

**Milwaukee Area Technical College**

**REVISED 11-12-04**  
Addition of E-3

November 10, 2004

**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 MONDAY, NOVEMBER 15, 2004,** beginning at **12:30 p.m.** The agenda\*\* for said meeting is presented as follows:

**A. Roll Call**

**B. Compliance with Open Meetings Law**

**C. [Approval of Minutes – October 18, 2004 – Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

1. [Monthly Advertising Fund Expenditures, October/November/December, 2004 – Attachment 2](#)
2. [Sony Camera System – Attachment 3](#)
3. [Resolution to Repudiate Offensive Remarks Made on WISN-Radio – Attachment 4](#)

**F. Discussion Items**

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

**G. Information Items**

1. [Monthly Bills – October, 2004 – Attachment 6](#)
2. [August Clippings - Attachment 7](#)

## H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

## I. Old Business/New Business

1. Next Committee Meeting: Monday, December 13, 2004, 12:30 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**

<b>ADMINISTRATION</b>	Joseph Bauer	Janice Falkenburg
<b>PRESENT:</b>	Ellis Bromberg	Lamont McLoughlin
	Christy Brown	Craig Piotrowski
	Renee Dudley	

**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, October 18, 2004, and called to order by Chairperson Gobel at 12:35p.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  
**Excused:** 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 – September 20, 2004 – Attachment 1**

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the minutes of the September 20, 2004, committee meeting as submitted.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

None

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures,  
September/October/November, 2004 – Attachment 2**

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the monthly advertising fund expenditures for September/October/November, 2004.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Discussion Mr. Bromberg reported on the following:

- MPTV has been awarded an \$110,000 planning grant from the U.S. Dept. of Commerce to study the feasibility of digitizing and pooling the Instructional Television Fixed Service (ITFS) channels licensed to MATC, UWM and MPS. MPTV took the lead in writing the proposal for the grant on behalf of the three institutions, and MATC will serve as the fiscal agent for it.
- Beginning last week, and continuing through the end of October, our viewers are able to hear the ideas of local candidates in CANDIDATE CLOSE-UPS, airing weeknights at 5:25 on Channel 36 and at 6:55 on Channel 10.
- The locally produced documentary "Latino Vote," which focuses on the growing influence of Wisconsin's Hispanic community on both local and national elections, will air Thursday, October 28 on Channel 10.
- MPTV was the host of the semi-annual ascertainment event for local broadcasters. Mr. Gobel and Ms. Bell asked to see a list of the speakers.
- The FCC has asked stations to identify by December which digital channel they would ultimately like to broadcast on when the DTV transition ends. The FCC had designated channel 8 as the digital channel for WMVS-DT and channel 35 as the digital channel for WMVT-DT. However, since operational costs are higher for UHF channels, we are studying the feasibility of asking the FCC to move WMVT-DT from channel 35 to channel 10.
- CPB Reauthorization was blocked in committee by Sen. Ted Stevens (R-Alaska) because of concerns he has about content on some public television and radio programs. It was not voted on before Congress adjourned for the election.
- Mr. Bromberg attended the "Engaging Faculty in a Digital Future" conference at Penn State University as a panelist along with Mr. Alain DeMars, Chair of MATC's ViCom department. The conference focused on how public broadcast stations can be used to engage the community and advance the mission of their college licensees. Mr. Gobel asked if there were a mechanism in place to do this. The position of a Utilization Coordinator who would facilitate this is in the DTV Transition plan which was passed by the Board at its last meeting.

- Mr. Bromberg distributed a copy of a CPB study on using research effectively to restructure the national program schedule of PBS.

### **F-2 Friends Report – Attachment 3**

Discussion Mr. McLoughlin reported on the following:

- The program schedule is set for the next pledge drive, which begins on Saturday, November 27<sup>th</sup> and ends on December 12<sup>th</sup>,
- Membership revenue, additional gifts, and pledge dollars are all ahead of last year, however membership renewals are down.
- The Holiday Store at the auction building will be open for the second year on November 20 – 21. Over 50 booths will be staffed with area artists.
- An Antique Expo will be held at State Fair Park on December 2 – 5, 2004 where quality antiques from throughout the country will be available for sale.
- Volunteer hours for the last fiscal year totaled 50,004 hours.

### **F-3 Preliminary FY2003-04 Results – Attachment 4**

Discussion Ms. Renee Dudley gave an overview of this item. Total Tax Levy support for TV decreased \$257,000 in Fiscal Year 2004. The attachment shows tax levy trend support for the last seven years. Mr. Bromberg wanted the committee to remember that this capitalization was done late in the year due to a shortfall in the general fund and is an approximate number. Capitalization requires more detailed bookkeeping and will result in a lower CPB Community Service Grant which is based on operational revenue.

Mr. Craig Piotrowski explained the analysis of taxpayer support and commitments focusing on tax levies, both operating and debt services. He stated that although the operating portion of the tax levy has been up and down over the years, the overall support of the college has risen. Mr. Bromberg noted that the amounts cited were the actual tax levy commitments at the end of the year, not the amount earmarked for TV at the beginning of each fiscal year.

Mr. Bromberg asked if the percent of rising debt service in the public television area is similar to that in the general fund. Ms. Dudley stated that in general the debt service in the general fund is declining. Ms. Dudley prepared a debt service levy report of the operating funds by type which was given to the board. Mr. Piotrowski will give copy of this report to Mr. Bromberg.

**ITEM G. INFORMATION ITEMS**

**G-1 MPTV Awards**

Mr. Joe Bauer displayed two awards that MPTV received:

Dan Small of MPTV's "Outdoor Wisconsin" received first place in the 2004 Association of Great Lakes Outdoor Writers 2004 Awards in Video Craft competition.

The entire MPTV staff received a plaque for its partnership and production of the "Get a Life" video, an MATC recruitment effort to attract students to technical careers.

**G-2 Monthly Bills – September, 2004 – Attachment 5**

**G-3 July Clippings**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

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

Date of Next Meeting: November 15, 2004

**ADJOURNMENT**

The committee adjourned at 1:43 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**

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**OCTOBER, 2004**

**ADVERTISING OBJECTIVES:**

Promotion of the premiere of new season programming  
and a special on the Latino Vote

**MEDIA EXPENDITURES**

**\$4,350.42**

*Print*

\$ 4,350.42

*Radio*

\$

*Outdoor / Transit*

\$

*Television*

\$

**ACTUAL MINORITY MEDIA SPENDING**

**3 %**

**\$ 126.00**

**Hispanic**

**3 %**

**\$ 126.00**

El Conquistador

**EICHENBAUM & ASSOCIATES  
ADVERTISING INC**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

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**NOVEMBER, 2004**

**Advertising Objectives:**

Program-specific advertising for "Park East" and "Outdoor Wisconsin"

**MEDIA BUDGET**

**\$3,239.00**

*Print* \$3,239.00

*Radio* \$

*Outdoor / Transit* \$

*Television* \$

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**

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**DECEMBER, 2004**

**Advertising Objectives:**

Promotion of pledge programming to facilitate donations to the station.

**MEDIA BUDGET**

**\$11,500.00**

*Print*

\$

*Radio*

\$ 11,500.00

*Outdoor / Transit*

\$

*Television*

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**Sole Source Procurement**

**Sony Camera System**

**Background**

Milwaukee Public Television has requested the purchase of a Sony HDC Series HD Multi-Format Camera System. This camera and accompanying accessories are the completion of a 4-year plan for camera purchases for the TV Studio and TV Remote Truck. This camera is compatible with existing equipment and interchangeable between studio and remote locations. This camera will directly connect to and is controlled by existing Sony units.

Sony Broadcast and Business Solutions Company, a division of Sony Electronics Inc. has developed a master purchase agreement for all PBS affiliates, that provides discounted pricing not offered through any of their authorized resellers. In addition, Sony restricts their resellers from selling their broadcast level equipment. This procurement is therefore being deemed a sole source procurement.

**Action**

Positive action by Committees and the Board will result in the issuance of a purchase order to Sony Electronics Inc., of Itasca, IL for \$94,104.00 as the sole source provider of a Sony Multi-Format Camera System.

Attachment PTV 4

**RESOLUTION TO REPUDIATE OFFENSIVE REMARKS MADE ON WISN-RADIO**

WHEREAS, Milwaukee Area Technical College and its District Board are committed to meeting the needs of our highly diverse metropolitan region; and

WHEREAS, the college values each citizen's pride in his or her cultural heritage; and

WHEREAS, those citizens include the college's large multicultural student body; and

WHEREAS, MATC's District Board will not knowingly allow the college to participate in any activity that does not reflect its commitment to diversity, equity, access and respect; and

WHEREAS, Mark Belling used a highly offensive ethnic slur that is particularly demeaning to people of Mexican descent on his program aired on WISN-Radio; and

WHEREAS, Mr. Belling made light of his insincere apology for the following week; and

WHEREAS, the MATC District Board believes that continued advertising on WISN-Radio and Clear Channel Communications could constitute acceptance of such behavior; and

WHEREAS, the MATC District Board acknowledges that Mr. Belling's radio and television programs have been taken off the air indefinitely due to his offensive remarks;

THEREFORE, BE IT RESOLVED that the MATC District Board repudiates Mr. Belling's use of an insensitive and disrespectful racial slur; and

BE IT FURTHER RESOLVED that the MATC District Board directs that no advertising should be directed to WISN-Radio until further notice; and

BE IT FURTHER RESOLVED that since Mr. Belling is currently off the air, the advertising already scheduled for Clear Channel Communications outlets will continue; and

BE IT FURTHER RESOLVED that the MATC District Board directs that anticipated future advertising with Clear Channel Communications be directed to alternative vendors on a schedule and in a manner that accommodates MATC's advertising and financial needs should Mr. Belling be returned to his on-air radio program.

**Channel 10/36 Friends  
Events Calendar  
Fall/Winter 2004**

**November**

Nov 2	Executive Committee Meeting
Nov 4	Volunteer Recognition
Nov 11	Full Board Meeting
Nov 20 – 21	Holiday Store Townsend Site
November 25 – 26	Thanksgiving Friends office closed
Nov 27 – Dec 12	Pledge Drive

**December**

Dec 2 – 5	Friends Antique Expo
Dec 24 - 27	Friends office closed
Dec 31 – Jan 3	Friends office closed

## Attachment PTV 6

BOARD BILL LIST  
TV Fund by Check No  
10/31/04

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
10/04/04	0622112	BBC Worldwide Americ	5840	Equipment	3,045.00
10/04/04	0622131	Conceptz Communicati	5668	Program Production	592.50
10/04/04	0622151	Raul Galvan	5201	Travel Expenses	1,000.00
10/04/04	0622157	Heartland Video Syst	5840	Equipment	48,653.80
10/04/04	0622167	Iowa Public Televisi	5665	Network Prog Service	6,265.00
10/04/04	0622182	John S. McKay	5668	Program Production	13.00
			5201	Travel Expenses	72.43
10/04/04	0622216	Joseph M. Sankey	5668	Program Production	299.50
10/04/04	0622223	Signs by Tomorrow	5273	Publicity	125.00
10/04/04	0622231	Time Warner Cable	5674	Technical Operations	125.51
10/04/04	0622240	Theodora N. Veresses	5357	Professional & Consu	1,150.00
10/04/04	0622248	Anthony E. Wood	5668	Program Production	41.71
10/07/04	0622256	Jack R. Abrams	5201	Travel Expenses	590.00
10/07/04	0622262	American Public Tele	5840	Equipment	20,991.87
10/07/04	0622279	Deborah A. Bozewicz	5668	Program Production	920.00
10/07/04	0622288	Rachelle D. Cehanovi	5668	Program Production	150.00
10/07/04	0622295	Conceptz Communicati	5668	Program Production	592.50
10/07/04	0622297	Corporate Express	5241	Office Supplies	404.18
10/07/04	0622303	DLT Entertainment Lt	5840	Equipment	39,300.00
10/07/04	0622307	Eichenbaum & Associa	5270	Advertising	4,708.73
10/07/04	0622313	FedEx	5675	Traffic	107.27
10/07/04	0622315	James C. Fletcher	5668	Program Production	50.00
10/07/04	0622321	Gene Ferrara Communi	5668	Program Production	900.00
10/07/04	0622328	Darlyne C. Haertlein	5243	Other Supplies	31.07
10/07/04	0622354	Lisa Lutowski	5357	Professional & Consu	2,375.00
10/07/04	0622355	MA Junior Parking In	5668	Program Production	192.00
10/07/04	0622371	Multimedia Graphic	5668	Program Production	330.75
10/07/04	0622376	Jodi Olson	5668	Program Production	1,575.00
10/07/04	0622416	System Parking Inc	5668	Program Production	114.00
10/07/04	0622421	United Parcel Servic	5675	Traffic	55.68
10/07/04	0622431	We Energies	5452	Light & Power	387.83
10/11/04	0622475	DAWNco	5840	Equipment	1,325.00
10/11/04	0622485	Christopher J. Fliel	5668	Program Production	250.00
10/11/04	0622495	Industrial Electroni	5674	Technical Operations	200.32
10/11/04	0622506	Robert N. Mackey	5668	Program Production	450.00
10/11/04	0622508	Markertek Video Supp	5840	Equipment	2,050.84
10/11/04	0622519	National Supply & Ha	5674	Technical Operations	95.23
10/11/04	0622530	Pinnacle Systems	5674	Technical Operations	18,900.00
10/11/04	0622535	Gerard Randall	5668	Program Production	60.00
10/11/04	0622544	Mark W. Siegrist	5668	Program Production	105.00
10/11/04	0622564	We Energies	5452	Light & Power	14,506.45
10/11/04	0622574	Zeiger Incentives	5243	Other Supplies	2,023.23
10/14/04	0622593	Apple Computer Inc	5840	Equipment	8,576.56
10/14/04	0622601	B&H Photo Video Pro	5840	Equipment	2,801.40
10/14/04	0622606	Sadie Belongie	5668	Program Production	2,000.00
10/14/04	0622609	Ellis R. Bromberg	5201	Travel Expenses	88.12
10/14/04	0622627	FedEx	5675	Traffic	50.24
10/14/04	0622630	Raul Galvan	5201	Travel Expenses	25.92
10/14/04	0622646	Glenda J. Hines	5357	Professional & Consu	700.00
10/14/04	0622659	Kiwanis Club of Milw	5220	Membership & Subscri	194.00
10/14/04	0622660	Debra A. Kunath	5273	Publicity	25.50
10/14/04	0622713	Roscor Corporation	5840	Equipment	37,585.52
10/14/04	0622732	T & A Industrial Ltd	5674	Technical Operations	181.44
10/14/04	0622741	United Parcel Servic	5675	Traffic	57.00

BOARD BILL LIST  
TV Fund by Check No  
10/31/04

Check Date	Check No	Vendor Name	Object	Description	Object Amount
10/14/04	0622752	Wisconsin Broadcaste	5201	Travel Expenses	35.00
10/14/04	0622757	Wisconsin Newspaper	5273	Publicity	55.94
10/18/04	0622779	SBC	5454	Telephone	431.13
10/18/04	0622789	David K. Baule	5668	Program Production	61.50
10/18/04	0622824	Eichenbaum & Associa	5270	Advertising	3,645.00
10/18/04	0622833	Family Communication	5273	Publicity	77.16
10/18/04	0622854	Heartland Video Syst	5840	Equipment	11,902.48
10/18/04	0622870	Magpie Media Inc	5668	Program Production	1,500.00
10/18/04	0622876	Myers Information Sy	5674	Technical Operations	200.00
10/18/04	0622900	Public Television Ma	5660	Affiliation/Mbsps	1,375.00
10/18/04	0622901	Public Television	5220	Membership & Subscri	475.00
			5663	In-Service Training	95.00
10/18/04	0622918	United Parcel Servic	5675	Traffic	84.51
10/18/04	0622920	Theodora N. Veresses	5357	Professional & Consu	1,150.00
10/21/04	0622946	Ellis R. Bromberg	5201	Travel Expenses	58.49
10/21/04	0622972	FedEx	5675	Traffic	52.30
10/21/04	0622974	Fred Pryor Seminars	5201	Travel Expenses	149.00
10/21/04	0622977	Gene Ferrara Communi	5668	Program Production	450.00
10/21/04	0622983	Hall Chevrolet Co In	5676	Vehicle Supplies	1,162.33
10/21/04	0622986	Higgins Tower Servic	5678	Wmvs Transmitter Rep	1,120.00
10/21/04	0622989	Industrial Electroni	5674	Technical Operations	103.69
10/21/04	0623034	Redleaf Press	5233	Books	60.85
10/21/04	0623056	Sony Electronics Inc	5674	Technical Operations	1,044.44
10/21/04	0623057	Sprint	5454	Telephone	13.85
10/21/04	0623058	Stoiber Electric	5668	Program Production	341.93
10/21/04	0623088	Zeiger Incentives	5243	Other Supplies	857.06
10/25/04	0623097	Apple Computer Inc	5840	Equipment	8,576.56
10/25/04	0623115	Business Journal	5220	Membership & Subscri	89.95
10/25/04	0623132	Dan Small Outdoors L	5668	Program Production	3,580.00
10/25/04	0623134	Matt De Keyser	5357	Professional & Consu	3,000.00
10/25/04	0623145	Eichenbaum & Associa	5270	Advertising	6,410.68
10/25/04	0623161	Claudia S. Guevara	5668	Program Production	2,250.00
10/25/04	0623167	Glenda J. Hines	5357	Professional & Consu	700.00
10/25/04	0623187	Linde Gas LLC	5674	Technical Operations	16.20
10/25/04	0623205	National Educational	5675	Traffic	20.00
10/25/04	0623231	Public Broadcasting	5840	Equipment	973,697.85
			5665	Network Prog Service	108,188.65
10/25/04	0623232	Public Broadcasting	5840	Equipment	59,593.97
			5665	Network Prog Service	64,560.14
10/25/04	0623233	Public Broadcasting	5840	Equipment	59,144.77
			5665	Network Prog Service	64,073.50
10/25/04	0623234	Public Broadcasting	5840	Equipment	47,438.53
10/25/04	0623235	Public Broadcasting	5840	Equipment	46,964.15
10/25/04	0623236	Public Broadcasting	5840	Equipment	10,796.94
10/25/04	0623238	Reel Life Films	5668	Program Production	550.00
10/25/04	0623261	Time Warner Cable	5674	Technical Operations	104.96
10/25/04	0623272	Welk Syndication	5840	Equipment	9,772.00
10/28/04	0623304	Corporate Express	5241	Office Supplies	369.72
10/28/04	0623308	Dow Lohnes & Alberts	5361	Legal Services	824.00
10/28/04	0623320	Heartland Video Syst	5840	Equipment	1,732.20
10/28/04	0623363	Mark W. Siegrist	5668	Program Production	4,333.00
10/28/04	0623371	United Parcel Servic	5675	Traffic	119.40
				-----	
					1,730,819.93

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

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
10/04/04	0622112	BBC Worldwide Americ	5840	Equipment	3,045.00
10/04/04	0622157	Heartland Video Syst	5840	Equipment	48,653.80
10/04/04	0622167	Iowa Public Televisi	5665	Network Prog Service	6,265.00
10/07/04	0622262	American Public Tele	5840	Equipment	20,991.87
10/07/04	0622303	DLT Entertainment Lt	5840	Equipment	39,300.00
10/07/04	0622307	Eichenbaum & Associa	5270	Advertising	4,708.73
10/11/04	0622530	Pinnacle Systems	5674	Technical Operations	18,900.00
10/11/04	0622564	We Energies	5452	Light & Power	14,506.45
10/14/04	0622593	Apple Computer Inc	5840	Equipment	8,576.56
10/14/04	0622601	B&H Photo Video Pro	5840	Equipment	2,801.40
10/14/04	0622713	Roscor Corporation	5840	Equipment	37,585.52
10/18/04	0622824	Eichenbaum & Associa	5270	Advertising	3,645.00
10/18/04	0622854	Heartland Video Syst	5840	Equipment	11,902.48
10/25/04	0623097	Apple Computer Inc	5840	Equipment	8,576.56
10/25/04	0623132	Dan Small Outdoors L	5668	Program Production	3,580.00
10/25/04	0623134	Matt De Keyser	5357	Professional & Consu	3,000.00
10/25/04	0623145	Eichenbaum & Associa	5270	Advertising	6,410.68
10/25/04	0623231	Public Broadcasting	5840	Equipment	973,697.85
			5665	Network Prog Service	108,188.65
10/25/04	0623232	Public Broadcasting	5840	Equipment	59,593.97
			5665	Network Prog Service	64,560.14
10/25/04	0623233	Public Broadcasting	5840	Equipment	59,144.77
			5665	Network Prog Service	64,073.50
10/25/04	0623234	Public Broadcasting	5840	Equipment	47,438.53
10/25/04	0623235	Public Broadcasting	5840	Equipment	46,964.15
10/25/04	0623236	Public Broadcasting	5840	Equipment	10,796.94
10/25/04	0623272	Welk Syndication	5840	Equipment	9,772.00
10/28/04	0623363	Mark W. Siegrist	5668	Program Production	4,333.00
					-----
					1,691,012.55

**August 2004**

**Last Updated 10/27/04**

1. Milwaukee Journal Sentinel – August 1-7. **TV Cue** (*Cover*)
2. Milwaukee Journal Sentinel – August 1-7. **Weekly Highlights**
3. Milwaukee Journal Sentinel – August 1-7. **Weekly Highlights**
4. Milwaukee Journal Sentinel – August 1-7. **Weekly Highlights**
5. Milwaukee Journal Sentinel – August 1-7. **Weekly Highlights**
6. Milwaukee Journal Sentinel – August 5. **TV Today** [Soundstage]
7. Milwaukee Journal Sentinel – August 5. **Networks Put Dollars Before Democracy**
8. Milwaukee Journal Sentinel – August 8-14. **Weekly Highlights**
9. Milwaukee Journal Sentinel – August 9. **TV Today** [Yanni's Visions Of Greece]
10. Milwaukee Journal Sentinel – August 12. **Onscreen Or Off, State Natives Keep Busy**
11. Milwaukee Journal Sentinel – August 12. **Onscreen Or Off, State Natives Keep Busy (Cont.)**
12. Milwaukee Journal Sentinel – August 14. **Au Revoir To The Woman Who Made Haute Cuisine Cool**
13. Milwaukee Journal Sentinel – August 14. **Locals Recall Child Fondly**
14. Milwaukee Journal Sentinel – August 14. **Child Broke The Mold Of Cooking**
15. Montana Great Falls Tribune – August 14. **PBS Turns Camera On Model Railroad Club**
16. Milwaukee Journal Sentinel – August 15. **Three Reasons To Skip The 'Bachelor' Party**
17. Milwaukee Journal Sentinel – August 15-21. **Weekly Highlights**
18. Milwaukee Journal Sentinel – August 15-21. **Weekly Highlights**
19. Milwaukee Journal Sentinel – August 16. **'French Chef' Was An American Original**
20. Milwaukee Journal Sentinel – August 17. **TV Today** [American Experience]
21. Milwaukee Journal Sentinel – August 17. **Even More Julia**
22. Milwaukee Business Journal – August 20. **School Of The Arts Adds Marketing, Development Head**
23. Milwaukee Journal Sentinel – August 20. **Watching The Debate**
24. Appleton Post Crescent – August 20. **GOP Senate Debate To Be Televised Tonight**
25. Milwaukee Journal Sentinel – August 21. **Welch Slams Opponents For Funding Democrats**
26. Milwaukee Journal Sentinel – August 22-28. **Weekly Highlights**
27. Milwaukee Journal Sentinel – August 22-28. **Weekly Highlights**
28. Milwaukee Journal Sentinel – August 22-28. **Weekly Highlights**
29. Milwaukee Journal Sentinel – August 22-28. **Weekly Highlights**
30. Milwaukee Journal Sentinel – August 22-28. **TV Cue** (*Cover*)
31. Milwaukee Journal Sentinel – August 23. **TV Today** [History Detectives]
32. Milwaukee Journal Sentinel – August 24. **TV Today** [American Experience]
33. Shepherd Express – August 26. **News In Review: Radar Love**
34. Milwaukee Journal Sentinel – August 27. **Channel Surfing**
35. Milwaukee Journal Sentinel – August 29-September 4. **Weekly Highlights**
36. Milwaukee Journal Sentinel – August 30. **Equal Time Means 3 Hours For The GOP**
37. Milwaukee Journal Sentinel – August 31. **TV Today** [Republican Convention]