

November 3, 2000

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

An open meeting of the **PUBLIC TELEVISION COMMITTEE** of the Milwaukee Area Technical college District Board, Wisconsin will be held in **ROOM C442, 10/36 CONFERENCE ROOM**, 1036 N. 8TH Street, Fourth Floor, Milwaukee, Wisconsin, on **THURSDAY, NOVEMBER 16 2000**, beginning at **5:00 P.M.**

The agenda for said meeting is presented as follows:

- A. Roll Call**
- B. Compliance with the Open Meetings Law**
- C. [Approval of Minutes – October 23, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
 - [1. Recommendations on Friends Membership Lists – Attachment 2](#)
 - [2. Acceptance of Community Outreach Grant and Partnership Agreement – Attachment 3](#)
- F. Discussion Items**
 - 1. General Manager's Report
 - [2. Friends Report – Attachment 4](#)
 - 3. Report on Local Programming – Handout at meeting
- G. Information Items**
 - [1. Monthly Advertising Fund Expenditures, October/November 2000 – Attachment 5](#)
 - [2. Monthly Bills, October 2000 – Attachment 6](#)
- H. Miscellaneous Items**
 - 1. Committee Member comments
 - 2. Communications and Petitions
 - 3. Information Items
- I. Old Business/New Business**
 - 1. Next Committee Meeting: **THURSDAY, DECEMBER 14, 2000** at 5:00 p.m. in the 10/36 Conference Room, 1036 N. 8th Street

COMMITTEE MEMBERS: Killebrew, Moeser, Earle

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

DATE: October 23, 2000
TIME: 12:00 Noon
PLACE: Milwaukee Public Television Conference Room, Milwaukee Campus

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

MATC STAFF PRESENT:

Dr. Birkholz, Joe Bauer, Karen Copper, Ken Kobylarz, Jan Pritzl, Bill Roden,
Cindy VanVreede

GUESTS PRESENT:

Lamont McLoughlin, Allyson Olivier, Richard Robbins

ITEM A: ROLL CALL

Roll called showed that all Committee members were present.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of October 23, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – September 21, 2000 - Attachment 1

Motion: Motion, Mr. Earle, second Dr. Moeser to approve the September 21, 2000 PTV Committee Minutes.

Action: Motion passed unanimously.

ITEM D: COMMENTS FROM THE PUBLIC

None were noted.

ITEM E: ACTION ITEMS

1. Recommendations on Friends Membership Lists – Attachment 2

Discussion: Mr. Earle felt that the Committee needed to know more about the ramifications of each of the options presented. He suggested no action be taken on this item today until an in-depth analysis can be presented on the options. Furthermore, analysis should be presented to the PTV Committee prior to going before the full Board.

Action: No action taken.

2. Acceptance of Program Production Grant and Co-production Agreement - Attachment 3

Discussion: Mr. Joe Bauer, Manager of Planning and Administration, informed the Committee the last year's underwriter for the Dollar Signs program, Morningstar, has moved into the role of supplying content for the series and therefore, under PBS guidelines, can no longer serve as an underwriter. Two new underwriters have been secured with a third in the works. To that end this agreement will only cover 26 episodes at this time.

Dr. Moeser was concerned about the internal costs associated with the program. Mr. Bauer explained that the stations receive the benefit of a high quality, nationally distributed program. All out-of-pocket expenditures are reimbursed by the grant.

Dr. Birkholz asked about the extent of student involvement in the series. Mr. Bauer explained that students run cameras, floor manage, work in the control room and apply make-up to the guests. Dr. Birkholz further stated that the stations get reimbursed for a portion of the student's involvement through the instructional program.

Motion: Motion Dr. Moeser, second Mr. Earle to accept a \$33,000 production grant from Strong Investments and a \$33,000 production grant from T. Rowe Price for the co-production of the Dollar Signs program and to approve an agreement with May Productions for the co-production of 26 episodes. The cost of the contract will not exceed \$59,400. Additional underwriting agreements and contract modifications will be brought to the Board for approval.

Action: Motion approved unanimously.

3. Acceptance of Program Production Grant – Attachment 4

Discussion: Mr. Bauer stated this was a program that was brought to the stations over a year ago about a woman from Menomonee Falls who had breast cancer and her resulting struggle. There are no production costs associated with this program, as WMVS is only the station of entry for national distribution. The stations however will receive as administration fee and between 5 and 6 cents on the dollar in matching CSG grant money. Ms. Killebrew asked what the procedure was for submitting programs for air such as this. Mr. Bauer responded that there is a procedure in place for evaluating outside project ideas and funding options, but Mr. Bromberg is currently re-evaluating it.

Motion: Motion Mr. Earle, second Dr. Moeser to accept a \$95,000 grant from the Northwestern Mutual Foundation and to approve an agreement with Midland Video Productions for the documentary Renee's Story.

Action: Motion passed unanimously.

4. Revised Policy I0505 – Attachment 5

Discussion: Mr. Roden, College Counsel, stated this was a first reading of revisions in the Affirmative Action and EEO policy of the stations. Station staff is working with the Human Resources Department to develop additional recruitment efforts. Mr. Earle asked why the 10/36 Friends were omitted in the last paragraph. Mr. Roden stated that based on FCC Counsel recommendations following review of new FCC EEO requirements, the 10/36 Friends personnel are no longer to be included in the employment reports submitted by the stations and therefore did not need to be included in the policy. Responding to a question from the Committee, Mr. McLoughlin stated that the Friends also have an EEO Policy and Affirmative Action Plan in place.

Motion: Motion Mr. Earle, second Dr. Moeser to move the policy revisions to the ESIR Committee for approval.

Action: Motion approved unanimously.

ITEM F: DISCUSSION ITEMS

1. General Manager's Report

Discussion: Mr. Ellis Bromberg, General Manager, could not be here today as he is at a Public Broadcasting meeting in Washington D.C. He did prepare a written report, which was distributed (a copy is attached). Dr. Moeser suggested Mr. Bromberg prepare a letter to be sent to Congress regarding the decrease in Federal Funding for Public Television stations.

Mr. Earle put into public record a fax he received prior to the meeting from Mr. Bruce Bennett regarding the Friends Membership lists. A copy is attached however not available electronically.

2. Friends Report – Attachment 6

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, reported that approximately 200 guests attended the first Friends Night Out at the Rep on October 17, 2000. Twenty-one restaurants participated in a reception followed by viewing of the final dress rehearsal of "Engaged." Preparations for the November/December pledge drive are in full swing. Underwriting continues on track at 63% of goal. This is several percentage points ahead of a year ago. The volunteer team is working hard on the Outdoor Wisconsin Banquet.

ITEM G: INFORMATION ITEMS

1. Monthly Advertising Fund Expenditures, September/October/November, 2000 – Attachment 7

Discussion: There were no comments regarding this item.

2. Monthly Bills, September, 2000 – Attachment 8

Discussion: Ms. Cindy VanVreede asked about an expenditure to Juliana Franz MD. Mr. Bauer explained this was money put in escrow for a potential production should additional funds be raised. As this goal was not met the money was returned.

Ms. Killebrew informed Ms. VanVreede that future questions should be asked during the Old Business/New Business portion of the agenda.

3. Budget Adjustments FY00 & FY01 – Attachment 9

Discussion: These adjustments are on the agenda for information only as they were approved at the FPO meeting. Dr. Moeser questioned the budget adjustment for FY01. He was uncomfortable about the use of TV reserve money. Reserve funds should be used for 'rainy day' use and not operational

costs. Dr. Birkholz stated he would defer comment to Todd Poppe for explanation. Mr. Earle asked if these budget adjustments should have come before the PTV Committee before they were approved at the FPO Committee.

ITEM H: MISCELLANEOUS ITEMS

1. Committee Member Comments

Ms. Killebrew thanked Mr. Roden for all of his efforts during the past years as counsel for MATC.

Ms. Killebrew questioned why we are now holding the PTV Committee meetings in the stations conference rooms and no longer in the Boardroom. She recalls earlier concerns regarding this matter. Mr. Earle stated that having the meetings here will make them more accessible to station staff. Dr. Moeser would like to see the more of the high definition material as part of the meetings. Ms. Killebrew will confer with Dr. Birkholz on this matter.

2. Communication and Petitions

Ms. VanVreede noticed co-copyright language on the Frank Lloyd Wright program produced by independent contractor Jim Peck. Mr. Roden stated he would review the contract with Mr. Peck and will follow up to the question.

3. Information Items

_____ None were noted.

ITEM I: OLD BUSINESS/NEW BUSINESS

1. Date of next meeting:

**THURSDAY, NOVEMBER 16, 2000 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 1:15 p.m.

Respectfully submitted,

Karen A. Wierschem
Administrative Specialist

To: Public Television Committee
From: Ellis Bromberg
Date: October 23, 2000
Re: General Manager's Report

I regret that I am unable to join you at today's meeting; I am representing WMVS and WMVT at the PBS Annual Meeting in Washington and will most likely have items to discuss from that at the next PTV Committee meeting. For now, here is my report for this month:

AWARDS

I am pleased to announce that Community Relations Supervisor **Darylne Haertlein** has been named a National Council of Teachers of English Literacy Award Winner. The award is given to a public figure or group outside the teaching profession for promoting literacy. Darylne was cited for "tireless work to promote literacy for children and their families" through our MISTER ROGERS' NEIGHBORHOOD SWEATER DRIVE, READING RAINBOW CONTEST WORKSHOP, the FIRST BOOK and VACATION STATION projects, and more. She will receive her award on November 19 during a ceremony at the Hilton Milwaukee Center.

Darylne has also been nominated for an Emmy Award for her role as producer of the short feature JEFF AND MISTER ROGERS. Other MPTV nominees include **Jane Bieterman**, **Jim Peck Sr.**, **Kathie Anderson**, and **Deb Sherwood** for their work on I REMEMBER MILWAUKEE, and **Rick Horowitz** for his commentary on INTERCHANGE. The winners will be announced at the annual Emmy Awards dinner on October 28 at the Fairmont Hotel in Chicago.

FEDERAL FUNDING

When the clock struck midnight on October 1, the beginning of the federal fiscal year, public broadcasting lost \$10 million that would have been specially targeted for the transition to digital television. Although the moneys had been approved last year as part of the Corporation for Public Broadcasting's (CPB) FY 2000 appropriation, the language stipulated that the funding had to be authorized by September 30, 2000. Despite repeated requests by public television that the dollars be authorized, Congress failed to do so, and the moneys reverted to the U.S. Treasury. Déjà vu: last year public broadcasting lost \$15 million in FY 1999 digital funding for CPB under similar circumstances.

Meanwhile there has been no movement on the two appropriations bills that fund public broadcasting---the Labor, HHS, Education and Related Agencies bill that funds CPB, and the Commerce, Justice, State bill that funds the Public Telecommunications Facilities Program (PTFP) at the Department of Commerce. The Labor HHS bill includes \$365 million for CPB in FY 2003, and \$16.5 million for the READY TO LEARN program. The big question is the final figure on PTFP

funding; the Senate appropriated \$50 million for the program while the House appropriated only \$31 million. Stay tuned.

MANAGER OF PROGRAM PRODUCTION

The search for our new Manager of Program Production continues. We have narrowed down the field to five finalists who will be invited to the station for formal interviews within the next few weeks.

MISTER ROGERS' NEIGHBORHOOD SWEATER DRIVE

MPTV is once again coordinating the local drive from October 13-30. New and freshly cleaned sweaters will be collected, sorted, bagged, and distributed to organizations including Hope House, Esperanza Unida, the Women's Center of Waukesha, and other Milwaukee area community agencies for distribution to families in need. There is a collection barrel for MATC and station staff and Friends in the MPTV reception area. In previous years the drive has collected as many as 8600 sweaters. Co-sponsors include Coakley Tech, GE Medical Systems, and participating Schultz Sav-O Stores.

TIME WARNER CABLE NATIONAL AGREEMENT

The Public Broadcasting Service (PBS) and America's Public Television Stations (APTS) have entered into a national agreement in principle with Time Warner Cable (TWC) to ensure that the digital TV channels of most public TV stations will be carried on local TWC systems. The systems covered in the national agreement include 16 in the WMVS/WMVT broadcasting area, including those in Milwaukee and Kenosha. The agreement in principle must be approved by 80 percent of the public TV stations in TWC markets before it is binding. MPTV has expressed support of this groundbreaking agreement, which may serve as a model for accords with other national cable operators. If approved, it should mean that there will be a separate channel allocated for WMVS-DT (channel 8) on Milwaukee-area TWC systems very soon, and a separate channel for WMVT-DT (channel 35) when it goes on air--these allocations *in addition* to the current ones for WMVS and WMVT (analog channels 10 and 36).

WISCONSIN INTERNATIONAL CHILDREN'S FILM FESTIVAL

MPTV, a co-sponsor, hosted a news conference on October 12 at our studios to kick off press coverage. The Festival, which may become an annual event, will feature 40 films from 17 countries, from full-length pictures to short animated films. The movies will be presented on November 11 and 12 at the North Shore Cinemas in Mequon.

October 11, 2000

The Honorable Russ Feingold
The Honorable Herb Kohl
United States Senate
Washington, D.C. 20510

Dear Senators:

On behalf of Milwaukee Public Television/WMVS-WMVT and the Public Television Committee of the Milwaukee Area Technical College Board, I am writing to express deep concern about H.R. 4201, the Noncommercial Broadcasters' Freedom of Expression Act.

This legislation recently passed in the House, and we are troubled that its proponents may attempt to attach this measure as a rider to a moving bill in the Senate. We urge you to oppose any steps to do so.

Since 1952, the FCC has reserved a limited number of radio and television channels---including TV channels 10 and 36 in Milwaukee---for educational broadcasting. Applicants seeking to use these must certify that their programming will be primarily educational, as well as noncommercial. Religious broadcasters are eligible for and have been granted these frequencies as long as they meet the educational criteria.

H.R. 4201 would change this dramatically by adding "religious purpose" to the definition of eligibility for the spectrum. It would place religion on a par with education, in effect removing any requirement that broadcasters assigned to educational frequencies air any educational programming.

The legislation could put the FCC in the position of weighing competing licensees' proposals based on their religiousness. And since the bill includes no definition of "nonprofit organization" or "religious broadcasting" to help determine which entities are eligible for this special license, a religious extremist or cult group could be eligible for a license and program anything it deems, educational or not.

H.R. 4201 would have the effect of providing government benefits for the practice of religion while it would undermine the longstanding policy of federal support for noncommercial educational public television and radio.

As you may know, this bill was intended by certain House members to protect religious broadcasters from a controversial set of guidelines issued by the FCC in a noncommercial licensee transfer case. As noble as that effort may have been, the FCC has since rescinded the guidelines and returned to the status quo. The points are moot, and the legislation is bad public policy.

We ask you to oppose any attempts to circumvent Senate consideration by attaching this measure to an unrelated bill. Thank you for your attention to this matter.

Sincerely,

Ellis Bromberg
General Manager

CC: MATC Board

PTV ATTACHMENT 2

To: PTV Committee
From: Ellis Bromberg
Date: November 6, 2000
Re: Friends' Donor List Agreement

At its October 13 meeting, the PTV Committee asked Staff for additional background on possible responses to the Channel 10/36 Friends Board's unwillingness to sign the Membership Lists Agreement and Resolution approved by the MATC Board in August.

As you are aware, former MATC General Counsel Bill Roden consulted with our Washington Attorney, Todd D. Gray of Dow, Lohnes & Albertson, about options for the MATC Board to consider. As indicated in my October 11 memo to the PTV Committee, Staff concurs with Mr. Gray's identification of three options for the Board to consider:

1) Strike clauses from the Agreement and Resolution to which the Friends Board objects that address "loyalty" of the Friends Board to the College.

ADVANTAGES:

- + The station would have a current agreement with the Friends that should satisfactorily address CPB certification requirements.
- + The agreement would represent a "truce" between the College and Friends whose public dispute may be inhibiting contributions to the station.

DISADVANTAGES:

- Such a decision may be viewed as a "retreat" by the College, leading to the conclusion that the Friends' loyalty to the College is no longer important.
- Approving the agreement without any conditions of loyalty may establish a precedent, undercutting future attempts to add "loyalty" language to similar documents.

2) Agree to strike problematic clauses but couple it with a call for a summit that would result in a "memorandum of understanding" that would address the "loyalty" issues.

ADVANTAGES:

- + As above, the station would have a current agreement with the Friends that should satisfactorily address CPB certification requirements.
- + As above, the agreement would represent a "truce" between the College and Friends whose public dispute may be inhibiting contributions to the station.
- + A summit could be perceived as a positive initiative by MATC to effect a dialogue and reach a meaningful agreement to a dispute that has caused significant problems between two symbiotic organizations.

DISADVANTAGE:

- If a summit does not lead to a meaningful agreement we would be at a true impasse,

having wasted time and leaving ourselves with few alternatives.

3) Reject any changes to the Agreement and notify the Friends Board that their failure to sign will lead to the establishment of a new support organization for the stations.

ADVANTAGES:

+ This approach represents the most dramatic statement that “loyalty” is not negotiable, which may best reflect the current position of the Board.

+ A new support organization could, by its very charter, be required to be loyal to the College’s control of the stations and to provide all information they gather to MATC, ensuring that similar disputes will be avoided in the future.

DISADVANTAGES:

- The College has no idea whether a new fund raising arm could be as successful as the Friends have been. The decision to rebuild one from scratch should not be made without a detailed study. The College has not authorized such a study to this point, and would have to fund one.

- A transition period from the Friends to a new support organization could be disastrous both financially and politically. The possibilities exist that, for at least some period of time, no group would be effectively coordinating fund raising for the station, that Friends donors, Board, staff, and volunteers might turn against the station publicly, and that state officials and regulators would look askance at how MATC has handled the situation.

We hope this information, weighing some of the advantages and disadvantages of each of the options outlined by Mr. Gray, will enable the Committee to move ahead on this matter.

DL&A

MEMORANDUM

TO: Bill Roden
FROM: Todd D. Gray
DATE: September 15, 2000
RE: Friends' Donor List Agreement

You have shared with me the preliminary response of the Channel 10/36 Friends, Inc. ("Friends") to the donor list Agreement proposed by MATC, and you have asked for my reaction to its response.

I understand that Friends is willing to enter into the Agreement, except that it is not inclined to agree with Section 6 of the Agreement, which states as follows:

6. MATC Ownership and Control of Stations. MATC and Friends agree that their continuing relationship requires a commitment on both parties' parts to the mission of the Stations. Both parties will use best efforts in good faith to cooperate in insuring that the licenses for the Stations remain in the possession and control of MATC. Friends agrees that, without the consent of MATC, it shall neither take nor support any action that would or could result in transfer or loss of the Stations' licenses by MATC, or the re-licensing of the Stations to any party other than MATC.

I will confess that, in drafting Section 6 on MATC's behalf, I believed that the provision embodied a fundamentally fair concept of loyalty -- one element of the proper relationship between MATC, the licensee of the public television stations, and Friends, which exists (as I understand it) solely to support the MATC stations. In exchange for the right and privilege to speak for and on behalf of MATC's stations in seeking public and corporate support, the provision merely asks Friends to agree to be loyal to the institution it was formed and exists only to support.

The Friends surprising unwillingness to make a commitment of loyalty leaves MATC with three basic options, as I see it.

First, MATC could take the position that the loyalty issue is essentially irrelevant to the donor list matter, and that it does not need to be resolved at this time. The donor list matter, however, does need to be resolved in order to ensure continued eligibility to receive CPB grants for the stations. Under this approach, Section 6 would be deleted from the Agreement, without any further understanding or resolve with respect to the loyalty question.

Second, MATC could take the position that, although it needs to resolve the donor list matter now, and it is willing to delete Section 6 from the Agreement for the time being, the loyalty issue is important enough that it needs to be addressed in the near term. Under this approach, MATC would execute the Agreement without Section 6 if Friends will make a commitment to sit down and discuss the loyalty issue at some specific future time. MATC would expect Friends to articulate whether it is indeed unwilling to commit loyalty to the institution it is supposed to support, or whether there is some difficulty with the wording of Section 6, etc.

Third, MATC could insist on the inclusion of Section 6 and, if Friends declines, begin the process of disengaging from its relationship with Friends. Unless there are constraints under State law, my view is that Friends can carry on its essential functions only with the concurrence of MATC, that MATC is able to take steps to prevent Friends from utilizing station resources (such as trademarks, station resources etc.), and that MATC is able to form a new support organization, if necessary, that will exist in an appropriate relational context.

Obviously, the options have legal and political implications, as well as potential real world effects on the level of support for the stations. I'd be happy to explore any of them in more detail, as you wish.

Friends

The Channel 10/36
Friends, Inc.

September 19, 2000

Dr. John Birkholz
President
MATC
700 W. State Street
Milwaukee, WI 53233

Dear Dr. Birkholz:

Friends' annual certification of compliance with its Resolution on Practices and Privacy. A copy of the Friends Resolution on Practices and Privacy is enclosed for your convenience.

The Friends' Board believes that this certification provides the college with the necessary information to apply for the annual community service grant of the Corporation for Public Broadcasting. As in the past, it is the Friends' policy and firm intent to continue to conduct its business so as to remain in compliance with the CPB requirements.

It is the desire of the Friends' board to work in close harmony with the MATC Board, and, in particular the Public Television Committee and the General Manager of the stations, in order to insure the continuation of outstanding programming by WMVS and WMVT. We believe that the focus of our efforts should be the challenges and opportunities represented by digital and web-based technologies, the costs of developing and purchasing quality programming, and increasing competition for dollars within the community. For the past 32 years the Friends have provided crucial support to the stations and we are committed to continuing that strong support for many years to come.

Sincerely,

Lou Zellner
Chair, Channels 10/36 Friends Board

C: Ms. Mae Killebrew, Chair, MATC PTV Committee
Mr. Bill Roden
Members, Channels 10/36 Friends Board

Friends

The Channel 10/36
Friends, Inc.

OFFICER'S CERTIFICATE

In accordance with the Resolution on Practices and Privacy adopted by the Board of Directors of Channel 10/36 Friends, Inc. (the "Corporation"), the undersigned certifies that:

- (a) The Corporation is in continued compliance with the laws and regulations of the Internal Revenue Service, and with all other applicable Federal law or regulations, governing political activity and lobbying in effect at the time of certification.
- (b) The Corporation has not sold, rented, leased, loaned, traded, given, donated, transferred or exchanged the Corporation's membership or donor names to, with or from any candidate for Federal, State or local office, political committees, or political parties for any purpose whatsoever, except as may have been otherwise required by law or judicial process.
- (c) The Corporation has maintained active control over its contributor and Donor lists, and has taken all appropriate measures to ensure against unauthorized use of such lists.
- (d) The Corporation has refrained from disclosing contributor or donor names or other personally identifiable information to any nonaffiliated third party, except as may be permitted by Corporation for Public Broadcasting policies.
- (e) The Corporation has periodically reminded their contributors or donors of any potential for sale, rental, lease, loan, trade, gift, donation, transfer or exchange of their names or personally identifiable information, and the Corporation offers a means by which the names and other personally identifiable information may be suppressed upon request, and the Corporation has suppressed names as requested, except as may be required by law or judicial process.
- (f) attached hereto as Exhibit A is a true, complete and correct copy of the resolutions of the Board of Directors of the Corporation adopted on or about June 20, 2000. Such resolutions are in full force and effect on the date hereof.

IN WITNESS WHEREOF, the undersigned has signed this Certificate on this 19th day of September, 2000.

CHANNEL 10/36 FRIENDS, INC.

By: _____
Name: Lamont McLoughlin
Title: President

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

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

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

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

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

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

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

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

5. Periodically remind contributors or donors of any potential for sale, rental, lease, loan, trade, gift, donation, transfer, or exchange of their names and personally identifiable information, and offer a means by which the names and other personally identifiable information may be suppressed upon request; and suppress the names as requested, except as required by law or judicial process.

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

PTV ATTACHMENT 3

Acceptance of Community Outreach Grant

BACKGROUND

At the January Board meetings the approval of \$75,000 worth of grants was passed to fund a TRAVELING MUSEUM to be used as an outreach component of the very successful ***Through One City's Eyes***. The Duncan Group, co-producers have secured additional funding to extend the TRAVELING MUSEUM until the spring of 2002. The TRAVELING MUSEUM was established to further dialogue on black/white racial issues in Milwaukee. The exhibit tells the story of Milwaukee's open housing and civil rights movement in years 1962 – 1970 through the use of compelling archival photographs. The exhibit was designed to travel to churches, synagogues, schools, community organizations, and various businesses for display in well-traveled public areas. To further ***Through One City's Eyes*** educational mission, copies of the video and related classroom curriculum are made available to each facility. Free brochures accompany the exhibit and include background on the ***Through One City's Eyes*** community effort.

The additional grants totaling \$22,000 will finance the promotion of the exhibit, the coordination for set-up, printing of brochures, and moving the display between sites; and the installation of the exhibit at a permanent location following the extended schedule of travel in the greater Milwaukee area.

Milwaukee Public Television will be credited in the exhibit and retain a 3% administrative fee.

ACTION

The Board is asked to accept additional outreach grants from the following organizations:

\$7,333	The Helen Bader Foundation
\$7,333	The Fleck Foundation
\$7,333	The Harley-Davidson Foundation

The Board is also asked to approve a contract not to exceed \$21,340 with the Duncan Group, Inc. to produce and coordinate all aspects of the ***Through One City's Eyes*** TRAVELING MUSEUM.

PTV Attachment 4

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

October	17	+	Milwaukee Repertory Theatre Party. Reception from 5:30 to 7:30 PM. Performance 7:30 to 9:30 PM.
	20	+	Annual Meeting of the Channel 10/36 Friends, Inc.
November	23-24		Thanksgiving Holiday. Friends' offices closed.
November December	25- 10	+	December Pledge Drive
December	25		Christmas Day. Friends' offices closed.

2001

January	1		New Year's Day, Friends offices closed.
February	28	+	<i>Outdoor Wisconsin</i> Banquet. Country Inn, Waukesha.

C = Cancelled

+ = New Event/Meeting

O = Date and/or Time
Change

CELTIC ADVERTISING

11/1/2000

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

**Milwaukee Public TV
 Media Schedule**

ACTUAL

OCTOBER MEDIA
Advertising Objectives

Develop tune-in for highlighted programs.

MEDIA EXPENDITURES**\$2,902.83***Print*

\$2,902.83

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:

\$629.70**22%****African American**

Community Journal

\$371.70

13%

Hispanic

Spanish Times

\$258.00

9%

CELTIC ADVERTISING

11/1/2000

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

**Milwaukee Public TV
Media**

ESTIMATE

NOVEMBER MEDIA

Advertising Objectives

Develop advertising for image campaign

MEDIA BUDGET

\$4,000

Print \$3,300.00
Program specific ads
Milwaukee, Racine and Kenosha target areas.

Radio \$700.00
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

11/1/2000

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

**Milwaukee Public TV
Media**

ESTIMATE

DECEMBER MEDIA

Advertising Objectives

Develop advertising for pledge/tune-in advertising

MEDIA BUDGET

\$7,500

Print \$5,800.00
Program specific ads
Milwaukee, Racine and Kenosha target areas.

Radio \$1,700.00
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 6

BOARD BILL LIST

Page 1

TV Fund by Check No
10/31/00

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
10/02/00	0540525	Central Educational	5675	Traffic	560.00	560.00
10/02/00	0540563	Harris Corporation	5840	Equipment	2,454.70	2,454.70
10/02/00	0540579	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
10/02/00	0540609	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50
10/02/00	0540653	Dan Small	5668	Program Production	425.00	425.00
10/05/00	0540726	AMP Services	5673	Studio Equipment Rep	1,353.77	1,353.77
10/05/00	0540728	Apple Computer Inc	5674	Technical Operations	118.00	1,458.00
10/05/00	0540733	AT&T	5454	Telephone	59.30	402.09
10/05/00	0540736	David K. Baule	5201	Travel Expenses	7,000.00	7,000.00
10/05/00	0540750	Central Educational	5665	Network Prog Service	35.00	35.00
10/05/00	0540776	Federal Express	5675	Traffic	23.69	164.26
10/05/00	0540844	Network Solutions In	5220	Membership & Subscri	35.00	35.00
10/05/00	0540901	Wanderlust Productio	5668	Program Production	800.00	800.00
10/05/00	0540906	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
10/05/00	0540908	Wisconsin Electric P	5452	Light & Power	11,228.90	31,796.25
10/09/00	0540940	American Public Tele	5201	Travel Expenses	1,090.00	1,090.00
10/09/00	0540954	Best Lumber Company	5671	Remote/Studio Supp	92.80	92.80
10/09/00	0540966	Central Educational	5663	In-Service Training	995.00	995.00
10/09/00	0540974	Communicator Awards	5668	Program Production	225.00	225.00
10/09/00	0540990	Enlargement Works In	5671	Remote/Studio Supp	71.00	71.00
10/09/00	0541050	John S. McKay	5676	Vehicle Supplies	10.00	10.00
10/09/00	0541079	Public Broadcasting	5665	Network Prog Service	209,465.00	209,465.00
10/12/00	0541198	American Public Tele	5668	Program Production	562.00	562.00
10/12/00	0541199	Ameritech	5454	Telephone	482.10	3,064.18
10/12/00	0541200	Amoco Oil Company	5676	Vehicle Supplies	54.81	593.70
10/12/00	0541207	Audio/Video 4U Inc	5840	Equipment	750.00	750.00
10/12/00	0541212	BBC Worldwide Americ	5667	Program Acquisition	4,900.00	4,900.00
10/12/00	0541224	Ellis R. Bromberg	5201	Travel Expenses	402.69	402.69
10/12/00	0541227	Cahners Business Inf	5000	Administrator/Manage	475.75	475.75
10/12/00	0541257	FloriCal Systems Inc	5674	Technical Operations	2,820.00	2,820.00
10/12/00	0541271	Darlyne C. Haertlein	5201	Travel Expenses	15.15	15.15
10/12/00	0541311	MilesTek Inc	5678	Wmvs Transmitter Rep	295.40	295.40
10/12/00	0541315	Milwaukee Community	5000	Administrator/Manage	296.64	296.64
10/12/00	0541318	Milwaukee Water Work	5678	Wmvs Transmitter Rep	53.20	13,493.27
10/12/00	0541329	Public Broadcasting	5665	Network Prog Service	10,308.00	10,308.00
10/12/00	0541333	Radio Shack	5673	Studio Equipment Rep	209.98	209.98
10/12/00	0541362	Travel Traders Unlim	5201	Travel Expenses	1,289.50	4,037.00
10/16/00	0541405	All Wisconsin Media	5220	Membership & Subscri	155.00	155.00
10/16/00	0541414	American TV & Applia	5840	Equipment	1,259.24	1,259.24
10/16/00	0541416	Ameritech	5454	Telephone	151.29	4,662.76
10/16/00	0541425	AT&T	5454	Telephone	1.99	1.99
10/16/00	0541443	Complete Delivery In	5675	Traffic	34.15	34.15
10/16/00	0541455	Double Tree Suites	5201	Travel Expenses	357.58	357.58
10/16/00	0541467	Andre L. Ellis	5668	Program Production	225.00	225.00
10/16/00	0541472	Federal Express	5675	Traffic	25.22	25.22
10/16/00	0541521	K & H Products Ltd	5674	Technical Operations	150.65	150.65
10/16/00	0541542	Karen Matuszak	5668	Program Production	300.00	300.00
10/16/00	0541565	Myers Information Sy	5220	Membership & Subscri	200.00	200.00
10/16/00	0541568	National Supply & Ha	5674	Technical Operations	34.44	234.89
			5671	Remote/Studio Supp	123.57	
10/16/00	0541629	Dan Small	5668	Program Production	1,384.61	1,384.61
10/16/00	0541634	Sprint PCS	5454	Telephone	63.59	63.59
10/16/00	0541649	Travel Traders Unlim	5201	Travel Expenses	45.00	928.00
10/16/00	0541652	United Parcel Servic	5675	Traffic	50.63	63.13

BOARD BILL LIST
TV Fund by Check No
10/31/00

Check Date	Check No	Vendor Name	Object	Description	Object Amount	Check Amt
10/16/00	0541656	Allied Digital Inc	5668	Program Production	156.53	156.53
10/16/00	0541658	Venture Electrical	5840	Equipment	5,800.00	5,800.00
10/16/00	0541664	Wanderlust Productio	5668	Program Production	600.00	600.00
10/19/00	0541708	Ameritech Paging	5675	Traffic	40.00	40.00
10/19/00	0541730	Celtic Advertising I	5270	Advertising	10,772.68	10,772.68
10/19/00	0541762	Michael J. Garvin	5201	Travel Expenses	7.00	13.00
			5668	Program Production	6.00	
10/19/00	0541769	Darlyne C. Haertlein	5273	Publicity	23.21	32.21
			5201	Travel Expenses	9.00	
10/19/00	0541795	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
10/19/00	0541796	Gary J. Jones	5201	Travel Expenses	10.00	10.00
10/19/00	0541800	Kiwanis Club of Milw	5220	Membership & Subscri	165.00	165.00
10/19/00	0541818	McGraw Hill Companie	5233	Books	102.37	102.37
10/19/00	0541867	Joseph M. Sankey	5668	Program Production	80.85	80.85
10/19/00	0541904	Wanderlust Productio	5668	Program Production	400.00	400.00
10/19/00	0541912	Wisconsin Newspaper	5273	Publicity	50.84	50.84
10/20/00	0541923	Travel Traders Unlim	5201	Travel Expenses	494.00	1,087.50
10/23/00	0541939	Ameritech	5454	Telephone	30.26	2,178.49
10/23/00	0541945	Badger Coaches Inc	5675	Traffic	141.50	141.50
10/23/00	0541947	David K. Baule	5201	Travel Expenses	1,359.83	1,359.83
10/23/00	0541948	David K. Baule	5201	Travel Expenses	1,200.00	1,200.00
10/23/00	0541957	Central Educational	5665	Network Prog Service	510.00	510.00
10/23/00	0541964	Complete Delivery In	5675	Traffic	37.74	37.74
10/23/00	0541972	Dow Lohnes & Alberts	5361	Legal Services	7,922.90	7,993.62
10/23/00	0541987	FedEx	5675	Traffic	117.26	117.26
10/23/00	0541988	David C. Felland	5201	Travel Expenses	146.04	146.04
10/23/00	0542040	Hilton	5663	In-Service Training	713.98	713.98
10/23/00	0542047	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
10/23/00	0542051	National Educational	5675	Traffic	30.00	30.00
10/23/00	0542059	PC Connection Sales	5674	Technical Operations	425.00	1,924.50
10/23/00	0542081	Snell & Wilcox Inc	5840	Equipment	144,590.00	144,590.00
10/23/00	0542086	System Parking Inc	5668	Program Production	43.00	106.00
10/23/00	0542090	Tektronix Inc	5673	Studio Equipment Rep	3,110.00	3,110.00
10/23/00	0542092	TeraNex	5840	Equipment	73,363.50	73,363.50
10/23/00	0542099	Travel Traders Unlim	5201	Travel Expenses	30.00	471.50
10/23/00	0542103	United Parcel Servic	5675	Traffic	178.80	178.80
10/26/00	0542175	All Wisconsin Media	5201	Travel Expenses	30.00	30.00
10/26/00	0542190	BBC Worldwide Americ	5665	Network Prog Service	38,610.00	38,610.00
10/26/00	0542195	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
10/26/00	0542204	Celtic Advertising I	5270	Advertising	2,902.83	2,902.83
10/26/00	0542263	Darlyne C. Haertlein	5201	Travel Expenses	57.02	57.02
10/26/00	0542267	Heartland Video Syst	5840	Equipment	65,000.00	65,000.00
10/26/00	0542332	NATPE	5201	Travel Expenses	475.00	475.00
10/26/00	0542391	Dan Small	5668	Program Production	1,604.61	1,604.61
10/26/00	0542402	Amy E. Sullivan	5201	Travel Expenses	701.81	701.81
10/26/00	0542441	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
10/26/00	0542447	Wisconsin Technical	5201	Travel Expenses	40.00	40.00
10/30/00	0542462	Advertising Age	5220	Membership & Subscri	69.95	69.95
10/30/00	0542464	Aging With Dignity	5233	Books	10.00	10.00
10/30/00	0542475	Ameritech Cellular S	5454	Telephone	63.59	78.64
10/30/00	0542489	Central Educational	5675	Traffic	700.00	700.00
10/30/00	0542501	Dow Lohnes & Alberts	5361	Legal Services	6,173.46	7,130.12
10/30/00	0542510	FedEx	5675	Traffic	134.61	134.61
10/30/00	0542570	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50

BOARD BILL LIST
TV Fund by Check No
10/31/00

Check Date	Check No	Vendor Name	Object Description	Object Amount	Check Amt
10/30/00	0542574	Other World Computin	5840 Equipment	1,369.00	1,369.00
10/30/00	0542579	Mac Mall	5674 Technical Operations	615.08	615.08
10/30/00	0542621	Amy E. Sullivan	5201 Travel Expenses	14.00	14.00
10/30/00	0542624	Tape Company	5677 Videotape	204.44	204.44
10/30/00	0542630	Travel Traders Unlim	5201 Travel Expenses	232.00	232.00
10/30/00	0542632	United Parcel Servic	5675 Traffic	188.02	188.02
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				643,908.15	696,879.41

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

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
10/05/00	0540736	David K. Baule	5201	Travel Expenses	7,000.00	7,000.00
10/05/00	0540908	Wisconsin Electric P	5452	Light & Power	11,228.90	31,796.25
10/09/00	0541079	Public Broadcasting	5665	Network Prog Service	209,465.00	209,465.00
10/12/00	0541199	Ameritech	5454	Telephone	482.10	3,064.18
10/12/00	0541212	BBC Worldwide Americ	5667	Program Acquisition	4,900.00	4,900.00
10/12/00	0541257	FloriCal Systems Inc	5674	Technical Operations	2,820.00	2,820.00
10/12/00	0541318	Milwaukee Water Work	5678	Wmvs Transmitter Rep	53.20	13,493.27
10/12/00	0541329	Public Broadcasting	5665	Network Prog Service	10,308.00	10,308.00
10/12/00	0541362	Travel Traders Unlim	5201	Travel Expenses	1,289.50	4,037.00
10/16/00	0541416	Ameritech	5454	Telephone	151.29	4,662.76
10/16/00	0541658	Venture Electrical	5840	Equipment	5,800.00	5,800.00
10/19/00	0541730	Celtic Advertising I	5270	Advertising	10,772.68	10,772.68
10/23/00	0541972	Dow Lohnes & Alberts	5361	Legal Services	7,922.90	7,993.62
10/23/00	0542081	Snell & Wilcox Inc	5840	Equipment	144,590.00	144,590.00
10/23/00	0542090	Tektronix Inc	5673	Studio Equipment Rep	3,110.00	3,110.00
10/23/00	0542092	TeraNex	5840	Equipment	73,363.50	73,363.50
10/26/00	0542190	BBC Worldwide Americ	5665	Network Prog Service	38,610.00	38,610.00
10/26/00	0542204	Celtic Advertising I	5270	Advertising	2,902.83	2,902.83
10/26/00	0542267	Heartland Video Syst	5840	Equipment	65,000.00	65,000.00
10/30/00	0542501	Dow Lohnes & Alberts	5361	Legal Services	6,173.46	7,130.12
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					605,943.36	650,819.21