
Milwaukee Area Technical College

October 13, 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, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on MONDAY, OCTOBER 18, 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 – September 20, 2004 – Attachment 1

D. Comments from the Public

E. Action Items

1. Monthly Advertising Fund Expenditures, September/October/November, 2004 – Attachment 2

F. Discussion Items

1. General Manager's Report
2. Friends Report – Attachment 3
3. Preliminary FY2003-04 Results – Attachment 4

G. Information Items

1. MPTV Awards
2. Monthly Bills – September, 2004 – Attachment 5
3. July Clippings - Attachment 6

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: Monday, November 15, 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**

ADMINISTRATION	Joseph Bauer	Janice Falkenburg
PRESENT:	Ellis Bromberg	Rob Hartung
	Christy Brown	Lamont McLaughlin
	Darnell Cole	

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, September 20, 2004, and called to order by Chairperson Gobel at 12:35p.m. in the MPTV Conference Room, Room C442 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 – August 16, 2004 – Attachment 1

Motion It was moved by Ms. Bell, seconded by Ms. Sowell, to approve the minutes of the August 16, 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,
August/September/October, 2004 – Attachment 2**

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

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on the following:

- He thanked the members of PTV Committee for their attendance at the Major Giving Initiative meeting and the Premiere Gala event.
- PBS's Jim Lehrer will moderate the first Presidential debate. Channel 10 will carry it on September 30th at 8:00pm.
- MPTV will host the first statewide broadcast debate between U.S. Senate candidates Russ Feingold and Tim Michels on Friday, October 1st at 8:00pm
- There is a FCC proposal that would require stations to record all broadcasts between 6am and 10pm and keep them for up to 90 days to cross-check complaints about indecent content; broadcast organizations that represent MPTV have filed comments with the FCC opposing the proposal.
- Letters were sent to Senators Feingold and Kohl asking them to support the reauthorization of the Public Broadcasting Act which may be considered by this session of Congress.
- MPTV and Media Makers won a bronze award for Achievement in Media Excellence from the Media Communications Association for the program *Drug Free*.
- The seventh annual Mister Rogers' Sweater Drive kicks off on October 4th and runs through October 22nd.

F-2 Friends Report – Attachment 3

Discussion Mr. McLoughlin reported on the following:

- The preliminary gross figures for the first-ever Premiere Gala event are \$17,578.00.
- A comparison of like-market stations showing results of the August Pledge Drives.
- There has been remarkable growth in the Leadership Circle, those pledging more than \$1,000 annually, from 88 in 2002 to 174 in 2004.
- Bequests continue to grow with \$450,000 already in house in FY2005.

F-3 Revised Digital TV Transition Update *including Executive Summary* – Attachment 4

- Discussion The Committee had requested that this plan be updated taking into consideration the impact of the FY2005 budget revisions which shifted tax levy funds from the TV Fund to the General Fund. Mr. Bromberg stated that the college and the board along with TV administration must identify a new funding strategy. Ms. Sowell asked what was necessary to start the process to restore these funds. Mr. Gobel stated that this process will begin when this updated plan is moved to the full Board for approval. Proposed strategies would be brought to the PTV committee for consideration before going to the full board
- Motion It was moved by Ms. Sowell, seconded by Ms. Bell, to forward the Revised Digital TV Transition Update to the full Board for approval.
- Action Motion approved.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – August, 2004 – Attachment 5

G-2 June Clippings – Attachment 6

G-3 Digital TV Demonstration

Mr. David Felland gave a report highlighting the features of digital television including:

- how it can be used for teaching and learning
- digital milestones
- the Milwaukee Digital Tower complex
- multicasting
- research and information sharing
- etvcookbook.org

Mr. Felland also spoke about the success MPTV has had in securing grants and the importance of having the dollars and staff to implement and operate the new technology.

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: October 18, 2004

ADJOURNMENT

The committee adjourned at 1:55 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

SEPTEMBER, 2004

ADVERTISING OBJECTIVES:

Promote premiere of "Adelante" and "Black Nouveau"

MEDIA EXPENDITURES **\$3,364.43**

Print \$ 3,364.43

Radio \$

Outdoor / Transit \$

Television \$

ACTUAL MINORITY MEDIA SPENDING **23%** **\$ 759.30**

African American **16%** **\$ 538.80**
Milwaukee Courier \$269.40
Milwaukee Times \$269.40

Hispanic **7%** **\$ 220.50**
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

OCTOBER, 2004

Advertising Objectives:

Program specific advertising

MEDIA BUDGET

\$ 6,000.00

Print \$ 6,000.00
Program specific advertising

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

NOVEMBER, 2004

Advertising Objectives:

Branding for MPTV stations
Specific program promotion

MEDIA BUDGET

\$10,000.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

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

October

Oct 13

Auction Leadership meeting

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 - 4

**Milwaukee Area Technical College
Public Television Fund
June 30, 2004**

	FY 2000-01	FY 2001-02	FY 2002-03	FY 2003-04	FY 2002-03 vs FY 2003-04	
	Actual	Actual	Actual	Actual	\$ Change	% Change
Revenues						
MATC Support						
Local Levy	\$ -	\$ 946,000	\$ 1,420,000	\$ 500,000	\$ (920,000)	-64.79%
Debt Levy	922,980	1,475,607	2,167,300	2,830,000	662,700	30.58%
Equipment borrowing	1,067,000	3,200,000	1,467,000	2,067,000	600,000	40.90%
Programming borrowing	1,600,000	1,600,000	1,600,000	2,400,000	800,000	50.00%
Total MATC Support	3,589,980	7,221,607	6,654,300	7,797,000	1,142,700	17.17%
Other						
State	330,000	318,300	313,500	250,800	(62,700)	-20.00%
Federal Aids	1,776,901	1,295,732	1,306,199	1,156,818	(149,381)	-11.44%
Departmental Revenue	248,369	163,045	84,583	172,743	88,160	104.23%
Channel 10/36 Friends	3,678,811	3,472,154	3,048,337	3,378,992	330,655	10.85%
Auxiliary Revenues	494,732	113,236	104,165	103,934	(231)	-0.22%
Total Other Revenues	6,528,813	5,362,467	4,856,784	5,063,287	206,503	4.25%
Total Revenues	\$ 10,118,793	\$ 12,584,074	\$ 11,511,084	\$ 12,860,287	\$ 1,349,203	11.72%
Expense						
Operating Expense -						
Full Time Salaries	\$ 2,819,476	\$ 2,953,059	\$ 3,064,299	\$ 2,747,182	(317,117)	-10.35%
Part Time Salaries	265,763	318,131	292,702	346,605	53,903	18.42%
Student Salaries	39,893	34,694	29,941	29,073	(868)	-2.90%
Fringe Benefits	984,533	1,120,781	1,200,764	1,302,678	101,914	8.49%
Supplies	73,405	79,580	59,903	71,140	11,237	18.76%
Travel	74,293	40,599	47,115	43,981	(3,134)	-6.65%
Public Information	152,780	204,378	235,379	220,560	(14,819)	-6.30%
Equipment Repair	-	2,346	-	-	-	
Utilities	148,613	145,628	169,766	199,912	30,146	17.76%
Contracted Services	98,958	31,840	119,523	157,324	37,801	31.63%
Legal Services	46,149	26,659	24,020	11,633	(12,387)	-51.57%
Television Supplies	179,780	186,816	224,549	196,117	(28,432)	-12.66%
Program Services	352,643	268,239	333,120	326,796	(6,324)	-1.90%
Program Production	652,082	479,761	507,057	227,076	(279,981)	-55.22%
Affiliation/MPSPS	43,597	34,866	34,711	43,204	8,493	24.47%
Television Repairs	45,635	18,853	42,390	54,433	12,043	28.41%
Transfer Aidable Cost to General Fund	(248,531)	(269,634)	(278,703)	(268,851)	9,852	-3.53%
Total Operating Expense	5,729,069	5,676,596	6,106,536	5,708,863	(397,673)	-6.51%
Capital Expense -						
Debt Service Payments	922,980	1,478,818	2,167,300	2,830,000	662,700	30.58%
Capital Outlay - Programming	1,600,000	1,600,000	1,600,000	2,400,000	800,000	50.00%
Capital Outlay - Equipment	1,067,000	3,200,000	1,467,000	2,067,000	600,000	40.90%
Total Capital Expenses	3,589,980	6,278,818	5,234,300	7,297,000	2,062,700	39.41%
Total Expense	\$ 9,319,049	\$ 11,955,414	\$ 11,340,836	\$ 13,005,863	\$ 1,665,027	14.68%
Revenue Over (Under) Expense	\$ 799,744	\$ 628,660	\$ 170,248	\$ (145,576)	\$ (315,824)	-185.51%
Beginning Retained Earnings	910,944	2,340,414	667,392	2,772,619		
Adjustment For Encumbrances, Capital, Restricted Assets and Debt	629,725	(1,701,682)	1,934,979	(733,508)		
Operating Transfers Out		(600,000)				
Revenue Over (Under) Expense	799,744	628,660	170,248	(145,576)		
Retained Earnings - Available Ending	\$ 2,340,414	\$ 667,392	\$ 2,772,619	\$ 1,893,535		
Retained Earnings as a Percentage of Operating Costs	40.9%	11.8%	45.4%	33.2%		

Reconciliation of Retained Earnings:				
Retained Earnings per CAFR	\$ (899,235)	\$ (2,857,061)	\$ 3,147,449	\$ 3,081,498
Add Long & Short Term Debt Outstanding	4,522,568	8,171,413		
Less Restricted Assets	(617,652)	(2,400,208)		
Less Encumbrances	<u>(665,267)</u>	<u>(2,246,752)</u>	<u>(374,830)</u>	<u>(1,187,963)</u>
Retained Earnings Available for Operations per above	<u>\$ 2,340,414</u>	<u>\$ 667,392</u>	<u>\$ 2,772,619</u>	<u>\$ 1,893,535</u>
Difference	(0)	(0)	(0)	(0)
Reconciliation of Difference:				
Difference in Beg. Debt, Restricted Assets and Encumbrances	149,996	(3,239,649)	(3,524,453)	(8,070,299)
Capital Equipment	(3,591,661)	(3,158,985)	(4,876,741)	(3,454,068)
Contributed Capital		141,541	400,000	
Principal Debt Payment	761,878	1,154,366	1,802,817	2,408,368
Encumbrances for Supplies	<u>69,863</u>	<u>18,134</u>	<u>63,059</u>	<u>79,624</u>
Total	<u>(2,609,924)</u>	<u>(5,226,134)</u>	<u>(6,135,318)</u>	<u>(9,036,375)</u>
Difference in End. Debt, Restricted Assets and Encumbrances	<u>3,239,649</u>	<u>3,524,453</u>	<u>8,070,299</u>	<u>8,302,867</u>
	<u>629,725</u>	<u>(1,701,682)</u>	<u>1,934,979</u>	<u>(733,508)</u>
Long & Short Term Debt Outstanding			9,435,596	11,494,228
Restricted Assets			(990,467)	(2,003,398)

MILWAUKEE AREA TECHNICAL COLLEGE
 ENTERPRISE FUNDS--PUBLIC TELEVISION
ANALYSIS OF TAXPAYER SUPPORT AND COMMITMENTS

CLP/EnterpriseAnalysis 10/15/2004 8:33

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
	(A)	(A)	(A)	(A)	(A)	(A)	(B)
Tax Levy-Operating	\$ 1,196,000	1,569,000	-	946,000	1,420,000	500,000	700,000
Tax Levy-Debt Service	<u>500,000</u>	<u>500,000</u>	<u>923,000</u>	<u>1,476,000</u>	<u>2,167,000</u>	<u>2,830,000</u>	<u>3,594,000</u>
Total	<u>1,696,000</u>	<u>2,069,000</u>	<u>923,000</u>	<u>2,422,000</u>	<u>3,587,000</u>	<u>3,330,000</u>	<u>4,294,000</u>
Bond Proceeds/Commitments (C)	267,000	2,215,000	2,667,000	4,800,000	3,067,000	4,467,000 (D)	3,300,000

- Notes: (A) Actual
 (B) Proposed Budget
 (C) Bond proceeds are for capital expenditures, which include equipment and programming, that are ultimately repaid with the Debt Service Tax Levy.
 (D) In 2003-2004, operational expenditures of \$700,000 were reclassified to capital outlays, which resulted in a reduction in the Operating Tax Levy.

Attachment PTV 5

BOARD BILL LIST
TV Fund by Check No
09/30/04

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/02/04	0620630	BP	5676 Vehicle Supplies	434.37
09/02/04	0620641	David K. Baule	5201 Travel Expenses	3,000.00
09/02/04	0620647	Lauren Burke	5668 Program Production	600.00
09/02/04	0620661	Liddie M. Collins	5201 Travel Expenses	2,508.81
09/02/04	0620668	CS Electronics	5840 Equipment	3,503.26
09/02/04	0620684	Executive Program Se	5840 Equipment	1,071.00
09/02/04	0620687	FedEx	5675 Traffic	194.29
09/02/04	0620700	Claudia P. Gomez	5201 Travel Expenses	1,349.70
09/02/04	0620705	Thaddeus Groszczyk	5201 Travel Expenses	5.74
09/02/04	0620709	Heartland Video Syst	5840 Equipment	26,121.00
09/02/04	0620739	Maxell Corporation	5677 Videotape	1,293.00
09/02/04	0620774	Sharon R. Patterson	5201 Travel Expenses	226.55
09/02/04	0620789	Marshall J. Savick	5201 Travel Expenses	16.50
09/02/04	0620796	Sony Electronics Inc	5840 Equipment	15,321.96
09/02/04	0620812	Time Warner Cable	5674 Technical Operations	125.51
09/02/04	0620816	United Parcel Servic	5675 Traffic	105.61
09/02/04	0620826	Arthur G. Welter	5201 Travel Expenses	11.00
09/09/04	0620852	American Public Tele	5840 Equipment	9,998.00
09/09/04	0620875	Rachelle D. Cehanovi	5668 Program Production	170.00
09/09/04	0620883	Matt De Keyser	5357 Professional & Consu	3,000.00
09/09/04	0620915	Harris & Walsh Inc	5671 Remote/Studio Supp	41.46
09/09/04	0620948	Lisa Lutomski	5357 Professional & Consu	2,375.00
09/09/04	0620975	Multimedia Graphic	5668 Program Production	330.75
09/09/04	0620978	National Supply & Ha	5674 Technical Operations	11.97
09/09/04	0620998	Sandra Carter Intern	5840 Equipment	26,000.00
09/09/04	0621017	Time Warner Cable	5674 Technical Operations	359.85
09/09/04	0621038	We Energies	5452 Light & Power	13,587.28
09/09/04	0621039	William D. Werner	5201 Travel Expenses	550.00
09/09/04	0621041	Karen A. Wierschem	5243 Other Supplies	88.71
09/13/04	0621069	SBC	5454 Telephone	388.63
09/13/04	0621091	CDI Transport Servic	5675 Traffic	30.38
09/13/04	0621098	Dan Small Outdoors L	5357 Professional & Consu	504.00
09/13/04	0621102	Day Timers Inc	5241 Office Supplies	25.98
09/13/04	0621107	Dow Lohnes & Alberts	5361 Legal Services	1,136.00
09/13/04	0621109	E2V Technologies Inc	5678 Wmvs Transmitter Rep	3,689.00
09/13/04	0621116	FedEx	5675 Traffic	188.29
09/13/04	0621128	C & H Distributors L	5674 Technical Operations	494.85
09/13/04	0621130	Heartland Video Syst	5673 Studio Equipment Rep	529.14
09/13/04	0621131	Glenda J. Hines	5357 Professional & Consu	700.00
09/13/04	0621133	Industrial Electroni	5674 Technical Operations	118.12
09/13/04	0621137	John S. McKay	5676 Vehicle Supplies	30.01
09/13/04	0621165	Program Resources Gr	5665 Network Prog Service	350.00
09/13/04	0621183	Sprint	5454 Telephone	168.66
09/13/04	0621196	United Parcel Servic	5675 Traffic	113.38
09/16/04	0621235	SBC	5454 Telephone	23.65
09/16/04	0621243	Badger Coaches Inc	5675 Traffic	34.00
09/16/04	0621258	Cedar Grove Century	5668 Program Production	400.00
09/16/04	0621275	Dan Small Outdoors L	5668 Program Production	111.72
09/16/04	0621284	Dow Lohnes & Alberts	5361 Legal Services	1,671.62
09/16/04	0621296	FedEx	5675 Traffic	40.52
09/16/04	0621330	Metro Sales Company	5671 Remote/Studio Supp	130.50
09/16/04	0621338	Mouser Electronics I	5674 Technical Operations	6.02
09/16/04	0621344	NFB/ONF	5840 Equipment	2,207.06
09/16/04	0621361	Gerard Randall	5668 Program Production	120.00

BOARD BILL LIST
 TV Fund by Check No
 09/30/04

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
09/16/04	0621363	Reel Life Films	5668	Program Production	850.00
09/16/04	0621385	Sprint	5454	Telephone	13.32
09/16/04	0621396	United Parcel Servic	5675	Traffic	70.00
09/16/04	0621404	VizuAll Inc	5674	Technical Operations	3,510.00
09/16/04	0621407	Waste Management of	5678	Wmvs Transmitter Rep	350.00
09/20/04	0621436	American Public Tele	5840	Equipment	11,195.00
			5667	Program Acquisition	-5,250.00
09/20/04	0621445	Audio Video Distribu	5677	Videotape	9,620.30
09/20/04	0621451	OfficeMax A Boise Co	5241	Office Supplies	-69.19
09/20/04	0621456	Canon USA Inc	5840	Equipment	1,069.67
09/20/04	0621461	CDW Government Inc	5840	Equipment	1,387.80
09/20/04	0621466	Comsearch	5357	Professional & Consu	575.00
09/20/04	0621472	Current	5660	Affiliation/Mbsps	1,117.80
09/20/04	0621482	Family Communication	5241	Office Supplies	56.00
09/20/04	0621488	Raul Galvan	5201	Travel Expenses	30.00
09/20/04	0621499	Heartland Video Syst	5840	Equipment	48,206.00
09/20/04	0621504	Keystone Travel Serv	5201	Travel Expenses	935.10
09/20/04	0621505	Laura Koelsch	5357	Professional & Consu	120.00
09/20/04	0621583	Theodora N. Veresses	5357	Professional & Consu	1,150.00
09/23/04	0621635	CDI Transport Servic	5675	Traffic	94.95
09/23/04	0621654	FedEx	5675	Traffic	86.57
09/23/04	0621684	Lemke Consulting LLC	5668	Program Production	500.00
09/23/04	0621726	Success Advertising	5674	Technical Operations	795.05
09/23/04	0621736	United Parcel Servic	5675	Traffic	34.23
09/23/04	0621746	Wisconsin Newspaper	5273	Publicity	55.47
09/27/04	0621769	SBC	5454	Telephone	926.27
09/27/04	0621770	Cingular Wireless	5454	Telephone	136.84
09/27/04	0621771	BP	5676	Vehicle Supplies	300.48
09/27/04	0621773	AT&T	5454	Telephone	17.85
09/27/04	0621780	Andrew F. Brhel	5668	Program Production	200.00
09/27/04	0621800	Dan Small Outdoors L	5668	Program Production	2,800.76
09/27/04	0621816	Gregory K. Filardo	5668	Program Production	70.00
09/27/04	0621817	Vicki L. Fischer	5357	Professional & Consu	1,100.00
09/27/04	0621826	Michael J. Garvin	5201	Travel Expenses	10.00
09/27/04	0621829	Gene Ferrara Communi	5668	Program Production	450.00
09/27/04	0621836	Darlyne C. Haertlein	5233	Books	49.45
09/27/04	0621839	Harris Corporation	5678	Wmvs Transmitter Rep	1,091.50
09/27/04	0621840	Matthew Harvey	5668	Program Production	400.00
09/27/04	0621842	Glenda J. Hines	5357	Professional & Consu	700.00
09/27/04	0621849	Chike A. Johnson	5668	Program Production	50.00
09/27/04	0621850	Robert K. Johnson	5668	Program Production	50.00
09/27/04	0621854	Rose Spice Kopischke	5668	Program Production	50.00
09/27/04	0621859	Linde Gas LLC	5674	Technical Operations	37.69
09/27/04	0621860	John Maclay	5668	Program Production	50.00
09/27/04	0621862	Magpie Media Inc	5668	Program Production	1,800.00
09/27/04	0621870	Microwave Service Co	5678	Wmvs Transmitter Rep	1,899.00
09/27/04	0621875	Michael J. Moynihan	5668	Program Production	200.00
09/27/04	0621878	Myers Information Sy	5840	Equipment	4,453.00
			5674	Technical Operations	200.00
09/27/04	0621887	Nielsen Media Resear	5661	Audience Research	2,958.07
09/27/04	0621892	Panasonic Broadcast	5840	Equipment	26,668.77
09/27/04	0621902	Sarah M. Price	5668	Program Production	200.00
09/27/04	0621908	Brian Roloff	5668	Program Production	50.00
09/27/04	0621915	Donald W. Shawhan	5668	Program Production	600.00

BOARD BILL LIST
TV Fund by Check No
09/30/04

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/27/04	0621924	Mary T. Thompson	5668 Program Production	50.00
09/27/04	0621945	Charles E. Wood	5668 Program Production	50.00
09/27/04	0621946	Donna M. Wood	5668 Program Production	50.00
09/30/04	0621963	David K. Baule	5201 Travel Expenses	1,034.03
09/30/04	0621993	Dow Lohnes & Alberts	5361 Legal Services	350.36
09/30/04	0621994	Thomas J. Dvorak	5201 Travel Expenses	23.04
09/30/04	0621996	Encore	5667 Program Acquisition	8,550.00
09/30/04	0622002	FedEx	5675 Traffic	89.99
09/30/04	0622045	Milwaukee Water Work	5455 Water	104.76
09/30/04	0622055	Public Broadcasting	5661 Audience Research	48.23
09/30/04	0622056	Gerard Randall	5668 Program Production	120.00
09/30/04	0622065	Sony Electronics Inc	5673 Studio Equipment Rep	173.72
09/30/04	0622066	Sony Electronics Inc	5840 Equipment	6,048.00
09/30/04	0622074	United Parcel Servic	5675 Traffic	62.20

				266,389.93

BOARD BILL LIST
Over \$2500 Channel 10/36
09/30/04

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Check Date	Check No	Vendor Name	Object Description	Object Amount
09/02/04	0620641	David K. Baule	5201 Travel Expenses	3,000.00
09/02/04	0620661	Liddie M. Collins	5201 Travel Expenses	2,508.81
09/02/04	0620668	CS Electronics	5840 Equipment	3,503.26
09/02/04	0620709	Heartland Video Syst	5840 Equipment	26,121.00
09/02/04	0620796	Sony Electronics Inc	5840 Equipment	15,321.96
09/09/04	0620852	American Public Tele	5840 Equipment	9,998.00
09/09/04	0620883	Matt De Keyser	5357 Professional & Consu	3,000.00
09/09/04	0620998	Sandra Carter Intern	5840 Equipment	26,000.00
09/09/04	0621038	We Energies	5452 Light & Power	13,587.28
09/13/04	0621109	E2V Technologies Inc	5678 Wmvs Transmitter Rep	3,689.00
09/16/04	0621404	VizuAll Inc	5674 Technical Operations	3,510.00
09/20/04	0621436	American Public Tele	5840 Equipment	11,195.00
09/20/04	0621445	Audio Video Distribu	5677 Videotape	9,620.30
09/20/04	0621499	Heartland Video Syst	5840 Equipment	48,206.00
09/27/04	0621800	Dan Small Outdoors L	5668 Program Production	2,800.76
09/27/04	0621878	Myers Information Sy	5840 Equipment	4,453.00
09/27/04	0621887	Nielsen Media Resear	5661 Audience Research	2,958.07
09/27/04	0621892	Panasonic Broadcast	5840 Equipment	26,668.77
09/30/04	0621996	Encore	5667 Program Acquisition	8,550.00
09/30/04	0622066	Sony Electronics Inc	5840 Equipment	6,048.00

				230,739.21

July 2004 **Last Updated 9/21/04**

1. Milwaukee Journal Sentinel – July 1. **TV Today** [Soundstage]
2. Milwaukee Journal Sentinel – July 4-10. **TV Cue** (*Cover*)
3. Milwaukee Journal Sentinel – July 4-10. **Weekly Highlights**
4. Milwaukee Journal Sentinel – July 4-10. **Weekly Highlights**
5. Milwaukee Journal Sentinel – July 4-10. **Weekly Highlights**
6. Milwaukee Journal Sentinel – July 4-10. **Weekly Highlights**
7. Milwaukee Journal Sentinel – July 4. **2nd Season Of Airline Unfit To Fly**
8. Milwaukee Journal Sentinel – July 4. **TV Today** [A Capitol Fourth]
9. Milwaukee Journal Sentinel – July 7. **'Garden' Host Returns To His Roots**
10. Hartland Lake County Reporter – July 8. **City Ambulance Program Wins Praise**
11. Milwaukee Journal Sentinel – July 8. **TV Today** [Wide Angle]
12. Milwaukee Journal Sentinel – July 9. **PBS To Present 19th-Century Style Love**
13. Milwaukee Journal Sentinel – July 9. **MTV Adds Spice To Convention Coverage**
14. Milwaukee Journal Sentinel – July 10. **TV Today** [The Manchurian Candidate]
15. Milwaukee Journal Sentinel – July 11. **Same Old Trump, Only More So**
16. Milwaukee Journal Sentinel – July 11. **Short Takes**
17. Milwaukee Journal Sentinel – July 11-17. **Weekly Highlights**
18. Milwaukee Journal Sentinel – July 11-17. **Weekly Highlights**
19. Milwaukee Journal Sentinel – July 12. **Campaign Honeymoon Wearing Out Welcome.**
20. Milwaukee Journal Sentinel – July 15. **Chef Shares Appetite For Cooking**
21. Milwaukee Journal Sentinel – July 15. **TV Today** [Soundstage]
22. Milwaukee Journal Sentinel – July 18-24. **Weekly Highlights**
23. Milwaukee Journal Sentinel – July 18-24. **Weekly Highlights**
24. Milwaukee Journal Sentinel – July 18-24. **Weekly Highlights**
25. Milwaukee Journal Sentinel – July 18-24. **Weekly Highlights**
26. Milwaukee Journal Sentinel – July 22. **TV Today** [Soundstage]
27. Milwaukee Journal Sentinel – July 23. **TV Today** [Jimmy Carter: Hostage]
28. Milwaukee Journal Sentinel – July 25-31. **Weekly Highlights**
29. Milwaukee Journal Sentinel – July 25-31. **Weekly Highlights**
30. Milwaukee Journal Sentinel – July 25-31. **Weekly Highlights**
31. Milwaukee Journal Sentinel – July 25. **No Surprises, Shrinking Coverage**
32. Milwaukee Journal Sentinel – July 26. **TV Will Be At DNC, But Don't Expect Much Drama**
33. Milwaukee Journal Sentinel – July 26. **TV Today** [Gamble With Our Wastes: Crapshoot]
34. Milwaukee Journal Sentinel – July 27. **TV Today** [Democratic Convention]
35. Milwaukee Journal Sentinel – July 28. **TV Today** [Frank Lloyd Wright]
36. Milwaukee Journal Sentinel – July 29. **TV Today** [Democratic National Convention]

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