

September 8, 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. 8<sup>TH</sup> Street, Fourth Floor, Milwaukee, Wisconsin, on **THURSDAY, SEPTEMBER 21, 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 – August 17, 2000 – Attachment 1](#)**
- D. Comments from the Public**
- E. Action Items**
  - [1. Revised agreement with 10/36 Friends – Attachment 2](#)
- F. Discussion Items**
  - [1. General Manager's Report  
- Analysis of Senate Bill H.R. 4021- Attachment 3](#)
  - [2. Friends Report – Attachment 4](#)
- G. Information Items**
  - [1. Production Sales Contract for Services – Attachment 5](#)
  - [2. Monthly Advertising Fund Expenditures, August/September 2000 – Attachment 6](#)
  - [3. Monthly Bills, August 2000 – Attachment 7](#)
- H. Miscellaneous Items**
  - 1. Committee Member comments
  - 2. Communications and Petitions
  - 3. Information Items
- I. Old Business/New Business**
  - 1. Next Committee Meeting: **OCTOBER 19, 2000**  
10/36 Conference Room, 1036 N. 8<sup>th</sup> Street

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

PTV Attachment 1

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

**DATE:** August 17, 2000  
**TIME:** 5:00 P.M.  
**PLACE:** MATC Board Room, Room 210, Milwaukee Campus

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

**MATC STAFF PRESENT:**

Dr. Birkholz, Tony Baez, Joe Bauer, Michael Gavin, Ken Kobylarz, Ken Krueger  
Les Ingram, Vivian Joyner, Bill Roden, Cindy VanVreede, Greg Vraney,

**GUESTS PRESENT:**

Allyson Olivier, Richard Robbins

**ITEM A: ROLL CALL**

Roll called showed that Dr. Moeser and Mr. Earle were present.  
Ms. Killebrew was excused.

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

The Public Television Committee meeting of August 17, 2000, was noticed in compliance with the requirements of the Open Meetings Law.

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

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

Action: Motion passed.

**ITEM D: COMMENTS FROM THE PUBLIC**

None were noted.

**ITEM E: ACTION ITEMS**

1. Revised agreement with the Channel 10/36 Friends – Attachment 2

Discussion: Attorney Roden distributed a letter received by the Friends Attorney, which states that because of the progress being made no further interaction with attorneys should be necessary (a copy is attached as Exhibit A). Mr. Roden

explained the packet of materials, which were faxed to the Committee. These items include a new resolution to approve a revised agreement incorporating provisions of the Friends' resolution regarding the membership lists and the new revised agreement. Mr. Roden stated the next step would be to approve the revised agreement via the resolution. Mr. Roden will share the revised agreement with The Friends and pending their approval it will be brought back to this Committee and the Board for final approval.

Motion: Motion Mr. Earle, second Dr. Moeser to adopt the Resolution and Agreement Regarding Maintenance and Possession of the Channels 10 & 36 Donor Lists.

Action: Motion passed.

2. Tentative Meeting Dates – Attachment 3

Mr. Earle stated these dates were fine as they follow the timeframe currently in place. He questioned whether this Committee could possibly follow the lead of the FPO Committee and have our meetings at Noon. Dr. Moeser thought that would be fine. The Committee asked that Dr. Birkholz check with Ms. Killebrew to see if this time change works within her schedule.

Action: This item will move forward pending discussion with Ms. Killebrew.

**ITEM F: DISCUSSION ITEMS**

1. General Manager's Report

Discussion: There is no General Manager's report this month.

2. Friends Report – Attachment 4

Discussion: Mr. Lamont McLoughlin, President 10/36 Friends, is on vacation. Allyson Olivier, Auction Manager read a report. Ms. Olivier reported that the August Pledge Drive raised \$131,356. Two programs that offered tickets to local performances did particularly well; The Irish Tenors: Live from Belfast and Sara Brightman: One Night in Eden. Three special events are upcoming: SprechFest over Labor Day weekend, An Evening with Mark Russell on September 15<sup>th</sup> and a special Friends Night at the Milwaukee Repertory Theatre Party scheduled on October 17, 2000. Underwriting is off to a strong start this fiscal year. The Friends were recipients of a \$55,000 bequest within the last month and deeply appreciates those individuals that think that much of Public Television to include us in their will.

**ITEM G: INFORMATION ITEMS**

1. Monthly Bills, June/July, 2000 – Attachment 5

There were no questions regarding this item.

2. Monthly Advertising Fund Expenditure, July/August/September 2000 – Attachment 6

Mr. Earle asked why there was not a breakdown on minority spending. Mr. Bauer responded that these are estimates and the breakdowns will be given in September.

**ITEM H: MISCELLANEOUS ITEMS**

1. Committee Member Comments

Dr. Moeser commented on an article that was featured in Current magazine regarding the expansion of the definition of educational as it relates to Public Television licenses. Dr. Moeser stated his concerns as this article reported that the definition of educational was being expanded into the religious realm. Dr. Birkholz stated that the ECB was also concerned over the matter. A meeting is being set up to come forth with a position on the matter. Dr. Birkholz stated that a one-page analysis of this issue would be presented at the September meeting.

Dr. Moeser asked if it were worth consideration to hold the PTV meeting in the conference room of the stations? Mr. Earle had no objections to meeting at the stations but questioned the ability for electronic viewing. Dr. Birkholz stated he had no problems with meeting at the Stations and we could figure out a way to make everything come together. Dr. Moeser suggested this item be put on the September agenda for further discussion.

2. Communication and Petitions

None were noted.

3. Information Items

None were noted.

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

1. Date of next meeting: **THURSDAY, SEPTEMBER 21, 2000 – TIME TO BE DETERMINED** in the MATC Boardroom, Room 210, 700 W. State Street, Milwaukee, WI 53233

**ADJOURNMENT**

Being no further discussion, the meeting adjourned at 5:38 p.m.

Respectfully submitted,

Karen A. Wierschem  
Administrative Specialist

Exhibit A

**FOLEY & LARDNER**

August 4, 2000

Todd D. Gray, Esq.  
Dow, Lohnes & Albertson  
1200 New Hampshire Avenue, NW.  
Suite 800  
Washington, D.C. 20036-6802

Re: The Channel 10/36 Friends, Inc.

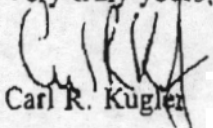
Dear Todd:

This message is in response to your inquiry regarding the status of the agreement you drafted for the Milwaukee Area Technical College and The Channel 10/36 Friends, Inc. with respect to compliance with the Corporation for Public Broadcasting policy governing the use and exchange of membership lists.

As I mentioned to you in my voicemail message last week, the Friends have been working with MATC to address which items are appropriate for an agreement of this nature. The Friends have also provided MATC with a revised policy statement which strictly conforms to the CPB guidelines, and are prepared to certify full compliance with the CPB requirements in accordance with this policy. To my knowledge MATC has not voiced any concerns with respect to the policy.

At this point we believe it would be inefficient to have the lawyers spend a substantial amount of time discussing the specifics of the agreement, since the Friends and MATC are working to determine its scope.

Thank you for your continuing efforts to keep this moving forward. I look forward to finally resolving this matter when our clients have reached an agreement.

Very truly yours,  
  
Carl R. Kugler

CC: Lou Zellner  
Lamont McLoughlin

PTV Attachment 2

TO: Ms. Lou Zellner, Executive Director, Friends of Channels 10 & 36  
FROM: William J. Roden, Vice President and General Counsel  
DATE: August 23, 2000  
SUBJECT: Friends Membership Lists/Revised Agreement

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At its August 22<sup>nd</sup> meeting, the MATC District Board approved the attached revised Agreement (2 originals) and Resolution regarding the Membership Lists. Please review and contact me if you have any questions.

We trust these documents address the concerns of all parties. Assuming there are no remaining issues, the MATC District Board Public Television Committee plans to approve the final Agreement at its September 21, 2000 meeting and will forward it to the Full Board for approval at its September 26, 2000 meeting.

Thank you.

WJR:cs

Cc: PTV Committee  
Mr. Lamont McLoughlin, President, Friends of Channels 10/36  
Dr. John R. Birkholz, President  
Mr. Ellis Bromberg, General Manager, Public Television  
Mr. Todd Gray

Attachments

## AGREEMENT

This is an Agreement, made this \_\_\_ day of September, 2000, by and between Milwaukee Area Technical College District Board ("MATC"), a technical college district established under the laws of the State of Wisconsin, and Channel 10/36 Friends, Inc. ("Friends"), a Wisconsin not-for-profit corporation.

## RECITALS

WHEREAS, MATC is licensee of noncommercial educational television stations WMVS and WMVT, both in Milwaukee, Wisconsin (the "Stations"), through which Stations MATC provides public television services responsive to the public's needs and interests in Milwaukee as well as the wider service areas of the Stations; and

WHEREAS, Friends has been established as a tax-exempt corporation exclusively for charitable, scientific, literary and educational purposes, with a particular purpose of supporting public television broadcasting by the Stations; and

WHEREAS, MATC and Friends believe that the mission of the Stations is best served by the Stations continuing to be in the possession and control of MATC; and

WHEREAS, MATC and Friends have cooperated in Friends' efforts to raise funds to support the operation of the Stations from, among other sources, individual donors, such fundraising having taken place as a result of on-air promotions and other activities conducted for and/or in the name of the Stations; and

WHEREAS, Friends have in the course of such fundraising developed and/or received information concerning members and/or other donors to the Stations, including lists of donors' names, addresses, telephone numbers and other personally identifiable information ("Donor Lists"); and

WHEREAS, the Stations also receive and rely on Community Service Grants ("CSGs") and other funds distributed by the Corporation for Public Broadcasting ("CPB"); and

WHEREAS, pursuant to the requirements of Section 396(k)(12) of the Communications Act of 1934, as amended, CPB has adopted a policy with respect to donor lists that conditions present and future CPB funding on station adherence to such policy; and

WHEREAS, Friends has adopted a resolution (the "Donor List Policy") with respect to MATC member and donor lists that satisfies CPB requirements; and

WHEREAS, MATC and Friends believe that adherence to the Donor List Policy and other understandings between MATC and Friends is necessary for continued CPB funding of the Stations and necessary and appropriate to maintain public trust in the Stations' and Friends' fundraising practices.

NOW, THEREFORE, in consideration of the parties' respective covenants in this Agreement, and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, MATC and Friends, intending to be legally bound, agree as follows.

## TERMS AND CONDITIONS

1. Cooperation by MATC. MATC shall continue to cooperate with Friends' efforts in support of the operation of the Stations, including on-air promotions and other activities conducted for and/or in the name of the Stations.

2. Adherence to Policy Governing Donor Lists. Friends shall adhere to the Donor List Policy, as such policy may be amended from time to time with the approval of MATC, in connection with its fundraising and other activities and practices as they relate to Donor Lists. MATC and Friends acknowledge that the current Donor List Policy is attached hereto as Exhibit A.

3. Particular Requirements Relating to Donor Lists. Without limiting the foregoing commitment to adhere to the Donor List Policy, Friends shall comply with the following particular requirements:

- (a) Friends shall not sell, rent, lease, loan, trade, give, donate, transfer or exchange membership or donor names to, with or from any candidate for public office, political committees or political parties, for any purpose, except as required by law or judicial process.
- (b) Friends shall not disclose member or donor names or other personally identifiable information to any party (other than MATC) unless, before the time such information is initially disclosed, Friends clearly and conspicuously discloses to such members and donors that such personal information may be disclosed. If such disclosure is not required by law or judicial process, Friends shall give the member or donor the opportunity to direct that such information not be disclosed to such third party, and give the member or donor an explanation of how to exercise the nondisclosure option.
- (c) Friends shall periodically, not less frequently than once each year, inform members and donors with whom Friends has direct contact in the fundraising process 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 shall suppress names as requested, except as required by law or judicial process.
- (d) Friends acknowledges and agrees that MATC must maintain active control of the Stations' membership and donor lists, including the Donor Lists, and take all appropriate measures to ensure against unauthorized use of such lists, including requiring any third party in

possession of or with access to such lists to abide by the compliance requirements applicable to MATC as a CPB grantee. Therefore, Friends shall: (i) abide by the CPB compliance requirements applicable to MATC as a CPB grantee; (ii) disclose to MATC in advance any plans of Friends to acquire names from, share names with or provide access to names to other entities and/or organizations, and shall honor any request of MATC that any such acquisition, sharing and/or access to names not be implemented; (iii) take all appropriate measures to ensure against unauthorized use of Donor Lists, by requiring any third party having access to Donor Lists, including but not limited to list brokers, mail-list management organizations, other fundraising organizations, or advertising or public relations agencies, to abide by the requirements of this Section 3.

- (e) Friends shall maintain complete and accurate records, in a manner and form reasonably specified by MATC, documenting its compliance with the requirements of this Section 3, and of all uses of Donor Lists, and shall furnish such records to MATC on request by MATC.
- (f) Friends shall, at least annually and otherwise upon the request of MATC as necessary for MATC to provide its own certifications to CPB, certify in writing to MATC whether Friends is in full compliance with the requirements of this Section 3. In the event that Friends is not fully in compliance with these requirements, the certification shall provide complete details of the nature of any noncompliance.

#### 4. Rights of MATC in Event of Default by Friends.

- (a) in the event of Friends' failure fully to comply with the requirements of this Agreement, MATC may, upon ten (10) days' prior written notice, terminate this Agreement and demand possession of the Donor List. In such event, Friends shall immediately turn over to MATC complete possession and control of the Donor List and all other information held by Friends relating to members of and/or donors to the Stations, and shall retain no such information whatsoever. The parties acknowledge and agree that the rights reserved to MATC under this Section 4(a) (as well as Section 6, below) are necessarily of a special, unique, unusual, and extraordinary character, which gives them a peculiar value, the loss of which cannot be adequately or reasonably compensated for in damages or in an action at law, and the breach by Friends of this Section 4(a) (or Section 6) will cause MATC irreparable injury and damage. MATC shall therefore be entitled, as a matter of right, without further notice, and without posting bond, to require of Friends specific performance of all of the acts, services, and undertakings required under this Section 4(a) (or Section 6). Neither this provision nor any exercise by MATC of its rights to equitable relief or specific performance shall constitute a waiver by MATC of any other rights which it may have to indemnification, damages or otherwise.

(b) Without limiting the foregoing, Friends shall defend, indemnify and hold Licensee harmless from any and all losses, costs and expenses, including attorney's fees, arising out of inquiry, investigation, claim, threatened reduction or loss or actual reduction or loss of CPB grant funding to MATC as a result of Friends' failure fully to comply with the requirements of this Agreement.

5. Term/Termination. This Agreement shall be effective upon execution and, unless terminated earlier pursuant to Section 4(b), above, shall continue in effect until terminated by either party upon sixty (60) days' notice to the other party.

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.

AGREED TO as of the date written above.

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD

By: \_\_\_\_\_

Title: \_\_\_\_\_

CHANNEL 10/36 FRIENDS, INC.

By: \_\_\_\_\_

Title: \_\_\_\_\_

## PTV Attachment 3

At the August 17 Public Television Committee meeting, Dr. Moeser noted an article in Current magazine regarding H.R.4201 (the Noncommercial Broadcasters' Freedom of Expression Act of 2000), which was recently approved by the U.S. House of Representatives. Dr. Birkholz promised an analysis of this bill at the September 21 Committee meeting.

### BACKGROUND

A 1999 FCC ruling on the transfer of a noncommercial license in Pittsburgh from a public television station to a religious broadcaster caused uproar among some members of Congress. The FCC coupled it with a set of guidelines that was viewed as an attempt to restrict religious broadcasters' access to noncommercial educational radio and TV channels. The FCC later rescinded the guidelines, but that did little to slow the momentum of H.R.4201, which was drafted in response to the original ruling.

Rep. Charles Pickering (R-MS) introduced the bill with support from three other influential members of the House Commerce Committee, Billy Tauzin (R-LA), Michael Oxley (R-OH), and Steve Largent (R-OK). It adds "religious purpose" to the definition of eligibility for spectrum that until now has been reserved for "educational" licensees. The bill justifies this by stating that religious programming "contributes to serving the educational and cultural needs of the public."

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 were eligible for and have been granted these frequencies as long as they met the educational criteria.

H.R.4201 changes this dramatically by placing religion on a par with education in the definition, in effect removing any requirement that broadcasters assigned to these educational frequencies air educational programming.

### STATUS

Rep. Edward Markey (D-MA) introduced an amendment to the bill that would have required eligible licensees to be primarily educational in nature. This was supported by America's Public Television Stations (APTS), our industry organization in Washington, but was defeated in the House by a vote of 174-250.

APTS opposed H.R.4201, but it passed the House handily, by a margin of 264-159, on June 20, 2000.

In both cases, Milwaukee area congressmen voted along party lines: Republicans Paul Ryan, Thomas Petri, and James Sensenbrenner voted against the Markey amendment and for the

bill; Democrats Jerry Kleczka and Tom Barrett favored the Markey amendment and opposed the bill.

It is now up to the Senate to consider the measure; the Senate's companion bill is S.2215. There is not sufficient time left in this Congress for it to make its way through the committee process, but there is still reason for concern. Supporters of the measure may try to attach it to a piece of must-pass legislation---such as an appropriations bill---which would circumvent a separate up-or-down vote on the merits of the legislation.

## IMPLICATIONS

- Under the pending legislation, citizens could be denied access to their tax supported public television or radio station because the spectrum may be used for religious programming or nonprofit private foundations that may not be educational in nature.
- The legislation could put the FCC in the position of weighing competing licensees' proposals based on their religiosity. 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.
- Once the spectrum is so converted, it is possible to convert it again for purely commercial purposes. Therefore, the bill opens the door to undermining public broadcasting.
- The bill raises serious questions under the Establishment Clause of the First Amendment. The Supreme Court has held consistently that statutes, which affect religion and religious entities, must have a secular legislative purpose and not advance or inhibit religion. Instead, H.R.4201 constitutes a specific endorsement of religion and would have the effect of providing government benefits for the practice of religion.

## RECOMMENDED ACTION

APTS recommends that we contact Senators Kohl and Feingold and ask them to oppose any attempts to add H.R.4201 to an unrelated bill. I concur, and propose writing such a letter and calling the offices of both senators.

PTV Attachment 4

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

September	1 -2	+	SprecherFest Old Heidelberg Park Friday: 4 to midnight; Saturday: noon to midnight
	4		Labor Day, Friends' offices closed.
	15	O	<b>An Evening with Mark Russell</b> , Uihlein Hall, Marcus Center for the Performing Arts, 7:30 PM
	28	+	Meeting of the Board of Directors of the Channel 10/36 Friends, Inc.
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**

February	28	+	<b>Outdoor Wisconsin</b> Banquet. Country Inn, Waukesha.
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C = Cancelled

+ = New Event/Meeting

O = Date and/or Time Change

## PTV Attachment 5

### MILWAUKEE PUBLIC TELEVISION PRODUCTION SALES

#### **Background Information**

Milwaukee Public Television is in need of an organization and/or individual(s) who would seek and secure corporate funding for Channel 10/36 productions. Under the direction of the Director of Program Production, this organization and/or individual will be responsible for aiding in the design and implementation of strategies used to acquire direct financial support for production projects. The services required would be comparable to organizations or individuals who seek advertising support for privately owned stations.

Bid documents were prepared in accordance with Board policies and State regulations. Because of the somewhat specialized nature of the services required and in an effort to limit budget exposure, compensation for services will be solely on a commission basis. Advertisements were placed in the Daily Reporter and Milwaukee Star along with invitations to bid, which were mailed to four (4) suppliers thought to possess the capabilities to perform the required services. The Wisconsin Minority Business Directory and the Joint Certification Directory were reviewed to determine if any minority-owned business could furnish the proposed service, and none were listed. Bids were publicly opened at 2:00 p.m. on Thursday, July 27, 2000 as follows:

Aldrich & Associates	Wauwatosa, WI	Commission Rate – New Clients 25%
		Renewals 15%

Bid was reviewed by Milwaukee Public Television staff to insure the respondent met all applicable requirements. There were no challenges to the bid document. The fact that only one bid was received speaks to the specialized nature of these services as indicated above. A goal for the future is to develop a list of qualified suppliers such that competitive bids can be obtained.

Positive action by the Board will result in the execution of a contract with Aldrich & Associates, Wauwatosa, WI for required services. Milwaukee Public Television has no exposure unless actual funding is acquired. If mutually agreeable to all parties, contract could be extended for two (2) additional one (1) year periods at rates shown above.

**CELTIC ADVERTISING**

9/1/2000

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

**Milwaukee Public TV**  
**Media Schedule**

**ACTUAL****Billed: July 2000****AUGUST MEDIA****Advertising Objectives**

Develop tune-in for highlighted programs.

**MEDIA EXPENDITURES****\$6,605.82*****Print***

\$6,605.82

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:****\$1,227.50****19%****African American**

Milwaukee Community Journal

\$289.10

Milwaukee Times

\$340.20

10%

**Hispanic**

Spanish Journal

\$340.20

Spanish Times

\$258.00

9%

**CELTIC ADVERTISING**

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

9/1/2000

**Milwaukee Public TV  
Media**

**ESTIMATE**

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**SEPTEMBER MEDIA**

**Advertising Objectives**

Develop tune-in for highlighted programs.

**MEDIA BUDGET**

**\$3,000**

***Print*** \$3,000.00  
Program specific ads  
Milwaukee, Racine and Kenosha target areas.

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

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

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

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

# PTV Attachment 7

BOARD BILL LIST  
TV Fund by Check No  
08/31/00

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
08/03/00	0537355	Joseph D. Bauer	5668	Program Production	91.27	91.27
08/03/00	0537356	David K. Baule	5201	Travel Expenses	1,017.49	1,017.49
08/03/00	0537367	Liddie M. Collins	5201	Travel Expenses	311.00	311.00
08/03/00	0537372	Current	5233	Books	24.00	24.00
08/03/00	0537380	David C. Felland	5211	Seminars & Workshops	29.00	340.00
			5201	Travel Expenses	311.00	
08/03/00	0537384	Darlyne C. Haertlein	5201	Travel Expenses	8.00	8.00
08/03/00	0537410	Milwaukee Star	5668	Program Production	29.75	29.75
08/03/00	0537419	Newsweek	5220	Membership & Subscri	42.12	42.12
08/03/00	0537420	Nielsen Media Resear	5661	Audience Research	3,987.00	3,987.00
08/03/00	0537433	Public Broadcasting	5660	Affiliation/Mbsps	195.00	195.00
08/03/00	0537436	Felicia S. Rohrer Ng	5668	Program Production	5,000.00	5,000.00
08/03/00	0537438	Joseph M. Sankey	5668	Program Production	150.00	150.00
08/03/00	0537447	Travel Traders Unlim	5201	Travel Expenses	379.00	725.00
08/03/00	0537449	United Parcel Servic	5675	Traffic	60.82	60.82
08/03/00	0537458	Wisconsin Public	5352	Contracted Employmen	15,000.00	15,000.00
08/07/00	0537474	Ameritech	5454	Telephone	931.34	31,863.39
08/07/00	0537495	Desert Springs Marri	5201	Travel Expenses	882.90	882.90
08/07/00	0537503	Full Compass Systems	5840	Equipment	7,186.00	7,186.00
08/07/00	0537520	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
08/07/00	0537527	Mainstage Theatrical	5671	Remote/Studio Supp	298.00	298.00
08/07/00	0537529	Markertek Video Supp	5674	Technical Operations	223.13	223.13
08/07/00	0537562	Public Broadcasting	5201	Travel Expenses	545.00	545.00
08/07/00	0537575	S/W Engines & Power	5674	Technical Operations	500.00	500.00
08/07/00	0537580	Dan Small	5668	Program Production	1,384.61	1,384.61
08/07/00	0537587	Travel Traders Unlim	5201	Travel Expenses	2,392.00	2,392.00
08/07/00	0537592	Wisconsin Chapter PR	5201	Travel Expenses	45.00	45.00
08/07/00	0537593	Wisconsin Electric P	5452	Light & Power	11,009.76	37,769.44
08/07/00	0537595	Wisconsin Maritime M	5668	Program Production	111.00	111.00
08/10/00	0537626	Ameritech	5454	Telephone	567.45	2,469.73
08/10/00	0537628	Ameritech Paging	5675	Traffic	40.58	40.58
08/10/00	0537677	Harris Corporation	5673	Studio Equipment Rep	70.00	70.00
08/10/00	0537689	Gary J. Jones	5668	Program Production	1,097.13	1,097.13
08/10/00	0537701	McCullough Productio	5668	Program Production	50,000.00	50,000.00
08/10/00	0537711	Myers Information Sy	5220	Membership & Subscri	200.00	200.00
08/10/00	0537730	Sony Electronics Inc	5673	Studio Equipment Rep	1,539.45	1,539.45
08/10/00	0537733	Sprint PCS	5454	Telephone	75.00	75.00
08/10/00	0537739	Travel Traders Unlim	5201	Travel Expenses	90.00	384.00
08/10/00	0537740	Trew Audio Inc	5840	Equipment	9,579.80	9,579.80
08/10/00	0537743	United Parcel Servic	5675	Traffic	22.44	22.44
08/14/00	0537779	American TV & Applia	5840	Equipment	814.35	814.35
08/14/00	0537780	Ameritech	5454	Telephone	30.63	2,354.85
08/14/00	0537781	Ameritech Paging	5675	Traffic	40.57	40.57
08/14/00	0537783	Amoco Oil Company	5676	Vehicle Supplies	131.04	552.53
08/14/00	0537789	AT&T	5454	Telephone	3.59	3.59
08/14/00	0537794	BBC Worldwide Americ	5665	Network Prog Service	2,700.00	2,700.00
08/14/00	0537799	Boc Gases	5678	Wmvs Transmitter Rep	31.41	31.41
08/14/00	0537800	Boise Cascade	5241	Office Supplies	56.86	3,959.95
08/14/00	0537827	DLT Entertainment	5667	Program Acquisition	850.00	850.00
08/14/00	0537829	Duncan Group Inc	5668	Program Production	24,250.00	24,250.00
08/14/00	0537835	Entertainment Busine	5668	Program Production	500.00	500.00
08/14/00	0537843	Full Compass Systems	5840	Equipment	3,593.00	4,308.00
08/14/00	0537866	Kiwanis Club of Milw	5220	Membership & Subscri	150.00	150.00
08/14/00	0537878	Mared Mechanical Con	5678	Wmvs Transmitter Rep	215.50	215.50

BOARD BILL LIST  
 TV Fund by Check No  
 08/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
08/14/00	0537902	National Supply & Ha	5671	Remote/Studio Supp	2.88	21.63
08/14/00	0537907	National Educational	5675	Traffic	1,440.00	1,440.00
08/14/00	0537943	Marshall J. Savick	5668	Program Production	63.20	63.20
08/14/00	0537947	Serial Scene	5840	Equipment	2,095.00	2,095.00
08/14/00	0537951	Dan Small	5668	Program Production	1,384.61	1,384.61
08/14/00	0537955	Sony Electronics Inc	5673	Studio Equipment Rep	2,085.47	2,085.47
08/14/00	0537957	SpaceConnection Inc	5668	Program Production	1,650.00	1,650.00
08/14/00	0537981	Waste Management of	5668	Program Production	236.90	665.38
08/14/00	0537999	Zack Electronics	5678	Wmvs Transmitter Rep	1,158.55	1,158.55
08/17/00	0538044	American Public Tele	5665	Network Prog Service	5,646.00	5,646.00
08/17/00	0538048	Argent Hotel	5663	In-Service Training	660.00	660.00
08/17/00	0538064	Central Educational	5665	Network Prog Service	27,885.00	27,885.00
08/17/00	0538069	Complete Delivery In	5675	Traffic	64.44	64.44
08/17/00	0538082	Entertainment Busine	5201	Travel Expenses	460.70	460.70
08/17/00	0538086	Federal Express	5675	Traffic	279.43	298.03
08/17/00	0538096	HD Vision Inc	5668	Program Production	21,501.05	21,501.05
08/17/00	0538115	Lifetime Embroidery	5668	Program Production	2,022.50	2,022.50
08/17/00	0538142	Public Broadcasting	5665	Network Prog Service	16,188.05	16,188.05
08/17/00	0538143	Safway Steel Product	5668	Program Production	36.00	36.00
08/17/00	0538145	Satellite Technology	5668	Program Production	2,026.50	2,026.50
08/17/00	0538156	Travel Traders Unlim	5201	Travel Expenses	687.00	2,652.00
			5663	In-Service Training	261.00	
08/17/00	0538161	United Parcel Servic	5675	Traffic	41.52	220.40
08/21/00	0538188	2000 IEEE 50th Annua	5211	Seminars & Workshops	445.00	445.00
08/21/00	0538202	Badger Coaches Inc	5675	Traffic	51.25	51.25
08/21/00	0538206	Michael J. Behlen	5201	Travel Expenses	10.00	10.00
08/21/00	0538243	Claudia Patricia Gom	5201	Travel Expenses	86.70	86.70
08/21/00	0538257	Daniel R. Jones	5668	Program Production	2,152.80	2,152.80
08/21/00	0538283	NLGJA Registration	5663	In-Service Training	325.00	325.00
08/21/00	0538293	Public Broadcasting	5665	Network Prog Service	1,091,678.00	1,091,678.00
08/21/00	0538294	Public Broadcasting	5668	Program Production	1,340.00	1,340.00
08/21/00	0538295	Public Broadcasting	5668	Program Production	137.50	137.50
08/21/00	0538316	Sencore	5840	Equipment	600.00	600.00
08/21/00	0538318	Dan Small	5668	Program Production	1,384.61	1,384.61
08/21/00	0538329	United Parcel Servic	5675	Traffic	89.81	104.81
08/21/00	0538332	Cindy L. Vanvreede	5663	In-Service Training	258.00	258.00
08/21/00	0538333	Warren	5660	Affiliation/Mbsps	491.00	491.00
08/24/00	0538377	Boc Gases	5678	Wmvs Transmitter Rep	10.50	10.50
08/24/00	0538379	Boise Cascade	5675	Traffic	235.36	861.58
08/24/00	0538437	MA Junior Parking In	5668	Program Production	202.00	202.00
08/24/00	0538482	Joseph M. Sankey	5668	Program Production	96.72	96.72
08/24/00	0538488	System Parking Inc	5668	Program Production	45.00	45.00
08/24/00	0538493	Catharine A. Tierney	5201	Travel Expenses	3.25	3.25
08/24/00	0538510	Wisconsin Newspaper	5273	Publicity	66.80	66.80
08/28/00	0538526	American National	5220	Membership & Subscri	250.00	250.00
08/28/00	0538527	American Public Tele	5665	Network Prog Service	9,000.00	9,000.00
08/28/00	0538535	David K. Baule	5201	Travel Expenses	1,550.00	1,550.00
08/28/00	0538584	Milwaukee County	5668	Program Production	95.00	95.00
08/28/00	0538587	NAB Broadcasters	5220	Membership & Subscri	83.00	83.00
08/28/00	0538591	Nielsen Media Resear	5661	Audience Research	2,018.50	2,018.50
08/28/00	0538639	United Parcel Servic	5675	Traffic	40.92	75.12
08/31/00	0538710	American Public Tele	5665	Network Prog Service	11,000.00	11,000.00
08/31/00	0538714	Ameritech Cellular S	5454	Telephone	116.19	116.19
08/31/00	0538729	David K. Baule	5201	Travel Expenses	1,498.38	1,498.38

BOARD BILL LIST  
 TV Fund by Check No  
 08/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
08/31/00	0538750	Complete Delivery In	5675	Traffic	33.24	33.24
08/31/00	0538775	Federal Express	5675	Traffic	181.74	234.02
08/31/00	0538788	Darlyne C. Haertlein	5201	Travel Expenses	76.77	76.77
08/31/00	0538833	Karen Matuszak	5668	Program Production	300.00	300.00
08/31/00	0538843	Micro Warehouse	5674	Technical Operations	393.41	393.41
08/31/00	0538863	Paper Direct Inc	5241	Office Supplies	65.92	65.92
08/31/00	0538900	System Parking Inc	5243	Other Supplies	90.00	130.50
08/31/00	0538901	Tape Company	5677	Videotape	4,512.80	4,512.80
08/31/00	0538907	Tyler Traband	5273	Publicity	3,500.00	3,500.00
08/31/00	0538910	Travel Traders Unlim	5201	Travel Expenses	315.00	561.50
08/31/00	0538912	United Parcel Servic	5675	Traffic	137.78	149.78
08/31/00	0538924	Wisconsin Electric P	5452	Light & Power	11,248.69	25,420.65
					1,385,038.23	1,470,183.41

BOARD BILL LIST  
Over \$2500 Channel 10/36  
08/31/00

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount	Check Amt
08/03/00	0537420	Nielsen Media Resear	5661	Audience Research	3,987.00	3,987.00
08/03/00	0537436	Felicia S. Rohrer Ng	5668	Program Production	5,000.00	5,000.00
08/03/00	0537458	Wisconsin Public	5352	Contracted Employmen	15,000.00	15,000.00
08/07/00	0537474	Ameritech	5454	Telephone	931.34	31,863.39
08/07/00	0537503	Full Compass Systems	5840	Equipment	7,186.00	7,186.00
08/07/00	0537593	Wisconsin Electric P	5452	Light & Power	11,009.76	37,769.44
08/10/00	0537701	McCullough Productio	5668	Program Production	50,000.00	50,000.00
08/10/00	0537740	Trew Audio Inc	5840	Equipment	9,579.80	9,579.80
08/14/00	0537794	BBC Worldwide Americ	5665	Network Prog Service	2,700.00	2,700.00
08/14/00	0537800	Boise Cascade	5241	Office Supplies	56.86	3,959.95
08/14/00	0537829	Duncan Group Inc	5668	Program Production	24,250.00	24,250.00
08/14/00	0537843	Full Compass Systems	5840	Equipment	3,593.00	4,308.00
08/17/00	0538044	American Public Tele	5665	Network Prog Service	5,646.00	5,646.00
08/17/00	0538064	Central Educational	5665	Network Prog Service	27,885.00	27,885.00
08/17/00	0538096	HD Vision Inc	5668	Program Production	21,501.05	21,501.05
08/17/00	0538142	Public Broadcasting	5665	Network Prog Service	16,188.05	16,188.05
08/17/00	0538156	Travel Traders Unlim	5201	Travel Expenses	687.00	2,652.00
			5663	In-Service Training	261.00	
08/21/00	0538293	Public Broadcasting	5665	Network Prog Service	1,091,678.00	1,091,678.00
08/28/00	0538527	American Public Tele	5665	Network Prog Service	9,000.00	9,000.00
08/31/00	0538710	American Public Tele	5665	Network Prog Service	11,000.00	11,000.00
08/31/00	0538901	Tape Company	5677	Videotape	4,512.80	4,512.80
08/31/00	0538907	Tyler Traband	5273	Publicity	3,500.00	3,500.00
08/31/00	0538924	Wisconsin Electric P	5452	Light & Power	11,248.69	25,420.65
					1,336,401.35	1,414,587.13