
Milwaukee Area Technical College

PLEASE NOTE ROOM CHANGE

September 15, 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 **MPTV CONFERENCE ROOM, (ROOM C442)** of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on MONDAY, SEPTEMBER 20, 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 – August 16, 2004 – Attachment 1

D. Comments from the Public

E. Action Items

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

F. Discussion Items

1. General Manager's Report
2. Friends Report – Attachment 3
3. Revised Digital TV Transition Update *including Executive Summary* – Attachment 4

G. Information Items

1. Monthly Bills – August, 2004 – Attachment 5
2. June Clippings - Attachment 6
3. Digital TV Demonstration

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: Monday, October 18, 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 Falkenberg
PRESENT:	Ellis Bromberg	Robert Hartung
	Christy Brown	Lamont McLaughlin
	Darnell Cole	Jan Pritzl
	Meg Diaz	

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, August 16, 2004, and called to order by Chairperson Gobel at 12:34 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 – June 14, 2004 – Attachment 1

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the minutes of the June 14, 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, June/July/August, 2004
– Attachment 2**

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the monthly advertising fund expenditures for June, July and August, 2004.

Action Motion approved.

E-2 Data Casting System – Attachment 3

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the purchase of a Data Casting System from Roscor Corporation.

Action Motion approved.

E-3 Avid Non-Linear Edit Stations – Attachment 4

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the purchase of an Avid Non-Linear Edit Stations from Midwest Media Group.

Action Motion approved.

E-4 Satellite Receive Antenna System – Attachment 5

Motion It was moved by Mr. Gobel, seconded by Ms. Bell, to approve the purchase of a Satellite Receive Antenna System from Satellite Engineering Group.

Action Motion approved.

E-5 Barco Control Room for PTV – Attachment 6

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the expansion of the existing monitoring equipment through Barco Control Rooms.

Action Motion approved.

E-6 Tentative Meeting Schedule – Attachment 7

Motion It was moved by Mr. Gobel, seconded by Ms. Sowell, to approve the PTV meeting schedule as submitted, with a start-time of 12:30pm rather than the proposed 12:00pm start time.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on the following:

- Campaign Coverage – extensive plans for local and national coverage “By the People 2004”
- Digital Television Rules – recent announcement by the FCC clarifying rules governing the transition from analog to digital TV
- PBS Budget – possible changes in the way PBS operates
- Julia Child – tribute to air August 18th
- Major Giving Initiative - update, as requested by Director Gobel; Also, the mission/vision statement has been revised: *“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.”*

It was suggested that this revised mission/vision statement be included as a header on all future Public Television Committee agendas, to provide another avenue to keep the statement in the public eye.

F-2 Friends Report – Attachment 8

Discussion Mr. McLoughlin reported on the following:

- Special day-long session 9/14 with Jim Lewis, consultant on major gifts initiative; 7:30am-9:30am session aimed at board members (both MATC and Friends).
- August pledge drive update
- Premiere Gala to be held Friday, 9/17 at the Milwaukee Athletic Club
- Program Underwriting update
- Auction update – 04 wrap-up/05 auction underway
- Planned giving update

F-3 Digital TV Transition Update *including Executive Summary* – Attachment 9

Discussion For the benefit of new member, Mayor Bell, Mr. Bromberg provided an overview of the history of the MPTV Digital Television Business Plan and Forecast FY1998-2008, which received approval in 1998 by the MATC Board, with a provision that the plan would be updated “as technological, governmental, and most importantly our customers’ service needs change.”

He noted that the MATC Board, at its June 2004 meeting, approved the use of \$659,000 in MPTV retained earnings funds, in order to balance the FY2004/05 budget, which will require further revisions to the Digital Television Transition Update Executive Summary. It was agreed that funding issues will be an ongoing process, and noted that issues such as tax levy, enrollment, etc., are yet to be determined. Therefore, Mr. Bromberg was asked to review the document to remove the financial components. The revised document will be brought back to the PTV Committee for review at its September meeting, at which time the committee may choose to forward it to the full board for approval.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – June/July, 2004 – Attachment 10

G-2 May Clippings – Attachment 11

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: September 20, 2004

ADJOURNMENT

The committee adjourned at 1:53 p.m.

Respectfully submitted,

Caryn J. Dohring
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

AUGUST, 2004

ADVERTISING OBJECTIVES:

Specific Programming Promotions
General Branding
Promotion of Health Fair

MEDIA EXPENDITURES

\$10,200.00

Print

\$ -0-

Radio

Program Promotion

\$ 10,200.00

Outdoor / Transit

\$ -0-

Television

\$ -0-

ACTUAL MINORITY MEDIA SPENDING

African American

WJZI Radio

25%

\$ 2,530.00

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ESTIMATE

SEPTEMBER, 2004

Advertising Objectives:

Program specific advertising for the new seasons of
!Adelantej and ***Black Nouveau***

MEDIA BUDGET

\$ 4,000.00

Print

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

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%

ATTACHMENT PTV 3

**FRIENDS EVENTS
Fall 2004**

August

Aug 7 – 15 Pledge Drive

September

Sept 17 The Premiere Gala
Milwaukee Athletic Club

Sept 29 - Oct 3 Development Conference
Orlando, Florida

October

Oct 7 Board Luncheon

November

Nov 20, 21 Holiday Store
Auction Site

Nov 27 - Dec 7 Pledge Drive

December

Dec 2, 3, 4 Antique Expo
State Fair Park

Attachment PTV 4

DIGITAL TELEVISION TRANSITION UPDATE for



*prepared by
Ellis Bromberg,
General Manager
September 2004*

Executive Summary

At its meeting on September 23, 1997, the MATC District Board approved, by a unanimous vote, the "Milwaukee Public Television Digital Television Business Plan and Forecast FY 1998-2008," a \$42 million capital plan that the Board minutes described as "the master plan for the required transition from analog to digital television services."

That plan indicated that the station would update this plan "as technological, governmental, and most importantly our customers' service needs change." While the station has reviewed the plan every year in developing our budget, in late 2003 the TV staff undertook an in-depth look at the status of the transition, and the revised forecast for FY 2004-2008. This Update is the result.

The Update details revisions to the Original Plan in four major areas:

1. It lowers the total funding estimate required for the digital transition.

The Original Plan detailed capital costs at \$42,455,000 from FY 1998-2008. It was less specific about additional operational costs, however. For example, it recommended that nine (9) staff members be added at an annual additional salary cost of \$283,000 but did not include benefit costs, and it identified programming expenses (in 1997, MATC treated these as operating costs) as "to be determined." Simply speaking, although the 1997 document has been referred to as a \$42 million plan, the final total would have been *much more* had operational costs been included.

The Update revises that estimate downward. With half a decade of experience under our belt, we can now project both capital and operating costs, including the salaries and benefits of eleven (11) staff members. Our new projection, from FY 1998 through the end of the transition period, is \$33,970,419. (Of that, \$13,872,758 will have been spent through the end of FY 2004, with \$20,097,661 to be spent between FY 2005 and the end of the transition period.)

The projection is lower because: a) the cost for digital equipment has come down from original estimates; b) we delayed implementation of most digital operations due to the public's slow acceptance of the new technology; c) the estimate to upgrade or replace our facilities has been cut from \$15,000,000 to \$9,000,000.

2. It identifies new staff additions that will be required during the next stage of the transition.

The Original Plan identified nine (9) staff positions required to make the transition to digital: Computer Network Analyst/Software Specialist; Interactive Media Producer; Community Outreach/Web Site Coordinator; Marketing Director; Assistant Graphic Artist; Traffic Assistant; two (2) DTV Operating/Remote Technicians; and a DTV Maintenance Engineer. Only one of these positions has been added: the DTV Maintenance Engineer (now called a TV Automated Systems Engineer) in FY 2003.

In developing the Update, the TV Administration – including managers of all the TV departments – have revised our recommendation to eleven (11) staff positions. As just indicated, one has already been added (the TV Automated Systems Engineer). The 10 additional positions are: Equipment

Installer/Maintenance Engineer; Digital Web Content/Graphics Specialist; Faculty DTV Utilization Coordinator; two (2) Operations Engineers; Digital IT Administrator; two (2) Traffic Specialists; a DTV Program Coordinator; and a Closed Captioning Specialist.

Although several positions are different in the two plans, there are two notable additions in the Update: Faculty DTV Utilization Coordinator, a position specifically *intended to engage MATC faculty* in digital television programming; and the Closed Captioning Specialist, which responds to the FCC's direction to ensure that we caption all local programming and truly serve the hearing impaired in our community.

3. It references new plans to provide needed facilities for the stations in the digital era.

The Original Plan proposed a "digital teleplex," estimated at \$15,000,000, that would "facilitate the wide-screen HDTV format production" and consolidate offices for the stations and the Channel 10/36 Friends.

Since 1997, MATC Construction Services has done a thorough study of the stations' and Friends' needs. Reports by two independent consultants have endorsed Construction Services' recommendations that the remaining half of the 4th floor of the C Building be used for MPTV expansion and remodeling to accommodate the digital transition. The revised cost estimate referred to in the Update is \$9,000,000.

4. It shares a vision for new services and new revenue opportunities.

The Original Plan did an excellent job of alerting the Board and the community to the new federal mandate to transition from analog to digital broadcasting.

Nevertheless, we now have a better idea of *new educational and community services* that are feasible with the proper planning and investment, and of where the new technology opens up *new opportunities for revenue generation*. The Update identifies these and the operational costs we believe will be required to realize them.

Action Item

The Public Television Committee is asked to review this Digital Television Transition Update and accept its recommendations as Milwaukee Public Television's revised master plan for the required transition from analog to digital television services.

The Transition to Digital Television Continues

MATC's largest public service outreach activity, Milwaukee Public Television (MPTV), is in the midst of a revolutionary transition. Under mandate from the Federal Communications Commission (FCC), MPTV is converting from analog to digital broadcasting.

A key event in the changeover occurred early last year – on July 24, 2003 – when WMVT-DT, our second digital station, took to the air with a 24-hour schedule of high definition television (HDTV) and widescreen programming. Our first digital station, WMVS-DT, has marked its fourth anniversary, and now offers five 24-hour multicast standard definition (SD) digital program schedules.

With the sign-on of both digital stations, one important phase of the technological conversion has come to a successful conclusion.

But MPTV's transition to digital broadcasting is far from over. The two digital stations are currently "passing through" packaged network services. The next stage of our digital transition is to truly localize these stations to be effective informational and educational services, and sources of new revenue.

Throughout this period, the MATC Board and Administration has been steadfast in its commitment, and is to be given great credit for its foresight, in ensuring that the digital transition would proceed. Utilizing borrowing proceeds, the college has funded \$12.3 million in digital capital through FY 2004.

In 1997, the MATC Public Television Committee and full Board both approved, by unanimous votes, a "Digital Television Business Plan and Forecast" for fiscal years 1998-2008. That was a bold and visionary decision. That plan has guided our budgeting in subsequent years, and has enabled the stations to transition to digital transmission in a relatively smooth and ordered manner.

At this critical moment in our history, MPTV staff members have been conducting a review of our plans and opportunities, and are prepared to provide this update. It includes several key points:

- It lowers the total funding estimate required for the digital transition.
- It identifies staff additions that will be required during the next stage of the transition.
- It notes the continued need for new facilities for the stations.
- It shares a vision for new services and new revenue opportunities.

Our updated plans require a strong and renewed commitment from the MATC Board and administration, the TV staff, and the Channel 10/36 Friends to ensure that MPTV has the necessary staffing, space, capital, and operating budget to provide a service that continues to be an essential communications resource throughout southeastern Wisconsin.

A Mission and Vision Statement for Digital Public Television

In February 2004, MPTV joined other PBS member stations in a unanimous vote of approval for a new mission and vision statement for public television's digital services. In concurrence with our colleagues:

We believe digital technology offers new opportunities to support our mission to serve the people of southeastern Wisconsin. We will use digital technology over multiple platforms to:

1. Extend our traditional mission of public service and noncommercial, educational broadcasting for all citizens.
2. Combine public service programming with universal service to make a positive difference in the lives of all citizens.
3. Partner with other community institutions to enrich and expand learning and involvement in public affairs, science, arts, and culture.
4. Ensure that diverse local voices have access to the media.

Our vision is that MPTV, through our programming and services, will be a unifying force in our community, a lens through which we can view and understand our diverse region, nation, and world.

Our updated plan for the continued transition to digital broadcasting has been guided by this mission and vision statement.

Background

The original FCC mandate called for digital service to begin nationally no later than 2003 and for analog services to end in 2006. Given that directive, in 1997, MPTV administration prepared for the PTV Committee and MATC Board an extensive plan for the transition to digital. At its September 23, 1997, meeting, the MATC Board voted unanimously to adopt that 11-year \$42 million plan as its "master plan for the required transition from analog to digital television services."

But the FCC's national transition plan included a loophole. If it became clear that public acceptance of digital technology was moving at a slower pace than originally anticipated, the Commission directed broadcasters to operate both their analog and digital stations until 85 percent of TV households could receive all local stations broadcasting digital television. There continues to be uncertainty over how long that period will be. A study by the National Association of Broadcasters predicted that it could be as late as 2020 before the 85 percent level is reached, but in hearings this summer, Congressional leaders discussed the possibility of setting a firm 2009 deadline for the sign-off of analog stations.

For as long as the transition takes, MPTV will be required to maintain and fund our analog stations while continuing to develop digital services.

The slower acceptance of digital has affected MPTV's plans in another significant way. Early plans envisioned eight SD services – four on WMVS-DT and four on WMVT-DT – during most of the broadcast day, each locally scheduled and operated. Instead, with smaller audiences than originally anticipated at this stage, MPTV has limited its digital services to six packaged services (described in greater detail in the next

section) that involve virtually no local program scheduling, no preparation of individual station logs, minimal monitoring by master control operators, minimal program acquisition costs, and little promotion.

If the station had proceeded under the original plan, \$19,095,000 would have been expended on the transition through FY 2004. Instead, through the end of FY 2004, we estimate that \$13,872,758 will have been spent on the transition, almost 90 percent of that on capital. In short, MPTV has brought down the cost by delaying the hiring of new personnel and the localization of its digital product.

Our budget projection for the *full* transition to digital television from FY 1998 through the end of the transition period has now been reduced to \$33,747,919. It is important to note that that figure includes \$9,000,000, as estimated by MATC Construction Services, for updating and expanding facilities for MPTV's public television and instructional program and for the Channel 10/36 Friends; funding sources for that expansion have not yet been confirmed.

DTV Current Service Plan and Audience

Given the current digital market conditions, MPTV has adjusted its over-the-air service plan to offer five SD program streams on WMVS-DT and southeastern Wisconsin's only 24/7 HDTV and widescreen service on WMVT-DT.

WMVS-DT carries delayed simulcasts of analog WMVS and WMVT, two PBS pass-through services that offer college credit (PBS You) and children's programming (PBS Kids), and a weather radar service coupled with an audio-only classical music service. PBS is currently considering a proposal to launch a national public affairs channel. If it is developed, it could be accommodated as an SD multicast on WMVS-DT, although there has been no estimate provided yet of its cost to us.

WMVT-DT broadcasts the PBS-HD channel augmented with local MPTV HDTV productions.

Opportunities to add other program streams are likely to present themselves over the next few years. We will consider them carefully.

We do not yet have reliable figures on the number of viewers watching WMVS-DT and WMVT-DT off-air. About 26 percent of Milwaukee market TV households do not have cable or satellite and rely solely on off-air signals.

But in the Milwaukee market, 62 percent of the households access television through cable, and carriage on it is critical. In Time Warner Cable areas, including Milwaukee and its suburbs, public television stations are assured carriage on the system's digital tier thanks to a national agreement. WMVS-DT's five multicast SD channels are available to 200,000 Milwaukee-area digital tier subscribers. WMVT-DT's HD programming requires an HDTV box which subscribers have to request from Time Warner (although there is no additional charge); 35,000 area subscribers currently have HDTV boxes.

Neither of the two direct broadcast satellite services in the Milwaukee area – DirecTV and the Dish Network/EchoStar – has added MPTV's digital services to its channel

lineups. Both carry analog WMVS and WMVT, but they are not currently required by the FCC to add our digital stations. About 12 percent of Milwaukee-area viewers access television through satellite.

Digital Staffing Requirements

In February 2001, the PTV Committee reviewed a report on MPTV full-time staffing levels. They found a decline from a total staff of 72 in FY 1991, to 60 in FY 1996, to 55 in FY 2001, a loss of almost a quarter of station personnel in a decade.

As a result of that study and the projected needs of digital TV, the MATC Board approved the hiring of an additional Broadcast Engineer and the refilling of the position of Community Relations Manager. Although the Broadcast Engineer has been hired, the Community Relations Manager position has been left open for now, with the station's Director of Broadcast Operations overseeing both our programming and community relations departments.

With the hiring of the Broadcast Engineer in FY 2003 and the reclassification of a contract producer to full-time staff status in FY 2004, the current full-time staff totals 57.

To begin to fully realize the potential of digital television delivery, TV proposes that the staff be increased by 11 full-time staff – to 68 – by 2008. These include: 4 in engineering/IT; 1 in on-line graphics; 1 in community relations; 4 in programming; and 1 in production.

With current staffing levels, MPTV is unable to carry out a bevy of services necessary in the digital environment:

- We are unable to fully integrate all the digital equipment we have purchased into our existing plant in a timely manner and without significant overtime.
- We are unable to keep up with frequent software updates to the digital equipment and the bugs that accompany those modifications.
- We are unable to train our operators properly in their use of new digital equipment.
- We are unable to produce special web-based materials, to accompany new digital programming, that can be transmitted over the digital stations as well as the Internet.
- We don't have staff to prepare broadcast logs for the digital stations.
- We are unable to easily originate local content on our digital stations, beyond a simple legally required ID.
- We are unable to fundraise on the digital stations – no underwriting or pledge drives or special initiatives – to realize new revenue needed.
- We don't have staff able to work with MATC faculty to develop projects for their students that can be transmitted on our digital channels.
- We don't have master control operators required for switching the digital stations.
- We don't have staff required to produce enhanced digital programming, as we have planned.
- Promotional efforts on behalf of our digital stations are minimal.
- With the convergence of digital television and computer technologies, some of our IT needs are unique to TV. With the retirement in FY 2006 of an

instructor who has handled our atypical computer system in addition to his teaching duties, we will require new IT support. This could be a position within the MATC IT area assigned primarily to TV, or a position within TV. For now, we have included funding for such a position within in the television budget as a digital addition.

- We are unable to routinely close caption our local digital and analog programming for the hearing impaired as mandated by the FCC. In FY 2008, the FCC is requiring that 75 percent of pre-rule productions must have captions added and that 100 percent of new productions be captioned.

We understand the current economic climate and the sensitivity of the issue of increasing staff. Nevertheless, it is clear that the staffing levels appropriate to operate two analog program services are insufficient to professionally deploy six additional digital program services.

With this in mind, the MPTV administration is proposing a two-phase DTV staffing plan that can be adjusted with marketing trends.

- Phase I (DTV Service Delivery) identifies personnel needed to move our digital operation from pass-through national channels to customized services that offer local insertion and program scheduling. This phase takes the station through FY 2008.
- Phase II (Digital Product Creation) equips the station to maximize DTV offerings with data enhancements, web companion offerings, interactive program components, and educational offerings. *This phase is, technically, beyond the scope of this report, since it covers FY 2009-2012, but we think it is important for the Board to know about.*

Phase I -- DTV Service Delivery (2005-2008)

<u>Position Title</u>	<u>Year</u>	<u>Salary</u>	<u>Benefits</u>
Equipment Installer/Maintenance Engineer	2005	\$60,000	\$21,800
Digital Web Content/Graphics Specialist	2005	30,000	10,000
Faculty DTV Utilization Coordinator	2006	45,000	20,520
Operations Engineer	2006	38,000	13,680
Operations Engineer	2006	38,000	13,680
Digital IT Administrator	2006	65,000	23,400
Public Information Manager	2006	65,000	23,400
WMVT-DT Traffic Specialist	2006	30,000	10,800
DTV Program Coordinator	2007	55,000	19,800
WMVS-DT Traffic Specialist	2008	30,000	10,800
Closed Captioning Specialist	2008	30,000	10,800

Phase II -- Digital Product Creation (2009-2012) [implementation could be earlier if digital transition accelerates]

<i>Position Title</i>	<i>Year</i>	<i>Salary</i>	<i>Benefits</i>
Digital Asset Manager	2009	\$60,000	\$21,600
Digital Archivist	2009	30,000	10,800
New Media Producer	2009	55,000	19,800
Creative Services Manager	2010	65,000	23,400
New Media Coordinator	2010	45,000	16,200
Production Assistant	2011	30,000	10,800
Production Assistant	2011	30,000	10,800
Interactive TV Program Manager	2012	55,000	19,800
New Media Producer	2009	55,000	19,800
Creative Services Manager	2010	65,000	23,400
New Media Coordinator	2010	45,000	16,200
Production Assistant	2011	30,000	10,800
Production Assistant	2011	30,000	10,800
Interactive TV Program Manager	2012	55,000	19,800

In addition, if the national transition to digital begins to accelerate, TV Administration may propose to move some of these positions up to an earlier fiscal year; conversely, if the transition to digital slows, these positions could be delayed.

Digital Space Requirements

As indicated above, staffing levels appropriate to operate two analog services are not adequate for the effective operation of six additional digital program services.

Nor is the space allocated to TV in 1963 adequate any longer.

Two independent consultants' space study reports completed in 2002 and 2003 have confirmed that MPTV's space is inadequate. The consultants' recommendations for updating and expanding MPTV facilities to the remaining half of the 4th floor of the C Building have been forwarded to MATC Construction Services and the MATC Administration.

Internal facilities advisory groups have taken the first steps in clearing this space by recommending the relocation of the general chemistry labs to the 6th floor of the M building in 2004. The MATC Board approved the amended chemistry project in November 2003. Construction Services has projected that the remaining instructional programs on the 4th floor of the C building will require 2-3 years to be relocated.

Utilizing the consultants' recommendations, MATC Construction Services has estimated the total cost of expansion and remodeling at \$9 million. The multi-year, phased project could begin in 3-5 years.

MATC should carry through on this plan to clear the rest of the C Building 4th floor so that MPTV will have the space to meet the requirements of digital broadcasting.

The TV staff stands ready to work with the MATC Administration and Board to identify the necessary funding for this project.

Digital Equipment Requirements

The replacement of major transmission and production systems was outlined in the original "Digital Television Business Plan and Forecast" for fiscal years 1998-2008. The capital list is reviewed every year by TV staff and approved by the MATC Board as part of the Television Fund budget. The status:

- Most of the digital equipment for capturing national program feeds has been installed.
- Most of the equipment for tower and transmission systems has been installed.
- Digital remote and field production capabilities are approximately 75 percent complete.
- Digital studio system installation is complete.
- Master Control/Broadcast Operations Center installations and modifications are only 25 percent complete, and are severely constrained by space limitations.
- Digital post-production audio and video editing systems are on order, but installation will also be affected by space constraints.

The 1997 plan has proven to be an excellent road map for the station and MATC, and if product development and pricing remain as outlined in that document, TV will complete the replacement of its major analog systems with digital components by 2008 -- on target! With adequate staffing, the equipment conversion can also be completed within the original forecast. It should be noted again that MATC has been very generous with the capital funding needed for the conversion to digital.

TV staff has been monitoring the ramifications of convergence of television and computer technologies. Since so much broadcast equipment is now software-based, we have been finding that the recommended replacement/useful life schedules of digital equipment are closer to those of the computer industry (4-5 years) than they have been traditionally for television products (7-10 years).

TV is also experiencing an increased need to contract for maintenance agreements or software updates to keep products current and supported. Unfortunately, we have been advised that such agreements cannot be capitalized, so their costs will necessitate increases in the TV operating budget.

Whether MPTV can return to pre-digital conversion capital equipment budget levels after FY 2008 will continue to be studied. We hope to give the MATC Administration adequate warning of the projected needs – probably during the FY 2007 budget cycle.

Anticipated capital expenditures for equipment and programming are included on the attached spreadsheet.

Digital Supply Requirements

Incremental digital supply increases include anticipated costs for:

- Electric power to operate the DT transmitters.

- Maintenance agreements and software updates to keep operational systems current.
- HDTV videotape.
- Capital and operational funds for digital program acquisition.
- Promotion creation for digital services.
- Production materials associated with upgrading television backgrounds and local programs to HDTV.
- Contract and part-time staffing required to expand digital programming and production services.

Anticipated expenditures for these supply categories are included on the attached spreadsheet.

Continuing To Fund the Digital Transition

MATC has funded equipment and program acquisitions required for the digital transition through its capital borrowing authority, and the Administration has historically been supportive of the TV staff's requests.

The coming years will find the station requiring increased funding for operations, as we have indicated earlier in this report.

In the FY 2005 Public Television budget, MATC support accounts for \$7.6 million, \$3.3 million of which is for capital expenses (equipment, program production, program acquisitions). The remaining \$4.3 million from MATC, through its local levy authority, is for debt requirements and operations, specifically \$3.6 million for debt requirements and \$700,000 for operations.

The \$700,000 for operations represents a significant cut in the College's operational tax levy support for MPTV; by comparison, MATC had committed \$1.6 million in operational tax levy support for the station at the beginning of FY 2004 (note: the \$1.6 million commitment to the TV Fund was reduced to \$500,000 in the last quarter of FY 2004, with \$1.1 million redirected to minimize a deficit in the MATC General Fund).

The practice developed by the MATC Administration prior to FY 2005 had been to identify the amount of increased costs associated with DTV conversion each fiscal year, and then specify that 50 percent of that cost be added to the operational tax levy support for MPTV (the other 50 percent has come from increased revenue or from TV's unrestricted retained earnings).

It is TV's recommendation that the MATC Administration and Board reconsider this change in budgeting practices; substantial cuts in the College's longstanding support for its own television stations' operations will slow, if not undermine, the mandated transition to digital television.

Some members of the Board have expressed interest in the growth of the TV Fund's unrestricted retained earnings (also called "fund balance" or "reserves"), and the potential use of those assets for other MPTV (or non-TV MATC) needs.

MATC Policy B0102-3 ("Financial Reserves") targets MPTV's unrestricted retained earnings at 8-12 percent of operating expenses. As we begin FY 2005, the Public TV Fund's unrestricted retained earnings are at 29.9 percent (\$2,018,935).

The level of unrestricted retained earnings has continued to grow in recent years for several reasons:

- In accordance with Dr. Cole's budget directives, TV has successfully held the line on controllable costs, ending the last several years with excess revenues over expenditures which were added to the unrestricted retained earnings.
- TV has held open staff positions, although funding has been included in the budget.
- Because the national digital transition has been slower than expected, as described earlier in this report, the station has delayed initiating some local activities (e.g., local programming and promotion on our digital channels, local underwriting and pledge drives on digital channels, digital program logs that would require generation by traffic staff, master control operators for digital channels, "enhanced TV" and digital web content development) until viewing levels increase and the required equipment has been fully developed and publicly deployed.

Had TV filled positions and made other operational expenditures as outlined in previous digital planning, the level of unrestricted retained earnings would be much lower and MPTV's digital transition would be further along. Instead, TV has acted as a responsible steward of its budget when the rest of the College was facing challenging times.

But it is clear now that the unrestricted retained earnings are needed for the full transition to digital television, and it is most appropriate they be used for that.

MATC Policy B0102-3 indicates that unrestricted retained earnings can "serve as start-up funding for strategic initiatives." Since MPTV requires additional funding to realize the potential of this new digital technology, it is proper to use unrestricted retained earnings to achieve that. Furthermore, the policy states that if unrestricted retained earnings "fall below or rise above [the 8-12 percent] target levels, plans shall be developed to return the amount to the target range."

In April 2004, in the original draft of this Update, TV Administration proposed to the MATC Administration and Board a plan that could have funded much of the increased digital transition operations through FY 2008 by utilizing two sources: 1) the MATC operating tax levy assigned to MPTV; and 2) a spend-down of MPTV's unrestricted retained earnings in accordance with MATC Policy B0102-3. The concept had been vetted with and was supported at the time by then-MATC Vice President for Finance Todd Poppe.

However, the decision to reduce the operating tax levy to TV for FY 2004 and FY 2005, described above, will result in TV spending down unrestricted retained earnings to balance its current operational budget rather than moving along the digital transition. In fact, the MATC Board has authorized TV to utilize \$695,000 of its unrestricted retained earnings in FY 2005 to fund ongoing operations.

In August 2004, the MATC PTV Committee recommended that MPTV Administration resubmit this Update without a funding plan for specific years.

We do so here with the observation that while we have delayed full digital rollout, we continue to project that the transition will require an additional \$20,097,661 (\$4,725,000 for capital; \$9,000,000 for a new facility; and \$6,372,661 for operations).

With the funding plan proposed by MPTV in April 2004 apparently abandoned, we strongly urge the MATC Administration and Board to work with station staff to:

- **develop a new and adequate funding plan that will enable the digital transition to proceed; and**
- **identify a funding mechanism for the space needs of the station.**

Revenue Opportunities

New capital and operating initiatives are also intended to result in new revenue opportunities. Until the transition to digital is further along, these are difficult to quantify. But we do expect to:

- Introduce local underwriting on our digital channels, and with more varied program choices, we envision many more opportunities for potential funders.
- Air specially produced separate streams of the Auction on our digital channels.
- Split off parts of our digital bandwidth for controlled reception that can produce revenue. This holds potential for: broadcasting of MATC courses and other educational content; homeland security training and emergency responder communications and other government initiatives; and corporate and medical contracts.

The message is this: once digital services are developed they offer exciting new opportunities for revenue that can offset increased costs. MPTV is now a member of four national public television affinity groups (the Public Television Major Market Group, the Homeland Security Coalition, the Higher Education Coalition, and the University Licensee Association) looking into just such opportunities.

Envisioning – and Enabling – Digital Services

The transition to digital will accelerate with the FCC's requirement for manufacturers to include digital tuners in new television sets, and PBS and other program distributors are beginning to develop digital programming and services.

What can we expect MPTV to look like near the end of the digital transition?

The MPTV Administration has been actively engaged in the national discussion about digital transition for years. The station has been recognized with three awards from the Association of Public Television Stations for its leadership in digital television. Our administrators have been on panels at national meetings talking about the

future of digital television. We have received national grants to explore the capabilities of digital television. Colleagues from stations around the system have visited MPTV to discuss what they should be doing in their communities.

We believe our managers have as good a sense of the possibilities for this new technology as anyone else in southeastern Wisconsin. And we admit to a bias: we have been planning for the transition to digital television and successfully incorporating it into our daily operations for a decade or more. We want to complete the task that we originally envisioned for MPTV – a vision that the MATC Board strongly endorsed and that we have used as our guide.

This section identifies a number of opportunities that digital television offers, and a brief discussion of the additional support required to realize that opportunity.

Ideally, we would like the PTV Committee to endorse all these plans and commit the funding needed to accomplish them. If, however, the MATC Board places less importance on some ideas, the TV staff would like to know that and plan accordingly.

At some point, we will sign analog WMVS and WMVT off the air. By fully supporting MPTV's digital plans, we envision the following:

- WMVS-DT, operating as channel 10, will offer a varied schedule – not unlike the WMVS of today, but transmitting most or all of its programming in HDTV.

The proposed Equipment Installer/Maintenance Engineer is necessary to integrate and maintain new digital equipment within our operations. Until WMVS signs off, the WMVS-DT Traffic Specialist will be needed to prepare logs for the station; later that position will be reassigned to prepare WMVT-DT logs.

- With the approval of the FCC, WMVT-DT will move to channel 8 and will offer five SD multicast streams. One will be a 24-hour college credit channel serving students of MATC, other area colleges, and K-12 with formal education courses and access to enhanced and interactive background materials which will be accessed much as one uses the Internet today. Other WMVT-DT 24-hour multicast channels are likely to include: a discrete history and public affairs channel, a how-to and lifelong learning channel, an arts and cultural channel, and a Spanish language channel. The programs will be different from those found on WMVS-DT, and local productions will be featured on each channel.

The proposed Equipment Installer/Maintenance Engineer is necessary to integrate and maintain new digital equipment within our operations. The two Operations Engineers will be required for adding local content to the digital stations. The DTV Program Coordinator is needed to enable us to schedule anything more than national pass-through services. The WMVS-DT Traffic Specialist is required to prepare logs so that the Operations Engineers know what sources to switch. The Faculty DTV Utilization Coordinator will work with MATC (and faculty of other colleges) to encourage knowledge and use of existing MPTV services and identify new local production and services opportunities for school use. The Web Graphic Assistant will work with our local

producers to prepare and mount material on the MPTV website that extends the educational value of on-air programming. The challenges of promoting such a network of local stations require the leadership of a fulltime Public Information Manager.

- MPTV will also use part of the bandwidths of both WMVS-DT and WMVT-DT to serve police and other public officials with homeland security training, and local businesses with proprietary information they need. These services will be encrypted, able to be received only in the locations designated by the clients. They will provide new revenue that MPTV can use to defray operating costs.
TV Administration and Engineering Management will be primarily responsible for researching and negotiating such opportunities, and the Equipment Installer/Maintenance Engineer will be needed to maintain the new equipment.
- MPTV will continue to have a strong commitment to local production – public affairs, the arts, coverage of diverse communities, and much more. All programs will be produced in HDTV, and may be scheduled on any of the DT channels or multichannels.
We are not suggesting the addition of any new producers before 2008, but we want to try to maintain the size and skill level of our current production workforce to ensure that programs we can keep commitments to diversity, public service, and partnerships.
- Moreover, each local program will have web-like interactive or other supportive components to extend viewing into a powerful learning experience.
The Web Graphic Assistant and Faculty DTV Utilization Coordinator will play critical roles in ensuring that this opportunity is fully realized.
- And all programs, local and national, will be closed-captioned to serve our hearing impaired viewers.
The Closed Caption Specialist will be required to ensure that we meet FCC requirements, and truly serve the hearing impaired of our community.
- Through effective and efficient promotion, more people will know how to find our services, and our viewership will grow. Related activities, such as our website and special events, will also experience increased use.
Every PBS station our size in the country has a fulltime Public Information Manager, and we will need to hire one to ensure that we are doing the very best we can to coordinate our efforts to inform the community about our varied services.
- MATC faculty will become more active in working with our staff to produce and enhance programming and in using MPTV services in their classrooms.
This will be the assignment of the new Faculty DTV Utilization Coordinator. MPTV managers have been actively involved in discussions about MATC's proposed Applied Technology Centers; we would expect to hold some Television and Video Production classes in those facilities, and possibly originate broadcasts from them.

- MPTV will have a renovated and expanded facility that will be a pleasant to work in and visit, and better serve the needs of our students, our staff, and the public. The Channel 10/36 Friends will be collocated.
This Update references the plan developed by MATC Construction Services to renovate and expand MPTV facilities. The current space allocations date to 1963.
- More space will enable the Television and Video Production Associate's Degree program to grow: more classes, more workshops – and the need for additional faculty. MATC TV and Video Production students will continue to have an excellent experience working alongside MPTV professionals, but their experiences will be even richer with access to new digital equipment and techniques. Employment rates for graduates of the program will remain high.
As our facilities grow, we are likely to propose to the Provost additions to the TV and Video Production faculty. Our Academic Advisory Committee has already expressed interest in a digital television engineering curriculum to complement our production curriculum.
- Our viewers will be able to watch all of our stations on cable, or satellite, over-the-air, or streamed on the Internet. Through digital cable and the Internet, viewers will be able to access archived local and national programs. Video produced by MATC students and faculty – and not limited to that intended for broadcast – could also be streamed and/or archived on MPTV's website.
The Web Graphic Assistant will play an important role in helping to move our programming to Internet streaming. The DTV Program Coordinator will negotiate rights to stream programs over the Internet.
- There are no guarantees of increased support from the federal and state governments, but we believe there will be new opportunities to attract dollars for innovative educational, business, and homeland security programs and services for the public and the MATC community.
The TV Administration is the primary contact with federal funding, legislative, and regulatory bodies, and is actively engaged in seeking support for new projects that utilize digital technology. But the ability to put new services in operation rely to a great extent on having a staff skilled and engaged in using digital technology, and that is what we are proposing in this Update.
- The Channel 10/36 Friends will continue to see growth in contributions to the station – primarily through underwriting opportunities on the new digital channels, new Auction initiatives, and significant increases in major and planned giving supported by the Corporation for Public Broadcasting's new Major Giving Initiative.
TV Administration is joining the Friends' Administration in the planning and initiation of the Major Giving Initiative, a new national effort to increase major and planned gifts in a dramatic way.

These goals are attainable if we have the will and continue to aggregate the necessary funding.

50 Years Worth Celebrating our Role as an Integral Part of MATC

In 2007, Milwaukee Public Television will celebrate its 50th year on the air. We have accomplished much. The station is surely one of MATC's crown jewels, with an excellent reputation in the community as: a provider of education, information, and entertainment; the alma mater for hundreds of broadcast professionals who have honed their skills in our Television and Video Production program; a producer of award-winning local and national television programs; a technological innovator, the first digital broadcaster in southeastern Wisconsin; the employer of a skilled and committed staff; a passion for a large group of volunteers and more than 40,000 financial contributors who value our services and go beyond the call of duty to support our mission; and a vehicle for diverse voices in southeastern Wisconsin.

And we're ready to enter an exciting chapter in our history – an era in which digital technology will enable us to fully realize the possibilities of our medium.

If MATC renews its commitment to digital television, MPTV can continue to be an essential communications resource in the 21st century. If we begin to divert support, if we fail to step up to the challenges facing us, we risk being the stewards who sanctioned a downward spiral of this community resource to irrelevancy.

It is appropriate that the MPTV stations are licensed to an institution of higher education, and in particular one that prides itself on offering educational opportunities to all.

MPTV educates and informs as it entertains. Television is not *what* we do – it's *how* we do what we do to support the vision of MATC: broadening the perspectives and deepening the understanding of our viewers, educating our viewers through the public airwaves and thereby improving the quality of life in southeastern Wisconsin.

We seek your support of this plan, which continues to move MPTV forward in the digital age.

Attachment PTV 5

BOARD BILL LIST
TV Fund by Check No
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Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
08/02/04	0619428	BP	5676	Vehicle Supplies	449.69
08/02/04	0619429	Apple Computer Inc	5840	Equipment	53,783.04
08/02/04	0619451	Hall Chevrolet Co In	5676	Vehicle Supplies	44.98
08/02/04	0619460	Keystone Travel Serv	5201	Travel Expenses	1,306.17
08/02/04	0619463	Magpie Media Inc	5668	Program Production	3,300.00
08/02/04	0619464	Media Makers Inc	5668	Program Production	5,000.00
08/02/04	0619475	Robb Edwards	5357	Professional & Consu	100.00
08/02/04	0619476	Roscor Corporation	5840	Equipment	47,193.21
08/02/04	0619480	Sony Electronics Inc	5840	Equipment	113,677.92
08/02/04	0619489	Time Warner Cable	5674	Technical Operations	125.51
08/02/04	0619492	Theodora N. Veresses	5357	Professional & Consu	1,150.00
08/05/04	0619507	SBC	5454	Telephone	822.04
08/05/04	0619523	Ellis R. Bromberg	5201	Travel Expenses	708.82
08/05/04	0619524	Browne & Associates	5357	Professional & Consu	7,780.00
08/05/04	0619540	Liddie M. Collins	5201	Travel Expenses	1,095.00
08/05/04	0619541	CDI Transport Servic	5675	Traffic	30.22
08/05/04	0619547	Dan Small Outdoors L	5668	Program Production	3,580.00
			5357	Professional & Consu	473.63
08/05/04	0619560	FedEx	5675	Traffic	163.55
08/05/04	0619564	Michael J. Garvin	5201	Travel Expenses	34.50
08/05/04	0619567	Gene Ferrara Communi	5668	Program Production	900.00
08/05/04	0619576	Hein Electric Supply	5674	Technical Operations	164.80
08/05/04	0619579	Glenda J. Hines	5357	Professional & Consu	700.00
08/05/04	0619599	Lisa Lutomski	5357	Professional & Consu	2,375.00
08/05/04	0619615	National Educational	5665	Network Prog Service	11,036.00
08/05/04	0619618	Nielsen Media Resear	5661	Audience Research	3,060.07
08/05/04	0619620	Jodi Olson	5668	Program Production	525.00
08/05/04	0619626	Gerard Randall	5668	Program Production	120.00
08/05/04	0619627	Reel Life Films	5668	Program Production	550.00
08/05/04	0619647	Tracy Will	5668	Program Production	1,250.00
08/05/04	0619650	United Parcel Servic	5675	Traffic	54.33
08/05/04	0619661	Window to the World	5220	Membership & Subscri	1,000.00
08/05/04	0619663	Write Touch	5668	Program Production	378.00
08/09/04	0619675	SBC	5454	Telephone	388.98
08/09/04	0619717	Fletcher Chicago Inc	5668	Program Production	410.00
08/09/04	0619724	Industrial Electroni	5674	Technical Operations	99.94
08/09/04	0619727	Joseph Electronics	5840	Equipment	1,179.88
08/09/04	0619735	Media Makers Inc	5668	Program Production	5,835.00
08/09/04	0619740	Multimedia Graphic	5668	Program Production	315.00
08/09/04	0619743	National Supply & Ha	5671	Remote/Studio Supp	11.98
08/09/04	0619754	Sony Electronics Inc	5840	Equipment	3,065.36
08/09/04	0619755	Sprint	5454	Telephone	166.80
08/09/04	0619759	Studio Gear LLC	5668	Program Production	145.00
08/09/04	0619768	United Parcel Servic	5675	Traffic	70.96
08/09/04	0619770	We Energies	5452	Light & Power	13,441.31
08/12/04	0619783	Artesia Technologies	5674	Technical Operations	14,620.00
08/12/04	0619788	Badger Coaches Inc	5675	Traffic	89.00
08/12/04	0619802	Dan Small Outdoors L	5668	Program Production	1,790.00
08/12/04	0619808	FedEx	5675	Traffic	121.64
08/12/04	0619817	Harris Corporation	5678	Wmvs Transmitter Rep	233.00
08/12/04	0619832	MA Junior Parking In	5668	Program Production	87.50
08/12/04	0619838	Myers Information Sy	5674	Technical Operations	200.00
			5840	Equipment	4,452.00
08/12/04	0619845	Jodi Olson	5668	Program Production	3,150.00

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BOARD BILL LIST
TV Fund by Check No
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Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
08/12/04	0619852	Public Broadcasting	5660	Affiliation/Mbsps	500.00
08/12/04	0619853	Kevin F. Pulz	5201	Travel Expenses	459.57
08/12/04	0619863	Sony Electronics Inc	5673	Studio Equipment Rep	292.56
08/12/04	0619868	System Parking Inc	5668	Program Production	55.00
08/12/04	0619873	United Parcel Servic	5675	Traffic	44.18
08/12/04	0619881	We Energies	5452	Light & Power	760.38
08/12/04	0619883	What's Fresh	5668	Program Production	249.15
08/12/04	0619887	Write Touch	5668	Program Production	546.00
08/16/04	0619902	SBC	5454	Telephone	23.52
08/16/04	0619913	OfficeMax A Boise Co	5241	Office Supplies	374.41
08/16/04	0619956	Heartland Video Syst	5840	Equipment	5,055.87
08/16/04	0619957	Glenda J. Hines	5357	Professional & Consu	700.00
08/16/04	0619991	Mouser Electronics I	5674	Technical Operations	247.54
08/16/04	0620065	Wisconsin Newspaper	5273	Publicity	65.81
08/19/04	0620075	4C Community Coordin	5201	Travel Expenses	70.00
08/19/04	0620103	Dan Small Outdoors L	5668	Program Production	1,790.00
08/19/04	0620111	FedEx	5675	Traffic	135.09
08/19/04	0620117	Thaddeus Groszczyk	5201	Travel Expenses	10.84
08/19/04	0620118	Darlyne C. Haertlein	5201	Travel Expenses	51.65
08/19/04	0620142	Melinda K. Myers	5201	Travel Expenses	147.87
08/19/04	0620153	Kevin F. Pulz	5201	Travel Expenses	3,249.56
08/19/04	0620155	Gerard Randall	5668	Program Production	120.00
08/19/04	0620167	Sprint	5454	Telephone	13.32
08/19/04	0620179	Allied Vaughn	5668	Program Production	631.19
08/19/04	0620180	Theodora N. Veresses	5357	Professional & Consu	1,150.00
08/23/04	0620203	American Public Tele	5665	Network Prog Service	691.00
08/23/04	0620211	Axcera	5678	Wmvs Transmitter Rep	276.06
08/23/04	0620253	Idea Art Inc	5243	Other Supplies	39.60
08/23/04	0620294	Roscor Corporation	5840	Equipment	14,586.36
08/23/04	0620302	Snell & Wilcox Inc	5840	Equipment	99,985.00
08/26/04	0620354	OfficeMax A Boise Co	5241	Office Supplies	762.26
			5260	Printing & Duplicati	74.54
08/26/04	0620364	CDI Transport Servic	5675	Traffic	10.04
08/26/04	0620375	Vicki L. Fischer	5357	Professional & Consu	1,100.00
08/26/04	0620386	Hein Electric Supply	5674	Technical Operations	38.48
08/26/04	0620395	Industrial Electroni	5674	Technical Operations	94.19
08/26/04	0620399	Keystone Travel Serv	5201	Travel Expenses	360.00
08/26/04	0620451	T & A Industrial Ltd	5674	Technical Operations	194.88
08/26/04	0620455	United Parcel Servic	5675	Traffic	85.45
08/26/04	0620463	Southeastern Wiscons	5201	Travel Expenses	62.00
08/30/04	0620477	SBC	5454	Telephone	982.46
08/30/04	0620478	Cingular Wireless	5454	Telephone	289.57
08/30/04	0620486	Deborah A. Bozewicz	5668	Program Production	740.00
08/30/04	0620506	Dan Small Outdoors L	5668	Program Production	2,051.44
08/30/04	0620522	Fletcher Chicago Inc	5668	Program Production	1,050.00
08/30/04	0620527	Gene Ferrara Communi	5668	Program Production	900.00
08/30/04	0620537	Glenda J. Hines	5357	Professional & Consu	700.00
08/30/04	0620540	Industrial Electroni	5674	Technical Operations	249.89
08/30/04	0620559	Miller and Campbell	5671	Remote/Studio Supp	67.00
08/30/04	0620560	Mouser Electronics I	5674	Technical Operations	46.52
08/30/04	0620567	Nielsen Media Resear	5661	Audience Research	3,208.07
08/30/04	0620578	Gerard Randall	5668	Program Production	60.00
08/30/04	0620587	Mark W. Siegrist	5668	Program Production	4,333.00
08/30/04	0620590	Smoking Monkey	5668	Program Production	2,550.00

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BOARD BILL LIST
TV Fund by Check No
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Check Date	Check No	Vendor Name	Object Description	Object Amount
08/30/04	0620597	Stoiber Electric	5668 Program Production	399.50
08/30/04	0620599	Swiderski Electronic	5840 Equipment	51,480.00
08/30/04	0620610	Theodora N. Veresses	5357 Professional & Consu	1,150.00
08/30/04	0620613	William D. Werner	5668 Program Production	36.00
08/30/04	0620614	WGBH	5273 Publicity	238.00

				518,439.65

Attachment PTV 5

BOARD BILL LIST

Page 1

Over \$2500 Channel 10/36
08/31/04

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
08/02/04	0619429	Apple Computer Inc	5840	Equipment	53,783.04
08/02/04	0619463	Magpie Media Inc	5668	Program Production	3,300.00
08/02/04	0619464	Media Makers Inc	5668	Program Production	5,000.00
08/02/04	0619476	Roscor Corporation	5840	Equipment	47,193.21
08/02/04	0619480	Sony Electronics Inc	5840	Equipment	113,677.92
08/05/04	0619524	Browne & Associates	5357	Professional & Consu	7,780.00
08/05/04	0619547	Dan Small Outdoors L	5668	Program Production	3,580.00
08/05/04	0619615	National Educational	5665	Network Prog Service	11,036.00
08/05/04	0619618	Nielsen Media Resear	5661	Audience Research	3,060.07
08/09/04	0619735	Media Makers Inc	5668	Program Production	5,835.00
08/09/04	0619754	Sony Electronics Inc	5840	Equipment	3,065.36
08/09/04	0619770	We Energies	5452	Light & Power	13,441.31
08/12/04	0619783	Artesia Technologies	5674	Technical Operations	14,620.00
			5840	Equipment	4,452.00
08/12/04	0619845	Jodi Olson	5668	Program Production	3,150.00
08/16/04	0619956	Heartland Video Syst	5840	Equipment	5,055.87
08/19/04	0620153	Kevin F. Pulz	5201	Travel Expenses	3,249.56
08/23/04	0620294	Roscor Corporation	5840	Equipment	14,586.36
08/23/04	0620302	Snell & Wilcox Inc	5840	Equipment	99,985.00
08/30/04	0620567	Nielsen Media Resear	5661	Audience Research	3,208.07
08/30/04	0620587	Mark W. Siegrist	5668	Program Production	4,333.00
08/30/04	0620590	Smoking Monkey	5668	Program Production	2,550.00
08/30/04	0620599	Swiderski Electronic	5840	Equipment	51,480.00

					477,421.77

Attachment PTV 6

June 2004

Last Updated 9/1/04

1. Milwaukee Journal Sentinel – June 2. **Author Rick Steves Finds Europe Is Time For Recess**
2. Milwaukee Journal Sentinel – June 4. **Memorial Of D-Day A Natural For TV**
3. El Conquistador – June 4 - 10. **iAdelante!**
4. Milwaukee Journal Sentinel – June 6. **TV Today** [CBS Reports]
5. Milwaukee Journal Sentinel – June 6-12. **Weekly Highlights**
6. Milwaukee Journal Sentinel – June 7. **Channel Surfing: Remembering Sam**
7. Milwaukee Journal Sentinel – June 8. **TV Today** [Peter Paul & Mary]
8. Milwaukee Journal Sentinel – June 10. **TV Today** [Rick Steves]
9. Shepherd Express – June 10. **Secrets of Intellectual Mud Wrestling**
10. Milwaukee Journal Sentinel – June 10. **Moyers Tops Different List of Idols**
11. Sheboygan Press – June 10. **Girls Book To Be Read on PBS**
12. El Conquistador – June 11 – 17. **Sixteenth Street Center Plans First Latino Health Fair.**
13. Madison Capitol Times – June 12. **Secrets Of The Talk Show Game**
14. Milwaukee Journal Sentinel – June 13-19. **Weekly Highlights**
15. Milwaukee Journal Sentinel – June 13-19. **Weekly Highlights**
16. Milwaukee Journal Sentinel – June 13-19. **Weekly Highlights**
17. Milwaukee Journal Sentinel – June 13-19. **Weekly Highlights**
18. Milwaukee Journal Sentinel – June 14. **Latino Health Fair**
19. Burlington Standard Press – June 17. **A Government By And For The Students**
20. Milwaukee Journal Sentinel – June 17. **TV Today** [The Hands That Built The Dennis Sullivan]
21. Milwaukee Journal Sentinel – June 17. **Riding Into The Mists That Veil Camelot**
22. **MULTIPLE** – June 17. **Welk Fans Get To Hear, Greet Stars Of Classic Show**
This clip appeared in the following media:
Franklin Hub, Greendale Village Life, St. Francis Reminder-Enterprise, Brookfield News, Hales Corners Village Hub, Germantown Banner Press, Greenfield Observer, Mequon Thiensville Courant, Oak Creek Pictorial, New Berlin Citizen, West Allis Star, Muskego Sun, Wauwatosa News Times, South Milwaukee Voice Graphic, Menomonee Falls News, Elm Grove Elm Leaves, Oak Creek Bay Viewer, Cudahy Reminder-Enterprise
23. Milwaukee Journal Sentinel – June 18. **Latino Health Fair**
24. Milwaukee Journal Sentinel – June 20-26. **TV Cue** (Cover)
25. Milwaukee Journal Sentinel – June 20-26. **Weekly Highlights**
26. Milwaukee Journal Sentinel – June 20-26. **Weekly Highlights**

27. Milwaukee Journal Sentinel – June 21. **TV Today** [Liberty!]
28. Milwaukee Journal Sentinel – June 23. **TV Today** [American Masters]
29. Milwaukee Journal Sentinel – June 24. **TV Today** [Sound Stage]
30. Milwaukee Journal Sentinel – June 25. **'Lawrence Welk' Stars To Produce A Brookfield Show**
31. Milwaukee Journal Sentinel – June 27-July 3. **Weekly Highlights**
32. Milwaukee Journal Sentinel – June 27-July 3. **Weekly Highlights**
33. Milwaukee Journal Sentinel – June 27-July 3. **Weekly Highlights**
34. Milwaukee Journal Sentinel – June 27-July 3. **Weekly Highlights**
35. Milwaukee Journal Sentinel – June 28. **TV Today** [History Detectives]