

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

PRESENT: John Ashley Christy Brown Lamont McLoughlin
Joe Bauer Darnell Cole Todd Poppe
Tobie Black Rob Hartung Karen Wierschem
Ellis Bromberg

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, October 20, 2003 and called to order by Director Gobel at 12:10 p.m. in the MATC Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

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

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 – September 15, 2003 – Attachment 1

Motion It was moved by Mr. Terry, seconded by Mr. Gobel to approve the Public Television Committee Minutes of September 15, 2003.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

Dr. Cole thanked Mr. Ashley, Administrator for the Education Division of the ECB, for attending this meeting.

Dr. Cole also complimented MATC's involvement in the nationwide League of Innovation Conference held in Milwaukee. Mr. Bromberg was a presenter, and he and other MPTV staff did a

wonderful job.

Dr. Cole noted a memo he sent to Mr. Joe Rice, Chair of The Channel 10/36 Friends Board, describing a proposal he will make to the MATC Board to allow the Friends to reduce their support of MPTV by \$170,000 in FY2003-04. That amount corresponds with MPTV's surplus in FY2002-03

E-1 Monthly Advertising Fund Expenditures, September/October/November 2003 – Attachment 2

Motion It was moved by Mr. Terry, seconded Mr. Gobel to approve the monthly advertising fund expenditures for September, October, and November 2003.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg reported on:

- MPTV November Premieres
- Programs for Native American Heritage month
- The League of Innovation Conference, where he participated in a session on new technology
- A panel he will sit on at the Iowa Public Television DTV Symposium in Des Moines on October 29-30, 2003
- An Op-Ed column in the Milwaukee Journal Sentinel about Public Television and the various responses it generated, including his own
- Comcast Cable, which dropped WMVS from its lineup before Mr. Bromberg informed them that it was against FCC regulations to do so. Comcast is expected to return WMVS to its lineup in approximately two months.
- MPTV will air a Milwaukee Mayoral Forum on Wednesday, November 5, 2003 at 9:30 p.m.
- The Mister Rogers' Memorial Sweater Drive ends October 24, 2003
- Tom Fletemeyer, Executive Director of the ECB, is retiring at the end of this year and we wish him well

F-2 Friends Report – Attachment 3

Discussion

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

- His appreciation for the cooperation of Dr. Cole and Mr. Poppe on several issues involving The Friends
- The annual membership campaign begins on November 29, 2003
- Bequests to the 10/36 Friends are gaining momentum
- Because The Friends now have their own building and do not have to rely on the State Fair Park schedule, the Auction will be held in April this year to avoid competition with May sweeps programming
- The Auction will feature a Dream Home to bid on this year
- Beginning with the November issue, Fine Tuning magazine will be printed in a larger format magazine size with full color on eight pages

F-3 Wisconsin Education Communications Board Presentation on Instructional Television

Discussion

Mr. John Ashley gave a report on what the ECB provides to MPTV and the importance of K-12 instructional television. The medium of television is still the best way to get ideas across. The focus now is to encourage teachers to engage their students. He spoke of digital TV and multicasting, and the scope of opportunities they present – especially to help Milwaukee comply with the Leave No Child Behind requirements.

F-4 Preliminary FY2002-03 Results

Discussion

Mr. Todd Poppe gave a brief overview of the results of the FY2002-03 budget results. Mr. Poppe noted a surplus of \$170,000, which if the Board agrees, will allow The Friends to reduce their support by a like amount in FY2003-04. In FY 2001-02, a surplus in the TV budget was returned to the college with the approval of The Friends, with Dr. Cole's commitment to look at future results. Mr. Gobel asked if the current retained earning percentage of 61% was where it was anticipated to be. Mr. Poppe responded that the

\$170,000 increase moved the balance to higher than expected but noted that the balance was necessary to transition local production to the HDTV format. A new long-range HDTV plan is expected to be included in next year's budget.

ITEM G. INFORMATION ITEMS

G-2 Monthly Bills – August 2003 – Attachment 6

Discussion Mr. Gobel wanted it clarified that the expenditures listed were in line with amounts budgeted and approved. Mr. Bromberg and Mr. Poppe assured him that they were.

ITEM H. MISCELLANEOUS ITEMS

H-2 Communications and Petitions

None

ITEM I. Information Items

H-3 None

OLD BUSINESS/NEW BUSINESS

Discussion Mr. Gobel asked that the following items that were removed from this month's agenda be put on the November agenda as Ms. Sowell will be in attendance then: Committee Self-Assessment, Community Advisory Board, and Minority Procurement Policy.

Attorney Brown stated that as the Minority Procurement Policy will be on the FPO Committee this month, she would contact Ms. Sowell personally to discuss this issue.

Date of Next Meeting: Monday, November 17, 2003, Noon, Milwaukee Campus, Board Room (M210)

ADJOURNMENT

The committee adjourned at 1:10 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist