

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

ADMINISTRATION Joseph Bauer Janice Falkenberg
PRESENT: Ellis Bromberg Mike Sargent

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 Thursday, February 17, 2005, and called to order by Chairperson Gobel at 3:00 p.m. in the MPTV conference room 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 – January 18, 2005 – Attachment 1

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the minutes of the January 18, 2005, committee meeting as submitted.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, January/February/March, 2005 – Attachment 2

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

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported that:

- PBS President Pat Mitchell will step down when her current contract ends in July 2006.
- Three resolutions were unanimously passed at the annual PBS

Members' Meeting in Washington last week: a) one requiring that lay members of the national PBS Board have an official or close relationship with a local station; b) one establishing a committee to define PBS's role in lobbying Congress; and c) one requiring that proceeds generated by any sale of station's broadcast spectrum be used for the direct benefit of stations.

- Public television has joined forces with those supporting a proposal for a new national trust fund known as "DO-IT" – the Digital Opportunity Investment Trust. DO-IT would be established by Congress using spectrum sale proceeds. It already has sponsors in the Senate and Senator Feingold has said he would consider becoming a co-sponsor. Proceeds from DO-IT would benefit not only public television stations, but libraries, museums – and colleges and universities.
- The general managers' meeting also included a briefing on President Bush's proposed budget and how it would affect public television. The Administration has proposed zeroing out funding for many budget lines that benefit public television, and if the proposal goes in without any change, federal funding for public television next year would be reduced 25% from what it is receiving this year.
- Elaine Peterson from the National Friends of Public Broadcasting and Mr. Bromberg visited Wisconsin's two senators and four local congressmen, and made a case for continued and increased funding for public television.
- Last week, public television reached a historic agreement with the National Cable Television Association, which will ensure that MPTV's full spectrum of digital services will be carried on all local cable systems when the transition to digital is finally complete.
- Public television has been at the eye of a small storm over an episode of one of its children's series, POSTCARDS FROM BUSTER. The show, targeted towards early elementary school kids, features 8-year-old Buster, an animated rabbit who travels the country with his videocamera, visiting a family in Vermont and learning about maple syrup, milking cows, and dairy products. The family he visits happens to be headed by two women. One of the three children who Buster befriends identifies one woman as her mother and another as her step-mother. However there is absolutely no discussion of homosexuality, same-sex unions, or sex in this program. The particular episode was withdrawn by PBS from the national schedule the same day it was criticized by new U.S. Education Secretary Margaret Spellings. Her department is one of the underwriters of the series. Nevertheless, a number of PBS stations have decided to air the program anyway including MPTV. Our broadcast is scheduled for April 13 at 4:30 p.m. on Channel 10.

Mr. Lamont McLoughlin informed the Committee that:

- The Membership drive for March will begin a week earlier than usual to help make up lagging funds
- Singer Daniel O'Donnell will be live in the MPTV studio on Saturday, March 5th to help generate additional money.
- Auction Kick off is on Monday, February 21st
- Merchandise is arriving at the auction warehouse--particularly artwork, although they are still behind in merchandise acquisition
- The Outdoor Wisconsin Banquet will be on Wednesday, February 23, 2005 at the Italian Conference Center.

Mr. McLoughlin distributed a comparison report for the December Pledge Drive.

ITEM G. INFORMATION ITEMS

G-1 MPTV Awards

MPTV staff earned two awards in the last month. The Wisconsin Broadcasters Association presented Dan Jones with the 2004 Best Feature Length Documentary for MILWAUKEE'S RIVERWEST NEIGHBORHOOD and BLACK NOUVEAU won the Connection 2004 Trail Blazer Award presented by Alpha Kappa Alpha Sorority, Inc. Epsilon Kappa Omega Chapter.

G-2 Monthly Bills – January , 2005 – Attachment 4

G-3 November Clippings – Attachment 5

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: March 15, 2005 at 3:30 p.m.

ADJOURNMENT

The committee adjourned at 3:45 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist