

Attachment PTV 1

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

ADMINISTRATION	Joseph Bauer	Raul Galvan
PRESENT:	Ellis Bromberg	Scott Rackham
	Janice Falkenberg	Mike Sargent

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, June 20, 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, Peter Earle (via telephone)

Excused: Mark Maierle

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 – May 16, 2006 – Attachment 1

Motion It was moved by Mr. Earle, seconded by Ms. Sowell, to approve the minutes of the May 16, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, May, June, and July, 2006 - Attachment 2

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

Action Motion approved.

E-2 Sole Source Media Service Providers – Attachment 3

Mr. Bromberg stated that PBS expenses were broken out a bit differently this year. Ms. Sowell asked Mr. Rackham if these new services would present additional opportunities for underwriting. Mr. Rackham responded in the affirmative.

Motion It was moved by Mr. Earle seconded by Ms. Sowell, to recommend approval of the Sole Source Media Services Providers.

Action Motion approved

E-3 PBS and Regional Memberships – Attachment 4

Mr. Bromberg explained the breakdown of The Association of Public Television Stations expenses.

Motion It was moved by Mr. Earle seconded by Ms. Sowell, to recommend approval of the PBS and Regional Memberships.

Action Motion approved

E-4 Approval of Activity Plan and Budget – Attachment 5

Mr. Sargent gave a brief explanation of the budget.

Motion It was moved by Mr. Earle seconded by Ms. Sowell, to recommend approval of the FY2007 MPTV Activity Plan and Budget.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg referenced the following:

- The U.S. House Appropriations Committee has restored \$20 million to FY 2007 proposed funding for public broadcasting but still left in almost \$100 million in cuts to public television programs including digital transition funding, interconnection, and Ready To Learn. He quoted Association of Public Television Stations president John Lawson's response: "Many of these Appropriations Committee members decry indecency on television, but voted to eliminate funding for noncommercial, educational programming for kids. They call for improving education and teacher quality, but zero out funding that uses technology to bring professional development to teachers. They eliminated funding for our satellite interconnection system while their colleagues introduced a bill that makes that system the

backbone for a new emergency alert system for the country. And they eliminated funds we need for digital broadcasting, when Congress only six months ago mandated we had to end analog broadcasting. This action seems to be a willful disregard for what public broadcasting means to America.”

- negotiations with Local 715
- the Discovery World reception, which included the screening of the new MPTV documentary VOYAGE TO THE TORTUGAS
- the locally produced HMONG MEN & THE MEANING OF FATHERHOOD
- the pilot of the magazine series TVMKE which airs July 12 at 9:30 pm
- the VIP tickets for the Antiques Roadshow being taped in Milwaukee were mailed to board members and administrators
- the TV producer/director position which has been posted
- the Channel 36 transmitter malfunction
- the renovation of master control, which begins in July

Regarding the Channel 36 transmitter malfunction, Mr. Earle wanted the Board to know how important it is to have backup systems in place.

F-2 Friends Report – Attachment 6

Mr. Scott Rackham reported that:

- the June pledge drive ended approximately \$30,000 below last year's total
- the Lawrence Welk event is this Sunday, June 20
- A wine/dinner event will be held on July 16 at Pier Wisconsin

Mr. Earle asked for a historical study of June pledge money raised during the past five years. Mr. Rackham said he would prepare that.

F-3 Political Candidates Programming Plan

Mr. Galvan distributed MATC TV Administrative Procedure II0200, ELECTION COVERAGE, and gave a presentation on planned political programming scheduled for fall. Mr. Earle encouraged discussion at the station level to add specific municipality election coverage within the MPTV coverage area, when warranted, to this procedure. Ms. Sowell asked for a one-page summary of what MPTV's plans are for this year's election coverage that can be shared with the entire MATC Board.

ITEM G. INFORMATION ITEMS

G-1 Public Television Historic Study Update – Attachment 7

Mr. Earle stated it was his hope was that Mr. Sargent's document and Mr. Bromberg's document could be combined to reflect the historical data from 1994 through 2006.in a similar manner. Mr. Sargent explained that his document was prepared for the Legislative Audit Bureau and that he will work with Mr. Bromberg to combine the two documents for the Board meeting. Mr. Sargent then gave a brief update of the LAB Audit meeting held today.

G-2 Abstract of Board Commitment to MPTV – Attachment 8

This document will be updated through 2006.

G-3 Monthly Bills – March, 2006 - Attachment 9

G-3 April, 2006 Clippings – Attachment 10

G-4 MPTV Awards

Mr. Bauer informed the committee that two locally produced programs recently won national awards. A bronze Telly was awarded to KEEPING JAZZ ALIVE and a Worldfest Houston Platinum Remi award went to TRACKS AHEAD show #601.

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

Mr. Bromberg thanked Ms. Sowell for her service on the Public Television Committee both as member and chairperson.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: To Be Determined

ADJOURNMENT

The committee adjourned at 6:12 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist