

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

ADMINISTRATION PRESENT: Joseph Bauer Rob Hartung
Ellis Bromberg Jan Pritzl
Darnell Cole Scott Rackham
Janice Falkenberg Mike Sargent

GUESTS PRESENT: Lamont McLoughlin Scott Rackham

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 Tuesday, April 19, 2005, and called to order by Chairperson Gobel at 3:35 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Carl (Chuck) Gobel, Jeannette Bell, Linda Sowell (via phone)

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 – March 15, 2005 – Attachment 1

Discussion Mr. Gobel asked if there were any changes to the minutes. There were none.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the minutes of the March 15, 2005, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, March/April/May, 2005 – Attachment 2

Discussion Mr. Bromberg noted a handout which is patterned after what appears in the FPO procurement report listing minority ad placements, both owned and targeted. Mr. Gobel noted that 100% of minority expenditures were placed with minority owned firms. This report will become part of the PTV Committee packet from this point forward.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the monthly advertising fund expenditures for March, April, and May, 2005.

Action Motion approved.

E-2 FY2006 Independent Production Contracts – Attachment 3

Discussion Mr. Bromberg noted that there is a decrease in the amount spent for FY2006 versus FY2005.

Motion It was moved by Ms. Bell, seconded by Ms. Sowell to approve the FY2006 Independent Production Contracts.

Action Motion approved.

E-3 Sony Video Tape Recorders – Attachment 4

Discussion Mr. Bromberg noted that the Sony Video Tape Recorders and the Tandberg Encoding/Decoding Equipment are being fully funded through a Digital Distribution Fund Grant.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to make a motion for approval which includes this item as well as the next two items.

Action Motion passed.

E-4 Sony High Definition Camcorders – Attachment 5

Action See item E-3

E-5 Tandberg Encoding/Decoding Equipment

Action See item E-3

E-6 Resolution to Urge Congressional Support of Federal Funding for WMVS/WMVT – Attachment 7

Discussion Mr. Gobel stated that a revised resolution is being brought forward which localizes the request for support.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel to replace the original resolution with the more localized version.

Action Motion passed

Discussion Mr. Bromberg stated that the Bush Administration's budget, if approved by Congress without changes, would result in a 25% cut for public broadcasting. This resolution encourages members of our congressional delegation and other congressional leaders to support continued level funding for public broadcasting.

Ms. Sowell requested a press release be issued and/or placed on the college's and MPTV's websites to alert the public of this issue.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel to support this resolution.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg informed the committee that

- Under the discussion portion of the FPO Agenda is an item about Pier Wisconsin which includes an equipment list for the television portion that adds up to 1.6 million dollars.
- He attended the PBS Showcase last week and was impressed with the quality of upcoming programming.
- He received the first draft of the PBS budget which could increase MPTV's dues by \$46,000 or more.
- Also expected to rise dramatically are the fees paid for the 24-hour High Definition service that PBS supplies.
- One of our multicast channels, PBS Kids, will become a commercial venture in the fall. Stations in the top 60 markets were given an opportunity to promote this new station and receive a stipend for doing so. MPTV elected not to participate as it has long been promoted as a safe non-commercial haven for children and doing so would seem hypocritical.
- Two locally produced specials received nice write-ups in the Journal Sentinel: SPANISH SPOKEN HERE and KO-THI: DANCING AGAINST THE ODDS.
- Producer Liddie Collins was profiled in a cover story in the UW-Whitewater alumni magazine.

F-2 Friends Report – Attachment 3

Mr. Lamont McLoughlin, President 10/36 Friends:

- Introduced Mr. Scott Rackham, Executive Vice President of the

10/36 Friends.

- Auction begins in one week which is one week later than last year. Board members and MATC administration are invited to come and view this major undertaking. Mr. Gobel stated that several Board members have already signed up to be Auctioneers
- The last membership drive for the fiscal year will be June 4 – 12.
- 411 tickets have been sold so far for the June 26th Stars of Lawrence Welk Show at Elmbrook Church. This is before any on-air promotion has begun.

F-3 Update on FY2005 Capital Expenditures – Attachment 9

Discussion Mr. Gobel asked if expenditures would cross fiscal years. Mr. Jan Pritzl stated that some items included in the Digital Distribution Fund grants would not be purchased until next fiscal year.

F-4 Preliminary FY2005-06 Activity Plan and Budget Development – Attachment 10

Discussion Mr. Bromberg gave a brief explanation of this document noting that it is a work in progress. Mr. Gobel asked about last year's transfer of funds to MATC. Mr. Bromberg stated that in recent years – before last year's decrease in the college's operating tax levy support for TV - TV had ended the year with balanced budgets. Also during this time the college has asked that we freeze any additional hiring. Because it is a new year and the Board has approved the updated transition to Digital TV at the September 2004 Board meeting, this FY2006 budget includes personnel to get us back on target including the addition of 5 positions (3 that are frozen and 2 that are additions because of the conversion to DTV).

Mr. Sargent stated that the MPTV FY2006 budget, as it stands with the addition of the 5 positions, is at a deficit of 1 million dollars which can come either from the college's general fund or the spend down of the MPTV reserves.

The timing of the budget process is such that this year's budget will be posted prior to the PTV Committee meeting again. Committee members are therefore urged to attend the FPO Committee meeting on Thursday to support the MPTV budget proposal.

Ms. Sowell urged due diligence, showing need and having the proper structure throughout the entire hiring process, to ensure passage and to help the PTV Committee members serve as advocates for these positions. Each position has to stand on its own given the current budget situation.

Mr. Gobel asked if this budget is in line with the revised DTV plan approved by the Board in September. Mr. Bromberg stated that in order

to begin to see any revenue stream from our digital services we must not only have the new equipment, but also the personnel to implement the plans.

Dr. Cole stated that we do need to be cognizant of less money being received by the state resulting in a total operating budget which is down 14%. There are things we need to do differently. Perhaps a combining of positions with other MATC departments could be considered. If public television is able to hire two of the 5 positions, he said that would be great progress. We need to identify which positions would make the greatest impact.

Mr. Gobel stated he is sensitive to the need to do that, but at the same time does not want to jeopardize public television.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – March, 2005 – Attachment 11

G-2 January Clippings – Attachment 12

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 Information Items

Ms. Sowell thanked public television for making the studio available for the Board reception last week. It made us proud.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: May 17, 2005 at 3:30 p.m.

ADJOURNMENT

The committee adjourned at 4:47 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist