

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

ADMINISTRATION Joseph Bauer Janice Falkenberg
PRESENT: Ellis Bromberg Raul Galvan
Darnell Cole Mike Sargent
Al Evinrude Jim Walsh

GUESTS: Scott Rackham

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 Tuesday, April 18, 2006, and called to order by Chairperson Sowell at 5:04 p.m. in the TV Conference Room at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Linda Sowell, Mark Maierle, Peter Earle arrived at 5:07 p.m.

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 – March 21, 2006 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Ms. Sowell, to approve the minutes of the March 21, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, March, April, May, 2006 – Attachment 2

Discussion Mr. Bromberg gave a brief overview of the advertising noting that Hispanic advertising will increase by approximately 100% over FY2005.

NOTE: Mr. Earle arrived at 5:07 p.m.

Mr. Bromberg informed the Committee that two mailers were sent to Hispanic households in April.

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for March, April, May, 2006.

Action Motion approved.

E-2 FY2007 Independent Production Contracts – Attachment 3

Discussion Mr. Bromberg gave a brief explanation of the Production contracts noting that the total expenditure is less than last year.

Motion It was moved by Mr. Maierle, seconded by Mr. Earle to approve the Independent Television Production Contracts for FY 2007.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on:

- negotiations with IBEW Local 715, MPTV's engineers and production staff are now underway.
- the new multi-cast channel THE RESEARCH CHANNEL will replace MPTV Extra currently airing on Time Warner's channel 554 or digital channel 10-5.
- the national public broadcasting budget.
- the FCC's imposition of a fine on public television station KCSM for its airing of the program THE BLUES, which contained what was determined to be indecent language after a viewer filed a complaint. MPTV aired the same program in 2004. PBS and KCSM are appealing the ruling
- Kay Sprinkel Grace, head of the national Major Giving Initiative, will be in Milwaukee on May 16, 2006 and will be at the PTV Committee meeting. Ms. Sowell suggested that the MATC Foundation and the Corporate Advisory Board be invited.

F-2 Friends Report – Attachment 3

Discussion Mr. Rackham:

- extended his thanks for those that attended the Joint Boards Reception.
- noted that as of April 15, the auction is \$200,000 ahead in contributions than it was a year ago
- noted that the Auction begins April 28th.
- stated that the Andre Rieu Concert is April 29th.
- stated that the Lawrence Welk event is June 25th.

F-3 Preliminary Activity Plan and Budget – Attachment 5

Discussion Mr. Bromberg pointed out a few highlights of the document as listed in the annual planning grid, which included the Discovery World project. Ms. Sowell asked that an update on MPTV's involvement be given at the May PTV Committee meeting. Mr. Bromberg continued, focusing on the financial difficulties that continue to challenge the stations, and MPTV's capital requests for FY2007.

Mr. Sargent stated the public television has balanced its budget in recent years using its reserve account, which is nearly expended. He stated that new money must come from tax levy or the general fund. He is recommending that all new positions requested for TV continue to be frozen and the list of capital equipment requested be pared down. Mr. Sargent indicated that in FY07 there would be additional money available for capital expenditures because there will be less debt service. Mr. Earle asked what effect this will have on meeting the FCC mandated conversion to digital by 2009. Mr. Bromberg stated that not filling these positions would mean the stations would be "treading water." It would be hard to continue to localize multicast channels without additional staff and equipment. Mr. Earle referenced a commitment by the MATC Board to support public TV. He would like that document brought forward again to update current Board members as well as a list of MATC's tax levy support for MPTV for the past 10 years. Mr. Earle also requested a plan that ensures compliance with the FCC's 2009 date for conversion to digital.

Mr. Bromberg stated MPTV could comply with the FCC without having all of the multicast channels. Dr. Cole said, however, that MPTV should continue to develop multicast channels as a larger audience can ensure larger fundraising totals.

F-4 TV Renovation and Remodeling Report – Attachment 6

Discussion Mr. Evinrude gave an updated power point presentation of one that was originally presented in April 2004 after a primary study by Kahler Slater Architects with a technical review by The Austin Company which showed MPTV expanding to the entire fourth floor of the C Building to

accommodate changes needed in the conversion to digital television. The current approach shows completion in the year 2024. The total cost for this project, in today's dollars, is \$9.8 million dollars.

ITEM G. INFORMATION ITEMS

G-2 Monthly Bills – March, 2006 - Attachment 7

G-3 February, 2006 Clippings – Attachment 8

G-4 MPTV Awards

Mr. Bauer informed the committee that Ms. Darlyne Haertlein was honored with the U.S. Postal Service "*Women Putting Their Stamp on Metro Milwaukee*" award in the media category. Ms. Haertlein also received recognition from Senator Russ Feingold and Representative Gwen Moore for her award.

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

ITEM I. OLD BUSINESS/NEW BUSINESS

Ms. Sowell asked about Antiques Roadshow ticket availability for community leaders. Mr. Bromberg asked Committee members to forward names to him that they would like to see invited.

Date of Next Meeting: May 16, 2006 at 5:00 p.m.

ADJOURNMENT

The committee adjourned at 7:13 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist