

PLEASE NOTE ROOM CHANGE

February 9, 2005

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA
TECHNICAL COLLEGE DISTRICT, WISCONSIN

A regular open meeting* of the **PUBLIC TELEVISION COMMITTEE** of the Milwaukee Area Technical College District Board, Wisconsin will be held **MPTV CONFERENCE ROOM (ROOM C442)** of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on THURSDAY, FEBRUARY 17, 2005,** beginning at **3:00 p.m.** The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. [Approval of Minutes – January 18, 2005 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures, January/February/March, 2005 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 3](#)

G. Information Items

1. MPTV Awards
2. [Monthly Bills – January 2005 – Attachment 4](#)
3. [November Clippings – Attachment 5](#)

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: March 15, 2005 at 3:30 p.m.
Board Room (M210), Milwaukee Campus

Committee Members: Bell, Gobel, Sowell

- * **Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.**
- ** **Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.**

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.

*Reasonable accommodations are available through the ADA Office for individuals who need assistance.
Please call (414) 297-6221 to schedule services at least 48 hours prior to the meeting.*

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

ADMINISTRATION Joseph Bauer Darnell Cole
PRESENT: Ellis Bromberg Janice Falkenberg
Christy Brown

GUESTS Lamont McLoughlin
PRESENT:

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, January 18, 2005, and called to order by Chairperson Gobel at 3:30 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 (via telephone)

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 – December 13, 2004 – Attachment 1

Motion It was moved by Ms. Sowell, seconded by Ms. Bell , to approve the minutes of the December 13, 2004, committee meeting as submitted.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

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

Discussion Mr. Bromberg stated that overall minority expenditures is at 17% of total money spent which is over our target percentage.

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

Action Motion approved.

E-2 PTV Budget Development Calendar – Attachment 3

Discussion Mr. Bromberg stated that this calendar is brought to the PTV Committee to make everyone aware of the timelines that are in place.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the Planning and Budgeting Calendar.

Action Motion approved.

E-3 Independent Production Contract – Attachment 4

Discussion Mr. Bromberg gave background information to the Committee. He also reported that another grant was received for this production, THE MAKING OF MILWAUKEE.

Motion It was moved by Ms. Sowell, seconded by Ms. Bell to approve an additional \$8,000.00 to the existing purchase order for Smoking Monkey for design and research of 2d and 3d graphics for the MPTV production MAKING OF MILWAUKEE in the amount of \$8,000.00.

Action Motion approved.

E-4 Date and time of future Public Television Committee Meetings – Attachment 5

Discussion Mr. Gobel asked if this new schedule works out for everyone involved. It was noted that the February meeting presented a problem. Therefore it was moved to Thursday, February 17, 2005 at 3:00 p.m.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on the following:

- MPTV's Black History month highlights
- Our staff has completed a study and has asked the FCC to assign Channels 8 and 35 as our permanent digital channels.
- CPB has awarded MPTV a grant of \$861,484 for new digital master control room equipment. He congratulated the Engineering department for putting together an excellent grant application.

- Mr. Bromberg will attend Capitol Hill Day in February to speak to Wisconsin representatives regarding MPTV. Ms. Sowell expressed an interest in attending as well.
- Three resolutions concerning PBS operations to be voted on at a PBS General Managers meeting being held in February.
- At the direction of this committee, specifically Ms. Sowell, letters were sent to Community Advisory Board members informing them of the new Ad-Hoc status and inviting their continued input.

F-2 Friends Report – Attachment 5

Mr. Lamont McLoughlin reported that

- The OUTDOOR WISCONSIN banquet will be held at a new location - the Italian Community Center on February 23, 2005.
- The next on-air pledge drive begins February 28, 2005.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – December, 2004 – Attachment 7

G-2 October Clippings – Attachment 8

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: February 17, 2005 at 3:00 p.m.

ADJOURNMENT

The committee adjourned at 4:19 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist

Attachment PTV 2

**EICHENBAUM & ASSOC
ADVERTISING INC**
219 N. Milwaukee Street
Milwaukee, WI 53202
(414) 225-0011 Fax (414) 225-0022

**Milwaukee Public TV
Media**

ACTUAL

JANUARY, 2005

ADVERTISING OBJECTIVES:

Specific Programming Promotions
General Branding

MEDIA EXPENDITURES

\$ 16,838.88

Print

\$ 4,653.88

Program Specific: MSO, Aids Special, Jack Johnson

Radio

General Branding

\$12,185.00

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$2,273.00

African American

14%

\$2,273.00

Hispanic

\$ 0.00

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

219 North Milwaukee Street
Milwaukee, WI 53202
414.225.0011 Fax: 414.225.0022

**Milwaukee Public TV
Media**

ESTIMATE

FEBRUARY, 2005

Advertising Objectives:

- 2) General branding of the MPTV stations to encourage tune-in and support

MEDIA BUDGET

\$11,660.00

Print

Program specific advertising \$ 2,000.00

Radio

General branding \$ 9,660.00

Outdoor / Transit

\$

Television

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

219 North Milwaukee Street
Milwaukee, WI 53202
414.225.0011 Fax: 414.225.0022

**Milwaukee Public TV
Media**

ESTIMATE

MARCH, 2005

Advertising Objectives:

- 1) General branding of the MPTV stations to encourage tune-in and support
- 2) Promotion of pledge to encourage viewer support and contribution

MEDIA BUDGET

\$ 25,660.00

Print

Program specific advertising

\$

Radio

General branding

Pledge promotion

\$ 9,660.00

\$16,000.00

Outdoor / Transit

\$

Television

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

Attachment PTV 3

**Channel 10/36 Friends
Events Calendar
Winter 2005**

February

Feb 21	Auction Kick-Off
Feb 18 – 20	Milwaukee Boat Show Midwest Airline Center
Feb 23	Outdoor Wisconsin Banquet Italian Community Center
Feb 24	Full Board Meeting Station Conference Room

March

March 5 – 20	On-air Membership Drive
March 11 – 20	Milw Journal/Sentinel Sports Show WI Expo Center – SFP

April

April 1	Auction Art Preview Party
April 2 – 3	Auction Art Exhibition
April 29 – May 7	Great TV Auction

Attachment PTV 4

BOARD BILL LIST
TV Fund by Check No
01/31/05

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
01/03/05	0626072	Cingular Wireless	5454	Telephone	53.80
01/03/05	0626120	Media Makers Inc	5668	Program Production	15,835.00
01/03/05	0626137	Kevin F. Pulz	5201	Travel Expenses	646.52
01/03/05	0626139	Roscor Corporation	5840	Equipment	20,631.18
01/03/05	0626150	Time Warner Cable	5674	Technical Operations	251.34
01/06/05	0626169	Jack R. Abrams	5201	Travel Expenses	1,097.94
01/06/05	0626180	Wisconsin Broadcaste	5201	Travel Expenses	25.00
01/06/05	0626181	David K. Baule	5201	Travel Expenses	1,800.00
01/06/05	0626199	Conceptz Communicati	5668	Program Production	592.50
01/06/05	0626206	DAWNco	5674	Technical Operations	363.00
01/06/05	0626209	Dow Lohnes & Alberts	5361	Legal Services	1,928.84
01/06/05	0626231	Hein Electric Supply	5674	Technical Operations	102.20
01/06/05	0626256	John S. McKay	5201	Travel Expenses	139.01
01/06/05	0626261	Multimedia Graphic	5668	Program Production	330.75
01/06/05	0626263	National Supply & Ha	5674	Technical Operations	35.37
01/06/05	0626292	Spectra Internationa	5840	Equipment	11,250.00
01/10/05	0626353	SBC	5454	Telephone	951.43
01/10/05	0626354	APTS	5211	Seminars & Workshops	385.00
01/10/05	0626360	Audio Video Distribu	5677	Videotape	1,952.24
01/10/05	0626380	Dan Small Outdoors L	5668	Program Production	1,790.00
01/10/05	0626388	Executive Program Se	5840	Equipment	1,030.00
01/10/05	0626390	FedEx	5675	Traffic	143.19
01/10/05	0626405	Industrial Electroni	5674	Technical Operations	100.72
01/10/05	0626418	Kiwanis Club of Milw	5220	Membership & Subscri	190.00
01/10/05	0626424	John S. McKay	5201	Travel Expenses	46.26
01/10/05	0626434	Johnny R. Munoz	5668	Program Production	450.00
01/10/05	0626441	PBS Conference Manag	5211	Seminars & Workshops	250.00
01/10/05	0626485	United Parcel Servic	5675	Traffic	55.99
01/10/05	0626493	Arthur G. Welter	5201	Travel Expenses	25.00
01/10/05	0626502	WPS Energy Services	5452	Light & Power	15,400.77
01/13/05	0626522	SBC	5454	Telephone	264.62
01/13/05	0626527	Audio Video Distribu	5677	Videotape	867.26
01/13/05	0626540	Cecile Cheng	5357	Professional & Consu	203.00
01/13/05	0626549	CDI Transport Servic	5675	Traffic	13.73
01/13/05	0626552	Conceptz Communicati	5668	Program Production	592.50
01/13/05	0626555	Dan Small Outdoors L	5357	Professional & Consu	2,295.92
01/13/05	0626575	FedEx	5675	Traffic	23.57
01/13/05	0626580	FutureHmong Magazine	5270	Advertising	690.00
01/13/05	0626593	Darlyne C. Haertlein	5201	Travel Expenses	142.00
01/13/05	0626601	Glenda J. Hines	5357	Professional & Consu	700.00
01/13/05	0626643	Myers Information Sy	5674	Technical Operations	200.00
01/13/05	0626650	OWAA	5668	Program Production	180.00
01/13/05	0626669	Robert Edwards Roman	5668	Program Production	750.00
01/13/05	0626670	Roscor Corporation	5840	Equipment	5,026.20
01/13/05	0626681	Sprint	5454	Telephone	183.17
01/13/05	0626694	United Parcel Servic	5675	Traffic	126.10
01/13/05	0626700	Theodora N. Veresses	5357	Professional & Consu	2,300.00
01/13/05	0626708	Wisconsin Newspaper	5273	Publicity	55.94
01/20/05	0626728	SBC	5454	Telephone	162.20
01/20/05	0626737	David K. Baule	5201	Travel Expenses	703.59
01/20/05	0626749	Lynn Chars	5357	Professional & Consu	25.00
01/20/05	0626751	Conceptz Communicati	5668	Program Production	592.50
01/20/05	0626752	Karen J. Copper	5201	Travel Expenses	79.12
01/20/05	0626767	Eichenbaum & Associa	5270	Advertising	13,230.32

BOARD BILL LIST
TV Fund by Check No
01/31/05

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
01/20/05	0626768	Encore	5270	Advertising	590.00
01/20/05	0626772	FedEx	5675	Traffic	342.93
01/20/05	0626781	Gail G. Grzybowski	5201	Travel Expenses	98.00
01/20/05	0626782	Claudia S. Guevara	5668	Program Production	1,250.00
01/20/05	0626784	Darlyne C. Haertlein	5201	Travel Expenses	57.80
01/20/05	0626789	Glenda J. Hines	5357	Professional & Consu	700.00
01/20/05	0626811	Lisa Lutomski	5357	Professional & Consu	2,375.00
01/20/05	0626812	MA Junior Parking In	5668	Program Production	184.00
01/20/05	0626816	Maggie Media Inc	5668	Program Production	600.00
01/20/05	0626817	John S. McKay	5201	Travel Expenses	118.00
01/20/05	0626822	Milwaukee Symphony O	5668	Program Production	192.50
01/20/05	0626829	Johnny R. Munoz	5668	Program Production	450.00
01/20/05	0626834	National Educational	5211	Seminars & Workshops	425.00
01/20/05	0626858	Gerard Randall	5668	Program Production	120.00
01/20/05	0626859	Reel Life Films	5668	Program Production	550.00
01/20/05	0626862	Rotary Club of Milwa	5660	Affiliation/Mbsps	200.00
			5201	Travel Expenses	325.00
01/20/05	0626882	Sprint	5454	Telephone	13.53
01/20/05	0626892	Catharine A. Tierney	5201	Travel Expenses	2.88
01/20/05	0626897	United Parcel Servic	5675	Traffic	59.97
01/20/05	0626911	William D. Werner	5668	Program Production	18.72
01/20/05	0626925	Yokes & Associates	5668	Program Production	300.00
01/24/05	0626936	American Public Tele	5840	Equipment	10,054.00
01/24/05	0626944	All Wisconsin Media	5220	Membership & Subscri	187.50
01/24/05	0626970	Vicki L. Fischer	5357	Professional & Consu	1,100.00
01/24/05	0627013	Mouser Electronics I	5674	Technical Operations	249.74
01/24/05	0627050	Time Warner Cable	5674	Technical Operations	120.27
01/24/05	0627053	United Parcel Servic	5675	Traffic	144.76
01/27/05	0627080	Cingular Wireless	5454	Telephone	88.41
01/27/05	0627106	Corporate Express	5241	Office Supplies	610.89
01/27/05	0627108	Dan Small Outdoors L	5668	Program Production	1,790.00
01/27/05	0627163	Mogilka D L Inc	5678	Wmvs Transmitter Rep	1,160.00
01/27/05	0627165	Johnny R. Munoz	5668	Program Production	450.00
01/27/05	0627175	Radio Shack	5674	Technical Operations	77.96
01/31/05	0627521	American Public Tele	5840	Equipment	19,649.00
01/31/05	0627522	BP	5676	Vehicle Supplies	103.74
01/31/05	0627530	Joseph D. Bauer	5201	Travel Expenses	77.68
01/31/05	0627544	Conceptz Communicati	5668	Program Production	592.50
01/31/05	0627555	Dow Lohnes & Alberts	5361	Legal Services	734.00
01/31/05	0627564	FedEx	5675	Traffic	79.05
01/31/05	0627584	Linde Gas LLC	5674	Technical Operations	6.20
01/31/05	0627597	Mouser Electronics I	5674	Technical Operations	23.81
01/31/05	0627600	Johnny R. Munoz	5668	Program Production	450.00
01/31/05	0627603	Neher Electric Suppl	5674	Technical Operations	93.70
01/31/05	0627607	Nielsen Media Resear	5661	Audience Research	2,958.07
01/31/05	0627617	Gerard Randall	5668	Program Production	75.00
01/31/05	0627640	Catharine A. Tierney	5243	Other Supplies	55.40
01/31/05	0627649	Ten Publishing Servi	5668	Program Production	1,500.00

158,664.80					

BOARD BILL LIST
Over \$2500 Channel 10/36
01/31/05

Check Date	Check No	Vendor Name	Object Description	Object Amount
01/03/05	0626120	Media Makers Inc	5668 Program Production	15,835.00
01/03/05	0626139	Roscor Corporation	5840 Equipment	20,631.18
01/06/05	0626292	Spectra Internationa	5840 Equipment	11,250.00
01/10/05	0626502	WPS Energy Services	5452 Light & Power	15,400.77
01/13/05	0626670	Roscor Corporation	5840 Equipment	5,026.20
01/20/05	0626767	Eichenbaum & Associa	5270 Advertising	13,230.32
01/24/05	0626936	American Public Tele	5840 Equipment	10,054.00
01/31/05	0627521	American Public Tele	5840 Equipment	19,649.00
01/31/05	0627607	Nielsen Media Resear	5661 Audience Research	2,958.07

				114,034.54

November 2004

Last Updated 1/5/04

1. Interconnect – November 2004. **Evening/Weekend Programming**
2. Telecaster – November 2004. **MPTV**
3. Milwaukee Journal Sentinel – November 1. **TV Today** [Frontline]
4. Elm Grove Elm Leaves – November 4. **Holiday Store Features Wisconsin Artists' Items**
5. Milwaukee Journal Sentinel – November 5. **Won't You Be My Sweater**
6. Milwaukee Journal Sentinel – November 7. **TV Today** [Masterpiece Theatre]
7. Milwaukee Journal Sentinel – November 7-13. **TV Cue: Reign Of Terror** (Cover)
8. Milwaukee Journal Sentinel – November 7-13. **Weekly Highlights**
9. Milwaukee Journal Sentinel – November 7-13. **Weekly Highlights**
10. Milwaukee Journal Sentinel – November 7-13. **Weekly Highlights**
11. Milwaukee Journal Sentinel – November 7-13. **Weekly Highlights**
12. Ozaukee County News Graphic – November 8. **Mister Rogers Memorial Sweater Drive**
13. Milwaukee Journal Sentinel – November 8. **TV Today** [World War II]
14. Milwaukee Journal Sentinel – November 10. **TV Today** [National Geographic Special]
15. Milwaukee Journal Sentinel – November 11. **Wal-Mart: Always Low Prices, Always Big Questions**
16. Milwaukee Journal Sentinel – November 11. **TV Today** [WWII Memorial: A Testament To Freedom]
17. Waukesha Freeman – November 11. **Channel 10/36 Friends Antique Expo**
18. Milwaukee Journal Sentinel – November 14. **Great Escape**
19. Milwaukee Journal Sentinel – November 14-20. **Weekly Highlights**
20. Milwaukee Journal Sentinel – November 14-20. **Weekly Highlights**
21. Milwaukee Journal Sentinel – November 14-20. **Weekly Highlights**
22. Milwaukee Journal Sentinel – November 14-20. **Weekly Highlights**
23. Milwaukee Journal Sentinel – November 17. **TV Today** [Park East Promise]
24. Milwaukee Journal Sentinel – November 17. **SpongeBob's Softer Side**
25. At Ease – November 17-18. **Treasures In Store**
26. MATC Times – November 18. **Colleges President Weighs In On Belling Controversy**
27. MATC Times – November 18. **MPTV Will Air Musical Featuring US Indian Culture**
28. Milwaukee Journal Sentinel – November 19. **Friends Of Channels 10 & 36 Open Holiday Store**
29. Milwaukee Journal Sentinel – November 20. **Corrections**
30. Milwaukee Journal Sentinel – November 21. **Short Takes: Touching The Void/Broadway**
31. Milwaukee Journal Sentinel – November 21. **Public TV Friends Sponsoring Antique Expo Dec. 2-5**
32. Milwaukee Journal Sentinel – November 21-27. **Weekly Highlights**
33. Milwaukee Journal Sentinel – November 21-27. **Weekly Highlights**
34. Milwaukee Journal Sentinel – November 21-27. **Weekly Highlights**
35. Milwaukee Journal Sentinel – November 23. **TV Today** [Frontline]
36. Milwaukee Journal Sentinel – November 24. **Holiday TV Listings**
37. Milwaukee Journal Sentinel – November 24. **George Jones: 50 Years Of Hits** (Ad)
38. Waukesha Freeman – November 25. **Seminars Offered At Antique Show**
39. Milwaukee Journal Sentinel – November 28. **Channel 10/36 Friends Antique Expo**
40. Milwaukee Journal Sentinel – November 28-December 4. **Weekly Highlights**