

Attachment PTV - 1

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

ADMINISTRATION	Joseph Bauer	Peter Earle
PRESENT:	Ellis Bromberg	Janice Falkenberg
	Christy Brown	Jim Gribble
	Darnell Cole (via telephone)	Rob Hartung
	Renee Dudley	Lamont McLoughlin
	Tom Dvorak	Craig Piotrowski
		Jan Pritzl

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, November 15, 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 – October 18, 2004 – Attachment 1

Motion It was moved by Ms. Sowell, seconded by Ms. Bell, to approve the minutes of the October 18, 2004, committee meeting as submitted.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

Robert Miranda, Spanish Journal and William Campbell, President of Black Student Union at MATC both spoke in support of the proposed resolution to repudiate offensive remarks made on WISN radio.

ITEM E. ACTION ITEMS

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

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

Action Motion approved.

E-2 Sony Camera System – Attachment 3

Discussion Mr. Bromberg spoke to this purchase.

Motion It was moved by Ms. Bell and seconded by Ms. Sowell to approve the purchase of a Sony Camera System in the amount of \$94,104.00 as a sole source procurement.

Action Motion approved.

**E-3 Resolution to Repudiate Offensive Remarks Made on WISN-Radio
– Attachment 4**

Discussion Dr. Cole spoke to this item. He agrees with the ban of advertising on WISN, however does not support the ban for all Clear Channel stations and outlets including radio station V100 which is a business leader in the African American community. Dr. Cole will continue to monitor the situation.

Mr. Gobel read the resolution.

Director Earle stated that this resolution was drafted at his request. He stated that the final paragraph was crafted to accommodate every conceivable marketing and financial concern of MATC, however Clear Channel should know that if Mark Belling is returned to the air, financial consequences will arise.

Mayor Bell still has problems with the last paragraph. She is not willing to put MATC at risk without seeing alternative plans from the administration. Ms. Sowell also would like to know what other options there are for MATC and MPTV's marketing plans.

Mr. Bromberg reminded the committee that MPTV has a different ad agency than the college. MPTV spent approximately \$11,000 last fiscal year on advertising with WISN radio and just over \$47,000 on other Clear Channel stations geared to our demographics. The station has no plans to advertise on WISN this fiscal year, and we would seek to find alternative stations that attract comparable audiences for such advertising.

Mr. Earle was agreeable to amend the last paragraph of the resolution to

accommodate the possibility should no alternative vendor be identified.

Mr. Gobel made several other minor changes to the resolution that are reflected in the attached, but said he has concerns with the last paragraph that pertains to free speech rights.

Motion It was moved by Ms. Bell and seconded by Ms. Sowell to approve the Resolution to Repudiate Offensive Remarks made on WISN-Radio as amended here:

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 person's pride in his or her cultural heritage; and

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

WHEREAS, the MATC District Board believes 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 should Mr. Belling be returned to his on-air radio program, administration will present a plan to the Board that

will minimize advertising on Clear Channel Communications when no alternative is available.

Action Ayes: Bell, Sowell
Noes: Gobel

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

- Discussion Mr. Bromberg reported on the following:
- ◆ PBS is creating a new advertiser-supported cable channel for preschoolers eliminating the PBS Kids multicast channel in fall 2005.
 - ◆ The FCC Digital channel election process
 - ◆ Two local productions airing this week: EDERMIRA'S JOURNEY and PARK EAST PROMISE: THE REBUILDING OF A FREEWAY NEIGHBORHOOD
 - ◆ The station collected 13,500 sweaters in the 7th annual Mister Rogers Sweater Drive.
 - ◆ MPTV had a booth at Trainfest this weekend promoting and selling merchandise from TRACKS AHEAD.
 - ◆ The Milwaukee County Zoo has placed a sign next to its flooded Amazon River exhibit promoting MPTV which airs a live picture of the exhibit during station breaks.
 - ◆ Mr. Bromberg was elected to a seat on the Wisconsin Broadcasters Association Board of Directors.

F-2 Friends Report – Attachment 5

- Discussion Mr. McLoughlin reported on the following:
- ◆ Mr. Gobel attended the Friends Board meeting last week and asked that the new method for transferring money to the station be explained. The Friends have changed the method of calculating the stations allocation from using projected budget figures to waiting till the year-end audit statements are complete and then establishing a payment schedule.
 - ◆ The Pledge drive begins this year on Thanksgiving Day with a seven-hour play of The Broadway Musical series.
 - ◆ The second annual Holiday Store will be open November 20 – 21, 2004 at the Auction site.
 - ◆ A first ever Antique Expo will take place December 2 – 5, 2004

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – October, 2004 – Attachment 6

G-2 August Clippings – Attachment 7

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

Ms. Sowell, noting that the Community Advisory Board has become an Ad-Hoc Committee, has asked that a meeting be held this year communicating this change to the members of this committee. Mr. Bromberg explained that a full committee was never appointed by the Board, and the terms of its past members have now expired. Mr. Gobel stated we would review the policy.

Mr. Gobel noted that Mayor Bell was named “Best Suburban Elected Official” by the Shepherd Express. The Committee offered its congratulations.

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: December 13, 2004

ADJOURNMENT

The committee adjourned at 1:42 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist