55  |
| 02/05/01   | 0548927  | Travel Traders Unlim | 5201 Travel Expenses      | 4,399.30      | 6,212.80   |
| 02/05/01   | 0548943  | Wanderlust Productio | 5668 Program Production   | 2,779.67      | 2,779.67   |
| 02/08/01   | 0548990  | Ameritech            | 5454 Telephone            | 148.72        | 17,336.61  |
| 02/08/01   | 0549032  | Dow Lohnes & Alberts | 5361 Legal Services       | 6,012.53      | 6,012.53   |
| 02/08/01   | 0549033  | Duncan Group Inc     | 5668 Program Production   | 7,113.01      | 7,113.01   |
| 02/08/01   | 0549197  | Wisconsin Electric P | 5452 Light & Power        | 2,837.94      | 44,641.46  |
| 02/12/01   | 0549227  | American Public Tele | 5665 Network Prog Service | 4,433.00      | 4,433.00   |
| 02/12/01   | 0549398  | Roscor Corporation   | 5840 Equipment            | 12,151.00     | 12,151.00  |
| 02/12/01   | 0549425  | Travel Traders Unlim | 5201 Travel Expenses      | 727.50        | 2,902.10   |
| 02/15/01   | 0549514  | Ameritech            | 5454 Telephone            | 30.13         | 6,575.78   |
| 02/15/01   | 0549678  | Travel Traders Unlim | 5201 Travel Expenses      | 1,070.90      | 2,772.03   |
| 02/19/01   | 0549730  | David K. Baule       | 5201 Travel Expenses      | 4,600.00      | 4,600.00   |
| 02/19/01   | 0549736  | Boise Cascade        | 5243 Other Supplies       | 47.52         | 5,420.76   |
| 02/19/01   | 0549941  | Travel Traders Unlim | 5201 Travel Expenses      | 336.00        | 2,750.55   |
| 02/22/01   | 0550125  | National Forum for P | 5660 Affiliation/Mbsps    | 5,000.00      | 5,000.00   |
| 02/22/01   | 0550161  | Scott Entertainment  | 5665 Network Prog Service | 3,000.00      | 3,000.00   |
| 02/22/01   | 0550171  | Dan Small            | 5668 Program Production   | 3,564.61      | 3,564.61   |
| 02/22/01   | 0550191  | Wanderlust Productio | 5668 Program Production   | 4,133.33      | 4,133.33   |
| 02/26/01   | 0550228  | American Public Tele | 5665 Network Prog Service | 5,616.00      | 5,616.00   |
|            |          |                      |                           | 76,251.06     | 158,740.79 |

**STUDIO CAMERAS FOR MPTV****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 existing studio (analog) cameras, purchased in 1987 are failing, will not support high definition and repair parts are no longer readily available. The proposed cameras will support WMVS & WMVT studio productions in a standard definition mode with improved picture quality. Full digital processing and solid-state design will also increase reliability and stability. Simultaneous high definition images are available to produce programming for WMVS-DT, WMVT-DT and outside clients. These cameras will be a shared component in HD remote production as budgeted digital upgrades to the remote van are accomplished in succeeding years.

Bid documents were prepared in accordance with Board policies and State regulations, and advertisements were placed in the Daily Reporter and Milwaukee Star, along with invitations to bid which were mailed to ten (10) potential suppliers. The Wisconsin Minority Business Directory and Joint Certification Directory were reviewed to determine if any minority-owned business could provide the required equipment and none were listed. Bid documents were publicly opened on Wednesday, January 10, 2001 at 2:00 p.m. as follows:

|                                |                   |                      |
|--------------------------------|-------------------|----------------------|
| Hitachi Denshi America, Ltd.   | Wadsworth, OH     | \$627,460.00         |
| Ikegami Electronics (USA) Inc. | Elmhurst, IL      | \$637,286.00         |
| <b>Sony Electronics Inc.</b>   | <b>Itasca, IL</b> | <b>\$619,531.00*</b> |

Bids were reviewed by administrative staff and WMVS engineering staff. The lowest responsible bidder meets all applicable requirements and is indicated by the asterisk. There were no challenges to the bid document or method used in selecting the low bidder. Funds for this procurement are included in the capital equipment budget for FY2001.

Positive action by the Board will result in the issuance of a purchase order to Sony Electronics, Inc. Itasca, IL in the amount of \$619,531.00. This item is being brought before the PTV Committee for information only as it is listed in the procurement section of the FPO Agenda.

## SOLE SOURCE PROCUREMENT HIGH DEFINITION FIELD CAMERA AND RECORDER

### **BACKGROUND INFORMATION**

WMVS field production equipment includes three (3) Sony analog format standard definition (SD) camcorders originally purchased in 1991. TV Production Student Lab sections also use a fourth analog camcorder purchased in 1996. A phased replacement of these units with digital format high definition (HD) units was begun with the purchase of one (1) Sony HDW-700 camcorder in 1999 with a second unit purchased in 2000.

The Sony HDW-700 camcorder is the only unit compatible with the high definition tape format used in existing WMVS HD camcorders and edit tape machines. To provide comprehensive product support for this specialized broadcast device, Sony Electronics has retained all sales and service rights through its regional sales force. As such, Sony Electronics, Inc., Itasca, IL is the sole source provider of the required HDW-700 camcorders. Sony has offered a 50%, limited time, price reduction to MATC as a qualified educational institution. This offer will allow for the replacement of the two remaining SD camcorders at a 2 for 1 savings. Funds are included in the capital equipment budget for FY2001.

Positive action by the Board will result in the issuance of a purchase order to Sony Electronics, Inc., Itasca, IL in the amount of \$50,000.00. This item is being brought before the PTV Committee for information only as it is listed in the procurement section of the FPO Agenda.