



January 12, 2006

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 in the **BOARD ROOM, (ROOM M210)** of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN, on TUESDAY, JANUARY 17, 2006,** beginning at **5:00 p.m.** The agenda** for said meeting is presented as follows:

A. Roll Call

B. Compliance with Open Meetings Law

C. [Approval of Minutes – November 20, 2005 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures December, 2005, January & February, 2006 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report
 - ◆ [Media Security and Reliability Council](#)
2. [Friends Report – Attachment 3](#)
3. [PTV Budget Development Calendar – Attachment 4](#)
4. [Public Telecommunications Facilities Program Planning Grant – Attachment 5](#)

G. Information Items

1. Programming Presentation
2. [Monthly Bills – December, 2005 – Attachment 6](#)
3. [September/October Clippings – Attachment 7](#)
4. MPTV Awards

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Tuesday, March 21, 2006 at 5:00 p.m.**
Board Room (M210), Milwaukee Campus

Committee Members: Earle, Maierle, 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.*

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

ADMINISTRATION PRESENT: Joseph Bauer
Ellis Bromberg
Janet Falkenberg
Rob Hartung

Darlyne Haertlein
Jan Pritzl
Mike Sargent

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, November 15, 2005, and called to order by Chairperson Sowell at 5:08 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Peter Earle, Mark Maierle

Linda Sowell arrived at 5:09 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 – September 20, 2005 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the September 20, 2005, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, October, November & December, 2005 – Attachment 2

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for October, November & December, 2005.

Action Motion approved.

E-2 HD Video/Audio Routing Switcher – Attachment 3

Discussion Mr. Bromberg gave a brief description of this item.

Motion It was moved by Mr. Maierle, seconded by Mr. Earle to approve the purchase of an HD Video/Audio /Routing Switcher from the Roscor Corporation in the amount of \$72,147.00.

Action Motion approved.

E-3 Resolution to Office of Management and Budget Urging Full Federal Funding for Public Broadcasting in FY 2007 – Attachment 4

Discussion Mr. Bromberg explained that this resolution is looking ahead to FY2007. As emergency spending may be added to the Federal budget we are asking Congress to keep public broadcasting funding intact.

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to move the Resolution to the full Board for approval.

Discussion Ms. Sowell asked that the approved resolution be placed on the MATC website to generate further awareness of this issue. Ms. Sowell further asked that the resolution be forwarded to the Friends Board as well.

Mr. Earle questioned if the resolution could be printed in the Fine Tuning program guide that the Friends publish. Mr. Scott Rackham, President, 10/36 Friends, did not see a problem as long as it is clear what we are asking our members to do.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on

- a report citing that former CPB Board Chairman Kenneth Tomlinson violated CPB's contracting rules and the Board's code of ethics in his attempts to bring political change to the organization.
- the disparity between the House and Senate bills regarding the FY 2006 federal funding for public broadcasting.
- the debate in Washington over the official turn-off of analog stations, and what amount in subsidies the government will provide to enable citizens who need them to purchase set-top converter

boxes.

- the re-launch of our own MPTV-KIDS digital channel.
- the launch in January of a new digital channel, MPTV-CREATE, a 24-hour channel of how-to and lifelong learning series.
- in Fall 2006 we anticipate adding two more 24-hour digital multicast channels: a Spanish language channel and a public affairs channel.
- MPTV will host a Community Collaboration Videoconference in our studios on November 30. This is part of an initiative called the "Partnership for a Nation of Learners, and is designed to bring together professionals from public broadcasting, libraries, and museums to explore how we can work together to address local educational needs and opportunities.
- the Mister Rogers Memorial Sweater Drive collected 6,298 sweaters.
- a "heads up" that on November 1 a group known as the Milwaukee Public Interest Media Coalition submitted a petition to deny license renewal to all the commercial TV stations in the Milwaukee market. The group is charging that all those stations failed to present adequate programming related to state and local elections during the 2004 campaign, and so renewing their licenses would not be in the public interest. Neither WMVS nor WMVT was included in this petition.

Mr. Earle asked that we have more information about public access for political candidates at a future meeting.

F-2 Friends Report – Attachment 5

Mr. Rackham reported that :

- ◆ the Andre Rieu mini-marathon pledge nights held in October raised over \$130,000 in new membership gifts with a net revenue of \$184,000 overall for this event.
- ◆ the Friends' goal is to identify potential events each year so that we can replicate this Andre Rieu successful model.
- ◆ the Pioneers of Primetime Event, held September 28, netted Corporate Sponsorship of \$20,000 and ticket sales of \$4,500
- ◆ 160 people attended the Seven Sisters Premier Event, held November 5.
- ◆ with four months of the fiscal year behind us, we are on track to reach our goals at 99.5% of budgeted gross revenue and 101.6% of NET Revenue.

G-1 Outreach Presentation

Darlyne Haertlein informed the Committee that Outreach strives to connect the best that MPTV has to offer with the viewers that can benefit most from those services. She distributed Ready to Learn information and the Committee viewed a videotape compilation of her outreach activities.

G-2 Monthly Bills – October, 2005 – Attachment 6

G-3 July/August Clippings – Attachment 7

G-4 MPTV Awards

Mr. Joe Bauer informed the Committee of two awards received by Patricia Gomez for her work on ;*Adelante!* and in the Latino community.

Duane Rodriguez has received his fourth national Emmy for his work on the 2004 Olympic Summer Games in Athens, Greece.

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

Ms. Sowell informed the Committee about Capitol Hill Days in Washington, February 13 -15, 2006, and asked that we forward information to Committee members.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: **Tuesday, January 17, 2006 at 5:00 p.m.**

ADJOURNMENT

The committee adjourned at 6:17 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

DECEMBER, 2005

ADVERTISING OBJECTIVES:

Pledge promotion

MEDIA EXPENDITURES

\$ 13,957.20

Print

\$

Radio

Pledge promotion

\$ 13,957.20

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$ 3,463.20

24%

African American

21%

WJZI-FM

\$ 2,995.20

Hispanic

3%

WDDW-FM

\$ 468.00

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ESTIMATE

JANUARY, 2006

Advertising Objectives:

Program Specific promotions
General Branding

MEDIA BUDGET

\$ 15,586.00

Print \$

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

FEBRUARY, 2006

Advertising Objectives:

Promotion of three local shows

MEDIA BUDGET

\$ 4500.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**
as of December 31, 2005

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Placed	Total Media	Placements
						Promotions	Promotions	directly through MATC		
						H	AA			
Jul-05	\$0.00	\$0.00	\$981.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$981.00
Aug-05	\$8,803.80	\$0.00	\$1,228.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,032.03
Sep-05	\$0.00	\$0.00	\$2,538.92	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,538.92
Oct-05	\$12,035.70	\$0.00	\$7,124.19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19,159.89
Nov-05	\$0.00	\$0.00	\$6,620.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,620.61
Dec-05	\$13,957.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,957.20
Jan-06										\$0.00
Feb-06										\$0.00
Mar-06										\$0.00
Apr-06										\$0.00
May-06										\$0.00
Jun-06										\$0.00
Total	\$34,796.70	\$0.00	\$18,492.95	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$53,289.65

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong	Hmong	Minority	Minority
			Spending	Spending %	Spending	Spending %	Spending Total	Spending %
Jul-05	\$0.00	0%	\$981.00	0%	\$0.00	0%	\$981.00	0%
Aug-05	\$1,228.23	12%	\$1,198.80	12%	\$0.00	0%	\$2,427.03	24%
Sep-05	\$1,423.98	56%	\$1,114.94	44%	\$0.00	0%	\$2,538.92	100%
Oct-05	\$0.00	0%	\$2,725.20	14%	\$0.00	0%	\$2,725.20	14%
Nov-05	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Dec-05	\$468.00	3%	\$2,995.20	21%	\$0.00	0%	\$3,463.20	24%
Jan-06								
Feb-06								
Mar-06								
Apr-06								
May-06								
Jun-06								
Total	\$3,120.21	6%	\$9,015.14	17%	\$0.00	0%	\$12,135.35	23%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**
as of December 31, 2005

Media amounts by month billed

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)										
Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African American Minority Owned *	African American Minority Targeted	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other African-American vendors	Other Hmong vendors	
	Jul-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$1,228.23	\$0.00	\$1,198.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Sep-05	\$1,423.98	\$0.00	\$1,114.94	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Oct-05	\$0.00	\$0.00	\$2,725.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Nov-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Dec-05	\$468.00	\$468.00	\$2,995.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Jan-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Feb-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Mar-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Apr-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
May-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Jun-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total	\$3,120.21	\$468.00	\$8,033.34	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	

* may also be minority targeted

Minority Spending by Radio Station								
Month	WJMR-FM 98.3 AA Minority Targeted	WKKV-FM 100.7 AA Minority Targeted	WMCS-AM 1290 AA Minority Owned	WJZI-FM 93.3 AA Minority Owned	WNOV-AM 860 AA Minority Owned	WLUM-FM 102.1 AA Minority Owned	WBJX-AM Hisp. Minority Owned	WDDW-FM Hisp. Minority Owned
	Jul-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$0.00	\$0.00	\$0.00	\$1,198.80	\$0.00	\$0.00	\$0.00	\$0.00
Sep-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-05	\$0.00	\$0.00	\$0.00	\$2,725.20	\$0.00	\$0.00	\$0.00	\$0.00
Nov-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-05	\$0.00	\$0.00	\$0.00	\$2,995.20	\$0.00	\$0.00	\$0.00	\$468.00
Jan-06								
Feb-06								
Mar-06								
Apr-06								
May-06								
Jun-06								
Total	\$0.00	\$0.00	\$0.00	\$6,919.20	\$0.00	\$0.00	\$0.00	\$468.00

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**

Media amounts by month billed

as of December 31, 2005

Minority Spending by Newspaper							
Month	Spanish Journal	Spanish Times	EI Conquistador	Milwaukee Com. Jrnl. AA	Milwaukee Courier AA	Milwaukee Times AA	Hmong Comm. Jrnl.
	Minority Owned	Minority Owned	Hisp. Minority Owned	Minority Owned	Minority Owned	Minority Owned	Hm Minority Owned
Jul-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$0.00	\$0.00	\$1,228.23	\$0.00	\$0.00	\$0.00	\$0.00
Sep-05	\$0.00	\$0.00	\$1,423.98	\$1,114.94	\$0.00	\$0.00	\$0.00
Oct-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-06							
Feb-06							
Mar-06							
Apr-06							
May-06							
Jun-06							
Total	\$0.00	\$0.00	\$2,652.21	\$1,114.94	\$0.00	\$0.00	\$0.00

Minority Spending by Television					
Month	WVTV-TV AA	Cable TV	Telemundo	One time	One time
	Minority Targeted	Hispanic Minority Targeted	Cable TV Hispanic Minority Targeted	vendors Hispanic Minority Targeted	vendors AA Minority Targeted
Jul-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-06					
Feb-06					
Mar-06					
Apr-06					
May-06					
Jun-06					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other				
Month	Abrazo	Sales & Marketing -	Other	Other Hmong
	Minority Owned Hispanic Translation	Minority Owned Media Buyer	Hispanic Owned Vendors	Other Hmong Owned Vendors
Jul-05	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$0.00	\$0.00	\$0.00	\$0.00
Sep-05	\$0.00	\$0.00	\$0.00	\$0.00
Oct-05	\$0.00	\$0.00	\$0.00	\$0.00
Nov-05	\$0.00	\$0.00	\$0.00	\$0.00
Dec-05	\$0.00	\$0.00	\$0.00	\$0.00
Jan-06				
Feb-06				
Mar-06				
Apr-06				
May-06				
Jun-06				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**Friends' Events
Winter - 2006**

January

16 Martin Luther King Day - Friends' office closed
26 Full Board Meeting (4 pm)
28 Auction Volunteer Open House (1 pm – 4 pm)
Auction site

February

22 Outdoor Wisconsin Banquet (5 pm)
Country Springs Hotel
28 Pat Mitchell event

March

4 – 19 Pledge drive
30 Auction Art Preview (7 pm) Auction site

April

1 Auction Art Exhibit (10 am – 5 pm) Auction site
2 Auction Art Exhibit (11 am – 4 pm) Auction site
4 Full Board Meeting (4 pm)
14 Good Friday - Friends office closed
April 28 – May 6 Great TV Auction

Attachment PTV 4

**MATC Board of Directors
Planning and Budgeting Calendar
Fiscal Year 2006-07**

January 17	PTV reviews budget development calendar
January 18	FPO reviews budget development calendar
February 22	FPO reviews and approves preliminary planning assumptions FPO reviews financial forecast based on preliminary planning assumptions
February 28	Board reviews and approves preliminary planning assumptions
March 21	PTV receives progress report on activity plan and budget development for MPTV
March 22	FPO recommends final planning assumptions FPO receives progress report on activity plan and budget development
March 28	Board establishes final planning assumptions
April 18	PTV approves administration's preliminary activity plan and budget for MPTV
April 19	FPO reviews administration's preliminary activity plan and budget
April 25	Board reviews administration's preliminary activity plan and budget
May 12	<i>Administration publishes Budget Public Hearing Notice based on budget proposed by the administration</i>
May 17	FPO continues review of activity plan and budget
May 23	Board continues review of activity plan and budget
June 6	Board holds Public Hearing on proposed budget
June 20	PTV approves activity plan and budget for MPTV
June 21	FPO approves activity plan and budget
June 27	Board approves activity plan and budget
October	Board approves FY 2006-07 Tax Levies and Mill Rates

Attachment PTV 5

MAIN PTFP PLANNING GRANT REPORT**EXECUTIVE SUMMARY**

The goals of the Milwaukee Area Instructional Network (MAIN) partners, the University of Wisconsin-Milwaukee (UWM), the Milwaukee Public Schools (MPS), and Milwaukee Area Technical College (MATC), within this Department of Commerce (DOC) Public Telecommunications Facilities Program (PTFP) Planning Grant, were to research the educational and community development needs in the City of Milwaukee with special attention directed to how a digital conversion of the MAIN partners' Instructional Television Fixed Service (ITFS) frequencies could bridge the digital divide, delivering new educational content and global connectivity to some of the city's most resource-poor citizens. Three goals have been successfully addressed by the project's planning activities which have resulted in (1) a detailed community and educational-provider needs analysis, (2) a technology plan that includes a phased construction process, and (3) an ongoing conversation with both public and private-sector entities interested in cooperating in developing and using a new MAIN Educational Broadband Service (EBS) network.

These goals were met through a series of coordinated project activities which included (a) focus groups, surveys and interviews with educational content-providers, distance learning coordinators and instructional technology managers at each of the MAIN institutions, (b) research as to the needs of the targeted community, including sophisticated Geographic Information System GIS analysis of the economic and educational levels of the different areas of the City and how wireless technology could serve many of these areas across the "digital divide," and (c) a technology review and initial broadband wireless system design for discussion and evaluation. The results of this process are now being shared within the MAIN institutions, with community nonprofit and educational organizations, and formed the basis of a successful Construction Grant application to PTFP.

The planning committee believes that the construction of an initial EBS educational wireless service would help overcome the digital divide faced by Milwaukee Public School students, serve community-based organizations in the central city, and provide a low-cost interconnection path between MATC and UWM and its satellite campuses and distance learning sites. Initial system operation costs are minimal, and the value of its wireless interconnections (whether paid as user fees or included in institutional budgets) is high.

It is also recommended that excess system capacity outside of the core Milwaukee service area be leased to or swapped with external partners to provide a mix of operating revenues and new service opportunities. One possible "win-win" strategy would allow MAIN to use a portion of the proposed City "WiFi network" to reach its portable computer users (who would no longer need to buy more expensive "WiMax" receiver cards), while the municipal network could in turn "extend its mesh" by using a portion of MAIN's licensed (and thus interference-free) channels for "backhaul" services. Other models include partnering with a commercial wireless provider who would offer a mix of institutional and low-income discounts, system management services, and cash payments to the MAIN partners. The best mix of partners should be

determined through an RFP process, while at the same time a “test-bed” is actually constructed and operated to meet the identified urban needs for broadband educational wireless in Milwaukee.

The envisioned EBS system can be built in phases, starting with the core downtown area and MATC inter-campus tie lines, and expanded to serve greater numbers of users in the same area and/or additional areas in the City, County and MATC district as user and institutional demand and available funding warrants. *Not activating a minimal EBS service (or participating in a regional transition plan to the new digital EBS band) by January of 2008 could result at best in the relocation of each institution’s transmitters to new frequencies, and at worst, forfeiture of each institution’s FCC license for future auction by the FCC. Thus the Planning Committee recommends that their institutions develop an initial Phase One/Two Construction Plan while simultaneously developing a partnership plan RFP that would allow for the expansion of the EBS network in future years.*

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
12/31/05

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
12/01/05	0640076	Cingular Wireless	5454	Telephone	189.29
12/01/05	0640103	Conceptz Communicati	5668	Program Production	2,400.00
12/01/05	0640109	Dan Small Outdoors L	5668	Program Production	3,616.00
12/01/05	0640122	Gene Ferrara Communi	5668	Program Production	4,500.00
12/01/05	0640162	Lisa Lutomski	5357	Professional & Consu	2,416.16
12/01/05	0640198	Satellite Services L	5840	Equipment	200,000.00
12/01/05	0640211	TBC Consoles Inc	5840	Equipment	9,877.50
12/01/05	0640220	Theodora N. Veresses	5357	Professional & Consu	1,150.00
12/01/05	0640231	WPS Energy Services	5452	Light & Power	15,328.07
12/05/05	0640255	Deborah A. Bozewicz	5668	Program Production	240.00
12/05/05	0640288	Historic Films Archi	5668	Program Production	7,017.50
12/05/05	0640308	Patrick L. McGinn	5668	Program Production	200.00
12/05/05	0640311	Miller and Campbell	5671	Remote/Studio Supp	53.20
12/05/05	0640330	Gerard Randall	5668	Program Production	100.00
12/05/05	0640344	Sony Electronics Inc	5840	Equipment	30,374.30
12/05/05	0640352	Studio Gear LLC	5668	Program Production	450.00
12/05/05	0640356	Arthur G. Welter	5201	Travel Expenses	9.00
12/08/05	0640392	CDI Transport Servic	5675	Traffic	13.24
12/08/05	0640393	Rachelle D. Cehanovi	5668	Program Production	730.00
12/08/05	0640398	Conceptz Communicati	5668	Program Production	1,200.00
12/08/05	0640400	Corporate Express	5241	Office Supplies	216.72
12/08/05	0640403	Dan Small Outdoors L	5668	Program Production	1,808.00
12/08/05	0640413	FedEx	5675	Traffic	646.46
12/08/05	0640423	Raul Galvan	5201	Travel Expenses	15.00
12/08/05	0640436	Industrial Electroni	5674	Technical Operations	243.33
12/08/05	0640454	John S. McKay	5201	Travel Expenses	44.00
12/08/05	0640456	Metroparent	5273	Publicity	695.00
12/08/05	0640464	MPI Media Group	5668	Program Production	1,300.00
12/08/05	0640466	Multimedia Graphic	5668	Program Production	347.29
12/08/05	0640467	Johnny R. Munoz	5668	Program Production	900.00
12/08/05	0640469	National Supply & Ha	5674	Technical Operations	17.72
12/08/05	0640474	Judith Nugent	5671	Remote/Studio Supp	32.14
12/08/05	0640474	Judith Nugent	5668	Program Production	1,000.00
12/08/05	0640509	United Parcel Servic	5675	Traffic	123.73
12/12/05	0640530	American Public Tele	5840	Equipment	7,968.00
12/12/05	0640532	SBC	5454	Telephone	991.81
12/12/05	0640533	BP	5676	Vehicle Supplies	275.27
12/12/05	0640540	BBC Worldwide Americ	5840	Equipment	5,750.00
12/12/05	0640546	Cecile Cheng	5357	Professional & Consu	280.00
12/12/05	0640570	Glenda J. Hines	5357	Professional & Consu	700.00
12/12/05	0640579	Mainstage Theatrical	5671	Remote/Studio Supp	58.50
12/12/05	0640614	System Parking Inc	5668	Program Production	528.00
12/15/05	0640635	Jody A. Alexander	5668	Program Production	750.00
12/15/05	0640636	Classic Images	5668	Program Production	510.00
12/15/05	0640643	Audio Implements/GKC	5671	Remote/Studio Supp	84.23
12/15/05	0640656	Dan Small Outdoors L	5668	Program Production	3,616.00
12/15/05	0640670	Vicki L. Fischer	5357	Professional & Consu	1,125.00
12/15/05	0640671	Reel Life Films	5668	Program Production	1,525.00
12/15/05	0640676	Claudia S. Guevara	5668	Program Production	1,120.00
12/15/05	0640724	Johnny R. Munoz	5668	Program Production	900.00
12/15/05	0640735	Outdoor Writers Asso	5668	Program Production	125.00
12/15/05	0640773	Time Warner Cable	5674	Technical Operations	-2.53
12/19/05	0640790	Dow Lohnes & Alberts	5361	Legal Services	473.00
12/19/05	0640799	David K. Baule	5201	Travel Expenses	57.00

BOARD BILL LIST
 TV Fund by Check No
 12/31/05

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
12/19/05	0640822	Daily Reporter	5840	Equipment	26.70
12/19/05	0640827	Thomas J. Dvorak	5220	Membership & Subscri	400.00
12/19/05	0640847	Gail G. Grzybowski	5201	Travel Expenses	46.50
12/19/05	0640851	Glenda J. Hines	5357	Professional & Consu	700.00
12/19/05	0640867	Linear Graphics	5273	Publicity	290.00
12/19/05	0640874	John S. McKay	5201	Travel Expenses	25.00
12/19/05	0640879	Milwaukee Courier	5840	Equipment	35.70
12/19/05	0640885	Myers Information Sy	5674	Technical Operations	4,500.00
12/19/05	0640916	Sony Electronics Inc	5673	Studio Equipment Rep	299.12
12/19/05	0640917	Spanish Journal	5840	Equipment	35.00
12/19/05	0640934	Theodora N. Veresses	5357	Professional & Consu	1,150.00
12/19/05	0640940	Wisconsin Broadcaste	5201	Travel Expenses	25.00
12/22/05	0640976	CDI Transport Servic	5675	Traffic	6.62
12/22/05	0640982	Conceptz Communicati	5668	Program Production	1,800.00
12/22/05	0640983	Corporate Express	5241	Office Supplies	339.81
12/22/05	0640991	Eichenbaum & Associa	5270	Advertising	13,961.79
12/22/05	0641000	FedEx	5675	Traffic	396.56
12/22/05	0641009	GPN Educational Medi	5273	Publicity	336.00
12/22/05	0641039	Jose A. Lozano	5201	Travel Expenses	29.00
12/22/05	0641046	John S. McKay	5201	Travel Expenses	9.50
12/22/05	0641054	Milwaukee County	5668	Program Production	100.00
12/22/05	0641056	Milwaukee Water Work	5455	Water	346.15
12/22/05	0641067	Nielsen Media Resear	5661	Audience Research	3,615.43
12/22/05	0641084	Gerard Randall	5668	Program Production	100.00
12/22/05	0641090	Gregory M. Sahs	5357	Professional & Consu	650.00
12/22/05	0641096	Sprint	5454	Telephone	13.47
12/22/05	0641100	System Parking Inc	5668	Program Production	601.00
12/22/05	0641106	United Parcel Servic	5675	Traffic	121.44
12/22/05	0641116	WETA	5273	Publicity	100.00
12/22/05	0641118	Walter M. Wininsky	5668	Program Production	4,000.00
12/22/05	0641119	Southeastern Wiscons	5201	Travel Expenses	62.00
12/22/05	0641121	Wisconsin Newspaper	5273	Publicity	68.16
12/22/05	0641126	WPS Energy Services	5452	Light & Power	16,464.44

					364,742.32

BOARD BILL LIST
Over \$2500 Channel 10/36
12/31/05

Check Date	Check No	Vendor Name	Object Description	Object Amount
12/01/05	0640109	Dan Small Outdoors L	5668 Program Production	3,616.00
12/01/05	0640122	Gene Ferrara Communi	5668 Program Production	4,500.00
12/01/05	0640198	Satellite Services L	5840 Equipment	200,000.00
12/01/05	0640211	TBC Consoles Inc	5840 Equipment	9,877.50
12/01/05	0640231	WPS Energy Services	5452 Light & Power	15,328.07
12/05/05	0640288	Historic Films Archi	5668 Program Production	7,017.50
12/05/05	0640344	Sony Electronics Inc	5840 Equipment	30,374.30
12/12/05	0640530	American Public Tele	5840 Equipment	7,968.00
12/12/05	0640540	BBC Worldwide Americ	5840 Equipment	5,750.00
12/15/05	0640656	Dan Small Outdoors L	5668 Program Production	3,616.00
12/19/05	0640885	Myers Information Sy	5674 Technical Operations	4,500.00
12/22/05	0640991	Eichenbaum & Associa	5270 Advertising	13,961.79
12/22/05	0641067	Nielsen Media Resear	5661 Audience Research	3,615.43
12/22/05	0641118	Walter M. Wininsky	5668 Program Production	4,000.00
12/22/05	0641126	WPS Energy Services	5452 Light & Power	16,464.44

				330,589.03

Attachment PTV 7

September 2005

1. Milwaukee Journal Sentinel – September 1. **Controversy never gave '60 Minutes II' a rest**
2. Milwaukee Journal Sentinel – September 2. **Networks, stars unite for storm relief**
3. Conquistador – September 2. **Adelante to offer English translation**
4. Milwaukee Journal Sentinel – September 4. **Victim's tortured silence fills 'Speak'**
5. Milwaukee Journal Sentinel – September 4- 10 **Weekly Highlights**
6. Milwaukee Journal Sentinel – September 4- 10 **Weekly Highlights**
7. Milwaukee Journal Sentinel – September 4- 10 **Weekly Highlights**
8. Milwaukee Journal Sentinel – September 6. **Wisconsin shines in TV land**
9. Milwaukee Journal Sentinel – September 7. **TV Today**[American Masters]
10. Milwaukee Journal Sentinel – September 8. **TV Today** [Soundstage]
11. Shepherd Express – September 8. . **Mystery at war**
12. Milwaukee Journal Sentinel – September 8. **Bob Dylan**
13. Milwaukee Journal Sentinel – September 9. **TV Today** [Shelter from the storm]
14. Milwaukee Journal Sentinel – September 9. **U2 among performers on Katrina relief show**
15. Milwaukee Journal Sentinel – September 11. **Taking clear-eyed look at Sept 11**
16. Milwaukee Journal Sentinel – September 11. **art:21 View from inside**
17. Milwaukee Journal Sentinel – September 11. **Several TV programs look back today**
18. The Journal Times: Racine - September 11. **National Anthems**
19. Milwaukee Journal Sentinel – September 11- 17. **Weekly Highlights**
20. Milwaukee Journal Sentinel – September 11- 17. **Weekly Highlights**
21. Milwaukee Journal Sentinel – September 11- 17. **Weekly Highlights**
22. Milwaukee Journal Sentinel – September 11- 17. **Weekly Highlights**
23. Milwaukee Journal Sentinel – September 12. **Martha Madness**
24. Milwaukee Journal Sentinel – September 13. **EMI studio operas may fade**
25. Milwaukee Journal Sentinel – September 13. **Sesame Street alums add zip**
26. Milwaukee Journal Sentinel – September 13 **NerdTV hits the Internet**
27. Milwaukee Journal Sentinel – September 13. **New shows look 'desperately' familiar**
28. Milwaukee Journal Sentinel – September 14. **Look for a barrage of Katrina coverage**
29. Milwaukee Journal Sentinel – September 14. **TV Today** [American Masters]
30. The Reporter: Fond du Lac - September 14. **Tonight's Must See**[American Masters]
31. Oconomowoc Enterprise - September 15. **Actors visit for television special**
32. The Reporter: Fond du Lac - September 15. **The Autobiography of Miss Jane Pittman**
33. The Journal Times: Racine - September 15. **Arts Alive!**
34. Milwaukee Courier - September 17. **Hurricane Katrina Benefit**
35. The Reporter: Fond du Lac - September 18. **Mystery! Foyle's War**
36. Milwaukee Journal Sentinel – September 18. **Pioneers of Primetime**
37. Milwaukee Journal Sentinel – September 18- 24 **Weekly Highlights**
38. Milwaukee Journal Sentinel – September 18- 24 **Weekly Highlights**
39. Milwaukee Journal Sentinel – September 19. **Emmys love 'Raymond' 'Lost'**

40. Milwaukee Journal Sentinel – September 19. **TV Today**[History Detectives]
41. The Reporter: Fond du Lac - September 20. **Nova: The Mystery of the Megaflood**
42. The Reporter: Fond du Lac – September 21. **American Masters**[Lucille Ball]
43. Milwaukee Journal Sentinel – September 21. **TV Today**[The Autobiography of Miss Jane Pittman]
44. At Ease Community Newspaper- September 21- 22 **They taught us how to laugh**
45. Wauwatosa News Times September 22. **They taught us how to laugh**
46. The Business Journal: Milwaukee – September 23. **Video firm pulls hearts strings...**
47. Milwaukee Journal Sentinel – September 24. **Alzheimer’s Disease research and resources**
48. Milwaukee Journal Sentinel – September 24. **Forum examines life and death**
49. Milwaukee Journal Sentinel – September 25- Oct. 1 **Weekly Highlights**
50. Milwaukee Journal Sentinel – September 25- Oct. 1 **Weekly Highlights**
51. Milwaukee Journal Sentinel – September 25- Oct. 1 **Weekly Highlights**
52. Milwaukee Journal Sentinel – September 25- Oct. 1 **Weekly Highlights**
53. Milwaukee Journal Sentinel – September 26. **Straight forward works well for ‘No Direction’**
54. Milwaukee Journal Sentinel – September 27. **TV Today**[American Masters]
55. Milwaukee Journal Sentinel – September 28. **Best of the Beatles**
56. Milwaukee Journal Sentinel – September 29. **TV Today**[The Sixties]
57. Milwaukee Journal Sentinel – September 29. **‘Crankshaft’ comic strip**
58. Milwaukee Journal Sentinel – September 30. **On further review, she’s no angel**
59. Milwaukee Journal Sentinel – September 30. **Sharon Lynne Wilson Center for the Arts: Mickey Rooney**

October 2005

1. Interconnect – October 2005. **Evening/ Weekend Programming**
2. Milwaukee Courier – October 1. **Alzheimer's research and resources**
3. Milwaukee Journal Sentinel – October 2. **Simpson trial's divisions linger**
4. Milwaukee Journal Sentinel – October 2- 8 **Weekly Highlights**
5. Milwaukee Journal Sentinel – October 2- 8 **Weekly Highlights**
6. Milwaukee Journal Sentinel – October 2- 8 **Weekly Highlights**
7. Milwaukee Journal Sentinel – October 2- 8 **Weekly Highlights**
8. Milwaukee Journal Sentinel – October 4. **Elmo home for holidays**
9. Milwaukee Journal Sentinel – October 4. **TV Today**[Frontline]
10. Milwaukee Journal Sentinel – October 6 **Local man's show will air on PBS**
11. Milwaukee Journal Sentinel – October 6 **Sweaters sought for Mister Rogers Drive**
12. Milwaukee Journal Sentinel – October 7 **Deadbeat government is not the answer**
13. Milwaukee Journal Sentinel – October 7. **TV Today** [American Masters]
14. Shepherd Express – October 7. **Obituary: Jerry Juhl**
15. Milwaukee Journal Sentinel – October 9-15. **Weekly Highlights**
16. Milwaukee Journal Sentinel – October 9-15. **Weekly Highlights**
17. Milwaukee Journal Sentinel – October 9-15. **Weekly Highlights**
18. Milwaukee Journal Sentinel – October 9. **Protesters, veterans look back to 1967**
19. Milwaukee Journal Sentinel – October 9. **Death, dissent smolder in memories of '67**
20. Milwaukee Journal Sentinel – October 12. **TV Today**[NOVA]
21. Milwaukee Journal Sentinel – October 13. **Full volley of slings and ...**
22. Wauwatosa News- Times – October 13. **Welcome Home Fall Show**
23. The Independent- Deerfield – October 13. **Ten Connection**
24. Mequon- Thiensville Courant – October 13. **Seasonal events and chores require help...**
25. Milwaukee Journal Sentinel – October 14. **Italian without spice**
26. Milwaukee Journal Sentinel – October 15. **Ex- PBS morning man enjoys satellite**
27. Milwaukee Journal Sentinel – October 16. **PBS series sets sail for American dream**
28. Milwaukee Journal Sentinel – October 17- 22 **Weekly Highlights**
29. Milwaukee Journal Sentinel – October 17- 22 **Weekly Highlights**
30. Milwaukee Journal Sentinel – October 17. **TV Today**[American Experience]
31. Milwaukee Journal Sentinel – October 17. **Paul, guitar are stars**
32. Milwaukee Journal Sentinel – October 18. **Frontline**
33. Milwaukee Journal Sentinel – October 18. **One of these hosts is not like the others**
34. Milwaukee Journal Sentinel – October 19 **TV Today**[Destination America]
35. Shepherd Express – October 20. **Sherlock: The next generation**
36. Elm Grove Elm Leaves - October 20. **Motivational speaker to present seminar**
37. Brookfield News – October 20. **Motivational speaker to present seminar**
38. Milwaukee Courier – October 22. **Students View Racism Program**
39. Milwaukee Journal Sentinel – October 23- 29 **Weekly Highlights**
40. Milwaukee Journal Sentinel – October 23- 29 **Weekly Highlights**
41. Milwaukee Journal Sentinel – October 23- 29 **Weekly Highlights**

42. Prairie du Chien – October 24. **'In Wisconsin' airs four part series on state's meth epidemic**
43. Milwaukee Journal Sentinel – October.25. **Stern soon to blast off to satellite radio**
44. Frederic Inter-County Leader – October 26. **'In Wisconsin' airs four part series...**
45. St. Croix Falls Standard- Press – October 27. **'In Wisconsin' airs four part series...**
46. West Allis Star – October 27. **Channel 10/ 36 Friends host antique expo and sale**
47. New Richmond News – October 27. **Public TV focuses on meth issues**
48. Brookfield News – October 27. **Channel 10/ 36 Friends -Donations for Great Auction**
49. Milwaukee Journal Sentinel – October.27 **TV Today**[American Experience]
50. Milwaukee Journal Sentinel – October.28. **Calendar: Channel 10: 'Almost Home'**
51. Milwaukee Journal Sentinel – October.29. **Series explores culture created among 3 religions**
52. The Sheboygan Press – October 30. **Hunters get ready**
53. Milwaukee Journal Sentinel – October 30 **'Bats' isn't worth hanging around for**