

Attachment PTV - 1

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

ADMINISTRATION	Joseph Bauer	Janice Falkenburg
PRESENT:	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 27th and ends on December 12th,
- 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