

**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