

May 7, 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 **WEDNESDAY, MAY 16, 2001**, beginning at **7:00 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 – April 12, 2001 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
  - 1. [FY2000-2001 and FY2001-2002 Funding Options – Attachment 2](#)
- F. Discussion Items**
  - 1. General Manager's Report
  - 2. [Friends Report – Attachment 3](#)
- G. Information Items**
  - 1. [Monthly Advertising Fund Expenditures, April/May/June 2001 – Attachment 4](#)
  - 2. [Monthly Bills, April, 2001 – Attachment 5](#)
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **THURSDAY, JUNE 21, 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:** April 12, 2001  
**TIME:** 5:00 p.m.  
**PLACE:** Milwaukee Public Television Conference Room, Milwaukee Campus

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

**MATC STAFF PRESENT:** Dr. John Birkholz, Joe Bauer, Mark Bernhardt, Deb Bozewicz, Ellis Bromberg, Karen Copper, David Felland, Arlene Giuliani, Patricia Gomez, Ken Kobylarz, Brian McArthur, Linda Murphy, Sharon Patterson, Todd Poppe, Cindy VanVreede, Karen Wierschem

**GUESTS PRESENT:** Ruane Hill, Allyson Olivier, Richard Robbins, Dan Small

**ITEM A: ROLL CALL**

Roll called showed all committee members were present.

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

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

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

**Motion:** Motion Mr. Earle, second Dr. Moeser to approve the March 22, 2001 PTV Committee Minutes.

**Action:** Motion passed.

**ITEM D: COMMENTS FROM THE PUBLIC**

*All public comment spoke to the issue of keeping the revenue, which will be available with the proposed capitalization of PBS programming dues, at the stations to cover operational expenses.*

Mr. Ruane Hill, Professor at UWM stated that he has been involved with Channel 10 for a long time. Mr. Hill also asked that his comments appear in the minutes in their entirety. Mr. Hill started employment in Milwaukee in 1963 and was soon asked to replace a colleague on the group, which preceded the Channel 10/36 Friends. Other involvement included his students who became involved with Channel 10. In the old days it was all

about people and programs. Professor Hill attended the Denver meeting of NPR station affiliates talking about the future of Public Radio vis-à-vis Public Television and from there flew to Washington to be with President Johnson when he signed the Public Broadcasting Act. Those were the good old days, the money flowed and the people and programs followed. Things have changed. The budget is now a curious and frustrating problem where downsizing seems to be the name of the game. He noted from the list of open positions that something dramatic has happened. He had heard from a former student that staff numbers are down by perhaps as much as half from 1990 which is terrifying given what the future holds. Professor Hill was lucky enough to tour the new tower and transmitter building with the President of the Central Education Network, Jim Fellows, who sited that location as a tribute to the vision and the genius of Channel 10's chief engineer, David Felland who now must be wondering if there will be enough people to install and maintain and explore it's potential. Professor Hill commented on a program he heard on public radio last evening where a distinguished panel was lamenting on what has happened to public television and are terribly concerned about what the future might be. In a world full of 'shock' radio and TV this panel concluded that perhaps the greatest promise was for public television and Professor Hill could not agree more. The promise for 10 and 36 is here. The technical facility exists. The promise for digital television is going to be with us, like it or not. 10 and 36 has a long record of leadership in programming, innovation and in people use. Given the promise of a digital age and the history of 10 and 36 with its innovative and ever more imaginative programming the station has an opportunity to serve where commercial broadcasters cannot. The need therefore for people to produce programs and maintain the facility are absolutely essential and it would be tragic if this challenge were lost. The challenge the Communications Act gave us in 1934 was to serve the public interest, convenience and necessity and it seems that 10 and 36, throughout its history, has done that very well. We as a community have the responsibility to see that this is repeated, exploited and expanded. So, I urge the Board, who I met with not long ago to urge MATC to keep the licenses of 10 and 36, which they courageously agreed. Now we have another challenge; how do 10 and 36 best serve the community and continue its National leadership without people to man this enormous and marvelous technical facility. The age of digital information is with us, and given the enormous competition which keeps expanding, the kinds of information these stations can provide, I think are remarkable and well worth supporting. So I would urge the Board to allow the people to commit to allow the programs to evolve. I thank you for your time.

Ms. Cindy VanVreede, staff member of Channels 10 & 36, referred to a guest commentary written by Dr. Birkholz and Board President Sheila Cochran in 1999, which stated it would be irresponsible for MATC to give up the licenses of the stations. Likewise Ms. VanVreede felt it would be irresponsible to not retain the additional funds for operational expenses at the stations. She implored the PTV Committee and the MATC Board as a whole to take action to reaffirm its commitment to operational staffing.

Karen Copper, staff member of Channels 10 & 36, spoke to the need to keep the money at the stations as a large number of positions have been combined which has negatively affected the operations of the stations, particularly our Web site and advertising budget. With the coming of digital television and the addition of eight new stations, we will not have the personnel to create, promote, launch new programming and work with jointly with the educational community to make the most of this new technology.

Sharon Patterson, staff member of Channels 10 & 36, reiterated a lot of what has already been said. She asked the Committee and Board to allow Channels 10 & 36 to be self-sufficient. If allowed to keep this additional money we can balance our budget and hire the additional staff that we need.

**ITEM E: ACTION ITEMS**

1. Proposed FY02 Budget – Attachment 2
2. Proposed Budget for Digital Television – Attachment 3
3. Program Endowment Fund – Attachment 4
4. Capitalization of PBS Dues – Attachment 5

Discussion: Dr. Birkholz proposed that all of the items be reviewed together so that they can be acted on collectively. Mr. Bromberg further supported this idea as the stacking of the items were done randomly and would be done differently given the opportunity. Furthermore as these were listed as action items and no action appears on the attachments, administration prepared background and action language for each of the above mentioned action items, which are attached to these minutes.

Mr. Bromberg suggested Action Item #4 – Attachment 5, be considered first. This item recommends the capitalization of PBS programming costs. Mr. Earle asked if it was staff's recommendation that we approve the capitalization concept and retain the operation levy money within the TV budget in order to balance the current budget and add the additional necessary staff that has been discussed by the public. Mr. Bromberg stated this was true. Dr. Moeser asked where the issue of adding back personnel came from as this was discussed at a previous meeting. These seem to be separate concepts.

Dr. Birkholz asked the Committee to refer to Attachment 2 – The Proposed Budget for FY2002, a status quo budget, which shows a deficit of \$1,237,900. The Committee is being asked to approve the operational tax levy of the above amount to balance the FY02 budget. This will then go forward to the FPO Committee for approval, which will then go forward to the full Board to be included in the overall MATC budget. Mr. Earle clarified that the restoration of the operational money, which would be freed up by capitalization would then be put into this FY2002 budget to take care of the deficit. For further clarification, Dr. Birkholz reiterated what Mr. Earle said, if the Committee approves Attachment 5 – Capitalization of PBS Dues, and approves Attachment 2 –

The FY02 Budget, you will be saying you would like the money saved by capitalization to go into TV operational fund to solve the shortfall of FY2002.

Attachment 3 – Proposed Budget for Digital Television is addressing the fact that we cannot run three stations (Channels 10, 36 and 8) with the same amount of money that we ran two. We need an additional \$475,000 to accomplish that. The question of where some of this money is going to come from is addressed in Attachment 4- Program Endowment Fund. Station management will have authorization to set up this fund.

Dr. Moeser was concerned that the Committee had not seen the additional attachments regarding background and action on the above items before this meeting. Dr. Birkholz stated the Committee did not need to act on these items tonight, however should be aware of the MATC budget timeline. Dr. Birkholz further stated that he and Sheila Cochran, Board Chair, have discussed having a special Board meeting on May 7, 2001 dedicated entirely to the budget, including PTV.

Mr. Earle was fearful that if the PTV Committee does not act on these items tonight, the budget process will not stop and these items will not be approved. Ms. Killebrew would like an opportunity to absorb these items prior to acting on them. Mr. Earle asked that the PTV Committee recommend that the FPO Committee not act on Attachment 9 – Resolution to Approve Second FY 2000-01 Planned Budget Adjustments that recommends the transfer of \$1,295,000 of tax levy from the Enterprise Fund to the General Fund to reflect capitalization of television programming.

Dr. Birkholz stated that he would recommend the FPO Committee not take action on the above-mentioned item. Dr. Birkholz further recommended that Mr. Bromberg flesh these items out in a 2-3 page memo and speak to each of the Committee members to give them a better understanding of the action items.

## **ITEM F: DISCUSSION ITEMS**

### **1. General Manager's Report**

Discussion: Mr. Ellis Bromberg, General Manager, thanked Dr. Moeser and Ms. Killebrew for accompanying him to Capital Hill Days in Washington D.C. Along with friend of Public Television, Elaine Peterson, the group met with representatives and Senate Aides of seven members of our Congressional delegation and received a very cordial response on our request for appropriations for public broadcasting. The Bush Administration released its FY2002 budget. They propose that the practice of forward funding the CPB be ended and, therefore do not intend to propose funding for 2004 until 2003. The budget did include a \$20 million for CPB development of digital television content. Public Television had also requested \$110 million for the Public Telecommunications Facilities program; the budget proposed \$43.4 million, which is about what PTFP received this past year.

Congratulations, once again, to Darlyne Haertlein and her production colleagues who worked on the short piece **Jeff And Mister Rogers**. The Foundation of American Women in Radio and Television has awarded the Gracie Allen Award for this project. Our Nielsen ratings book for February – one of the major sweeps months- arrived and provided good news for both Channels 10&36. Channel 10 experienced a 3.9% growth in audience and Channel 36 had a 3.7% growth. The most viewed programs on Channel 10 were **Antiques Roadshow**, the **American Experience** production of **Abraham & Mary Lincoln** and the **Kennedy Center Presents the Mark Twain Prize. Outdoor Wisconsin** was our most viewed local production. Channel 36's most popular programs were the Saturday and Sunday morning movies and **Rick Steves' Europe**.

## 2. Friends Report – Attachment 6

Discussion: Allyson Olivier, Auction Manger, presented the Friends' report as Mr. McLoughlin was on vacation. Ms. Olivier distributed a copy of a resolution passed by the Friends Board regarding funding for digital television (a copy of the resolution is attached to these minutes). Mr. Bromberg stated he was at the Board meeting where this resolution was passed. Despite the fact that the ECB had included Milwaukee Public TV in its request for digital funding, it does not appear in the Governors' budget. The resolution urges the state to support the transition of Channel 36 to digital television by funding on the same level as that provided for the other public television stations in Wisconsin as included in the request of the ECB. The Friends Board feels strongly that there should be state funding for the transition. Dr. Birkholz sees this as a positive indication of the Friends support of the stations. Dr. Birkholz further suggested the PTV Committee direct the administration to send a letter to the Friends, acknowledging the receipt of the resolution and its appreciation that we will be working together for the betterment of the stations. The Committee concurred.

Ms. Olivier distributed membership numbers of other stations of similar size to Channels 10&36 that shows the tremendous support the community gives to us. There will be an additional weeklong pledge drive conducted during the first week of June 2001, as well as a mailing urging current members to contribute an additional amount prior to the fiscal year end of June 30, 2001. Current auction underwriting stands at \$96,000. Program underwriting was closing in on its goal of \$944,000.

## 2. Timeline for Digital Transition – Attachment 7

Mr. Bromberg reported that this item is a result of a request from Ms. Killebrew. This is the current timeline as it stands now. Dr. Moeser continues to express some concerns over the digital timeline, in part due to discussions in Washington where there was talk of altering the timeline of conversion. Dr. Moeser stated that if that happens we take that into consideration from a fiscal perspective. Mr. Bromberg agrees that this is a valid point and indicated at this time there are no changes.

**ITEM G: INFORMATION ITEMS**

1. Monthly Advertising Fund Expenditures, March/April/May, 2001 – Attachment 8

The monthly advertising fund expenditures were noted.

2. Monthly Bills, March, 2001 – Attachment 9

The monthly bills were noted.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments

Ms. Killebrew stated it was a good trip to Washington for Capitol Hill Days. Ms. Killebrew also stated she had a conversation with Mr. Bromberg as to how the Community Advisory Board was going. Mr. Bromberg gave her an update. Ms. Killebrew also had the opportunity to speak to Martha Love, Chair of the committee who told her the CAB had some of the same concerns about staffing, etc. as the PTV Committee does.

Dr. Moeser stated that Mr. Bromberg had command of the subject at hand and represented Milwaukee Public TV very well in Washington.

2. Communication and Petitions

3. Information Items

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

1. Date of next meeting:

**THURSDAY, MAY 17, 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 6:25 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

The Channel 10/36 Friends, Inc.  
Resolution

Whereas Milwaukee Public Television Stations WMVS (Channel 10) and WMAVT (Channel 36) have provided southeastern Wisconsin with outstanding educational, children's, cultural, civic, and public affairs programming for nearly forty years and

Whereas approximately 750,000 households representing over one million individuals tune in each week to Milwaukee Public Television to benefit from the outstanding programs serving many different cultures and demographic groups from 2 year old children to older Americans in the eighties and nineties and

Whereas the stations have flourished in the vast majority of financial support being provided by the Friends and MATC and

Whereas Milwaukee Public Television is now faced with a mandate from the federal government to convert to digital television but with no direct support from the federal government and

Whereas the transition to digital television, while an enormous financial burden, offers exciting opportunities to serve the southeaster Wisconsin community with even better services for all of the groups needing such services and

Whereas the Channel 10/36 Friends, Inc., the fund-raising arm of Milwaukee Public Television has generated community support of the stations for the past 33 years and over the past fifteen years has raised over seventy five million dollars in support of the excellent programs provided by 10 and 36 and

Whereas the Channel 10/36 Friends, Inc. has generated revenue from its more than forty thousand dues paying individuals and families who support the stations with their personal contributions of over three million dollars per year and by the hundreds of businesses and individuals who donate merchandise and other items to the Great TV Auction generating over a million dollars a year and the more than 100 corporations and businesses who are program underwriters generating approximately nine hundred fifty thousand dollars per year as well as the citizens who support the stations by attending special events and

Whereas the funds generated by the Channel 10/36 Friends, Inc. now represents the majority of operating funds for the stations and the Friends are critically concerned with the cost of transition to digital television and at the same time extremely excited about the potential for much greater service, and

Whereas the Milwaukee Area Technical College, the license holder of Milwaukee Public Television has agreed to provide the transition costs for WMVS, Channel 10

Then therefore the Channel 10/36 Friends Board of Directors, in meeting on March 29, 2001 do unanimously recommend and urge the state of Wisconsin support the transition of WMVT, Channel 36, to digital television by funding on the same level as that provided for the other public television stations in Wisconsin as included in the request of the Educational Communications Board.

## PTV ATTACHMENT 2

May 4, 2001

TO: Public Television Committee

FROM: Todd J. Poppe, Vice President, Finance

SUBJECT: FY 2000-01 and FY 2001-02 Budgets

The agenda for your May meeting includes an action item, FY 2000-01 and FY 2001-02 funding options. Related to this action, direction on the following items must be provided:

- A. Does the committee support the use of debt proceeds (\$1.6m FY01, \$1.7m FY02) to finance capital program acquisition costs?
  - 1) If the committee supports the use of debt proceeds to fund program acquisition costs, does the committee recommend the operational tax levies (\$1.295m FY 01, \$1.346m FY02) be retained by the general fund?
  - 2) If the committee does not support the use of debt proceeds to fund program acquisition costs or the committee supports retaining the operational tax levy in the general fund, what retained earnings amount, if any, does the committee support using in FY 2001-02 for the ongoing operations of the stations?
- B. Does the committee support the stations management's request for additional staffing and operating budgets (\$374,050 FY02) to make a successful transition to digital?
  - 1) If the committee supports the request, what source (additional operating tax levy, retained earnings, other) of funding is recommended?
- C. Does the committee support the concept of a Program Endowment Campaign (\$160,000 FY02)?
  - 1) If yes, what source (additional operating tax levy, retained earnings, other) of funding is recommended?

The following materials are enclosed to facilitate your review and action.

- Public Television Funding Options
- May 2, 2001 Memorandum regarding capitalization of program acquisition costs

- Certain materials from April PTV Committee meeting
  - PTV 5 Capitalization of PBS Dues and its addition
  - PTV 2 Proposed FY 2001-02 Budget and its addition
  - PTV 3 MPTV Digital Television FY 2002-2005 and its addition
  - PTV 4 Program Endowment Campaign and its addition

The Public Television Funding Options identifies the impact financing program acquisitions with debt proceeds has on both the General and Public Television Funds. The financial impact of the digital television FY 2002-2005 and the program endowment campaign have not been included in this analysis.

Please feel free to contact me if you have questions.

Enclosures

C: J. Birkholz

E. Bromberg

## Public Television Funding Options

	FY 2000-01	FY 2000-01	FY 2001-02	Option 1		Option 2	
	Budget	Projected*	Projected*	FY 2000-01	FY 2001-02	FY 2000-01	FY 2001-02
<b>TV Fund</b>							
Operating Tax Levy	\$ 1,295,000	\$ 1,295,000	\$ 1,346,000	\$ 1,295,000	\$ 1,346,000	\$ -	\$ -
Debt Tax Levy	700,000	700,000	1,200,000	700,000	1,500,000	700,000	1,500,000
Debt Proceeds	1,067,000	1,067,000	4,800,000	2,667,000	6,500,000	2,667,000	6,500,000
Total MATC Support	3,062,000	3,062,000	7,346,000	4,662,000	9,346,000	3,367,000	8,000,000
Other Revenues	6,921,000	6,534,126	5,281,638	6,534,126	5,281,638	6,534,126	5,281,638
Total Revenues	9,983,000	9,596,126	12,627,638	11,196,126	14,627,638	9,901,126	13,281,638
Expenses	9,735,495	9,997,697	14,219,538	9,997,697	14,519,538	9,997,697	14,519,538
Net Income(Loss)	<u>\$ 247,505</u>	<u>\$ (401,571)</u>	<u>\$ (1,591,900)</u>	<u>\$ 1,198,429</u>	<u>\$ 108,100</u>	<u>\$ (96,571)</u>	<u>\$ (1,237,900)</u>
<b>General Fund</b>							
Total Revenues	\$122,176,000	\$122,362,000	\$123,002,000	\$122,362,000	\$123,002,000	\$123,657,000	\$ 124,348,000
Total Expenditures	122,176,000	123,545,000	130,767,000	123,545,000	130,767,000	123,545,000	130,767,000
Over(Under)							
Expenditures	<u>\$ -</u>	<u>\$ (1,183,000)</u>	<u>\$ (7,765,000)</u>	<u>\$ (1,183,000)</u>	<u>\$ (7,765,000)</u>	<u>\$ 112,000</u>	<u>\$ (6,419,000)</u>

Projection assumes program acquisition costs are financed with tax levy subject to the 1.5 mill rate limit.

Option 1 - Finance program acquisition costs with debt proceeds and PTV retains tax levy subject to the 1.5 mill rate limit.

Option 2 - Finance program acquisition costs with debt proceeds and transfer tax levy subject to the 1.5 mill rate limit to the general fund.

EXHIBIT A  
\*Original April PTV Attachment 5

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

CPB directs stations to divide “capital” into two categories.

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

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

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

-Ellis

## **Background**

At the March 22, 2001 meeting, PTV Committee members asked for clarification of an FPO Committee attachment that referred to the concept of capitalizing television programs acquired by the station.

In February, station staff asked the College administration if items in the TV Programming budget could qualify as capital purchases, much as recent MATC computer and telephone software purchases have. Through a series of discussions, the idea was refined and values were assigned to qualifying programs that had multi-year usage rights. Association fees and programs with rights of one year or less (e.g., THE NEWS HOUR WITH JIM LEHRER, WASHINGTON WEEK, some performance specials) were excluded.

The College staff has shared the concept with administrative, governmental, and accounting sources to determine its feasibility and, to date, the concept has passed the various levels of review. Station staff views the idea as a creative solution to the increasing demands on the operating tax levy, whereby shifting qualifying costs to the capital fund could enable the station to balance its budget within the established levy limits.

One issue mentioned at the last PTV Committee meeting, the continued eligibility of program costs for CPB purposes if the funding source is switched to capital, is the subject of *PTV Attachment 5*.

## **Action**

The Board is asked to approve the concept of capitalization of qualifying Public Television programming expenses.

EXHIBIT B  
\*Original PTV April Attachment 2

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

3/20/2001

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

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

## **Background**

At the March 22, 2001 meeting, PTV Committee discussion centered on the impact capitalizing Public Television programming expenditures would have on the PTV Budget.

Although the proposed FY 2002 budget, *PTV Attachment 2*, actually shows a reduction in operating expenses, MATC support does not offset anticipated revenue declines from other sources, thus resulting in a \$1,237,900 shortfall. The spreadsheet utilizes the capitalization concept, adding \$1,700,000 in borrowing proceeds for programming, but deletes local levy support, which constituted \$1,295,000 in revenue in the FY2001 budget.

To balance the budget, one option is to reduce TV reserves to 12.1% of operating costs, as shown in the attachment. While that percentage is in line with Board Policy B0102-1 on Fiscal Accountability (which suggests maintaining a “fund balance designated for operations between 10-15% of budgeted general revenue”), this strategy has proven to be problematic for some Board members.

Another option would be to enable the TV budget to take full advantage of the gains MATC achieves by capitalizing program costs while also allowing the station to continue collecting the share of local levy revenue it has traditionally received for station operations. By doing so, the station could maintain a status quo FY2002 budget without spending down its reserves or making dramatic cuts in service.

## **Action**

The board is asked to approve the restoration of operational tax levy in the amount of \$1,237,900 to balance the FY 2002 Public Television budget.

[Note: this action would secure a status quo budget; it does not include any of the Digital Television enhancements listed in *PTV Attachment 3*.]

EXHIBIT C  
\*Original April PTV Attachment 3

**MPTV Digital Television FY 2002-2005**

**Staffing Needs**

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

**Additional Operational Needs**

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

**Staffing Needs**

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

*Program Endowment Director* – Director for proposed Program Endowment Campaign.

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

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

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

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

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

**Additional Operational Needs**

Utilities – Electric power costs projections for operating MPTV Channels 8,10,35 and 36. FY 2002 is currently budgeted at \$170,000, an additional \$22,000 would guard against proposed rate increases. FY 2003-2005 is total power projections with the large jump in 2003 reflective of the inauguration of service on the higher cost UHF transmitter for WMVT-DT35.

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

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

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

## **Background**

At the March 22, 2001 PTV meeting, Dr. Birkholz directed staff to prepare additional budget material that would better reflect the station's needs to make a successful transition to digital. The *PTV Attachment 3* spreadsheet and accompanying narrative attempts to outline the personnel and supply needs identified by staff in various planning documents.

The proposed FY2002 PTV Budget does not include any of these enhancements, and additional funding would have to be identified to fund any of them.

Station management continues to deal with strategies to balance the current proposed budget, and cannot easily identify revenue sources to cover these additional needs. If the Board agrees with staff that these expenditures merit inclusion in the budget, we ask that it increase the amount of MATC support by \$475,300 in FY2002.

## **Action**

The Board is asked to approve the addition of \$475,300 in FY2002 for DTV operations and to authorize the addition of the FY2003-2005 totals from *PTV Attachment 3* to subsequent budget planning assumptions.

EXHIBIT D  
\*Original April PTV Attachment 4

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

BACKGROUND

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

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

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

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

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

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

### BUDGET IMPLICATIONS

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

If the station takes the lead to add a Program Endowment Campaign office in FY 2002, we estimate that **a budget of \$160,000** will be required the first year to hire a Campaign Director with major gift experience, assign support staff, develop print and video materials for prospect solicitation, and fund supplies, travel, cultivation events, etc. A consultant's report on the campaign's potential, which would include a review/updating of the Schultz & Williams findings, would be useful.

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

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

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

### POSSIBLE TIMELINE

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

#### Spring 2001

- Formalize an agreement between the College and Friends Boards (assuming the Friends will be taking an active role in this) approving a Program Endowment Campaign and outlining who will undertake which responsibilities for it.
- Identify members from each Board who will work together, along with the Friends President and MPTV General Manager, as a joint Program Endowment Campaign Committee.

## EXHIBIT D – page 3

- Authorize a consultant's report reviewing and updating the Schultz & Williams findings.
- Conduct a strategic planning retreat for the Program Endowment Campaign Committee.
- Shape campaign budget. This will include personnel costs, workshops for key staff and community members, some publications and video spots, and special events for donors.
- Develop job description for Campaign Director.

### Summer 2001

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

### Fall 2001

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

## EXHIBIT D - page 4

### Winter 2002

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

### Spring 2002

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

### Summer 2002

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

### Fall 2002

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

### Winter 2003

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

EXHIBIT D – page 5

Spring 2003

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

Summer 2003

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

Fall 2003

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

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

## **Background**

At the February 22 and March 22 PTV Committee meetings, documents have been distributed about and discussion has detailed the merits of a possible Program Endowment Fund campaign to generate new revenue for the station. *PTV Attachment 4* is the most current attempt to “flesh out” the concept. Additional operating tax levy revenue, not reflected in the current proposed FY2002 budget, would be required to fund this activity if undertaken solely by station staff.

Members of the MATC Administration and the 10/36 Friends Board have had one meeting at which the concept was discussed. To date, though, neither the College nor Friends has made an official decision to proceed.

Faced with the formidable challenges of transitioning to digital television, station management believes MPTV must move forward to develop this and/or other new major fundraising initiatives to augment the much appreciated and long successful fundraising activities overseen by the Friends. As indicated in *Attachment 4*, benefits from a Program Endowment campaign would be several years off, thus a decision to implement the plan must be made soon so that it may be incorporated into FY2002 planning.

## **Action**

The MATC Board is asked to authorize a Program Endowment Campaign concept as outlined in *PTV Attachment 4* and to request similar action on the part of the 10/36 Friends Board. The MATC Board is further asked to direct TV staff to proceed with formal discussions with the 10/36 Friends to refine the plan and determine the resources necessary from each organization to carry it out.

**PTV ATTACHMENT 3**

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

<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>

**CELTIC ADVERTISING**

**4/30/2001**

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

**Milwaukee Public TV  
 Media Schedule**

**ACTUAL**

**April Media**

**Advertising Objectives**

**Develop ads for auction**

**MEDIA EXPENDITURES**

**\$19,659.00**

*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* \$5,500.00  
 Outdoor advertising will be utilized when  
 appropriate.

*Television* \$14,159.00  
 Television utilized for program specific  
 promotion. Milwaukee, Racine, Kenosha areas.

**ACTUAL MINORITY MEDIA SPENDING: \$2,130.00 11%**  
**African American**

0%  
 0%

**Hispanic**  
 Spanish TV \$2,130.00 11%  
 0%  
 0%

**CELTIC ADVERTISING**

**4/30/2001**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**MAY MEDIA**

**Advertising Objectives**

Develop advertising for tune-in/pledge and auction.

**MEDIA BUDGET**

**\$5,800**

*Print* \$5,800.00

Program specific ads  
Milwaukee, Racine and Kenosha target areas.

*Radio* \$0.00

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

*Outdoor/Transit* \$0.00

Outdoor advertising will be utilized when  
appropriate.

*Television* \$0.00

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

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

**CELTIC ADVERTISING**

**4/30/2001**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**June 2001 Media**

**Advertising Objectives**

Develop advertising for tune-in/pledge and auction.

**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.

# PTV Attachment 5

BOARD BILL LIST  
TV Fund by Check No  
04/30/2001

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
04/02/01	0552645	American Public Tele	5665 Network Prog Service	4,433.00	4,433.00
04/02/01	0552710	Joseph Electronics	5674 Technical Operations	378.39	378.39
04/02/01	0552715	Kranz Inc	5674 Technical Operations	112.28	112.28
04/02/01	0552732	Michael Best & Fried	5361 Legal Services	0.45	734.47
04/02/01	0552740	Myers Information Sy	5357 Professional & Consu	2,000.00	2,000.00
04/02/01	0552746	Nielsen Media Resear	5661 Audience Research	2,018.50	2,018.50
04/02/01	0552774	S/W Engines & Power	5668 Program Production	350.00	350.00
04/02/01	0552806	Allied Vaughn	5668 Program Production	87.12	87.12
04/02/01	0552816	Wisconsin Cable	5660 Affiliation/Mbsps	125.00	125.00
04/05/01	0552854	Ameritech	5454 Telephone	957.97	20,122.97
04/05/01	0552855	Amoco Oil Company	5676 Vehicle Supplies	46.38	795.64
04/05/01	0552859	AT&T	5454 Telephone	144.55	144.55
04/05/01	0552866	Browncor Internation	5243 Other Supplies	176.58	176.58
04/05/01	0552882	Daily Reporter	5840 Equipment	23.71	48.92
04/05/01	0552898	FedEx	5675 Traffic	59.02	59.02
04/05/01	0552930	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
04/05/01	0552944	Karen Matuszak	5668 Program Production	300.00	300.00
04/05/01	0552955	Milwaukee Water Work	5455 Water	53.41	6,649.25
04/05/01	0552962	National Supply & Ha	5674 Technical Operations	6.49	51.15
			5671 Remote/Studio Supp	13.28	
04/05/01	0552969	Omni Interlocken Res	5201 Travel Expenses	597.05	597.05
04/05/01	0552980	Public Relations Soc	5220 Membership & Subscri	255.00	255.00
04/05/01	0553002	Dan Small	5668 Program Production	3,559.61	3,559.61
04/05/01	0553018	United Parcel Servic	5675 Traffic	82.59	107.37
04/05/01	0553024	Allied Vaughn	5668 Program Production	90.16	90.16
04/05/01	0553029	Wanderlust Productio	5668 Program Production	9,425.68	9,425.68
04/05/01	0553037	Wisconsin Electric P	5452 Light & Power	8,582.26	47,289.08
04/05/01	0553045	Thay Yang	5668 Program Production	38.00	38.00
04/10/01	0553107	Ameritech	5454 Telephone	604.05	3,982.20
04/10/01	0553108	Ameritech Paging	5675 Traffic	17.15	17.15
04/10/01	0553109	Andrew Corporation	5674 Technical Operations	352.45	352.45
04/10/01	0553116	Barbizon Capitol	5671 Remote/Studio Supp	329.77	329.77
04/10/01	0553118	David K. Baule	5201 Travel Expenses	335.58	335.58
04/10/01	0553127	Blue & Koepsell Inc	5260 Printing & Duplicati	229.00	508.00
04/10/01	0553130	Boise Cascade	5241 Office Supplies	325.17	8,628.80
04/10/01	0553287	Milwaukee Star	5840 Equipment	29.75	148.75
04/10/01	0553297	Myers Information Sy	5220 Membership & Subscri	200.00	200.00
04/10/01	0553307	Office Copying Equip	5241 Office Supplies	163.18	163.18
04/10/01	0553333	Public Broadcasting	5665 Network Prog Service	1,000.00	1,000.00
04/10/01	0553371	Sony Electronics Inc	5673 Studio Equipment Rep	266.42	266.42
04/10/01	0553414	Wallace & Associates	5357 Professional & Consu	2,275.00	2,275.00
04/10/01	0553424	Wisconsin Electric P	5452 Light & Power	891.52	908.40
04/16/01	0553455	American National	5220 Membership & Subscri	250.00	250.00
04/16/01	0553457	Ameritech	5454 Telephone	30.07	2,172.24
04/16/01	0553473	Black Box Corporatio	5678 Wmvs Transmitter Rep	88.28	88.28
04/16/01	0553477	Broadcasting & Cable	5220 Membership & Subscri	149.00	149.00
04/16/01	0553479	Ellis R. Bromberg	5201 Travel Expenses	729.46	729.46
04/16/01	0553482	C & H Distributors I	5678 Wmvs Transmitter Rep	282.12	282.12
04/16/01	0553506	Current	5243 Other Supplies	180.00	180.00
04/16/01	0553508	Day Timers Inc	5241 Office Supplies	6.96	6.96
04/16/01	0553554	Daniel R. Jones	5668 Program Production	2,152.80	2,152.80
04/16/01	0553567	MA Junior Parking In	5668 Program Production	418.00	418.00
04/16/01	0553577	John S. McKay	5201 Travel Expenses	636.01	636.01
04/16/01	0553594	Myers Information Sy	5220 Membership & Subscri	200.00	200.00

BOARD BILL LIST  
 TV Fund by Check No  
 04/30/2001

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
04/16/01	0553605	Peter Rodgers Organi	5667	Program Acquisition	14,000.00	14,000.00
04/16/01	0553632	Joseph M. Sankey	5668	Program Production	115.49	115.49
04/16/01	0553635	Marshall J. Savick	5201	Travel Expenses	8.00	8.00
04/16/01	0553639	Schwaab Inc	5241	Office Supplies	22.25	82.23
04/16/01	0553647	Dan Small	5668	Program Production	1,384.61	1,384.61
04/16/01	0553651	Sony Electronics Inc	5673	Studio Equipment Rep	118.00	118.00
04/16/01	0553671	United Parcel Servic	5675	Traffic	60.09	116.10
04/16/01	0553688	Arthur G. Welter	5201	Travel Expenses	7.00	7.00
04/19/01	0553735	Jack R. Abrams	5201	Travel Expenses	500.00	500.00
04/19/01	0553753	AT&T	5454	Telephone	2.57	2.57
04/19/01	0553792	Day Timers Inc	5241	Office Supplies	81.44	81.44
04/19/01	0553851	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
04/19/01	0553857	National Educational	5675	Traffic	80.00	80.00
04/19/01	0553865	Public Broadcasting	5675	Traffic	144.00	144.00
04/19/01	0553890	Allied Vaughn	5668	Program Production	99.91	99.91
04/19/01	0553893	Voyager.net	5672	Special Projects	6.30	6.30
04/19/01	0553901	Arthur G. Welter	5201	Travel Expenses	8.00	8.00
04/23/01	0553941	Central Educational	5675	Traffic	350.00	350.00
04/23/01	0553944	Click2learn.Com	5840	Equipment	603.00	603.00
04/23/01	0553948	Complete Delivery In	5675	Traffic	11.32	11.32
04/23/01	0553956	Dow Lohnes & Alberts	5361	Legal Services	3,627.90	3,627.90
04/23/01	0553961	FedEx	5675	Traffic	471.11	471.11
04/23/01	0553973	Graybar Electric Co	5840	Equipment	567.42	704.62
04/23/01	0553974	Claudia S. Guevara	5668	Program Production	1,500.00	1,500.00
04/23/01	0554012	Micron Audio Product	5674	Technical Operations	349.00	349.00
04/23/01	0554055	Sprint PCS	5454	Telephone	78.64	78.64
04/23/01	0554057	Stoiber Electric Co	5668	Program Production	256.80	256.80
04/23/01	0554066	United Parcel Servic	5675	Traffic	193.26	193.26
04/23/01	0554082	Wisconsin Newspaper	5273	Publicity	107.10	107.10
04/26/01	0554143	American Public Tele	5665	Network Prog Service	628.00	628.00
04/26/01	0554157	BBC Worldwide Americ	5665	Network Prog Service	28,660.00	28,660.00
04/26/01	0554165	Boc Gases	5678	Wmvs Transmitter Rep	4.20	4.20
04/26/01	0554167	Boise Cascade	5243	Other Supplies	121.32	6,882.37
04/26/01	0554168	Broadcasting & Cable	5660	Affiliation/Mbsps	109.00	109.00
04/26/01	0554182	Celtic Advertising I	5270	Advertising	23,423.01	32,475.14
04/26/01	0554184	Central Educational	5665	Network Prog Service	4,128.00	4,128.00
04/26/01	0554226	Darlyne C. Haertlein	5273	Publicity	8.13	8.13
04/26/01	0554259	Madison Messenger Se	5675	Traffic	16.25	16.25
04/26/01	0554275	Native American Publ	5665	Network Prog Service	700.00	700.00
04/26/01	0554278	Newmans South Pacifi	5201	Travel Expenses	4,977.00	4,977.00
04/26/01	0554294	Public Broadcasting	5201	Travel Expenses	725.00	725.00
04/26/01	0554329	Travel Traders Unlim	5201	Travel Expenses	4,340.89	4,633.89
04/30/01	0554364	Cingular Wireless	5454	Telephone	37.68	2,771.19
04/30/01	0554419	Claudia S. Guevara	5668	Program Production	250.00	250.00
04/30/01	0554431	Zeiger Incentives	5273	Publicity	4,315.00	4,315.00
04/30/01	0554433	International Associ	5201	Travel Expenses	40.00	40.00
04/30/01	0554470	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50
04/30/01	0554493	RF Technology Inc	5674	Technical Operations	48.00	48.00
04/30/01	0554508	Mark W. Siegrist	5668	Program Production	1,000.00	1,000.00
04/30/01	0554511	Dan Small	5668	Program Production	128.00	128.00
04/30/01	0554540	Allied Vaughn	5668	Program Production	75.06	75.06
04/30/01	0554558	Wisconsin Power Tool	5674	Technical Operations	105.37	105.37
					-----	-----
					148,905.64	248,269.66

BOARD BILL LIST  
Over \$2500 Channel 10/36  
04/30/2001

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
04/02/01	0552645	American Public Tele	5665 Network Prog Service	4,433.00	4,433.00
04/05/01	0552854	Ameritech	5454 Telephone	957.97	20,122.97
04/05/01	0552955	Milwaukee Water Work	5455 Water	53.41	6,649.25
04/05/01	0553002	Dan Small	5668 Program Production	3,559.61	3,559.61
04/05/01	0553029	Wanderlust Productio	5668 Program Production	9,425.68	9,425.68
04/05/01	0553037	Wisconsin Electric P	5452 Light & Power	8,582.26	47,289.08
04/10/01	0553107	Ameritech	5454 Telephone	604.05	3,982.20
04/10/01	0553130	Boise Cascade	5241 Office Supplies	325.17	8,628.80
04/16/01	0553605	Peter Rodgers Organi	5667 Program Acquisition	14,000.00	14,000.00
04/23/01	0553956	Dow Lohnes & Alberts	5361 Legal Services	3,627.90	3,627.90
04/26/01	0554157	BBC Worldwide Americ	5665 Network Prog Service	28,660.00	28,660.00
04/26/01	0554167	Boise Cascade	5243 Other Supplies	121.32	6,882.37
04/26/01	0554182	Celtic Advertising I	5270 Advertising	23,423.01	32,475.14
04/26/01	0554184	Central Educational	5665 Network Prog Service	4,128.00	4,128.00
04/26/01	0554278	Newmans South Pacifi	5201 Travel Expenses	4,977.00	4,977.00
04/26/01	0554329	Travel Traders Unlim	5201 Travel Expenses	4,340.89	4,633.89
04/30/01	0554364	Cingular Wireless	5454 Telephone	37.68	2,771.19
04/30/01	0554431	Zeiger Incentives	5273 Publicity	4,315.00	4,315.00
				115,571.95	210,561.08