



June 16, 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, MILWAUKEE, WISCONSIN, on TUESDAY, June 20, 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 –May 16, 2006 – Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

1. [Monthly Advertising Fund Expenditures May/June/July, 2006 – Attachment 2](#)
2. [Sole Source Media Service Providers – Attachment 3](#)
3. [PBS and Regional Memberships – Attachment 4](#)
4. [Approval of Activity Plan and Budget – Attachment 5](#)

**F. Discussion Items**

1. General Manager's Report
2. [Friends Report – Attachment 6](#)
3. Political Candidates Programming Plan

**G. Information Items**

1. [Public Television Historic Study Update – Attachment 7](#)
2. [Abstract of Board Commitment to MPTV – Attachment 8](#)
3. [Monthly Bills – May, 2006 – Attachment 9](#)
4. [April Clippings – Attachment 10](#)
5. MPTV Awards

**H. Miscellaneous Items**

1. Communications and Petitions
2. Information Items

## **I. Old Business/New Business**

1. Next Committee Meeting: **To be Determined**  
**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.*

Attachment PTV 1

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

**ADMINISTRATION** Joseph Bauer Janice Falkenberg  
**PRESENT:** Ellis Bromberg Mike Sargent  
Darnell Cole

**GUESTS:** Paul Krajniak, Discovery World

**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, May 16, 2006, and called to order by Chairperson Sowell at 5:02 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

**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 – April 18, 2006 – Attachment 1**

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to approve the minutes of the April 18, 2006, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, April, May & June, 2006 - Attachment 2**

Discussion Mr. Bromberg gave a brief overview of the advertising.

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

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Discussion Mr. Bromberg introduced Paul Krajniak, Executive Director of Discovery World, who presented an overview of the facilities and how it will benefit MATC and MPTV. He described a proposed project which will be produced in the MPTV studio/theater entitled THE SECRET LABS, a science program for young people that will include animation and studio audience segments. Another program, THE BOTTOM LINE, will feature entrepreneurs and innovators talking with young people who aspire to be the same.

Ms. Sowell suggested an update report to the entire board at the May 23, 2006, meeting. In addition, Mr. Krajniak extended an invitation to the MATC Board to take a tour of the facility for themselves. There will be a "soft opening" of Discovery World on June 10.

Mr. Bromberg also informed the committee about:

- ◆ the proposed reductions in the federal budget for public broadcasting and the request that board members contact their representatives in Congress to tell them to oppose the administration's budget recommendation. A website has been established to enable members of the public to send emails to their representatives:  
[www.tellthepublicmatters.org](http://www.tellthepublicmatters.org).
- ◆ a performance of THE MIKADO taped at the Broadway Center Theatre which will air on June 2. The committee viewed a clip.
- ◆ Dave Baule, the instructional chair of the TV and Video Production program, who is retiring after almost 38 years of service at MATC. Mr. Baule is also the producer of one of MPTV's nationally distributed programs, TRACKS AHEAD.

Motion A motion was made by Mr. Earle and seconded by Mr. Maierle to recommend to the board that a resolution be drafted to recognize Dave Baule for his service to MATC, production of the national series TRACKS AHEAD, and for being a mentor to hundreds of students throughout his tenure.

Action Motion approved.

### **F-2 Friends Report – Attachment 3**

Mr. Bromberg informed the committee that Mr. Rackham sends his regrets as he was in the process of driving Ms. Kay Sprinkel Grace to O'Hare Airport. She had a family emergency that will prevent her from taking part in the activities that were planned for her stay in Milwaukee.

### **F-3 Major Giving Initiative – Ms. Kay Sprinkel Grace**

Discussion Please see above.

### **F-4 Review MATC Activity Plan and Budget – Attachment 4**

Discussion Mr. Sargent stated that this attachment is taken directly from the entire MATC draft budget book and reflects the numbers which were brought forward at the last meeting. He noted that the ending TV Fund reserves are very close to the minimum of 10%. Mr. Sargent further informed the committee that public television will operate at a deficit in excess of one million dollars and therefore this budget proposes a transfer of funds from the general fund over and above the \$1,000,000 from the tax levy to be used for operation and the \$4,000,000 tax levy used for debt services.

### **F-5 Board Commitment to MPTV – Attachment 5**

Discussion Mr. Earle expressed concern that when decisions are made relative to deferring capital expenditures that those plans should be anchored to the historical framework that has been developed over time. He noted a series of task force recommendations from 1994 that had been ratified by the board indicating funding levels throughout the 1990's but were not adhered to. Mr. Earle stated he understands the limits that are being placed on the college as a whole, but also wants the board to have a sense of history as decisions are being made. He asked for an abstract that reviews previous board action on TV funding. This document will be prepared for the June 27, 2006 Board Meeting.

### **F-6 Compliance to 2009 Conversion to Digital – Attachment 6**

Discussion Mr. Bromberg noted that the highlighted items on the attached lists need to be purchased to be in compliance with the FCC mandated conversion to digital television and most deal with transmission; however there are also capital items that are needed for the production end of the operation. He noted that most of the capital money from the college is used to purchase programming.

Mr. Sargent stated that there will be plenty of dollars available to purchase all of the conversion items, but not necessarily all the other items the

station wants. Mr. Earle stated that we must meet the basic operating needs of the station as well as the 2009 conversion deadline. Mr. Sargent noted that the other sources of revenue have not materialized requiring the station to rely more heavily on MATC for operational funding. The Friends have not been able to raise the level of funds that were expected.

**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 GREATS LAKES GARDENER, which is hosted by MATC instructor Melinda Myers and produced by MATC instructor Kevin Pulz, won a national Telly award.

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 COMMUNICATIONS AND PETITIONS**

**H-2 INFORMATION ITEMS**

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

Date of Next Meeting: June 20, 2006 at 5:00 p.m.

**ADJOURNMENT**

The committee adjourned at 7:00 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**

---

**MAY, 2006**

**ADVERTISING OBJECTIVES:**

Program specific promotions

**MEDIA EXPENDITURES**

**\$ 1,238.82**

***Print***

Great Lakes Gardener

\$ 1,238.82

***Radio***

***Outdoor / Transit***

\$

***Television***

\$

**ACTUAL MINORITY MEDIA SPENDING**

**0 %**

***Hispanic:***

***African American:***

**EICHENBAUM & ASSOCIATES  
ADVERTISING INC**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**JUNE, 2006**

**Advertising Objectives:**

**MEDIA BUDGET**

**\$22,140.00**

*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**

---

**JULY, 2006**

**Advertising Objectives:**

**MEDIA BUDGET**

**\$ 0.00**

*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 May 31, 2006

*Media amounts by month billed*

<b>TOTAL MEDIA SPENDING (ALL TARGETS)</b>										
Month	Radio	TV	Print	Outdoor	Other	Value-Added	Value-Added	Placed	Total Media	
						Promotions	Promotions	directly through		
						H	AA	MATC	Placements	
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	\$11,925.00	\$0.00	\$3,586.77	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,511.77
Feb-06	\$720.00	\$0.00	\$2,369.64	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,089.64
Mar-06	\$16,209.00	\$0.00	\$157.39	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,366.39
Apr-06	\$3,132.00	\$0.00	\$5,822.24	\$0.00	\$7,205.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,159.24
May-06	\$0.00	\$0.00	\$1,238.82	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,238.82
Jun-06										\$0.00
<b>Total</b>	\$66,782.70	\$0.00	\$31,667.81	\$0.00	\$7,205.00	\$0.00	\$0.00	\$0.00	\$0.00	\$105,655.51

<b>TOTAL MINORITY OWNED &amp; TARGETED MEDIA SPENDING</b>								
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	100%	\$0.00	0%	\$981.00	100%
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	\$0.00	0%	\$1,932.98	12%	\$0.00	0%	\$1,932.98	12%
Feb-06	\$0.00	0%	\$222.98	7%	\$0.00	0%	\$222.98	7%
Mar-06	\$0.00	0%	\$1,098.00	6%	\$0.00	0%	\$1,098.00	6%
Apr-06	\$11,352.25	70%	\$0.00	0%	\$0.00	0%	\$11,352.25	70%
May-06	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Jun-06								
<b>Total</b>	\$14,472.46	14%	\$12,269.10	11%	\$0.00	0%	\$26,741.56	25%

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2006 (JUL 05-JUN 06)**  
as of May 31, 2006

*Media amounts by month billed*

<b>TOTAL MINORITY SPENDING (OWNED VS. TARGETED)</b>										
Advertising Month	Hispanic	Hispanic	African	African	Hmong	Hmong	Other	Other	Other	
	Minority Owned *	Minority Targeted	American Minority Owned *	American Minority Targeted	Minority Owned*	Minority Targeted	Hispanic vendors	African-American vendors	Hmong vendors	
Jul-05	\$0.00	\$0.00	\$0.00	\$981.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-05	\$1,228.23	\$0.00	\$1,198.80	\$0.00	\$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	\$0.00
Oct-05	\$0.00	\$0.00	\$2,725.20	\$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	\$0.00	\$0.00	\$0.00
Dec-05	\$468.00	\$0.00	\$2,995.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-06	\$0.00	\$0.00	\$1,932.98	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$222.98	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-06	\$0.00	\$0.00	\$1,098.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-06	\$4,147.25	\$7,205.00	\$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	\$0.00
Jun-06										
<b>Total</b>	<b>\$7,267.46</b>	<b>\$7,205.00</b>	<b>\$11,288.10</b>	<b>\$981.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

\* may also be minority targeted

<b>Minority Spending by Radio Station</b>								
Month	WJMR-FM	WKKV-FM	WMCS-AM	WNOV-AM	WLUM-FM	WBJX-AM	WDDW-FM	
	98.3 AA Minority Targeted	100.7 AA Minority Targeted	1290 AA Minority Owned	WJZI-FM 93.3 AA Minority Owned	860 AA Minority Owned	102.1 AA Minority Owned	Hisp. Minority Owned	Hisp. Minority Owned
Jul-05	\$0.00	\$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	\$0.00	\$0.00	\$0.00	\$1,710.00	\$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
Mar-06	\$0.00	\$0.00	\$0.00	\$1,098.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$526.50
May-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-06								
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$9,727.20</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$994.50</b>

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

*Media amounts by month billed*

as of May 31, 2006

<b>Minority Spending by Newspaper</b>							
<b>Month</b>	<b>Spanish Journal</b>	<b>Spanish Times</b>	<b>EI Conquistador</b>	<b>Milwaukee Com. Jrnl. AA</b>	<b>Milwaukee Courier AA</b>	<b>Milwaukee Times AA</b>	<b>Hmong Comm. Jrnl.</b>
	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Hisp. Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Hm Minority Owned</b>
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	\$0.00	\$0.00	\$0.00	\$222.98	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$0.00	\$222.98	\$0.00	\$0.00	\$0.00
Mar-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-06	\$0.00	\$0.00	\$195.75	\$0.00	\$0.00	\$0.00	\$0.00
May-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-06							
<b>Total</b>	\$0.00	\$0.00	\$2,847.96	\$1,560.90	\$0.00	\$0.00	\$0.00

<b>Minority Spending by Television</b>					
<b>Month</b>	<b>WVTV-TV AA</b>	<b>Cable TV</b>	<b>Telemundo</b>	<b>One time</b>	<b>One time</b>
	<b>Minority Targeted</b>	<b>Hispanic</b>	<b>Cable TV</b>	<b>vendors</b>	<b>vendors</b>
	<b>Minority Targeted</b>	<b>Minority Targeted</b>	<b>Hispanic</b>	<b>Minority Targeted</b>	<b>Minority Targeted</b>
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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-06					
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

<b>Minority Spending - Other</b>				
<b>Month</b>	<b>Abrazo</b>	<b>Sales &amp;</b>	<b>Other</b>	<b>Other Hmong</b>
	<b>Minority Owned</b>	<b>Marketing -</b>	<b>Hispanic</b>	<b>Other Hmong</b>
	<b>Hispanic</b>	<b>Minority</b>	<b>Owned</b>	<b>Owned</b>
	<b>Translation</b>	<b>Owned</b>	<b>Owned</b>	<b>Owned</b>
		<b>Media Buyer</b>	<b>Vendors</b>	<b>Vendors</b>
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	\$0.00	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$0.00	\$0.00
Mar-06	\$0.00	\$0.00	\$0.00	\$0.00
Apr-06	\$0.00	\$0.00	\$3,425.00	\$0.00
May-06	\$0.00	\$0.00	\$0.00	\$0.00
Jun-06				
<b>Total</b>	\$0.00	\$0.00	\$3,425.00	\$0.00

## SOLE SOURCE MEDIA PROVIDERS

### BACKGROUND

During FY2007, Milwaukee Public Television will be acquiring various programming rights and media services from many different and varied sources. Due to copyright laws, most programs must be obtained from holders of said copyrights and as such would be classified as sole source procurements. These providers are, but may not be limited to:

#### American Public Television \$125,000 (estimate)

After PBS, this is our second largest supplier of programming, including many of our how-to series. Some of the programs on our schedule that come to us from APT include JEEVES AND WOOSTER, JOSEPH CARDINAL RATZINGER: MY VATICAN, PETS: A HISTORY, and ROSEMARY & THYME.

#### BBC Worldwide Americas \$110,000 (estimate)

Major syndicator of British programming with the emphasis on comedies.

#### Janson Media \$20,000 (estimate)

Syndicator of program material generally in the travel and history genre, such as TRAVEL AMERICA.

#### A.C. Nielsen Company \$50,000 (estimate)

Nielsen provides MPTV with viewership numbers and audience research used in program acquisition, scheduling and underwriting

#### Public Broadcasting Service \$1,421,702 (estimate)

- *National Program Service \$1,242,207 (estimate)*

This is the big bill, and pays for the core and common carriage PBS programming – the vast majority of our offerings on WMVS and WMVT for children and adults. The following are some programs that come to us via the NPS: ARTHUR, CLIFFORD THE BIG RED DOG, SESAME STREET, BARNEY & FRIENDS, IT'S A BIG BIG WORLD, FETCH, FRONTLINE, THE NEWS HOUR WITH JIM LEHRER, NOW, THE NIGHTLY BUSINESS REPORT, P.O.V., INDEPENDENT LENS, WIDE ANGLE, MASTERPIECE THEATRE, MYSTERY!, GREAT PERFORMANCES, AMERICAN MASTERS, ANTIQUES ROADSHOW, NOVA, NATURE, HISTORY DETECTIVES, WASHINGTON WEEK, SOUNDSTAGE, and specials throughout the year. Most of the programs we regard as “signature” public television series come to us from the NPS.

- *Station Independence Project \$109,640 (estimate)*

Programming specifically developed for pledge drives in March, June, August and December

- *PBS Plus \$11,365 (estimate)*

Offers us access to specialized programming including ASK THIS OLD HOUSE, AUSTIN CITY LIMITS, BOB THE BUILDER, CRUISING AMERICA'S WATERWAYS, CEO EXCHANGE, CHARLIE ROSE, HOMETIME, JAY JAY THE JET PLANE, THE KITCHENS OF BIRO, PLAZO SESAMO, TONY BROWN'S JOURNAL, THIS OLD HOUSE, THINK TANK WITH BEN WATTENBERG, TO THE CONTRARY, and VICTORY GARDEN. Production of these programs is underwritten by national sponsors; our fee covers administration and transmission costs of these and numerous other series and specials all year long.

- *PBS HD Channel \$31,500*

This fully-packed program service of high definition and standard definition widescreen programming is the source for most of the national programming broadcast on MPTV-HD, our 24-hour HD and widescreen channel (WMVT-DT, channel 36-1).

- *PBS Kids Go! Channel \$20,250*

This new 24/7 packaged multicast service will launch in Fall 2006 and replace the preschool programming we've been airing on MPTV KIDS. This new service will target early elementary school-aged children, and include programs from the National Program Service inventory as well as several new series and unique programming blocks (including a Spanish language block) available exclusively on this service. Since the service will not launch until the fall, the cost is pro-rated this year. It will be the source for most of the national programming broadcast on WMVS-DT, channel 10-3.

- *PBS World Channel \$6,750*

This new full-packaged service will launch in Winter 2007, and will include the best of public television's non-fiction documentaries, news, and public affairs content. It will include a two- or three-hour block of original programming, called PUBLIC SQUARE, that will be exclusive to this multicast channel. We anticipate that it will be the source for a new multicast channel, replacing MPTV Later, on WMVS-DT, channel 10-1.

D.L. Taffner Syndications \$15,000 (estimate)

Syndicator of European programming including dramas, such as MY FAMILY.

Various Independent Distributors and Syndicators \$60,000 (estimate)

There are a number of independent acquisitions that are made through the programming department throughout the fiscal year. This past year such programs acquired included SILENT MESSENGERS, VICTORY AT SEA, and WHEN HOCKEY CAME TO BELFAST.

**ACTION**

Positive action by Committees and the Board will result in purchase orders issued to the above sole source media providers in the amount of \$1,802,207 for FY2007. A table listing detailed increases/decreases is provided to this Committee following Attachment 4.

## FY 2007 MEMBERSHIPS

### **BACKGROUND**

The following FY07 annual Public Broadcasting memberships provide Milwaukee Public Television with program services, research, satellite uplink and downlink access, and programs for regional and culturally diverse audiences. Some of the fees are not yet established for the next fiscal year and therefore they are listed as estimates.

#### The Association of Public Television Stations \$40,778

- *Member Service Fee \$31,778*

Our national advocacy organization, which also undertakes planning and research projects.

- *Education Services Coalition \$4,500*

As Congress takes up reauthorization of the No Child Left Behind Act, APTS will be making a special effort to ensure that this legislation embraces public television's leadership in developing digital educational services. This coalition will also develop and pursue legislation that expands educational use rights for content, and will pursue new funding sources for partnerships among public television stations and educational institutions.

- *Homeland Security Coalition \$4,500*

This coalition supports targeted advocacy to ensure public television stations can participate fully in exclusive Homeland Security funding streams. In the coming year, APTS and the Department of Homeland Security plan to begin the national roll-out of a Digital Emergency Alert System. Coalition members will be able to leverage contacts with national officials in developing relationships with local public safety officials.

#### National Educational Television Association \$13,045

The national association that provides most of the public television system's professional development. Our membership also gives us low-cost access to distribute our local programming to other stations on NETA's satellite uplink.

#### Public Television Major Market Group \$5,500 (estimate)

A consortium of 30 stations that represents the large market stations in policy debates within the public television system. The organization also looks for entrepreneurial opportunities utilizing new technologies that are available primarily to larger market stations, including MPTV.

Public Broadcasting Service \$256,104 (estimate)

- *PBS Dues \$251,604 (Estimate)*

Membership covering administrative, promotion, engineering and satellite uplink costs, basically our share of the non-programming costs to run the PBS networks

- *PBS Copyright \$4,500 (estimate)*

This covers our annual blanket music agreement through ASCAP, permitting us access to most recorded music for use on our own programs.

**ACTION**

Positive action by Committees and the Board will result in purchase orders issued to the above sole source media providers in the amount of \$315,427 for FY2007. A table listing detailed increases/decreases is provided to this Committee following this attachment.

**SOLE SOURCE MEDIA PROVIDERS  
COMPARISON OF FY2006 TO FY 2007**

NAME	FY2007	FY2006	+/-
American Public Television	125,000	95,000	30,000
PBS Station Independence Project	109,640	100,800	8,840
PBS National Program Service	1,242,702	1,174,000	68,702
PBS Plus	11,365	11,365	0
BBC Worldwide Americas	110,000	103,000	7,000
PBS HD Channel	31,500	0	31,500
PBS Kids Go! Channel	20,250	0	20,250
PBS World Channel	6,750	0	6,750
D. L. Taffner Syndications	15,000	15,000	0
A. C. Nielsen Company	50,000	50,000	0
Jason Media	20,000	20,000	0
Various Independent Producers	60,000	30,000	30,000
TOTALS	1,802,207	1,599,165	203,042

**MPTV MEMBERSHIPS  
COMPARISON OF FY2006 TO FY 2007**

NAME	FY2007	FY2006	+/-
American Public Television Stations	31,778	31,155	623
Education Services Coalition	4,500	0	4,500
Homeland Security Coalition	4,500	0	4,500
NETA	13,045	12,463	582
Public Television Major Market Group	5,500	5,500	0
Public Broadcasting Service	251,604	235,000	16,604
PBS Copyright	4,500	4,500	0
TOTALS	315,427	288,618	26,809

**MILWAUKEE AREA TECHNICAL COLLEGE**  
**Enterprise Fund (Public Television Activities)**  
**2006-07 Budgetary Statement of**  
**Resources, Uses, and Changes in Fund Balance**

	<b>2004-05 ACTUAL</b>	<b>2005-06 BUDGET</b>	<b>2005-06** ESTIMATED</b>	<b>2006-07 BUDGET</b>
<b><u>REVENUES:</u></b>				
Local Government	\$ 4,267,000	\$ 5,117,000	\$ 4,594,000	\$ 5,055,000
State	251,000	251,000	251,000	251,000
Statutory Program Fees	-	-	-	-
Material Fees	-	-	-	-
Other Student Fees	-	-	-	-
Institutional	3,013,000	3,408,362	2,865,000	2,881,000
Federal	1,754,000	1,614,000	1,585,000	1,325,000
Total Revenues	<u>\$ 9,285,000</u>	<u>\$ 10,390,362</u>	<u>\$ 9,295,000</u>	<u>\$ 9,512,000</u>
<b><u>EXPENDITURES:</u></b>				
Instruction	\$ -	\$ -	\$ -	\$ -
Instructional Resources	-	-	-	-
Student Services	-	-	-	-
General Institutional	-	-	-	-
Physical Plant	5,314,000	4,602,000	4,200,000	4,602,000
Auxiliary Services	-	-	-	-
Public Service	10,098,000	10,117,658	9,341,972	10,253,000
Total Expenditures	<u>\$ 15,412,000</u>	<u>\$ 14,719,658</u>	<u>\$ 13,541,972</u>	<u>\$ 14,855,000</u>
Net Revenue (Expenditures)	\$ (6,127,000)	\$ (4,329,296)	\$ (4,246,972)	\$ (5,343,000)
<b><u>OTHER SOURCES (USES):</u></b>				
Transfer In (Out)	1,098,566	-	-	1,743,000
Proceeds from General Obligation Notes	3,300,000	3,300,000	3,300,000	3,600,000
Total Resources (Uses)	<u>\$ (1,728,434)</u>	<u>\$ (1,029,296)</u>	<u>\$ (946,972)</u>	<u>\$ -</u>
<b><u>TRANSFERS TO (FROM) FUND BALANCE</u></b>				
Designated for Operations	\$ (1,728,434)	\$ (1,029,296)	\$ (946,972)	\$ -
Total Transfers to (From) Fund Balance	\$ (1,728,434)	\$ (1,029,296)	\$ (946,972)	\$ -
Beginning Total Fund Balance	\$ 15,243,252	\$ 13,514,818	\$ 13,514,818	\$ 12,567,846
Ending Total Fund Balance	<u>\$ 13,514,818</u>	<u>\$ 12,485,522</u>	<u>\$ 12,567,846</u>	<u>\$ 12,567,846</u>
Beginning Total Fund Balance For Operations	\$ 3,081,498	\$ 3,094,295	\$ 3,094,295	\$ 2,609,295
Ending Total Fund Balance For Operations	<u>\$ 3,094,295</u>	<u>\$ 2,609,295</u>	<u>\$ 2,609,295</u>	<u>\$ 2,409,295</u>

The Public Television Fund has been established to combine the various funding resources for public television into one separate and distinct fund in order to present the entire television operation in one section of the budget.

\*\* 10 months actual and 2 months estimated.

Attachment PTV 6

**Friends Events  
Summer 2006**

**June**

June 3 – 11	On-air membership drive
June 25	Lawrence Welk event
June 29	Full board meeting

**July**

July 4	Friends offices closed
July 16	Wine tasting event, Pier WI
July 28	<i>Antiques Roadshow</i> event Villa Terrace, 7 pm
July 29	<i>Antiques Roadshow</i> Midwest Airlines Center

**August**

Aug 5 – 13	On-air membership drive
August 13	Lidia Bastianich – Cooking in studio 2 pm – Special Event

**MILWAUKEE AREA TECHNICAL COLLEGE  
SUMMARY OF PUBLIC TELEVISION**

DESCRIPTION	1999 ACTUAL	2000 ACTUAL	2001 ACTUAL	2002 ACTUAL	2003 ACTUAL	2004 ACTUAL	2005 ACTUAL	TOTAL
<b>PUBLIC TELEVISION</b>								
OPERATING TAX LEVY	\$ 1,196,000	\$ 1,232,000	\$ -	\$ 946,000	\$ 1,420,000	\$ 500,000	\$ 700,000	
CPB/CSC GRANTS	\$ 843,204	\$ 880,453	\$ 1,433,825	\$ 1,278,719	\$ 1,251,157	\$ 1,103,362	\$ 1,296,103	
OTHER TV INCOME	\$ 918,527	\$ 1,003,533	\$ 922,432	\$ 499,110	\$ 454,857	\$ 478,049	\$ 809,408	
FRIENDS GRANTS	\$ 3,586,816	\$ 3,856,905	\$ 3,678,811	\$ 3,472,154	\$ 3,048,337	\$ 3,378,992	\$ 2,805,511	
Total Revenue	\$ 6,544,547	\$ 6,972,891	\$ 6,035,068	\$ 6,195,983	\$ 6,174,351	\$ 5,460,403	\$ 5,611,022	
<b>TV ENGINEERING</b>	\$ 2,039,361	\$ 2,142,511	\$ 2,221,281	\$ 2,263,424	\$ 2,467,761	\$ 2,634,946	\$ 2,624,543	
TV PROGRAMMING	\$ 1,720,724	\$ 1,953,943	\$ 835,811	\$ 740,144	\$ 810,937	\$ 921,163	\$ 726,284	
TV PRODUCTION	\$ 1,688,785	\$ 1,498,080	\$ 1,436,490	\$ 1,622,338	\$ 1,684,435	\$ 1,016,538	\$ 1,279,477	
TV ADMINISTRATION	\$ 350,801	\$ 336,388	\$ 428,603	\$ 404,372	\$ 406,195	\$ 403,908	\$ 450,702	
TV PUBLIC INFORMATION	\$ 652,466	\$ 613,011	\$ 459,766	\$ 555,185	\$ 631,624	\$ 629,424	\$ 643,904	
TV PRODUCTION NET OF GRANTS	\$ (398,605)	\$ 15,482	\$ (146,626)	\$ (21,349)	\$ -	\$ -	\$ -	
CAPITALIZED PRODUCTION COST	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
CONTRIBUTED CAPITAL	\$ -	\$ -	\$ -	\$ -	\$ (400,000)	\$ -	\$ -	
Total Expense	\$ 6,053,533	\$ 6,559,414	\$ 5,235,325	\$ 5,564,113	\$ 5,600,953	\$ 5,605,979	\$ 5,724,910	
Revenue Over (Under) Expense	\$ 491,014	\$ 413,477	\$ 799,743	\$ 631,870	\$ 573,398	\$ (145,576)	\$ (113,888)	

<b>PUBLIC TELEVISION CAPITAL BUDGET</b>								
Public Television Programming			\$ 1,600,000	\$ 1,600,000	\$ 1,600,000	\$ 2,400,000	\$ 2,500,000	
Construction Remodeling						\$ -	\$ -	
TV Tower	\$ 7,781,541	\$ (3,382,204)	\$ 567,894					
Aidable Equipment	\$ 266,667	\$ 225,000	\$ 134,000	\$ 133,000	\$ 134,000	\$ 133,000	\$ 133,000	
Digital Equipment	\$ 1,454,893	\$ 1,306,896	\$ 1,978,176	\$ 1,960,860	\$ 3,371,212	\$ (211,367)	\$ 615,834	
Other Equipment			\$ 51,405			\$ -	\$ -	
Total Capital	\$ 9,503,101	\$ (1,850,308)	\$ 4,331,475	\$ 3,693,860	\$ 5,105,212	\$ 2,321,633	\$ 3,248,834	\$ 31,392,970

<b>PUBLIC TELEVISION CAPITAL BORROWING</b>								
Aidable TV equipment	\$ 266,667	\$ 225,000	\$ 134,000	\$ 133,000	\$ 134,000	\$ 133,000	\$ 133,000	
Non Aidable	\$ -	\$ 2,985,000	\$ 3,051,405	\$ 6,200,000	\$ 3,600,000	\$ 5,300,000	\$ 3,500,000	
Total Capital Borrowing	\$ 266,667	\$ 3,210,000	\$ 3,185,405	\$ 6,333,000	\$ 3,734,000	\$ 5,433,000	\$ 3,633,000	\$ 26,945,072

<b>OTHER FUNDS AVAILABLE FOR CAPITAL ASSETS</b>	\$ 9,236,434	\$ (5,060,308)	\$ 1,146,070	\$ (2,639,140)	\$ 1,371,212	\$ (3,111,367)	\$ (384,166)	\$ 4,447,898
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<b>PUBLIC TELEVISION DEBT SERVICE</b>								
Debt Principal Retired	\$ 260,062	\$ 706,649	\$ 761,878	\$ 1,151,155	\$ 1,801,817	\$ 2,408,368	\$ 3,191,544	
Interest Expense	\$ 239,938	\$ 130,196	\$ 161,102	\$ 324,452	\$ 365,483	\$ 371,569	\$ 375,384	
Total Debt Service Tax Levy	\$ 500,000	\$ 836,845	\$ 922,980	\$ 1,475,607	\$ 2,167,300	\$ 2,779,937	\$ 3,566,928	

<b>PROPERTY TAXPAYER SUPPORT FOR PUBLIC TELEVISION OPERATIONS</b>								
Operational Tax Levy Included in Public Television Revenue	\$ 1,196,000	\$ 1,232,000	\$ -	\$ 946,000	\$ 1,420,000	\$ 500,000	\$ 700,000	
<b>DEBT SERVICE</b>								
Principal Reduction	\$ 260,062	\$ 706,649	\$ 761,878	\$ 1,151,155	\$ 1,801,817	\$ 2,408,368	\$ 3,191,544	
Interest Expense	\$ 239,938	\$ 130,196	\$ 161,102	\$ 324,452	\$ 365,483	\$ 371,569	\$ 375,384	
Total Tax Levy for Public Television Debt Service	\$ 500,000	\$ 836,845	\$ 922,980	\$ 1,475,607	\$ 2,167,300	\$ 2,779,937	\$ 3,566,928	
Total Direct Tax Levy for Public Television	\$ 1,696,000	\$ 2,068,845	\$ 922,980	\$ 2,421,607	\$ 3,587,300	\$ 3,279,937	\$ 4,266,928	
<b>NET LONG TERM DEBT DUE</b>	\$ 1,109,095	\$ 2,617,446	\$ 4,522,568	\$ 8,171,413	\$ 9,435,596	\$ 11,494,228	\$ 11,602,684	

Attachment PTV 8

To: MATC District Board  
From: Ellis Bromberg, TV General Manager  
Date: June 15, 2006  
Re: MATC Commitment to Public Television

*At its April 18, 2006 meeting, the PTV Committee asked that staff research historical financial commitments made by the MATC Board to support public television. Staff identified several documents that were responsive to this request.*

*These documents were discussed at the May 16 PTV Committee meeting, but since they were rather lengthy; the PTV Committee asked staff to summarize these documents for the full Board to see. Here is that summary:*

1. RECOMMENDATIONS FROM 1994 TASK FORCE

At its March 28, 1994 meeting, the MATC Board approved final recommendations from the Channels 10&36 Task Force. The Task Force recommended that these projected revenue assumptions developed by the Channel 10/36 Friends “be adopted by the MATC Board as the maximum amounts that [it] is reasonable to expect” from the Friends:

FY 95	\$3,747,480
FY 96	3,882,430
FY 97	3,898,878
FY 98	3,976,856
FY 99	4,056,393

The Task Force also recommended that “the MATC Board commit to the following levels of funding from the general fund”:

FY 94	\$ 780,000
FY 95	1,380,000
FY 96	1,765,000
FY 97	2,180,000
FY 98	2,615,000
FY 99	3,065,000

The Task Force also recommended that “Channels 10&36 establish and maintain reserves equal to 15% of its combined operating and capital budget.”

## 2) SPECIAL MEETING OF MATC BOARD, OCTOBER 1998

The MATC Board held a Special Meeting on October 21, 1998, to discuss TV's conversion to digital television and the Board's reaffirmation of its "position on retention of licenses" for the station. At that meeting, a document titled "Funding for Channels 10 & 36" was distributed. It included the following figures which listed MATC and Friends recommended and actual support, and the station's "retained earnings" from FY 1994 - FY 1999

FY 1994	MATC recommended support	\$ 780,000
	MATC actual operating support	780,000
	MATC actual capital support	1,000,000
	Total MATC support	1,780,000
	Channels 10 & 36 retained earnings*	1,371,824
FY 1995	MATC recommended support	\$1,380,000
	MATC actual operating support	1,300,000
	MATC actual capital support	300,000
	Total MATC support	1,600,000
	Friends recommended support	3,747,480
	Friends actual support	3,597,788
Channels 10 & 36 retained earnings*	2,077,072	
FY 1996	MATC recommended support	\$1,765,000
	MATC actual operating support	1,327,000
	MATC actual capital support	667,000
	Total MATC support	1,994,000
	Friends recommended support	3,822,430
	Friends actual support	3,533,760
Channels 10 & 36 retained earnings*	2,151,519	
FY 1997	MATC recommended support	\$2,180,000
	MATC actual operating support	1,367,000
	MATC actual capital support	150,000
	Total MATC support	1,517,000
	Friends recommended support	3,898,878
	Friends actual support	3,672,802
Channels 10 & 36 retained earnings*	2,211,723	

FY 1998	MATC recommended support	\$2,615,000
	MATC actual operating support	1,394,000
	MATC actual capital support	1,500,000
	Total MATC support	2,894,000
	Friends recommended support	3,976,856
	Friends actual support	3,836,643
	Channels 10 & 36 retained earnings*	2,440,843

FY 1999	MATC recommended support	\$3,065,000
	MATC actual operating support	1,436,000
	MATC actual capital support	1,175,000
	Total MATC support	2,611,000
	Friends recommended support	4,056,393
	Friends actual support	3,835,788

\* Retained earnings amounts are adjusted for future bond payments as these amounts will be paid by future property tax levies.

### 3. SUMMARY OF PUBLIC TELEVISION – MATC TAX LEVY SUPPORT FY 1997 - FY 2007

At its May 16, 2006, meeting, the PTV Committee also reviewed a history of MATC's tax levy support for TV covering the past 10 years. MATC VP for Finance Mike Sargent provided that information, and it is attached on the next two pages.

## Attachment PTV 9

BOARD BILL LIST  
TV Fund by Check No  
05/31/06

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
05/01/06	0645947	BBC Worldwide Americ	5840	Equipment	16,225.00
05/01/06	0645958	Corporate Express	5241	Office Supplies	365.76
05/01/06	0645970	First Book	5672	Special Projects	509.40
05/01/06	0645980	Glenda J. Hines	5357	Professional & Consu	700.00
05/01/06	0645991	Kiwanis Club of Milw	5220	Membership & Subscri	175.00
05/01/06	0646009	Nielsen Media Resear	5661	Audience Research	3,615.43
05/01/06	0646044	United Parcel Servic	5675	Traffic	50.89
05/01/06	0646051	WPS Energy Services	5452	Light & Power	16,231.78
05/04/06	0646061	SBC	5454	Telephone	1,744.86
05/04/06	0646106	Thomas J. Dvorak	5243	Other Supplies	150.00
			5672	Special Projects	525.00
05/04/06	0646107	Eichenbaum & Associa	5270	Advertising	14,336.90
05/04/06	0646173	Multimedia Graphic	5668	Program Production	347.29
05/04/06	0646175	National Supply & Ha	5674	Technical Operations	51.96
05/04/06	0646240	Thay Yang	5201	Travel Expenses	2,079.66
05/08/06	0646275	Damir D. Braovac	5201	Travel Expenses	1,286.71
05/08/06	0646289	Thomas J. Dvorak	5243	Other Supplies	35.67
05/08/06	0646293	FedEx	5675	Traffic	149.98
05/11/06	0646392	AGUA Media and Exhib	5668	Program Production	1,350.00
05/11/06	0646397	American Public Tele	5675	Traffic	305.19
05/11/06	0646399	Cingular Wireless	5454	Telephone	194.28
05/11/06	0646409	Deborah A. Bozewicz	5668	Program Production	3,040.00
05/11/06	0646412	Andrew F. Brhel	5668	Program Production	200.00
05/11/06	0646413	James M. Butchart	5668	Program Production	200.00
05/11/06	0646416	Francis Mondy Carter	5668	Program Production	550.00
05/11/06	0646418	Rachelle D. Cehanovi	5668	Program Production	1,155.00
05/11/06	0646426	Corporate Express In	5241	Office Supplies	82.00
05/11/06	0646429	Dan Small Outdoors L	5668	Program Production	3,616.00
05/11/06	0646432	Dielectric	5678	Wmvs Transmitter Rep	1,322.74
05/11/06	0646437	FedEx	5675	Traffic	51.91
05/11/06	0646459	Image First Marketin	5668	Program Production	105.00
05/11/06	0646472	Lisa Lutomski	5357	Professional & Consu	2,616.16
05/11/06	0646493	Judith Nugent	5668	Program Production	770.00
05/11/06	0646517	Amy E. Sullivan	5201	Travel Expenses	1,743.41
05/11/06	0646523	Time Warner Cable	5674	Technical Operations	109.35
05/11/06	0646527	United Parcel Servic	5675	Traffic	37.03
05/11/06	0646528	UWM Libraries	5668	Program Production	7,000.00
05/15/06	0646567	Liddie M. Collins	5201	Travel Expenses	19.30
05/15/06	0646571	Dielectric	5678	Wmvs Transmitter Rep	4,748.47
05/15/06	0646575	Eichenbaum & Associa	5270	Advertising	5,821.50
05/15/06	0646581	FedEx	5675	Traffic	40.62
05/15/06	0646597	Glenda J. Hines	5357	Professional & Consu	700.00
05/15/06	0646642	United Parcel Servic	5675	Traffic	26.06
05/15/06	0646645	Theodora N. Veresses	5357	Professional & Consu	1,150.00
05/18/06	0646678	C & H Distributors L	5672	Special Projects	159.60
05/18/06	0646679	CaptionMax	5668	Program Production	292.00
05/18/06	0646700	Eichenbaum & Associa	5270	Advertising	34,560.01
05/18/06	0646705	FedEx	5675	Traffic	39.17
05/18/06	0646720	John A. Gurda	5668	Program Production	6,000.00
05/18/06	0646722	Harmony Entertainmen	5675	Traffic	500.00
05/18/06	0646728	Image First Marketin	5668	Program Production	690.00
05/18/06	0646755	Jose A. Lozano	5676	Vehicle Supplies	16.00
05/18/06	0646758	Madison Messenger Se	5675	Traffic	26.38
05/18/06	0646762	John S. McKay	5668	Program Production	179.44

BOARD BILL LIST  
TV Fund by Check No  
05/31/06

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
05/18/06	0646774	National Academy of	5243	Other Supplies	125.00
05/18/06	0646802	Duane J. Rodriguez	5676	Vehicle Supplies	10.00
05/18/06	0646835	Allied Vaughn	5668	Program Production	6.05
05/18/06	0646848	Wisconsin Broadcaste	5211	Seminars & Workshops	50.00
05/18/06	0646849	Wisconsin Broadcaste	5211	Seminars & Workshops	25.00
05/22/06	0646865	AT&T	5454	Telephone	425.88
05/22/06	0646905	Glenda J. Hines	5357	Professional & Consu	700.00
05/22/06	0646909	Janson Media	5840	Equipment	24,000.00
05/22/06	0646913	K2 Communication Cor	5840	Equipment	80,000.00
05/22/06	0646922	Linde Gas LLC	5674	Technical Operations	11.88
05/22/06	0646928	John S. McKay	5201	Travel Expenses	8.00
05/22/06	0646944	Peter Rodgers	5840	Equipment	18,000.00
05/22/06	0646964	Sony Pro Services	5674	Technical Operations	3,578.40
05/22/06	0646973	Arthur G. Welter	5201	Travel Expenses	9.00
05/25/06	0646987	Jack R. Abrams	5201	Travel Expenses	250.00
05/25/06	0646990	Glen A. Allen	5668	Program Production	1,000.00
05/25/06	0647028	Beverly E. Cross	5668	Program Production	1,000.00
05/25/06	0647036	John J. DeRose	5668	Program Production	1,000.00
05/25/06	0647056	Vicki L. Fischer	5357	Professional & Consu	1,125.00
05/25/06	0647070	Darlyne C. Haertlein	5273	Publicity	18.10
05/25/06	0647072	Hein Electric Supply	5674	Technical Operations	129.57
05/25/06	0647092	Debra A. Kunath	5273	Publicity	73.53
05/25/06	0647108	Jose A. Lozano	5201	Travel Expenses	20.00
05/25/06	0647113	May Productions	5668	Program Production	4,333.33
05/25/06	0647130	Myers Information Sy	5674	Technical Operations	200.00
05/25/06	0647136	Nielsen Media Resear	5661	Audience Research	3,976.95
05/25/06	0647138	Judith Nugent	5668	Program Production	1,825.00
05/25/06	0647156	Gerard Randall	5668	Program Production	200.00
05/25/06	0647163	Gregory M. Sahs	5357	Professional & Consu	1,300.00
05/25/06	0647167	Elaine M. Schmidt	5668	Program Production	1,250.00
05/25/06	0647186	System Parking Inc	5668	Program Production	601.00
05/25/06	0647206	Linda J. Tiezzi Wald	5668	Program Production	1,000.00
05/25/06	0647211	Walter M. Wininsky	5668	Program Production	12,000.00
05/25/06	0647213	Wisconsin Newspaper	5273	Publicity	67.22
05/25/06	0647215	Debra A. Wisniewski	5668	Program Production	1,755.00
05/25/06	0647217	WPS Energy Services	5452	Light & Power	15,504.87
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313,576.69					

BOARD BILL LIST  
Over \$2500 Channel 10/36  
05/31/06

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Check Date	Check No	Vendor Name	Object Description	Object Amount
05/01/06	0645947	BBC Worldwide Americ	5840 Equipment	16,225.00
05/01/06	0646009	Nielsen Media Resear	5661 Audience Research	3,615.43
05/01/06	0646051	WPS Energy Services	5452 Light & Power	16,231.78
05/04/06	0646107	Eichenbaum & Associa	5270 Advertising	14,336.90
05/11/06	0646409	Deborah A. Bozewicz	5668 Program Production	3,040.00
05/11/06	0646429	Dan Small Outdoors L	5668 Program Production	3,616.00
05/11/06	0646472	Lisa Lutomski	5357 Professional & Consu	2,616.16
05/11/06	0646528	UWM Libraries	5668 Program Production	7,000.00
05/15/06	0646571	Dielectric	5678 Wmvs Transmitter Rep	4,748.47
05/15/06	0646575	Eichenbaum & Associa	5270 Advertising	5,821.50
05/18/06	0646700	Eichenbaum & Associa	5270 Advertising	34,560.01
05/18/06	0646720	John A. Gurda	5668 Program Production	6,000.00
05/22/06	0646909	Janson Media	5840 Equipment	24,000.00
05/22/06	0646913	K2 Communication Cor	5840 Equipment	80,000.00
05/22/06	0646944	Peter Rodgers	5840 Equipment	18,000.00
05/22/06	0646964	Sony Pro Services	5674 Technical Operations	3,578.40
05/25/06	0647113	May Productions	5668 Program Production	4,333.33
05/25/06	0647136	Nielsen Media Resear	5661 Audience Research	3,976.95
05/25/06	0647211	Walter M. Wininsky	5668 Program Production	12,000.00
05/25/06	0647217	WPS Energy Services	5452 Light & Power	15,504.87
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				279,204.80

## Attachment PTV 10

### April 2006

1. Interconnect - April 2006 **ITV selection process: WMVT-TV/ Milwaukee**
2. Exclusively Yours Magazine – April 2006 **Standing Ovations: Andre Rieu**
3. "M"Magazine – April 2006 **Express Yourself: 4<sup>th</sup> Street Forums promote open & honest public discussion...**
4. Milwaukee Journal Sentinel – April 2. **Short Takes: Jean-Michael Cousteau**
5. Milwaukee Journal Sentinel – April 2-8 **Weekly highlights**
6. Milwaukee Journal Sentinel – April 3. **TV Today**[The New Medicine]
7. Milwaukee Journal Sentinel – April 5. **TV Today**[ Milwaukee Symphony Orchestra in Concert]
8. MATC Times – April 6. **Stories of Latino Immigrants**
9. Milwaukee Journal Sentinel – April 6. **Honors go to 'South Park' hurricane coverage**
10. Milwaukee Journal Sentinel – April 6. **Kidsfest: Mark Kistler PBS Imagination Station**
11. Wauwatosa News Times – April 6. **'Roadshow' to make stop in Milwaukee**
12. Catholic Herald – April 6. **MPTV documentary explores Jesuits' work in Milwaukee**
13. The Business Journal- Milwaukee – April 7. **Leave A Legacy Partner: Channel 10/36 Friends**
14. Daily Jefferson County Union-Fort Atkinson - April 7. **Dim Sun**
15. Daily Jefferson County Union-Fort Atkinson - April 7. **UW-W climatologist Travis' work on PBS' NOVA April 18**
16. Milwaukee Journal Sentinel – April 8. **Jesuit documentary premieres Friday**
17. Daily News- West Bend – April 8. **Science, art on display at UWVC**
18. Kenosha News – April 8. **Couric has big plans for newscast**
19. Milwaukee Journal Sentinel – April 9. **Smithsonian's Showtime deal restricts access**
20. Milwaukee Journal Sentinel – April 9. **Short takes: My Family & Other Friends**
21. Milwaukee Journal Sentinel – April 9. **Channel 10 auction meets new technology**
22. The Reporter- Fond du Lac – April 9. **TV Best Bet: Masterpiece Theatre: My Family & Other Animals**
23. Milwaukee Journal Sentinel – April 9-15 **Weekly Highlights- Masterpiece Theatre, American Experience, & Frontline**
24. Milwaukee Journal Sentinel – April 11. **'Tank Man' haunts all- except in China**
25. Milwaukee Journal Sentinel – April 11. **Stuff: "Moments to Remember"**
26. Milwaukee Journal Sentinel – April 12. **Search your scrapbooks to help public TV**
27. The Reporter- Fond du Lac – April 12. **TV Best Bet: Rx for Survival- The Heroes (PBS listings)**
28. Oak Creek Pictorial – April 13. **Beneath the Willow**
29. Milwaukee Journal Sentinel – April 13. **Documentary highlights volunteer service among Jesuits**
30. Milwaukee Journal Sentinel – April 13. **Reading Rainbow announces winners**
31. Milwaukee Journal Sentinel – April 13. **Songs From the Neighborhood**
32. Milwaukee Journal Sentinel – April 15. **'Antique Roadshow' coming to area**
33. Milwaukee Journal Sentinel – April 16. **PBS' "Ciao Italia"**
34. Kenosha News – April 16. **Masterpiece Theatre offers spring flings**
35. Milwaukee Journal Sentinel – April 17. **PBS' Mixed Medicine**
36. Milwaukee Journal Sentinel – April 18. **TV Today: Latino Immigrant Stories**
37. Mukwonago Chief – April 19. **Mukwonago artists part of Channel 10 Great TV Auction**
38. Milwaukee Journal Sentinel – April 19. **Cats are competing, but owners steal the show**
39. West Allis Star – April 20. **Reynolds' fishing seminar features speakers**

40. Wauwatosa News Times – April 20. **Fashioning a new life**
41. Lake Country Reporter, Hartland – April 20. **Channel 10 auction features Hartland artist**
42. Lake Country Reporter, Hartland – April 20. **Woman’s Club of Hartland members to participate in Channel 10 Auction**
43. Milwaukee Journal Sentinel – April 20. **Channel Surfing: “Real Simple”**
44. Kenosha News – April 21. **Reading Rainbow winner: Rebekah Hammond**
45. Milwaukee Journal Sentinel – April 21. **TV Today :The Queen at 80**
46. Milwaukee Journal Sentinel – April 21. **Being a pioneer isn’t easy, Ifill says**
47. The Journal Times- Racine – April 22. **PBS documentary shown at Messiah Lutheran**
48. The Reporter- Fond du lac – April 23. **Earth Day contains daunting challenges**
49. Milwaukee Journal Sentinel – April 23-29 **Weekly Highlights: Masterpiece Theatre, American Experience & Great Performances**
50. The Reporter- Fond du lac – April 24. **American Experience: The Alaska Pipeline**
51. Milwaukee Journal Sentinel – April 24. **TV Today : I Remember**
52. Milwaukee Journal Sentinel – April 25. **TV Today :Independent Lens**
53. Milwaukee Journal Sentinel – April 25. **Channel 10 auction meets new technology**
54. Elm Grove Elm Leaves – April 27. **Pets without peevs**
55. Oconomowoc Enterprise – April 27. **Oconomowoc artist will be featured on Channel 10 auction**
56. Oconomowoc Enterprise – April 27. **Daisy does good**
57. Lake Country Reporter- Hartland – April 27. **Woman’s Club of Hartland: Channel 10 Auction**
58. The Business Journal- Milwaukee – April 28. **Partners in diversity pitches**
59. Milwaukee Journal Sentinel – April 28. **TV Today: Auction**
60. Milwaukee Journal Sentinel – April 29. **Sesame Street & Caroll Spinney receive awards**
61. Milwaukee Journal Sentinel – April 30. **Wrangling with sexism at PBS ranch**
62. The Journal Times- Racine – April 30. **Racine native lends brush to Channel 10 auction**