

Attachment PTV - 1

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

ADMINISTRATION	Joseph Bauer	Janice Falkenberg
PRESENT:	Ellis Bromberg	Rob Hartung
	Christy Brown	Lamont McLoughlin
	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