

## Attachment PTV - 1

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

<b>ADMINISTRATION</b>	Joseph Bauer	Janice Falkenberg
<b>PRESENT:</b>	Ellis Bromberg	Robert Hartung
	Christy Brown	Lamont McLaughlin
	Darnell Cole	Jan Pritzl
	Meg Diaz	

#### 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, August 16, 2004, and called to order by Chairperson Gobel at 12:34 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, Jeannette Bell, 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 – June 14, 2004 – Attachment 1

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the minutes of the June 14, 2004, committee meeting as submitted.

Action Motion approved.

#### ITEM D. COMMENTS FROM THE PUBLIC

None

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, June/July/August, 2004  
– Attachment 2**

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the monthly advertising fund expenditures for June, July and August, 2004.

Action Motion approved.

**E-2 Data Casting System – Attachment 3**

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the purchase of a Data Casting System from Roscor Corporation.

Action Motion approved.

**E-3 Avid Non-Linear Edit Stations – Attachment 4**

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the purchase of an Avid Non-Linear Edit Stations from Midwest Media Group.

Action Motion approved.

**E-4 Satellite Receive Antenna System – Attachment 5**

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the purchase of a Satellite Receive Antenna System from Satellite Engineering Group.

Action Motion approved.

**E-5 Barco Control Room for PTV – Attachment 6**

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the expansion of the existing monitoring equipment through Barco Control Rooms.

Action Motion approved.

**E-6 Tentative Meeting Schedule – Attachment 7**

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the PTV meeting schedule as submitted, with a start-time of 12:30pm rather than the proposed 12:00pm start time.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Discussion Mr. Bromberg reported on the following:

- Campaign Coverage – extensive plans for local and national coverage “By the People 2004”
- Digital Television Rules – recent announcement by the FCC clarifying rules governing the transition from analog to digital TV
- PBS Budget – possible changes in the way PBS operates
- Julia Child – tribute to air August 18th
- Major Giving Initiative - update, as requested by Director Gobel; Also, the mission/vision statement has been revised: *“Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment. The Channel 10/36 Friends promote and generate community support for MPTV.”*

It was suggested that this revised mission/vision statement be included as a header on all future Public Television Committee agendas, to provide another avenue to keep the statement in the public eye.

**F-2 Friends Report – Attachment 8**

Discussion Mr. McLoughlin reported on the following:

- Special day-long session 9/14 with Jim Lewis, consultant on major gifts initiative; 7:30am-9:30am session aimed at board members (both MATC and Friends).
- August pledge drive update
- Premiere Gala to be held Friday, 9/17 at the Milwaukee Athletic Club
- Program Underwriting update
- Auction update – 04 wrap-up/05 auction underway
- Planned giving update

**F-3 Digital TV Transition Update *including Executive Summary* – Attachment 9**

Discussion For the benefit of new member, Mayor Bell, Mr. Bromberg provided an overview of the history of the MPTV Digital Television Business Plan and Forecast FY1998-2008, which received approval in 1998 by the MATC Board, with a provision that the plan would be updated “as technological, governmental, and most importantly our customers’ service needs change.”

He noted that the MATC Board, at its June 2004 meeting, approved the use of \$659,000 in MPTV retained earnings funds, in order to balance the FY2004/05 budget, which will require further revisions to the Digital Television Transition Update Executive Summary. It was agreed that funding issues will be an ongoing process, and noted that issues such as tax levy, enrollment, etc., are yet to be determined. Therefore, Mr. Bromberg was asked to review the document to remove the financial components. The revised document will be brought back to the PTV Committee for review at its September meeting, at which time the committee may choose to forward it to the full board for approval.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills – June/July, 2004 – Attachment 10**

**G-2 May Clippings – Attachment 11**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 COMMUNICATIONS AND PETITIONS**

**H-2 INFORMATION ITEMS**

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

Date of Next Meeting: September 20, 2004

**ADJOURNMENT**

The committee adjourned at 1:53 p.m.

Respectfully submitted,

Caryn J. Dohring  
Administrative Specialist