

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

**ADMINISTRATION** Ellis Bromberg Darnell Cole Todd Poppe  
**PRESENT:** Christy Brown Rob Hartung

**GUESTS**  
**PRESENT:** Lamont McLoughlin

**CALL TO ORDER**

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Monday, January 12, 2004 and called to order by Director Gobel at 12:10 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Carl (Chuck) Gobel, Linda Sowell (via telephone)  
**Absent:** Keith Terry

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

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

**ITEM C. APPROVAL OF MINUTES – December 8, 2003 – Attachment 1**

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel to approve the Public Television Committee Minutes of December 8, 2003.

Action Motion passed.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, December, 2003 and January/February 2004 – Attachment 2**

Discussion Mr. Gobel stated he received an e-mail from fellow Board Member Peter Earle which expresses concern about media expenditures within the Hispanic community. Mr. Gobel asked that a representative from Eichenbaum & Associates, MPTV's advertising agency, appear at the February PTV Committee meeting to address this issue. Ms. Sowell asked that in addition, Eichenbaum & Associates bring with them lists of outlets used for print, radio, outdoor/transit and television.

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel, to approve the monthly advertising fund expenditures for December, 2003 and January/February, 2004.

Action Motion passed.

**E-2 Sony Video Monitors – Attachment 3**

Discussion This item is deferred until February.

**E-3 Non-Linear Edit System – Attachment 4**

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel to approve purchase of a Non-Linear Edit System from Midwest Media Group in the amount of \$56,639.00.

Action Motion passed.

**E-4 High Definition Camera Lenses – Handout at meeting**

Discussion This item is deferred until February.

**E-5 PTV Budget Development Calendar – Attachment 6**

Discussion Mr. Poppe explained the planning and budgeting calendar to the Committee, highlighting the important dates for public television.

Noting a two-month gap between today and the next progress report, Mr. Gobel asked that if there is a need for a "heads up" on any critical items, that TV management give a progress report at the February PTV Committee meeting.

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel, to approve the Fiscal Year 2004-05 Planning and Budgeting Calendar.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Manager's Report**

Discussion

Mr. Bromberg informed Committee members about:

- MPTV's February premieres
- the NETA Conference
- Nielsen ratings
- Dish Network now carrying channels 10 & 36
- Comcast Cable will add WMVS to its McHenry, IL headend lineup by February 1<sup>st</sup>
- the airing of PBS/NPR newsbreaks
- a new late-night talk show featuring Tavis Smiley

**F-2 Friends Report – Attachment 6**

Discussion

Mr. Lamont McLoughlin, President of Channel 10/36 Friends, reported:

- the December 2003 pledge drive resulted in the highest December drive ever totaling \$348,017.00
- the annual Grenadiers Gourmet Dinner
- the Friends have begun accepting the donation of vehicles as a new fundraising enterprise. So far, 44 vehicles have been donated.
- a first ever Fine Art Auction will be held on February 7<sup>th</sup>
- new, improved and larger Fine Tuning magazine has debuted

Ms. Sowell and Mr. Gobel asked that the PTV Committee go on record suggesting that Board Members and the President's leadership team be encouraged to volunteer their time at this year's Great TV Auction, April 23 – May 1, 2004.

**F-3 Digital Broadcasting Demonstration and Update**

Discussion Mr. Gobel suggested we postpone this until the March meeting.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills – November, 2003 – Attachment 7**

**G-2 Monthly Clippings – Attachment 8**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

Discussion Mr. Gobel reminded the Committee that the February meeting will be held on Thursday, February 12<sup>th</sup>. Ms. Sowell indicated she would be attending via telephone.

**ITEM I. OLD BUSINESS/NEW BUSINESS**

**I-1 Date of Next Meeting: Thursday, February 12, 2004, Noon, Milwaukee Campus, Board Room (M210)**

**ADJOURNMENT**

The committee adjourned at 12:50 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist