

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

ADMINISTRATION PRESENT: Joe Bauer Christy Brown Todd Poppe
Ellis Bromberg Darnell Cole

GUESTS PRESENT: Lamont McLoughlin Neal Bardele Ginny Struesser

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, March 15, 2004 and called to order by Director Gobel at 12:03 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

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

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 – January 12, 2004 – Attachment 1

Motion It was moved by Mr. Terry, seconded by Ms. Sowell to approve the Public Television Committee Minutes of January 12, 2004.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, February/March/April, 2004 – Attachment 2

Motion It was moved by Mr. Terry and seconded by Ms. Sowell to approve the monthly advertising fund expenditures for February, March and April, 2004.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg informed Committee members about:

- a variety of meetings he attended in Washington DC including Capitol Hill Day where Board Member Keith Terry joined him in his visits to Wisconsin senators and congressmen.
- a resolution approved by the Milwaukee Common Council authorizing the city to provide connectivity between MATC and MPTV with the city fiber system. This will allow MPTV easier access to digital programming, and MATC access to the Internet2 consortium, which links us to city agencies, MPS, UWM and 200 other colleges. Access to city fiber will allow MATC to save \$2500 a month in common carrier charges to the internet.
- MPTV is a sponsor of the Sports Show where OUTDOOR WISCONSIN has a booth.
- the Reading Rainbow Young Writers and Illustrators contest attracted over 800 entries, 200 more than last year. Winning local entries proceed to the national competition.
- 4th Street Forum will host mayoral and county executive candidates, and will air on Channel 10 Friday April 2nd at 10:00pm and repeat on Channel 36 Sunday, April 4th at 3:00pm.

F-2 Progress Report on Activity Plan and Budget Development

Discussion Mr. Bromberg informed the Committee that the current FY2004 revenues and expenditures are lower than budgeted amounts which is likely to result in our completing the year with a balanced budget with no overage to be transferred to unrestricted net assets. The FY2005 budget will include an updated DTV plan. Mr.

Bromberg stated that the current DTV plan, which was approved unanimously by the Board in 1997, is not yet complete. All of the capital is not yet purchased, we have not initiated all of the digital operations, and MPTV has not obtained the additional space needed. This updated DTV plan will put forth a plan to spend down MPTV's retained earnings to the recommended percentage levels while identifying staff and other operational needs to complete the DTV transition.

F-3 Friends Report – Attachment 3

Discussion

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

- The Friends are in the middle of a two-week March Pledge Drive and are on-track to equal the record total of last year.
- the most popular program thus far is DR. WAYNE DYER: THE POWER OF INTENTION which brought in \$102,182 in two airings.
- Rick Steves, PBS travel series host, was in Milwaukee helping with the membership drive and also hosted a fund-raising lecture where over 500 people attended.
- Mr. McLoughlin distributed a comparison sheet of the pledge drives of other PBS stations showing how well we are doing.
- The Auction begins Friday, April 23rd and although somewhat ahead in merchandise versus last year, there has been a big drop in underwriting dollars. Miller Brewing, which has been a big underwriter as well as a donator of merchandise in the past, has completely pulled out of the Auction this year.

Ms. Sowell asked if we would let her know who we spoke to at Miller Brewing regarding donations and underwriting. Mr. McLoughlin said he would and welcomed any help that can be given in this area.

F-3 Eichenbaum & Associates Advertising Presentation – Attachment 4

Discussion

Mr. Neal Bardele and Ms. Ginny Struesser of Eichenbaum and Associates, MPTV's advertising firm, gave a presentation informing the Committee how and why decisions are made concerning advertising dollars.

Mr. Bardele gave background information on the firm's directives. Three objectives were given in the original RFP: 1) increase the number of viewers 2) support fundraising efforts and 3) enhance the stations' image.

Ms. Struesser focused on how and where promotional spots are placed, and addressed the issue of minority media placement. She stated that the minority population percentages change drastically depending on which geographical areas are considered. She also discussed the lack of minority-owned media in the area. Most stations that reach minority populations are not minority-owned.

Mr. Gobel asked about the lack of radio advertising on Hispanic stations, specifically WIND, Chicago, which is listened to by Hispanics in Milwaukee. Ms. Struesser questioned spending local dollars in Chicago when most data shows that the most listened to radio stations by Hispanics do not include WIND but Milwaukee stations that are not owned by minorities.

Mr. Bromberg noted that Eichenbaum's spending has been in line with the college of target of 10-12% minority spending, but that the directive was vague beyond the percentage numbers. Mr. Gobel asked if we could look at the policy it relates to public television at the next PTV meeting.

Dr. Cole suggested Eichenbaum and Associates give this same presentation to the FPO Committee at its Wednesday meeting.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – February , 2004 – Attachment 5

G-2 December/January Monthly Clippings – Attachment 6

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

I-1 Date of Next Meeting: Monday, April 19, 2004, Noon, Milwaukee Campus, Board Room (M210)

ADJOURNMENT

The committee adjourned at 1:25 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist