
Milwaukee Area Technical College

PLEASE NOTE DATE AND TIME CHANGE

January 12, 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 **BOARD ROOM, (ROOM M210)** of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on TUESDAY, JANUARY 18, 2005,** beginning at **3:30 p.m.** The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. [Approval of Minutes – December 13, 2004 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures, December, 2004 and January/February, 2005 – Attachment 2](#)
2. [PTV Budget Development Calendar – Attachment 3](#)
3. [Independent Production Contract – Attachment 4](#)
4. [Date and time of future Public Television Committee Meetings – Attachment 5](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment – 6](#)

G. Information Items

1. [Monthly Bills – December, 2004 – Attachment 7](#)
2. [October Clippings - Attachment 8](#)

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: February 15, 2005, 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.*

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 3rd.
- A new documentary, AIDS THE QUIET SECRET, produced by MPTV's Liddie Collins, will air on January 11th.
- 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

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

DECEMBER, 2004

ADVERTISING OBJECTIVES:

- 1) Promotion pledge programming to general public to encourage donations.
- 2) Branding advertising to encourage tune-in and support of the stations.

MEDIA EXPENDITURES

\$ 19,635.00

Print

\$

Radio

Pledge

\$12,500.00

Branding

\$ 7,135.00

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$3,704.00

African American

\$3,704.00

WJZI Radio

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

JANUARY, 2005

Advertising Objectives:

- 1) Promotion of specific programming
- 2) General branding of the MPTV stations to encourage tune-in and support

MEDIA BUDGET

\$18,185.00

<i>Print</i>	\$ 6,000.00
Program specific advertising	
<i>Radio</i>	\$12,185.00
General branding	
<i>Outdoor / Transit</i>	\$
<i>Television</i>	\$

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

FEBRUARY, 2005

Advertising Objectives:

- 1) Promotion of specific programming
- 2) General branding of the MPTV stations to encourage tune-in and support

MEDIA BUDGET

\$ 12,360.00

Print

\$ 2,700.00

Program specific advertising

Radio

\$ 9,660.00

General branding

Outdoor / Transit

\$

Television

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

Attachment PTV 3

**MATC Board of Directors
Planning and Budgeting Calendar
Fiscal Year 2005-06**

January 12	FPO reviews budget development calendar
January 18	PTV reviews budget development calendar
February 16	FPO reviews and approves preliminary planning assumptions FPO reviews financial forecast based on preliminary planning assumptions
February 22	Board reviews and approves preliminary planning assumptions
March 14	PTV receives progress report on activity plan and budget development for MPTV
March 16	FPO recommends final planning assumptions FPO receives progress report on activity plan and budget development
March 22	Board establishes final planning assumptions
April 18	PTV approves administration's preliminary activity plan and budget for MPTV
April 20	FPO reviews administration's preliminary activity plan and budget
April 26	Board reviews administration's preliminary activity plan and budget
May 13	Administration publishes Budget Public Hearing Notice based on budget proposed by the administration
May 18	FPO continues review of activity plan and budget
May 24	Board continues review of activity plan and budget
June 7	Board holds Public Hearing on proposed budget
June 20	PTV approves activity plan and budget for MPTV
June 22	FPO approves activity plan and budget
June 28	Board approves activity plan and budget
October	Board approves FY 2005-06 Tax Levies and Mill Rates

Attachment PTV 4

Sole Source Independent Television Production Contracts

BACKGROUND

In April 2004 the District Board approved the list of sole source independent television production contracts for Fiscal Year 2005. Included in this list was Smoking Monkey, an off-line editor and/or producer for segments of *OUTDOOR WISCONSIN* and *MAKING OF MILWAUKEE* documentary. The Board approved a not to exceed amount of \$58,500.00.

This is a request to increase the authorized amount to Smoking Monkey by \$8,000.00 for a total of \$66,500.00. This increased amount is for the design, research of 2D and 3D graphics for THE MAKING OF MILWAUKEE documentary project. Animations to be delivered in high definition 1080i format, to include Alphabet Soup, Juneau Cabin, Polish Flat, Calendar, Cross Section of Flushing Tunnel, Raw Materials Out – Finished Goods In, For Sale Sign and a possible animation of Water Treatment/Pumping Station. The average cost is estimated to be \$1,000 per animated sequence.

ACTION

Positive action by the Committees and the Board will result in the issuance of an additional purchase order to Smoking Monkey in the amount of \$8,000.00.

Attachment PTV 5

**REVISED PUBLIC TELEVISION COMMITTEE
MEETING SCHEDULE**

Tuesday, February 15, 2005 @ 3:30pm

Tuesday, March 15, 2005 @ 3:30pm

Tuesday, April 19, 2005 @ 3:30pm

Tuesday, May 17, 2005 @ 3:30pm

Tuesday, June 21, 2005 @ 3:30pm

Attachment PTV 6

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

January

- | | |
|-------------|---|
| Jan 17 | Martin Luther King Day
Friends office closed |
| Jan 21 – 30 | WI Marine Dealers Boat Show
WI Expo Center - SFP |

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 |

Attachment PTV 7

BOARD BILL LIST
TV Fund by Check No
12/31/04

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
12/02/04	0624677	Jack R. Abrams	5201	Travel Expenses	350.00
12/02/04	0624682	American Public Tele	5840	Equipment	8,050.00
12/02/04	0624684	Cingular Wireless	5454	Telephone	89.67
12/02/04	0624685	BP	5676	Vehicle Supplies	272.23
12/02/04	0624689	B&H Photo Video Pro	5840	Equipment	189.95
			5666	Production Eq. Repai	795.80
12/02/04	0624693	Lauren Burke	5668	Program Production	850.00
12/02/04	0624698	Rachelle D. Cehanovi	5668	Program Production	510.00
12/02/04	0624702	Common World Inc	5674	Technical Operations	1,648.51
12/02/04	0624705	CDI Transport Servic	5675	Traffic	18.92
12/02/04	0624706	Conceptz Communicati	5668	Program Production	592.50
12/02/04	0624709	Dan Small Outdoors L	5668	Program Production	1,790.00
			5357	Professional & Consu	495.00
12/02/04	0624716	Dow Lohnes & Alberts	5361	Legal Services	1,549.82
12/02/04	0624721	Executive Program Se	5840	Equipment	9,630.00
12/02/04	0624723	FedEx	5675	Traffic	25.00
12/02/04	0624724	Vicki L. Fischer	5357	Professional & Consu	75.00
12/02/04	0624727	Claudia S. Guevara	5668	Program Production	1,500.00
12/02/04	0624747	Lisa Lutomski	5357	Professional & Consu	2,375.00
12/02/04	0624790	Sony Electronics Inc	5673	Studio Equipment Rep	1,744.00
12/02/04	0624800	United Parcel Servic	5675	Traffic	207.97
12/02/04	0624809	Wisconsin Broadcaste	5660	Affiliation/Mbsps	500.00
12/06/04	0624820	American Public Tele	5665	Network Prog Service	575.00
12/06/04	0624821	SBC	5454	Telephone	915.02
12/06/04	0624826	AT&T	5454	Telephone	17.85
12/06/04	0624831	BBC Worldwide Americ	5840	Equipment	4,940.00
12/06/04	0624859	City of Milwaukee	5840	Equipment	4,859.52
12/06/04	0624862	Corporate Express	5241	Office Supplies	75.19
12/06/04	0624870	DAWNco	5840	Equipment	659.00
12/06/04	0624873	Kay Dillig	5668	Program Production	250.00
12/06/04	0624882	FedEx	5675	Traffic	186.84
12/06/04	0624899	Gail G. Grzybowski	5201	Travel Expenses	25.00
12/06/04	0624900	Darlyne C. Haertlein	5201	Travel Expenses	246.95
12/06/04	0624923	Industrial Electroni	5674	Technical Operations	33.27
12/06/04	0624926	Robert K. Johnson	5668	Program Production	200.00
12/06/04	0624933	Debra A. Kunath	5201	Travel Expenses	18.07
12/06/04	0624945	Mainstage Theatrical	5671	Remote/Studio Supp	93.60
12/06/04	0624959	Johnny R. Munoz	5668	Program Production	900.00
12/06/04	0624972	Outdoor Writers Asso	5668	Program Production	125.00
12/06/04	0624991	Public Broadcasting	5665	Network Prog Service	4,000.00
12/06/04	0624992	Public Broadcasting	5668	Program Production	2,607.00
12/06/04	0624993	Public Television	5663	In-Service Training	95.00
12/06/04	0624999	Roscor Corporation	5840	Equipment	3,576.19
12/06/04	0625014	Sony Electronics Inc	5673	Studio Equipment Rep	1,835.41
12/06/04	0625023	Time Warner Cable	5674	Technical Operations	125.51
12/09/04	0625103	Cecile Cheng	5357	Professional & Consu	322.00
12/09/04	0625106	CDI Transport Servic	5675	Traffic	6.23
12/09/04	0625108	Conceptz Communicati	5668	Program Production	592.50
12/09/04	0625109	Corporate Express	5241	Office Supplies	17.50
12/09/04	0625126	FedEx	5675	Traffic	189.98
12/09/04	0625133	Michael J. Garvin	5201	Travel Expenses	9.50
12/09/04	0625151	Higgins Tower Servic	5678	Wmvs Transmitter Rep	967.00
12/09/04	0625187	Multimedia Graphic	5668	Program Production	330.75
12/09/04	0625193	Pauline Redmond Cogg	5270	Advertising	350.00

BOARD BILL LIST
TV Fund by Check No
12/31/04

Check Date	Check No	Vendor Name	Object	Description	Object Amount
12/09/04	0625200	PubTVOnline	5675	Traffic	8,000.00
12/09/04	0625203	Gerard Randall	5668	Program Production	60.00
12/09/04	0625206	Glenn P. Riley	5671	Remote/Studio Supp	42.22
12/09/04	0625231	Thomson Broadcast So	5840	Equipment	942.12
12/09/04	0625238	United Parcel Servic	5675	Traffic	236.92
12/09/04	0625254	Wisconsin Newspaper	5273	Publicity	58.76
12/13/04	0625292	Deborah A. Bozewicz	5668	Program Production	1,280.00
12/13/04	0625300	City of Milwaukee	5678	Wmvs Transmitter Rep	80.00
12/13/04	0625318	Thomas J. Dvorak	5243	Other Supplies	102.84
12/13/04	0625325	FedEx	5675	Traffic	106.85
12/13/04	0625343	Glenda J. Hines	5357	Professional & Consu	700.00
12/13/04	0625369	Myers Information Sy	5674	Technical Operations	200.00
12/13/04	0625385	Gerard Randall	5668	Program Production	120.00
12/13/04	0625390	Satellite Systems Co	5840	Equipment	2,235.00
12/13/04	0625392	Elaine M. Schmidt	5668	Program Production	900.00
12/13/04	0625413	United Parcel Servic	5675	Traffic	37.80
12/13/04	0625416	Theodora N. Veresses	5357	Professional & Consu	1,150.00
12/16/04	0625444	SBC	5454	Telephone	428.51
12/16/04	0625451	David K. Baule	5201	Travel Expenses	671.55
12/16/04	0625483	Eichenbaum & Associa	5270	Advertising	7,939.78
12/16/04	0625503	Darlyne C. Haertlein	5273	Publicity	8.14
12/16/04	0625550	National Supply & Ha	5674	Technical Operations	46.97
			5671	Remote/Studio Supp	69.96
12/16/04	0625571	SA Global Entertainm	5840	Equipment	3,000.00
12/16/04	0625579	Sprint	5454	Telephone	13.32
12/20/04	0625642	Kathryn Borghesani	5668	Program Production	200.00
12/20/04	0625648	CDW Government Inc	5840	Equipment	3,214.43
12/20/04	0625657	Conceptz Communicati	5668	Program Production	1,185.00
12/20/04	0625670	Eichenbaum & Associa	5270	Advertising	9,303.95
12/20/04	0625675	FedEx	5675	Traffic	702.95
12/20/04	0625679	Vicki L. Fischer	5357	Professional & Consu	1,100.00
12/20/04	0625690	Glenda J. Hines	5357	Professional & Consu	700.00
12/20/04	0625698	Industrial Electroni	5674	Technical Operations	48.56
12/20/04	0625707	Joseph Electronics	5840	Equipment	9,559.03
12/20/04	0625708	Journal Broadcast Gr	5668	Program Production	2,306.62
12/20/04	0625716	Linde Gas LLC	5674	Technical Operations	12.20
12/20/04	0625717	Lisa Lutomski	5357	Professional & Consu	2,375.00
12/20/04	0625718	MA Junior Parking In	5668	Program Production	211.50
12/20/04	0625736	Johnny R. Munoz	5668	Program Production	450.00
12/20/04	0625760	Gerard Randall	5668	Program Production	120.00
12/20/04	0625777	System Parking Inc	5668	Program Production	124.00
12/20/04	0625778	T & A Industrial Ltd	5674	Technical Operations	157.44
12/23/04	0625824	Bill's Power Center	5673	Studio Equipment Rep	3,355.00
12/23/04	0625840	Corporate Express	5241	Office Supplies	285.86
12/23/04	0625870	Thaddeus Groszczyk	5201	Travel Expenses	10.00
12/23/04	0625899	Myers Information Sy	5674	Technical Operations	3,100.00
12/23/04	0625917	Reel Life Films	5668	Program Production	600.00
12/23/04	0625924	Roscor Corporation	5840	Equipment	15,224.84
12/23/04	0625942	Time Warner Cable	5674	Technical Operations	119.95
12/23/04	0625952	Vyex LLC	5840	Equipment	2,307.00
12/23/04	0625955	WETA	5273	Publicity	100.00
12/23/04	0625960	Southeastern Wiscons	5201	Travel Expenses	62.00
12/30/04	0625977	Cingular Wireless	5454	Telephone	40.39
12/30/04	0625978	BP	5676	Vehicle Supplies	96.38

BOARD BILL LIST
TV Fund by Check No
12/31/04

Check Date	Check No	Vendor Name	Object	Description	Object Amount
12/30/04	0625979	Apple Computer Inc	5840	Equipment	9,332.32
12/30/04	0625987	Browne & Associates	5357	Professional & Consu	1,000.00
12/30/04	0625999	Dan Small Outdoors L	5668	Program Production	3,708.01
12/30/04	0626003	Thomas J. Dvorak	5220	Membership & Subscri	400.00
12/30/04	0626006	FedEx	5675	Traffic	179.43
12/30/04	0626008	Gene Ferrara Communi	5668	Program Production	900.00
12/30/04	0626019	Laura Koelsch	5357	Professional & Consu	120.00
12/30/04	0626025	Milwaukee Water Work	5455	Water	270.37
12/30/04	0626031	Nielsen Media Resear	5661	Audience Research	2,958.07
12/30/04	0626037	Reel Life Films	5668	Program Production	300.00
12/30/04	0626051	United Parcel Servic	5675	Traffic	158.46
12/30/04	0626053	Theodora N. Veresses	5357	Professional & Consu	1,150.00

					168,383.75

BOARD BILL LIST
Over \$2500 Channel 10/36
12/31/04

Check Date	Check No	Vendor Name	Object	Description	Object Amount
12/02/04	0624682	American Public Tele	5840	Equipment	8,050.00
12/02/04	0624721	Executive Program Se	5840	Equipment	9,630.00
12/06/04	0624831	BBC Worldwide Americ	5840	Equipment	4,940.00
12/06/04	0624859	City of Milwaukee	5840	Equipment	4,859.52
12/06/04	0624991	Public Broadcasting	5665	Network Prog Service	4,000.00
12/06/04	0624992	Public Broadcasting	5668	Program Production	2,607.00
12/06/04	0624999	Roscor Corporation	5840	Equipment	3,576.19
12/09/04	0625200	PubTVOnline	5675	Traffic	8,000.00
12/16/04	0625483	Eichenbaum & Associa	5270	Advertising	7,939.78
12/16/04	0625571	SA Global Entertainm	5840	Equipment	3,000.00
12/20/04	0625648	CDW Government Inc	5840	Equipment	3,214.43
12/20/04	0625670	Eichenbaum & Associa	5270	Advertising	9,303.95
12/20/04	0625707	Joseph Electronics	5840	Equipment	9,559.03
12/23/04	0625824	Bill's Power Center	5673	Studio Equipment Rep	3,355.00
12/23/04	0625899	Myers Information Sy	5674	Technical Operations	3,100.00
12/23/04	0625924	Roscor Corporation	5840	Equipment	15,224.84
12/30/04	0625979	Apple Computer Inc	5840	Equipment	9,332.32
12/30/04	0625999	Dan Small Outdoors L	5668	Program Production	3,708.01
12/30/04	0626031	Nielsen Media Resear	5661	Audience Research	2,958.07

					116,358.14

Attachment PTV 8

October 2004

Last Updated 12/28/04

1. Milwaukee Journal Sentinel – October 1. **Interchange Season Premier** (*Ad*)
2. Milwaukee Journal Sentinel – October 1. **TV Today** [Senate Debate]
3. Milwaukee Courier – October 2. **Keith Murphy Co-Host Black Nouveau**
4. Milwaukee Journal Sentinel – October 3. **American Experience: RFK, Cop Shop**
5. Milwaukee Journal Sentinel – October 3-9. **TV Cue: Cop Shop** (*Cover*)
6. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
7. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
8. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
9. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
10. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
11. Milwaukee Journal Sentinel – October 3-9. **Weekly Highlights**
12. Milwaukee Journal Sentinel – October 4. **I Remember Premier** (*Ad*)
13. Milwaukee Journal Sentinel – October 4. **TV Today** [American Experience]
14. Milwaukee Journal Sentinel – October 5. **Hurricane To Shake Up ‘Sesame Street’**
15. Milwaukee Journal Sentinel – October 5. **TV Today** [Vice Presidential Debate]
16. Milwaukee Journal Sentinel – October 6. **TV Today** [PBS Hollywood Presents]
17. Milwaukee Journal Sentinel – October 6. **Veeps Trade Punches, But Score No Knockouts**
18. Milwaukee Journal Sentinel – October 7. **TV Today** [Wide Angle]
19. Milwaukee Journal Sentinel – October 8. **TV Today** [Presidential Debate]
20. Milwaukee Journal Sentinel – October 9. **TV Today** [Henry V]
21. West Bend Daily News – October 9. **MPTV Announces Art Contest Winners**
22. Racine Journal Times – October 10. **Poppycock Vs. Faith**
23. Milwaukee Journal Sentinel – October 10. **The Most Dangerous Woman In America**
24. Milwaukee Journal Sentinel – October 10-16. **TV Cue: Postcards From Buster** (*Cover*)
25. Milwaukee Journal Sentinel – October 10-16. **Weekly Highlights**
26. Milwaukee Journal Sentinel – October 10-16. **Weekly Highlights**
27. Milwaukee Journal Sentinel – October 10-16. **Weekly Highlights**
28. Milwaukee Journal Sentinel – October 10-16. **Weekly Highlights**
29. Milwaukee Journal Sentinel – October 11. **TV Today** [Gerald Ford]
30. Milwaukee Journal Sentinel – October 12. **TV Today** [Frontline]
31. Milwaukee Journal Sentinel – October 13. **French Chef Can Enjoy Fast Food Too**
32. Milwaukee Journal Sentinel – October 13. **Pépin Lets Grocery Do The Prep Work**
33. MATC Times – October 14. **Sweater Drive Wraps Up**
34. Milwaukee Journal Sentinel – October 14. **TV Today** [Frontline]
35. Mequon-Thiensville Courant – October 14. **Mequon 9-Year-Old Wins MPTV Art Competition**
36. Milwaukee Journal Sentinel – October 17. **Crashing The Parties**

(CONTINUED)

37. Milwaukee Journal Sentinel – October 17-23. **Weekly Highlights**
38. Milwaukee Journal Sentinel – October 17-23. **Weekly Highlights**
39. Milwaukee Journal Sentinel – October 17-23. **Weekly Highlights**
40. Milwaukee Journal Sentinel – October 17-23. **Weekly Highlights**
41. Milwaukee Journal Sentinel – October 18. **Broadway Sings, Dances Its Way To TV**
42. Milwaukee Journal Sentinel – October 18. **TV Today** [American Experience]
43. Milwaukee Journal Sentinel – October 19. **TV Today** [Broadway: The American Musical]
44. Milwaukee Journal Sentinel – October 20. **TV Today** [Broadway: The American Musical]
45. Milwaukee Journal Sentinel – October 21. **TV Today** [Broadway: The American Musical]
46. Milwaukee Journal Sentinel – October 24. **Wining, Dining, And Reality TV**
47. Milwaukee Journal Sentinel – October 24-30. **Weekly Highlights**
48. Milwaukee Journal Sentinel – October 24-30. **Weekly Highlights**
49. Milwaukee Journal Sentinel – October 24-30. **Weekly Highlights**
50. Milwaukee Journal Sentinel – October 24-30. **Weekly Highlights**
51. Milwaukee Journal Sentinel – October 25. **TV Today** [Frontline]
52. Milwaukee Journal Sentinel – October 26. **TV Today** [Frontline]
53. Milwaukee Journal Sentinel – October 31-Nov 6. **TV Cue: Regency House** (*Cover*)
54. Milwaukee Journal Sentinel – October 31-Nov 6. **Weekly Highlights**
55. Milwaukee Journal Sentinel – October 31-Nov 6. **Weekly Highlights**
56. Milwaukee Journal Sentinel – October 31-Nov 6. **Weekly Highlights**

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