

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

**ADMINISTRATION** Joseph Bauer Janice Falkenberg  
**PRESENT:** Ellis Bromberg Mike Sargent  
Christy Brown Teresa Sartin  
Tom Dvorak

**GUESTS:** Lamont McLoughlin Scott Rackham

**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, June 21, 2005, and called to order by Chairperson Gobel at 3:38 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Carl (Chuck) Gobel, Jeannette Bell, Linda Sowell (via phone)

**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 – May 17, 2005 – Attachment 1**

Motion It was moved by Ms. Bell, seconded by Ms. Sowell, to approve the minutes of the May 17, 2005, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, May/June/July, 2005 – Attachment 2**

Motion It was moved by Ms. Bell, seconded by Ms. Sowell, to approve the monthly advertising fund expenditures for May, June, and July, 2005.

Action Motion approved.

### **E-2 Sole Source Media Service Providers – Attachment 3**

- Discussion Mr. Bromberg informed the Committee that this attachment, as well as attachment 4 are brought forward every year at this time. He further stated that the majority of the increase, in both media providers and membership dues, can be attributed to rising costs from PBS.
- Motion It was moved by Ms. Bell, seconded by Ms. Sowell, to approve the proposed contracts with the sole source media providers as listed.
- Action Motion approved.

### **E-3 PBS and Regional Memberships – Attachment 4**

- Motion It was moved by Ms. Bell, seconded by Ms. Sowell, to approve the PBS and other regional memberships.
- Action Motion approved.

## **ITEM F. DISCUSSION ITEMS**

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

- Discussion Before this item, Mr. Gobel reminded everyone to contact their local members of Congress to support Public Broadcasting.
- Discussion Mr. Bromberg reported on :
- the proposed Federal cuts in PBS funding which could result in a net loss of between \$300,000 to \$500,000
  - the controversy over the appointment of a new CPB president
  - the death of a 36-year veteran engineer, Ed Hampe
  - the local production pipeline

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

- Mr. Lamont McLoughlin informed the Committee that:
- the June Pledge drive raised \$189,440
  - the Stars of Lawrence Welk performance is this Sunday at Elmbrook church
  - planning begins tomorrow for the August Membership drive
  - the 2<sup>nd</sup> annual Premier Gala is being planned for September 16, 2005
- Mr. McLoughlin expressed his gratitude to Mr. Gobel for his years of service on the Public Television Committee as well as his being a great overall “friend” of public television.

**F-3 PTV Hispanic Advertising Expenditures – Attachment 6**

Discussion Mr. Bromberg stated that Mr. Earle had requested a report on Hispanic advertising during last month's FPO meeting. It indicated Hispanic media spending has grown from 1.7% in FY2003 to 6.4% (through May 31<sup>st</sup>) in FY2005. Mr. Bromberg distributed a Spanish language postcard that was mailed to 7,500 Hispanic households featuring MPTV's children's programming. The postcard mailing is one of the innovative ways that MPTV is getting our message out to the Hispanic community.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills –May, 2005 – Attachment 7**

**G-2 March Clippings – Attachment 8**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 COMMUNICATIONS AND PETITIONS**

**H-2 INFORMATION ITEMS**

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

Mr. Bromberg thanked Mr. Gobel for his service on the PTV Committee as a member since August 2002, and chair since August 2003.

Date of Next Meeting: TBD

**ADJOURNMENT**

The committee adjourned at 4:19 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist