

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

**ADMINISTRATION** Joseph Bauer Janet Falkenberg  
**PRESENT:** Ellis Bromberg David Felland  
Dr. Darnell Cole Mike Sargent  
Tom Dvorak  
**GUESTS:** Lamont McLoughlin  
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, January 17, 2006, and called to order by Chairperson Sowell at 5:00 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Linda Sowell, Mark Maierle, Peter Earle (via telephone)

**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 – November 15, 2005 – Attachment 1**

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the November 15, 2005, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, December, 2005, January & February, 2006 – Attachment 2**

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to approve the monthly advertising fund expenditures for December, 2005 and January & February, 2006.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Discussion Mr. Bromberg reported on:

- federal funding
- closed captioning for all local productions mandated as of January 1, 2006
- the status of the selection of a new PBS president
- MPTV Create, our new 24-hour digital channel featuring how-to and travel programming
- the 'live' airing of Governor Doyle's State of the State address

Mr. Joe Bauer reported on the Media Security and Reliability Council (MSRC), a broadcasters disaster preparedness cooperative agreement among Milwaukee-area stations that will be in place in case of an emergency.

Ms Sowell asked if the college had such a plan. Ms. Falkenberg stated that MATC is in the process of putting together a plan.

Mr. Bromberg continued his report stating:

- that a plan is being discussed with Wisconsin Public Television for a mutual disaster recovery plan among public TV stations in the state
- three new local programs that premiere in February: "Cooking Simply for the Soul," a live MSO broadcast, and the motivational program "Creating the Life You Want"
- "Antiques Roadshow" is coming to Milwaukee on July 29, 2006

Ms. Sowell asked if there was an opportunity for the Friends or MATC Foundation. Mr. Bromberg responded that a meeting is scheduled with the producers for mid-February and more will be known then.

**F-2 Friends Report – Attachment 3**

Discussion Mr. Rackham reported:

- \$385,000 was raised during the December Pledge drive
- the "Outdoor Wisconsin" banquet will be held February 22, 2006
- the March pledge drive is March 4 – 13, 2006
- "The Great TV Auction" begins April 28, 2006

- the next Friends board meeting is January 26, 2006

Ms. Sowell requested that a report be given to the Friends on MATC's involvement in Discovery World. Mr. Bromberg and Dean Michael Walsh will make this presentation.

Ms. Sowell, Mr. Maierle, Mr. Earle, and Dr. Cole presented Mr. McLoughlin with a plaque honoring him for his past service as president of the Friends.

#### **F-3 PTV Budget Development Calendar – Attachment 4**

Discussion The FY2005-06 Board Development Calendar was presented, noting key progress reporting dates. Mr. Maierle noted that the Board will have a chance to review the budget prior to its publication.

Mr. Maierle stated that MATC's percentage of increase listed on individual tax bills for calendar year 2005 is larger than any of the other entities listed, and he would encourage fiscal restraint during the new budget development cycle.

#### **F-4 Public Telecommunications Facilities Program Planning Grant – Attachment 6**

Discussion Mr. Sargent explained that MATC, along with MPS and UWM, received a study grant to investigate ITFS digital broadband conversion. The three partners requested a second grant for hardware to build an experimental station to provide a WiMax system in the Milwaukee Area. This grant provides approximately \$440,000 and requires a \$750,000 participant match. The grant was awarded and is awaiting acceptance. A 90-day extension for acceptance was granted and expires January 26, 2006. Mr. Sargent stated that both MATC and UWM are no longer interested. MPS has asked for MATC to accept the grant and act as the fiscal agent.

Dr. Cole noted that the Milwaukee Partnership Academy will be discussing this issue along with the WiFi possibilities being considered that the city of Milwaukee has been investigating.

Mr. Earle expressed concern that there has not been enough discussion of this matter at the Board level and suggested an additional extension be requested to allow for that discussion.

#### **NOTE: Mr. Earle left the meeting at 5:58 pm**

Ms. Sowell asked if an extension was viable. Dr. Cole suggested he would contact MPS for discussion and get back with Ms. Sowell. He anticipates we could get an extension. Ms. Sowell concurred that we ask for an extension and engage those that are interested in discussion.

She further stated she would speak with MATC Board Chairperson Jeannette Bell to assess the appropriateness of this discussion at the committee level.

**ITEM G. INFORMATION ITEMS**

**G-1 Programming Presentation**

Discussion Mr. Tom Dvorak presented a report on how MPTV acquires and decides on the programs that are aired. The Committee viewed a five-minute tape of a series set to air on February 1 and 8, 2006, "African American Lives."

**G-2 Monthly Bills – December, 2005 - Attachment 6**

**G-3 September/October Clippings – Attachment 7**

**G-4 MPTV Awards**

Mr. Bauer informed the committee that the program "¡Adelante!" received an award from Voces de la Frontera – Workers Center in recognition of its coverage of issues relevant to the Latino community.

Also, Dan Small received three awards from the Association of Great Lakes Outdoor Writers for his work on "Outdoor Wisconsin."

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 COMMUNICATIONS AND PETITIONS**

**H-2 INFORMATION ITEMS**

**ITEM I. OLD BUSINESS/NEW BUSINESS**

Date of Next Meeting: March 21, 2006 at 5:00 p.m.

**ADJOURNMENT**

The committee adjourned at 6:34 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist