

May 13, 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 in the **BOARD ROOM, (ROOM M210) of MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on TUESDAY, MAY 17, 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 – April 19, 2005 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures, April/May/June, 2005 – Attachment 2](#)
2. [TV Instructional Studio Cameras – Attachment 3](#)
3. [FY2005-06 Activity Plan and Budget – Attachment 4](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 5](#)

G. Information Items

1. [Monthly Bills – April 2005 – Attachment 6](#)
2. [February Clippings – Attachment 7](#)

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: June 21, 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.*

Attachment PTV - 1

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

ADMINISTRATION PRESENT:	Joseph Bauer Ellis Bromberg Darnell Cole Janice Falkenberg	Rob Hartung Jan Pritzl Scott Rackham Mike Sargent
GUESTS PRESENT:	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, April 19, 2005, and called to order by Chairperson Gobel at 3:35 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 – March 15, 2005 – Attachment 1

Discussion Mr. Gobel asked if there were any changes to the minutes. There were none.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the minutes of the March 15, 2005, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, March/April/May, 2005 – Attachment 2

Discussion Mr. Bromberg noted a handout which is patterned after what appears in the FPO procurement report listing minority ad placements, both owned and targeted. Mr. Gobel noted that 100% of minority expenditures were placed with minority owned firms. This report will become part of the PTV Committee packet from this point forward.

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

Action Motion approved.

E-2 FY2006 Independent Production Contracts – Attachment 3

Discussion Mr. Bromberg noted that there is a decrease in the amount spent for FY2006 versus FY2005.

Motion It was moved by Ms. Bell, seconded by Ms. Sowell to approve the FY2006 Independent Production Contracts.

Action Motion approved.

E-3 Sony Video Tape Recorders – Attachment 4

Discussion Mr. Bromberg noted that the Sony Video Tape Recorders and the Tandberg Encoding/Decoding Equipment are being fully funded through a Digital Distribution Fund Grant.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to make a motion for approval which includes this item as well as the next two items.

Action Motion passed.

E-4 Sony High Definition Camcorders – Attachment 5

Action See item E-3

E-5 Tandberg Encoding/Decoding Equipment

Action See item E-3

E-6 Resolution to Urge Congressional Support of Federal Funding for WMVS/WMVT – Attachment 7

Discussion Mr. Gobel stated that a revised resolution is being brought forward which localizes the request for support.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel to replace the original resolution with the more localized version.

Action Motion passed

Discussion Mr. Bromberg stated that the Bush Administration's budget, if approved by Congress without changes, would result in a 25% cut for public broadcasting. This resolution encourages members of our congressional delegation and other congressional leaders to support continued level funding for public broadcasting.

Ms. Sowell requested a press release be issued and/or placed on the college's and MPTV's websites to alert the public of this issue.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel to support this resolution.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg informed the committee that

- Under the discussion portion of the FPO Agenda is an item about Pier Wisconsin which includes an equipment list for the television portion that adds up to 1.6 million dollars.
- He attended the PBS Showcase last week and was impressed with the quality of upcoming programming.
- He received the first draft of the PBS budget which could increase MPTV's dues by \$46,000 or more.
- Also expected to rise dramatically are the fees paid for the 24-hour High Definition service that PBS supplies.
- One of our multicast channels, PBS Kids, will become a commercial venture in the fall. Stations in the top 60 markets were given an opportunity to promote this new station and receive a stipend for doing so. MPTV elected not to participate as it has long been promoted as a safe non-commercial haven for children and doing so would seem hypocritical.
- Two locally produced specials received nice write-ups in the Journal Sentinel: SPANISH SPOKEN HERE and KO-THI: DANCING AGAINST THE ODDS.
- Producer Liddie Collins was profiled in a cover story in the UW-Whitewater alumni magazine.

F-2 Friends Report – Attachment 3

Mr. Lamont McLoughlin, President 10/36 Friends:

- Introduced Mr. Scott Rackham, Executive Vice President of the

10/36 Friends.

- Auction begins in one week which is one week later than last year. Board members and MATC administration are invited to come and view this major undertaking. Mr. Gobel stated that several Board members have already signed up to be Auctioneers
- The last membership drive for the fiscal year will be June 4 – 12.
- 411 tickets have been sold so far for the June 26th Stars of Lawrence Welk Show at Elmbrook Church. This is before any on-air promotion has begun.

F-3 Update on FY2005 Capital Expenditures – Attachment 9

Discussion Mr. Gobel asked if expenditures would cross fiscal years. Mr. Jan Pritzl stated that some items included in the Digital Distribution Fund grants would not be purchased until next fiscal year.

F-4 Preliminary FY2005-06 Activity Plan and Budget Development – Attachment 10

Discussion Mr. Bromberg gave a brief explanation of this document noting that it is a work in progress. Mr. Gobel asked about last year's transfer of funds to MATC. Mr. Bromberg stated that in recent years – before last year's decrease in the college's operating tax levy support for TV - TV had ended the year with balanced budgets. Also during this time the college has asked that we freeze any additional hiring. Because it is a new year and the Board has approved the updated transition to Digital TV at the September 2004 Board meeting, this FY2006 budget includes personnel to get us back on target including the addition of 5 positions (3 that are frozen and 2 that are additions because of the conversion to DTV).

Mr. Sargent stated that the MPTV FY2006 budget, as it stands with the addition of the 5 positions, is at a deficit of 1 million dollars which can come either from the college's general fund or the spend down of the MPTV reserves.

The timing of the budget process is such that this year's budget will be posted prior to the PTV Committee meeting again. Committee members are therefore urged to attend the FPO Committee meeting on Thursday to support the MPTV budget proposal.

Ms. Sowell urged due diligence, showing need and having the proper structure throughout the entire hiring process, to ensure passage and to help the PTV Committee members serve as advocates for these positions. Each position has to stand on its own given the current budget situation.

Mr. Gobel asked if this budget is in line with the revised DTV plan approved by the Board in September. Mr. Bromberg stated that in order

to begin to see any revenue stream from our digital services we must not only have the new equipment, but also the personnel to implement the plans.

Dr. Cole stated that we do need to be cognizant of less money being received by the state resulting in a total operating budget which is down 14%. There are things we need to do differently. Perhaps a combining of positions with other MATC departments could be considered. If public television is able to hire two of the 5 positions, he said that would be great progress. We need to identify which positions would make the greatest impact.

Mr. Gobel stated he is sensitive to the need to do that, but at the same time does not want to jeopardize public television.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – March, 2005 – Attachment 11

G-2 January Clippings – Attachment 12

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 Information Items

Ms. Sowell thanked public television for making the studio available for the Board reception last week. It made us proud.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: May 17, 2005 at 3:30 p.m.

ADJOURNMENT

The committee adjourned at 4:47 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

APRIL, 2005

ADVERTISING OBJECTIVES:

General Branding and Program Specific Ads

MEDIA EXPENDITURES

\$ 12,581.06

Print

\$ 4,370.06

Program Specific: Spanish Spoken Here
Ko-thi: Dancing Against Odds

Radio

General Branding

\$ 8,211.00

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

23%

\$2,849.28

African American

15%

WJZI Radio \$ 1,568.28
Milwaukee Times \$ 273.00

Hispanic

8%

El Conquistador \$ 1,008.00

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ESTIMATE

MAY, 2005

Advertising Objectives:

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

MEDIA BUDGET

\$16,670.25

<i>Print</i>	\$
<i>Radio</i> Branding	\$10,170.25
<i>Outdoor / Transit / Direct Mail</i> Postcard mailer	\$ 6,500.00
<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

JUNE, 2005

Advertising Objectives:

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

MEDIA BUDGET

\$ 8,865.50

Print

\$

Radio

General branding

\$ 4,105.50

June Pledge

\$ 4,760.00

Outdoor / Transit

\$

Television

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2005 (JUL 04-JUN 05)
As of April 30, 2005**

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Placed	Total Media	Placements
						Promotions	Promotions	directly through MATC		
						H	AA			
Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$10,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,200.00
Sep-04	\$0.00	\$0.00	\$3,364.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,364.43
Oct-04	\$0.00	\$0.00	\$4,350.42	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,350.42
Nov-04	\$0.00	\$0.00	\$5,815.38	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,815.38
Dec-04	\$19,635.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19,635.00
Jan-05	\$12,185.00	\$0.00	\$4,653.88	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,838.88
Feb-05	\$9,660.00	\$0.00	\$2,626.14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,286.14
Mar-05	\$25,522.00	\$0.00	\$1,186.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$26,708.00
Apr-05	\$8,211.00	\$0.00	\$4,370.06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,581.06
May-05										
Jun-05										
Total	\$85,413.00	\$0.00	\$26,366.31	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$111,779.31

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic	Hispanic	African	African	Hmong	Hmong	Minority	Minority
	Spending	Spending %	Spending	Spending %	Spending	Spending %	Spending Total	Spending %
Jul-04	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Aug-04	\$0.00	0%	\$2,530.00	25%	\$0.00	0%	\$2,530.00	25%
Sep-04	\$220.50	7%	\$538.80	16%	\$0.00	0%	\$759.30	23%
Oct-04	\$126.00	3%	\$0.00	0%	\$0.00	0%	\$126.00	3%
Nov-04	\$0.00	0%	\$0.00	0%	\$690.00	12%	\$690.00	12%
Dec-04	\$0.00	0%	\$3,704.00	19%	\$0.00	0%	\$3,704.00	19%
Jan-05	\$0.00	0%	\$2,273.00	13%	\$0.00	0%	\$2,273.00	13%
Feb-05	\$0.00	0%	\$1,873.00	15%	\$0.00	0%	\$1,873.00	15%
Mar-05	\$1,186.00	4%	\$2,947.00	11%	\$0.00	0%	\$4,133.00	15%
Apr-05	\$1,008.00	8%	\$1,841.28	15%			\$2,849.28	23%
May-05								
Jun-05								
Total	\$2,540.50	2%	\$15,707.08	14%	\$690.00	1%	\$18,937.58	17%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2005 (JUL 04-JUN 05)
As of April 30, 2005**

Media amounts by month billed

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)										
Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African American Minority Owned *	African American Minority Targeted	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other African-American vendors	Other Hmong vendors	
	Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$2,530.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Sep-04	\$220.50	\$0.00	\$538.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Oct-04	\$126.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Nov-04	\$0.00	\$0.00	\$690.00	\$0.00	\$690.00	\$0.00	\$0.00	\$0.00	\$0.00	
Dec-04	\$0.00	\$0.00	\$3,704.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Jan-05	\$0.00	\$0.00	\$2,273.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Feb-05	\$0.00	\$0.00	\$1,873.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Mar-05	\$1,186.00	\$0.00	\$2,947.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Apr-05	\$1,008.00	\$0.00	\$1,841.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
May-05									\$0.00	
Jun-05									\$0.00	
Total	\$2,540.50	\$0.00	\$16,397.08	\$0.00	\$690.00	\$0.00	\$0.00	\$0.00	\$0.00	

* may also be minority targeted

Minority Spending by Radio Station								
Month	WJMR-FM 98.3 AA Minority Targeted	WKKV-FM 100.7 AA Minority Targeted	WMCS-AM 1290 AA Minority Owned	WJZI-FM 93.3 AA Minority Owned	WNOV-AM 860 AA Minority Owned	WLUM-FM 102.1 AA Minority Owned	WBJX-AM Hisp. Minority Owned	WRRD-AM Hisp. Minority Targeted
	Jul-04	\$0.00	\$0.00	\$0.00	\$2,530.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-04	\$0.00	\$0.00	\$0.00	\$3,704.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-05	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-05	\$0.00	\$0.00	\$0.00	\$1,600.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-05	\$0.00	\$0.00	\$0.00	\$2,947.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-05	\$0.00	\$0.00	\$0.00	\$1,568.28	\$0.00	\$0.00	\$0.00	\$0.00
May-05								
Jun-05								
Total	\$0.00	\$0.00	\$0.00	\$14,349.28	\$0.00	\$0.00	\$0.00	\$0.00

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2005 (JUL 04-JUN 05)**

Media amounts by month billed

As of April 30, 2005

Minority Spending by Newspaper									
Month	Spanish Journal Hisp. Minority Owned	Spanish Times Hisp. Minority Owned	EI Conquistador Hisp. Minority Owned	Milwaukee Com. Jrnl. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Future Hmong Magazine	Hmong Comm. Jrnl. Hm Minority Owned	
	Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Sep-04	\$0.00	\$0.00	\$220.50	\$0.00	\$269.40	\$269.40	\$0.00	\$0.00	
Oct-04	\$0.00	\$0.00	\$126.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Nov-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$690.00	\$0.00	
Dec-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Jan-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$273.00	\$0.00	\$0.00	
Feb-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$273.00	\$0.00	\$0.00	
Mar-05	\$0.00	\$0.00	\$1,186.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Apr-05	\$0.00	\$0.00	\$1,008.00	\$0.00	\$0.00	\$273.00	\$0.00	\$0.00	
May-05									
Jun-05									
Total	\$0.00	\$0.00	\$2,540.50	\$0.00	\$269.40	\$1,088.40	\$690.00	\$0.00	

Minority Spending by Television					
Month	WVTV-TV AA Minority Targeted	Cable TV Hisp. Minority Targeted	Telemundo Cable TV Hisp. Minority Targeted	One time vendors Minority Targeted	One time vendors AA Minority Targeted
	Jul-04	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-05					
Jun-05					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other				
Month	Abrazo Minority Owned Hispanic Translation	Sales & Marketing - Minority Owned Media Buyer	Other Hispanic Owned Vendors	Other Hmong Owned Vendors
	Jul-04	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04	\$0.00	\$0.00	\$0.00	\$0.00
Dec-04	\$0.00	\$0.00	\$0.00	\$0.00
Jan-05	\$0.00	\$0.00	\$0.00	\$0.00
Feb-05	\$0.00	\$0.00	\$0.00	\$0.00
Mar-05	\$0.00	\$0.00	\$0.00	\$0.00
Apr-05	\$0.00	\$0.00	\$0.00	\$0.00
May-05				
Jun-05				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

TV Instructional Studio Cameras

BACKGROUND

The television operations division has requested the purchase of studio camera systems to replace three systems in TV Studio D for student labs. The recommended models provide needed features including wide screen capabilities. **This item is included in the budgeted capital expenditures for FY2005.**

The requirements for the equipment were outlined in bid number 05-19; bid documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in the Daily Report, Milwaukee Star and The Spanish Journal, along with invitations to submit proposals mailed to nine (9) potential firms known to have the capability to provide the required equipment. A search was done for certified Emerging Business Enterprises to include in the mailing, none were located. Bid documents were publicly opened at 2:00 pm on Thursday, May 12, 2005 with three (3) responses received.

Heartland Video Systems	Plymouth, WI	\$56,270.00 *
Roscor Corporation	Mount Prospect, IL	\$60,809.00
Midwest Media	Milwaukee, WI	\$62,204.00

Proposals were evaluated and the low qualified bid, as indicated by the asterisk, has met specifications. There were no challenges to the bid document or the manner in which the successful bidder was selected.

ACTION

Positive action by Committees and the Board will result in the issuance of a purchase order to Heartland Video Systems, in the amount indicated, as the provider of TV instructional studio cameras.

FY' 06 Revenue/Expenditure Projections
(compared to FY'05 "current budget" report for February)

4/6/2005

	FY 04 Actual	FY 05 Budget	FY 06 Budget	\$ CHANGE	% CHANGE
REVENUES and Other					
LOCAL GOV-TAX LEVY(Operations)	\$ 500,000	\$ 700,000	\$ 1,000,000	\$ 300,000	43%
LOCAL GOV-TAX LEVY(Aidable) General Fund	\$ 268,851	\$ 250,000	\$ 250,000	\$ -	0%
LOCAL GOV-TAX LEVY(Debt Requirements)	\$ 2,779,937	\$ 3,594,000	\$ 4,117,000	\$ 523,000	15%
OTHER STATE	\$ 250,800	\$ 251,000	\$ 250,800	\$ (200)	0%
FEDERAL AIDS	\$ 1,156,818	\$ 1,325,000	\$ 1,614,586	\$ 289,586	22%
DEPARTMENT REVENUE	\$ 172,743	\$ 100,000	\$ 100,000	\$ -	0%
OTHER: CH. 10/36 FRIENDS	\$ 3,378,992	\$ 3,200,000	\$ 2,907,362	\$ (292,638)	-9%
AUXILIARY REVENUES	\$ 103,934	\$ 520,000	\$ 401,000	\$ (119,000)	-23%
OTHER: NOTE PROCEEDS TV Budget	\$ 3,767,000	\$ 2,600,000	\$ 2,400,000	\$ (200,000)	-8%
OTHER: NOTE PROCEEDS(Aidable)	\$ 1,033,000	\$ 400,000	\$ 300,000	\$ (100,000)	-25%
OTHER: NOTE PROCEEDS(Local Production)	\$ 700,000	\$ 700,000	\$ 700,000	\$ -	0%
OTHER: NOTE PROCEEDS(Pier WI Equipment)	\$ -	\$ -	\$ 1,500,000	\$ 1,500,000	100%
**** SUBTOTAL REVENUES ****	\$14,112,075	\$13,640,000	\$15,540,748	\$1,900,748	14%
Less Aidable (General Fund)	\$ 1,301,851	\$ 650,000	\$ 550,000	\$ (100,000)	-15%
**** TOTAL REVENUES ****	\$12,810,224	\$12,990,000	\$14,990,748	\$2,000,748	15%
EXPENDITURES and Other					
FULL-TIME SALARIES*	\$ 2,576,182	\$ 3,377,277	\$ 3,637,458	\$ 260,181	8%
PART-TIME SALARIES & OTHER	\$ 329,658	\$ 326,714	\$ 413,321	\$ 86,607	27%
STUDENT SALARIES	\$ 27,307	\$ 44,194	\$ 48,194	\$ 4,000	9%
FRINGE BENEFITS	\$ 1,223,540	\$ 1,360,663	\$ 1,699,258	\$ 338,595	25%
SUPPLIES	\$ 56,594	\$ 91,597	\$ 90,647	\$ (950)	-1%
TRAVEL	\$ 43,981	\$ 82,334	\$ 65,334	\$ (17,000)	-21%
PUBLIC INFORMATION	\$ 220,550	\$ 222,000	\$ 247,000	\$ 25,000	11%
EQUIPMENT REPAIR	\$ -	\$ 250	\$ 250	\$ -	0%
UTILITIES	\$ 199,912	\$ 206,050	\$ 214,550	\$ 8,500	4%
CONTRACTED SERVICES	\$ 168,957	\$ 234,350	\$ 235,850	\$ 1,500	1%
LEGAL SERVICES	\$ 11,633	\$ 40,000	\$ 40,000	\$ -	0%
TELEVISION SUPPLIES	\$ 196,117	\$ 279,830	\$ 278,550	\$ (1,280)	0%
PROGRAM SERVICES(operating)	\$ 326,795	\$ 348,369	\$ 348,369	\$ -	0%
PROGRAM PRODUCTION*	\$ 749,390	\$ 228,372	\$ 162,636	\$ (65,736)	-29%
PROGRAM PROD.(Aidable) General Fund	\$ 268,851	\$ 250,000	\$ 250,000	\$ -	0%
AUXILIARY PRODUCTION*	\$ 102,884	\$ 520,000	\$ 401,000	\$ (119,000)	-23%
AFFILIATION/MBSPS	\$ 43,204	\$ 50,000	\$ 50,000	\$ -	0%
TELEVISION REPAIRS	\$ 52,534	\$ 43,000	\$ 46,000	\$ 3,000	7%
DEBT REQUIREMENTS	\$ 2,779,937	\$ 3,594,000	\$ 4,117,000	\$ 523,000	15%
PROGRAM SERVICES(Capital) TV Budget	\$ 1,700,000	\$ 1,800,000	\$ 1,800,000	\$ -	0%
CAPITAL OUTLAY(equipment) TV Budget	\$ 2,067,000	\$ 800,000	\$ 600,000	\$ (200,000)	-25%
CAPITAL OUTLAY(equip.) Aidable Capital Project	\$ 1,033,000	\$ 400,000	\$ 300,000	\$ (100,000)	-25%
CAPITAL OUTLAY(Pier WI Equipment)	\$ -	\$ -	\$ 1,500,000	\$ 1,500,000	100%
**** SUBTOTAL EXPENDITURES ****	\$14,178,026	\$14,299,000	\$16,545,417	\$2,246,417	16%
Less Aidable General Fund	\$ 1,301,851	\$ 650,000	\$ 550,000	\$ (100,000)	-15%
**** TOTAL EXPENDITURES ****	\$12,876,175	\$13,649,000	\$15,995,417	\$2,346,417	17%
Total revenue minus total expenses	\$ (65,951)	\$ (659,000)	\$ (1,004,669)	\$ (1,004,669)	
Beginning Fund Balance	\$ 3,147,449	\$ 3,081,498	\$ 2,422,498		
Ending Fund Balance	\$ 3,081,498	\$ 2,422,498	\$ 1,417,829		

* \$700,000 of these Totals are Capitalized for Local Production

POSSIBLE SCENARIO:	-\$314,330 Cost of 5 frozen positions: 215,000salary + 99,330 benefits
	-\$345,339 From TV Fund Balance
	-\$345,000 Transfer from General Fund (Fund 1) Fund Balance
	<u>\$1,004,669</u>
	\$2,077,159 Ending TV Fund Balance

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
04/30/05

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
04/04/05	0630629	Criticare Systems In	5243	Other Supplies	155.69
04/04/05	0630637	El Conquistador News	5270	Advertising	367.50
04/04/05	0630670	Industrial Electroni	5674	Technical Operations	37.95
04/04/05	0630673	Joseph Electronics	5840	Equipment	1,035.12
04/04/05	0630679	Lor & Associates	5270	Advertising	1,320.00
04/04/05	0630723	System Parking Inc	5668	Program Production	106.00
04/07/05	0630795	CDI Transport Servic	5675	Traffic	49.98
04/07/05	0630809	FedEx	5675	Traffic	178.87
04/07/05	0630821	Gene Ferrara Communi	5668	Program Production	900.00
04/07/05	0630850	Debra A. Kunath	5241	Office Supplies	41.61
04/07/05	0630859	MA Junior Parking In	5668	Program Production	173.00
04/07/05	0630861	Magpie Media Inc	5668	Program Production	2,000.00
04/07/05	0630885	Multimedia Graphic	5668	Program Production	330.75
04/07/05	0630888	National Supply & Ha	5674	Technical Operations	29.97
04/07/05	0630891	Thomas M. Newbauer	5201	Travel Expenses	53.83
04/07/05	0630904	Jan L. Pritzl	5201	Travel Expenses	376.90
04/07/05	0630910	Glenn P. Riley	5201	Travel Expenses	8.00
04/07/05	0630929	Spanish Journal	5840	Equipment	35.00
04/07/05	0630945	United Parcel Servic	5675	Traffic	80.23
04/11/05	0630973	SBC	5454	Telephone	829.17
04/11/05	0631030	Glenda J. Hines	5357	Professional & Consu	700.00
04/11/05	0631042	Kiwanis Club of Milw	5220	Membership & Subscri	170.00
04/11/05	0631047	Lakeshore Learning M	5243	Other Supplies	81.48
04/11/05	0631050	Lisa Lutomski	5357	Professional & Consu	2,375.00
04/14/05	0631133	SBC	5454	Telephone	378.14
04/14/05	0631141	BBC Worldwide Americ	5667	Program Acquisition	870.00
04/14/05	0631147	Lauren Burke	5668	Program Production	450.00
04/14/05	0631169	Corporate Express	5241	Office Supplies	161.59
04/14/05	0631170	Corporate Express	5241	Office Supplies	18.38
04/14/05	0631180	Executive Program Se	5667	Program Acquisition	15,025.00
04/14/05	0631182	FedEx	5675	Traffic	38.94
04/14/05	0631199	Darlyne C. Haertlein	5243	Other Supplies	14.40
04/14/05	0631210	Debra A. Kunath	5243	Other Supplies	4.00
04/14/05	0631272	Smoking Monkey	5668	Program Production	12,000.00
04/14/05	0631274	Sprint	5454	Telephone	13.58
04/14/05	0631278	Stoiber Electric	5668	Program Production	559.30
04/18/05	0631344	Conceptz Communicati	5668	Program Production	1,777.50
04/18/05	0631349	Dalis Inc, H. L.	5674	Technical Operations	390.08
04/18/05	0631350	Dan Small Outdoors L	5357	Professional & Consu	2,980.08
04/18/05	0631356	Thomas J. Dvorak	5201	Travel Expenses	1,211.47
04/18/05	0631359	Executive Program Se	5675	Traffic	240.00
			5665	Network Prog Service	3,104.00
04/18/05	0631372	Harris Corporation	5674	Technical Operations	12,470.00
04/18/05	0631398	Myers Information Sy	5674	Technical Operations	200.00
04/21/05	0631463	Ellis R. Bromberg	5211	Seminars & Workshops	425.00
			5201	Travel Expenses	895.54
04/21/05	0631473	Rachelle D. Cehanovi	5668	Program Production	710.00
04/21/05	0631486	Daily Reporter	5840	Equipment	23.71
04/21/05	0631487	Dan Small Outdoors L	5668	Program Production	14.00
04/21/05	0631491	Eichenbaum & Associa	5270	Advertising	26,498.70
04/21/05	0631502	First Book	5233	Books	84.60
04/21/05	0631522	Glenda J. Hines	5357	Professional & Consu	700.00
04/21/05	0631538	Linde Gas LLC	5674	Technical Operations	3.20
04/21/05	0631563	Gerard Randall	5668	Program Production	75.00

BOARD BILL LIST
 TV Fund by Check No
 04/30/05

Check Date	Check No	Vendor Name	Object	Description	Object Amount
04/21/05	0631587	United Parcel Servic	5675	Traffic	271.33
04/21/05	0631595	Theodora N. Veresses	5357	Professional & Consu	2,300.00
04/21/05	0631602	WGBH	5260	Printing & Duplicati	238.00
04/21/05	0631605	Wisconsin Jewish Chr	5270	Advertising	288.00
04/21/05	0631607	WPS Energy Services	5452	Light & Power	14,775.62
04/25/05	0631669	Vicki L. Fischer	5357	Professional & Consu	1,100.00
04/25/05	0631670	Fletcher Chicago Inc	5668	Program Production	124.00
04/25/05	0631692	Industrial Electroni	5674	Technical Operations	59.95
04/25/05	0631705	Kathleen M. Lenhardt	5201	Travel Expenses	1,483.85
04/25/05	0631723	NAEYC	5220	Membership & Subscri	88.00
04/25/05	0631763	Time Warner Cable	5674	Technical Operations	124.95
04/25/05	0631769	Allied Vaughn	5668	Program Production	503.97
04/25/05	0631780	Wisconsin Newspaper	5273	Publicity	59.23
04/28/05	0631804	David K. Baule	5201	Travel Expenses	10,000.00
04/28/05	0631814	Cecile Cheng	5357	Professional & Consu	1,435.00
04/28/05	0631827	Dan Small Outdoors L	5668	Program Production	3,580.00
04/28/05	0631835	FedEx	5675	Traffic	185.08
04/28/05	0631846	Greene HD Production	5667	Program Acquisition	5,000.00
04/28/05	0631855	Journal Sentinel Inc	5668	Program Production	111.50
04/28/05	0631864	Patrick L. McGinn	5668	Program Production	200.00
04/28/05	0631876	National Educational	5675	Traffic	20.00
04/28/05	0631889	Public Television Ma	5660	Affiliation/Mbsps	1,375.00
04/28/05	0631912	System Parking Inc	5668	Program Production	129.00
04/28/05	0631917	United Parcel Servic	5675	Traffic	19.74
04/28/05	0631918	University of Wi Mil	5668	Program Production	808.00
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BOARD BILL LIST
Over \$2500 Channel 10/36
04/30/05

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/14/05	0631180	Executive Program Se	5667 Program Acquisition	15,025.00
04/14/05	0631272	Smoking Monkey	5668 Program Production	12,000.00
04/18/05	0631350	Dan Small Outdoors L	5357 Professional & Consu	2,980.08
			5665 Network Prog Service	3,104.00
04/18/05	0631372	Harris Corporation	5674 Technical Operations	12,470.00
04/21/05	0631491	Eichenbaum & Associa	5270 Advertising	26,498.70
04/21/05	0631607	WPS Energy Services	5452 Light & Power	14,775.62
04/28/05	0631804	David K. Baule	5201 Travel Expenses	10,000.00
04/28/05	0631827	Dan Small Outdoors L	5668 Program Production	3,580.00
04/28/05	0631846	Greene HD Production	5667 Program Acquisition	5,000.00

				105,433.40

February 2005

Last Updated 4/27/05

1. Interconnect – February 2005. **Evening Weekend Programming**
2. Interconnect – February 2005. **Evening Weekend Programming Cont.**
3. Milwaukee Journal Sentinel – February 1. **The Morning Mail: Postcards From Buster Letters**
4. Milwaukee Journal Sentinel – February 2. **TV Today** [State Of The Union Address]
5. Milwaukee Journal Sentinel – February 2. **Today's Crimes Against Humanity (Ad)**
6. Campbellsport News – February 3. **Dan Small Photo**
7. Milwaukee Journal Sentinel – February 6-12. **Weekly Highlights**
8. Milwaukee Journal Sentinel – February 6-12. **Weekly Highlights**
9. Milwaukee Journal Sentinel – February 6-12. **Weekly Highlights**
10. Milwaukee Journal Sentinel – February 6-12. **Weekly Highlights**
11. Milwaukee Journal Sentinel – February 8. **What Kids Watch Is Up To Parents**
12. Milwaukee Journal Sentinel – February 8. **TV Today** [Frontline]
13. Milwaukee Journal Sentinel – February 9. **TV Today** [Slavery & The Making Of America]
14. Milwaukee Journal Sentinel – February 13-19. **Weekly Highlights**
15. Milwaukee Journal Sentinel – February 13-19. **Weekly Highlights**
16. Milwaukee Journal Sentinel – February 13-19. **Weekly Highlights**
17. Milwaukee Journal Sentinel – February 16. **Slavery's Cruel Impact On Identity Still Felt**
18. Milwaukee Journal Sentinel – February 16. **Opening The Closet**
19. Milwaukee Journal Sentinel – February 17. **Embattled PBS Chief To Step Down In 2006.**
20. Milwaukee Journal Sentinel – February 18. **Who's Creating Today's Moral Chaos?**
21. Milwaukee Journal Sentinel – February 20-26. **Weekly Highlights**
22. Milwaukee Journal Sentinel – February 20-26. **Weekly Highlights**
23. Milwaukee Journal Sentinel – February 20-26. **Weekly Highlights**
24. Milwaukee Journal Sentinel – February 20-26. **Weekly Highlights**
25. Milwaukee Journal Sentinel – February 22. **TV Today** [Frontline]
26. Milwaukee Journal Sentinel – February 23. **TV Today** [Dirty War]
27. Milwaukee Journal Sentinel – February 24. **TV Today** [Harlem Globetrotters]
28. Milwaukee Journal Sentinel – February 25. **TV Today** [Sammy Davis Jr.]
29. Milwaukee Journal Sentinel – February 27-March 5. **Weekly Highlights**
30. Milwaukee Journal Sentinel – February 27-March 5. **Weekly Highlights**