

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

ADMINISTRATION Ellis Bromberg Janice Falkenburg
PRESENT: Christy Brown Rob Hartung
Darnell Cole Craig Piotrowski

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, May 17, 2004 and called to order by Director Gobel at 12:08 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, 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 – April 19, 2004 – Attachment 1

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel to approve the Public Television Committee Minutes of April 19, 2004.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, April/May/June, 2004 – Attachment 2

Discussion Mr. Bromberg noted the unusual ad placements for AMERICAN FAMILY which are airing on another television station, Univision.

Motion It was moved by Ms. Sowell and seconded by Mr. Gobel to approve the monthly advertising fund expenditures for April, May and June, 2004.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg informed Committee members about:

- The 5% increase in PBS dues and 7.5% increase programming fees. There has been an outcry from various affinity groups within the PBS system to these increases. A statement will be released from the Major Market Group, of which MPTV is a member, indicating opposition of this increase. Mr. Gobel asked to receive a copy of this statement.
- The Vacation Station outreach project.
- The best of the Reading Rainbow stories will comprise a 30-minute program which will air June 1, 2004.
- Another of the "local neighborhood specials" RIVERWEST will air May 20, 2004,

F-2 Friends Report – Attachment 3

Discussion Mr. McLoughlin reported that:

- An additional pledge drive will be held from June 5th – 12th featuring the most popular programs of the last year.
- The Auction raised over one million dollars once again with the help of a donation of over 100 computers and printers from Johnson Controls.
- The Original Stars of the Lawrence Welk Show will be held June 27th at Elmbrook Church.
- The Major Gifts Initiative sponsored by the Corporation for Public Broadcasting.

F-3 Digital TV Transition Update – Attachment 4

Discussion

Mr. Bromberg stated that the MATC Board unanimously approved a 10-year digital transition plan in 1997. This transition has been proceeding as planned but it is far from over. Staff has been conducting a review of the plan and offered this update. This update was brought back this month to allow committee members additional time to look over all of the information.

Ms Sowell asked if Mr. Bromberg could prepare an executive summary listing key points. Mr. Bromberg stated he would prepare such a document.

Mr. Gobel would like the PTV Committee to take some type of position on this updated plan. He suggested this plan be put back on the agenda for June and the Committee be prepared to modify or move it forward to the full Board for all to comment on. Should the Board have a problem with any portion of this plan, it should come back to the PTV Committee for any possible changes.

F-4 FY04/05 Preliminary Activity Plan and Budget – Attachment 5

Discussion

Mr. Piotrowski distributed a 2004-05 Budgetary Statement of Resources, Uses and Changes in Fund Balance showing a \$1,093,000 reduction in the tax levy for MPTV in FY04 which will be transferred to the General Fund to assist in the shortfall: \$700,000 of this amount will be recaptured via the capitalization of three local productions, and the additional \$393,000 would come from unexpended income and/or unrestricted net assets in the TV Fund. A summary of the last five years of tax levy support to the station was also distributed, and Mr. Piotrowski said it shows that the College's support for TV remains strong.

Mr. Gobel noted that this is the second time in the past three years tax levy support for MPTV was reduced. He said he hoped that MPTV is not being seen as the college's "rich uncle." Mr. Gobel further stated the importance of the updated Digital TV Transition plan so the entire Board understands that the transition is not complete.

Mr. Bromberg noted that the budget in the document had been revised from the previous month. It now includes additional projected revenue from the Friends, but not yet the reduction in tax levy income outlined by Mr. Piotrowski. Ms. Sowell asked that there be a revised date listed when changes are made.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – April, 2004 – Attachment 6

G-2 March Clippings – Attachment 7

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, June 14, 2004, Noon, Milwaukee Campus, Board Room (M210)

ADJOURNMENT

The committee adjourned at 1:08pm

Respectfully submitted,

Karen Wierschem
Administrative Specialist