

**Attachment PTV - 1**

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

**ADMINISTRATION PRESENT:** Joseph Bauer Christy Brown  
Ellis Bromberg Janice Falkenberg

**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, December 13, 2004, and called to order by Chairperson Gobel at 12:30 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 – November 15, 2004 – Attachment 1**

**Motion** It was moved by Ms. Sowell, seconded by Ms. Bell, to approve the minutes of the November 15, 2004, committee meeting as submitted.

**Action** Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, November/December, 2004 and January, 2005 – Attachment 2**

Motion It was moved by Ms. Sowell, seconded by Mr. Gobel, to approve the monthly advertising fund expenditures for November/December, 2004 and January, 2005.

Action Motion approved.

## **ITEM F. DISCUSSION ITEMS**

### **F-1 General Managers Report**

Discussion Mr. Bromberg reported on the following:

- Representative-elect Gwen Moore will be a guest on TAVIS SMILEY, this evening at 5 o'clock on Channel 36.
- The new season of MSO broadcasts on MPTV begins Jan 3<sup>rd</sup>.
- A new documentary, AIDS THE QUIET SECRET, produced by MPTV's Liddie Collins, will air on January 11<sup>th</sup>.
- Another locally produced series, LOW CARB COOKWORX, aired during the pledge drive and premieres in its regular timeslot in February. This series will be distributed nationally.
- And yet another locally produced program, THINGS THAT AREN'T HERE ANYMORE, about Milwaukee-area stores, restaurants, and drive-in theaters that are no longer in business but are remembered with fondness, aired during the recent pledge drive.
- The U.S. House and Senate approved the Consolidated Appropriations Act for Fiscal Year 2005 in late November; it provides for a 2% increase in funding for public television.
- The State Elections Board will address in January the remaining vestige of the 2001 Campaign Finance Reform Act: a requirement that public stations provide a minimum amount of free air time to certified candidates for state office.

### **F-2 Friends Report – Attachment 5**

Discussion Mr. McLoughlin reported on the following:

- The current pledge drive raised \$381,865 making it the most successful December drive ever.
- The OUTDOOR WISCONSIN banquet will take place in February.
- The first ever Antiques Expo broke even.

### **F-3 Ad-Hoc Community Advisory Board – Attachment 4**

Discussion Ms. Sowell stated she has received two inquires from community members as to what happened to this board. Ms. Sowell distributed a memo written to Mr. Bromberg requesting that a semi-annual communiqué be sent to the last known members.

Mr. Gobel asked if the Committee wanted to take action on the memo.

Motion It was moved by Ms. Sowell and seconded by Ms. Bell to adopt the suggestions in Ms. Sowell's memo.

Action Motion approved.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills – November, 2004 – Attachment 5**

**G-2 September Clippings – Attachment 6**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

Attorney Brown speaking for Dr. Cole thanked Ms. Sowell for attending the Partners in Excellence banquet.

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

Date of Next Meeting: January 10, 2005

**ADJOURNMENT**

The committee adjourned at 1:08 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist