



**PLEASE NOTE: MEETING WILL TAKE
IN THE TV CONFERENCE ROOM.
ROOM C444.**

March 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 **TV CONFERENCE ROOM** of **MILWAUKEE AREA TECHNICAL COLLEGE, 1036 EIGHTH STREET, MILWAUKEE, WISCONSIN, on TUESDAY, MARCH 21, 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 –January 17, 2006 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures February/March/April, 2006 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 3](#)
3. Public Telecommunications Facilities Program Grant

G. Information Items

1. MPTV Engineering Presentation
2. [Monthly Bills – February, 2006 – Attachment 4](#)
3. [December, 2005 and January, 2006 Clippings – Attachment 5](#)
4. MPTV Awards

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Tuesday, April 18, 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 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

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

FEBRUARY, 2006

ADVERTISING OBJECTIVES:

Program specific promotions

MEDIA EXPENDITURES

\$ 3,089.64

Print

Cooking Simply

\$ 1,315.06

Creating the Live You Want

\$ 1,054.58

Radio

MSO

\$ 720.00

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$ 222.98

7%

African American

Milwaukee Community Journal

\$ 222.98

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ESTIMATE

MARCH, 2006

Advertising Objectives:

Pledge Promotion

MEDIA BUDGET

\$ 12,000.00

Print

\$

Radio

\$ 12,000.00

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

APRIL, 2006

Advertising Objectives:

Program Specific promotions

MEDIA BUDGET

\$ 5,600.00

Print

\$ 2,800.00

Radio

\$ 2,800.00

Outdoor / Transit

\$

Television

\$

Minimum Minority Media Estimated Percentage Spending = 10-12%

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)
as of February 28, 2006

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Placed directly through MATC	Total Media Placements	
						Promotions	Promotions			
						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	\$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										\$0.00
Apr-06										\$0.00
May-06										\$0.00
Jun-06										\$0.00
Total	\$47,441.70	\$0.00	\$24,449.36	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$71,891.06

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong Spending	Hmong Spending %	Minority	Minority Spending %
			American Spending	American Spending %			Spending Total	
Jul-05	\$0.00	0%	\$981.00	0%	\$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								
Apr-06								
May-06								
Jun-06								
Total	\$3,120.21	4%	\$11,171.10	16%	\$0.00	0%	\$14,291.31	20%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**
as of February 28, 2006

Media amounts by month billed

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)										
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	\$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	\$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	\$468.00	\$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										
Apr-06										
May-06										
Jun-06										
Total	\$3,120.21	\$468.00	\$10,189.30	\$0.00	\$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	WKKV-FM	WMCS-AM	WJZI-FM 93.3	WNOV-AM	WLUM-FM	WBJX-AM	WDDW-FM
	98.3 AA Minority Targeted	100.7 AA Minority Targeted	1290 AA Minority Owned	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								
Apr-06								
May-06								
Jun-06								
Total	\$0.00	\$0.00	\$0.00	\$8,629.20	\$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 February 28, 2006

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	\$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							
Apr-06							
May-06							
Jun-06							
Total	\$0.00	\$0.00	\$2,652.21	\$1,560.90	\$0.00	\$0.00	\$0.00

Minority Spending by Television					
Month	WVTV-TV AA	Cable TV	Telemundo	One time	One time
	Minority Targeted	Minority Targeted	Hisp. Minority Targeted	vendors	vendors
				Hisp.	AA
				Minority Targeted	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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	Minority Owned	Hispanic Owned	Other Hmong Owned
	Hispanic Translation	Media Buyer	Vendors	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	\$0.00	\$0.00	\$0.00	\$0.00
Feb-06	\$0.00	\$0.00	\$0.00	\$0.00
Mar-06				
Apr-06				
May-06				
Jun-06				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**Friends Events
Spring 2006**

March

4 – 19
31

Pledge drive
Full Board Meeting,
4 pm - Townsend
Joint Board Reception,
5 pm - Townsend
Auction Art Preview & Exhibit
7 pm - Townsend

April

1
2
14
28 – May 6
29

Auction Art Exhibit
Townsend 10 am – 5 pm
Auction Art Exhibit
Townsend 11 am – 4 pm
Good Friday - Friends office closed
Townsend open
Great TV Auction
Andre Rieu Concert

May

thru 6
19
29

Great TV Auction
Auction Mini-Sale/Thank You
7 pm - Townsend
Memorial Day - Friends office closed

June

25
29

Lawrence Welk Event
Full Board Meeting,
4 pm - Station Conference Room

BOARD BILL LIST
TV Fund by Check No
02/28/06

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Check Date	Check No	Vendor Name	Object Description	Object Amount
02/02/06	0642272	SBC	5454 Telephone	1,425.73
02/02/06	0642273	BP	5676 Vehicle Supplies	105.50
02/02/06	0642275	Apple Computer Inc	5840 Equipment	11,500.74
02/02/06	0642291	Ellis R. Bromberg	5201 Travel Expenses	40.00
02/02/06	0642294	CaptionMax	5675 Traffic	343.00
02/02/06	0642306	Conceptz Communicati	5668 Program Production	1,200.00
02/02/06	0642315	Thomas J. Dvorak	5672 Special Projects	29.13
			5201 Travel Expenses	275.00
			5675 Traffic	174.26
02/02/06	0642322	FedEx	5668 Program Production	1,680.00
02/02/06	0642331	Claudia S. Guevara	5201 Travel Expenses	155.27
02/02/06	0642332	Darlyne C. Haertlein	5220 Membership & Subscri	175.00
02/02/06	0642348	Kiwanis Club of Milw	5201 Travel Expenses	3.00
			5201 Travel Expenses	25.51
02/02/06	0642350	Debra A. Kunath	5357 Professional & Consu	2,716.16
02/02/06	0642359	Lisa Lutowski	5678 Wmvs Transmitter Rep	370.00
02/02/06	0642378	Mogilka D L Inc	5668 Program Production	347.29
02/02/06	0642379	Multimedia Graphic	5220 Membership & Subscri	88.00
02/02/06	0642380	NAEYC	5840 Equipment	72,478.60
02/02/06	0642404	Roscor Corporation	5672 Special Projects	90.00
02/02/06	0642416	Wisconsin Expositio	5662 Design Center Fees	9.95
02/02/06	0642424	Catharine A. Tierney	5201 Travel Expenses	7.28
			5675 Traffic	44.60
02/02/06	0642427	United Parcel Servic	5672 Special Projects	495.75
02/02/06	0642430	Valley Expo & Displa	5674 Technical Operations	181.62
02/02/06	0642433	Viking Land Mobile	5201 Travel Expenses	726.82
02/06/05	0642469	Ellis R. Bromberg	5840 Equipment	2,102.79
02/06/05	0642508	Ultimate Precision	5674 Technical Operations	146.81
02/06/05	0642563	Mouser Electronics I	5668 Program Production	790.00
02/06/05	0642575	Judith Nugent	5668 Program Production	387.00
02/06/05	0642600	System Parking Inc	5675 Traffic	353.65
02/06/05	0642608	United Parcel Servic	5840 Equipment	36,218.00
02/09/05	0642644	American Public Tele	5668 Program Production	475.00
02/09/05	0642665	Francis Mondy Carter	5675 Traffic	12.68
02/09/05	0642668	CDI Transport Servc	5672 Special Projects	379.50
02/09/05	0642669	Chef's Palette	5241 Office Supplies	222.38
02/09/05	0642675	Corporate Express	5357 Professional & Consu	2,534.61
02/09/05	0642677	Dan Small Outdoors L	5270 Advertising	780.00
02/09/05	0642684	Eichenbaum & Associa	5675 Traffic	125.81
02/09/05	0642689	FedEx	5840 Equipment	30,399.94
02/09/05	0642701	Heartland Video Syst	5661 Audience Research	3,615.43
02/09/05	0642738	Nielsen Media Resear	5672 Special Projects	50.00
02/09/05	0642766	Telly Awards	5454 Telephone	398.39
02/13/06	0642803	SBC	5840 Equipment	611.50
02/13/06	0642804	Apple Computer Inc	5677 Videotape	1,371.10
02/13/06	0642808	Audio Video Distribu	5201 Travel Expenses	697.54
02/13/06	0642817	Ellis R. Bromberg	5668 Program Production	1,808.00
02/13/06	0642826	Dan Small Outdoors L	5270 Advertising	16,391.69
02/13/06	0642832	Eichenbaum & Associa	5211 Seminars & Workshops	300.00
02/13/06	0642833	Employee Development	5201 Travel Expenses	687.11
02/13/06	0642841	Raul Galvan	5357 Professional & Consu	700.00
02/13/06	0642850	Glenda J. Hines	5211 Seminars & Workshops	3,500.00
02/13/06	0642862	Jack London	5674 Technical Operations	400.00
02/13/06	0642875	Myers Information Sy	5840 Equipment	5,000.00
02/13/06	0642896	ScottEntertainment		

BOARD BILL LIST
TV Fund by Check No
02/28/06

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Check Date	Check No	Vendor Name	Object Description	Object Amount
02/16/06	0642935	Deborah A. Bozewicz	5668 Program Production	380.00
02/16/06	0642949	Conceptz Communicati	5668 Program Production	1,200.00
02/16/06	0642962	Vicki L. Fischer	5357 Professional & Consu	1,125.00
02/16/06	0643002	National Academy of	5668 Program Production	170.00
02/16/06	0643019	Gerard Randall	5668 Program Production	100.00
02/16/06	0643050	Theodora N. Veresses	5357 Professional & Consu	2,300.00
02/20/06	0643081	Corporate Express	5241 Office Supplies	236.48
02/20/06	0643118	Library of Congress	5668 Program Production	50.00
02/20/06	0643137	PBS Technology Confe	5211 Seminars & Workshops	1,650.00
02/20/06	0643141	Public Television Ma	5660 Affiliation/Mbsps	2,750.00
02/20/06	0643152	Sprint	5454 Telephone	13.47
02/20/06	0643158	System Parking Inc	5668 Program Production	534.00
02/20/06	0643159	Jayne E. Timper	5243 Other Supplies	47.52
02/23/06	0643206	Dan Small Outdoors L	5357 Professional & Consu	1,935.55
02/23/06	0643214	DTG Operations Inc	5668 Program Production	983.11
02/23/06	0643216	FedEx	5675 Traffic	218.60
02/23/06	0643248	Keystone Travel	5840 Equipment	294.10
02/23/06	0643249	Keystone Travel	5201 Travel Expenses	6,475.54
02/23/06	0643252	Laura Koelsch	5357 Professional & Consu	120.00
02/23/06	0643297	Gregory M. Sabs	5357 Professional & Consu	650.00
02/23/06	0643315	United Parcel Servic	5675 Traffic	343.20
02/23/06	0643327	Southeastern Wiscons	5201 Travel Expenses	62.00
02/23/06	0643328	Wisconsin Newspaper	5273 Publicity	60.17
02/27/06	0643342	Apple Computer Inc	5840 Equipment	7,052.31
02/27/06	0643356	CDI Transport Servc	5675 Traffic	6.84
02/27/06	0643363	Conceptz Communicati	5668 Program Production	1,200.00
02/27/06	0643369	Dan Small Outdoors L	5668 Program Production	3,616.00
02/27/06	0643388	Harmony Entertainmen	5840 Equipment	73,600.00
02/27/06	0643391	Glenda J. Hines	5357 Professional & Consu	700.00
02/27/06	0643399	JupiterImages	5220 Membership & Subscri	169.95
02/27/06	0643412	Johnny R. Munoz	5668 Program Production	450.00
02/27/06	0643414	National Academy of	5220 Membership & Subscri	85.00
02/27/06	0643420	Judith Nugent	5668 Program Production	940.00
02/27/06	0643431	Public Relations Soc	5220 Membership & Subscri	265.00
02/27/06	0643432	Gerard Randall	5668 Program Production	200.00
02/27/06	0643443	Mark W. Siegrist	5668 Program Production	4,666.00
02/27/06	0643452	United Parcel Servic	5675 Traffic	66.38

				319,863.36

BOARD BILL LIST
 Over \$2500 Channel 10/36
 02/28/06

Check Date	Check No	Vendor Name	Object	Description	Object Amount
02/02/06	0642275	Apple Computer Inc	5840	Equipment	11,500.74
02/02/06	0642359	Lisa Lutomski	5357	Professional & Consu	2,716.16
02/02/06	0642404	Roscor Corporation	5840	Equipment	72,478.60
02/09/06	0642644	American Public Tele	5840	Equipment	36,218.00
02/09/06	0642677	Dan Small Outdoors L	5357	Professional & Consu	2,534.61
02/09/06	0642701	Heartland Video Syst	5840	Equipment	30,399.94
02/09/06	0642738	Nielsen Media Resear	5661	Audience Research	3,615.43
02/13/06	0642832	Eichenbaum & Associa	5270	Advertising	16,391.69
02/13/06	0642862	Jack London	5211	Seminars & Workshops	3,500.00
02/13/06	0642896	ScottEntertainment	5840	Equipment	5,000.00
02/20/06	0643141	Public Television Ma	5650	Affiliation/Mbsps	2,750.00
02/23/06	0643249	Keystone Travel	5201	Travel Expenses	6,475.54
02/27/06	0643342	Apple Computer Inc	5840	Equipment	7,052.31
02/27/06	0643369	Dan Small Outdoors L	5658	Program Production	3,616.00
02/27/06	0643388	Harmony Entertainmen	5840	Equipment	73,600.00
02/27/06	0643443	Mark W. Siegrist	5668	Program Production	4,666.00

					282,515.02

Attachment PTV 5

December 2005

1. Shepherd Express – December 1. **Media Musings: War Crimes**
2. Shepherd Express – December 1. **Letters: Free speech anyone?** [Ellis Bromberg]
3. Milwaukee Journal Sentinel – December 1. **Networks offer double dose of late pope**
4. West Allis Star – December 1. **Channel 10/36 Friends Host antique expo & sale**
5. Oconomowoc Focus – December 1. **D.C. denial central**
6. Racine- The Journal Times – December 1. **Antique Expo**
7. Milwaukee Journal Sentinel – December 2. **Channel 10/36 Friends sale includes demonstrations**
8. Milwaukee Journal Sentinel – December 2. **Noon Saturday: Rick Bayless**
9. Kenosha News – December 2. **Channel 10/36 Friends Antique Show and Sale**
10. Milwaukee Journal Sentinel – December 6. **The Winners Are: The Kitchens of Biro**
11. Milwaukee Journal Sentinel – December 7. **TV Today** [Milwaukee Between the Wars]
12. Racine- The Journal Times – December 7. **GOP's slow-motion posse would boost discrimination**
13. Wauwatosa News Times – December 8. **School Scene: Ryan Pfeiffer; Letters to Santa**
14. MATC Times – December 8. **Patricia Gomez a Winner**
15. Luck Enterprise Press – December 8. **"Teen Connection": tackling teen truancy and...**
16. New Berlin- North Shore Herald – December 8. **Your Neighbors: Toni Krause & Sitora Muhlisova**
17. Milwaukee Journal Sentinel – December 11-17 **Weekly Highlights**
18. Milwaukee Journal Sentinel – December 11-17 **Weekly Highlights**
19. Ft. Atkinson- Daily Jefferson County Union – December 13. **'In Wisconsin' on WPT offers diverse topics**
20. Sussex Sun – December 14. **Film maker documents state celebs**
21. Racine- The Journal Times – December 14. **Spare us from action movie government**
22. Milwaukee Journal Sentinel – December 18. **'Mattress' unfolds into comfy TV musical**
23. Milwaukee Journal Sentinel – December 18. **Talk show host among 5 honored**
24. Milwaukee Journal Sentinel – December 18- 24 **Weekly Highlights**
25. Milwaukee Journal Sentinel – December 18- 24 **Weekly Highlights**
26. Milwaukee Journal Sentinel – December 18- 24 **Weekly Highlights**
27. Milwaukee Journal Sentinel – December 18- 24 **Weekly Highlights**
28. Milwaukee Journal Sentinel – December 19. **Decking them Halls: Letters to Santa**
29. Milwaukee Journal Sentinel – December 20. **Winfrey sees error of her ways in Xmas commercialism**
30. Milwaukee Journal Sentinel – December 20. **Feingold becomes the center of attention**
31. Milwaukee Journal Sentinel – December 21. **TV Today**[Xmas with the Mormon Tabernacle Choir]

32. Ft. Atkinson- Daily Jefferson County Union – December 21. **'In Wisconsin' will air on Thursday on WPT**
33. Milwaukee Journal Sentinel – December 22. **McCarthy still manages to divide us**
34. The Business Journal –Milwaukee – December 23. **Cudahy: Discovery World is going to be sensational**
35. Milwaukee Journal Sentinel – December 25-31 **Weekly Highlights Cover**
36. Milwaukee Journal Sentinel – December 25-31 **Weekly Highlights**
37. Milwaukee Journal Sentinel – December 25-31 **Weekly Highlights**
38. Milwaukee Journal Sentinel – December 27. **TV Today**[NOVA]
39. Kenosha News – December 28. **Katrina critter rescuers press on**
40. Milwaukee Journal Sentinel – December 28. **The power of one voice**
41. Milwaukee Journal Sentinel – December 28. **TV Today**[Imagining America]
42. Milwaukee Journal Sentinel – December 30. **TV Today**[Rick Steve's Europe Classics]

January 2006

1. Interconnect - January 2006. **Reading Rainbow Contest is local this year**
2. Interconnect - January 2006. **Evening/Weekend Programming**
3. Milwaukee Magazine Charitable Events Guide -January 2006. **Friends Antique Expo Show**
4. "M" Magazine January 2006 **Patricia Gomez**
5. Shepherd Express – December 29- January 4. **Media Musings: The Good & The Bad**
6. Milwaukee Journal Sentinel – January 1. **Fictional cases blunt impact of 'In Justice'**
7. The Journal Times- Racine – January 1. **That ramshackle, old Bradley Center**
8. Milwaukee Journal Sentinel – January 1-7 **Weekly Highlights**
9. Milwaukee Journal Sentinel – January 1-7 **Weekly Highlights**
10. Milwaukee Journal Sentinel – January 2. **Channel 10/36 Friends sale includes demonstrations**
11. Milwaukee Journal Sentinel – January 2. **Noon Saturday: Rick Bayless**
12. Milwaukee Journal Sentinel – January 3. **TV Today [NOVA]**
13. The Journal Times – January 3. **Nominations sought for Teacher of the Year**
14. Milwaukee Journal Sentinel – January 4. **TV Today [Yesterday]**
15. Elm Grove Elm Leaves – January 5. **Six People who made a difference in 2005: Susan Freedy**
16. Milwaukee Journal Sentinel – January 5. **IN 2005, terrain shifted in world view news**
17. Milwaukee Journal Sentinel – January 8. **Joanne reasons why not to watch**
18. Milwaukee Journal Sentinel – January 8-14 **Weekly Highlights**
19. Milwaukee Journal Sentinel – January 9. **Ex-anchor finds a financial niche**
20. Milwaukee Journal Sentinel – January 10. **Channel Surfing: Antique Road Show**
21. Campbellsport News – January 12. **Reading Rainbow, Story At The Campbellsport Public Library**
22. Campbellsport News – January 12. **Young Authors Are Invited To Attend Reading Rainbow Workshop**
23. Campbellsport News – January 12. **Competitive cooking is a hot niche on television**
24. The Sheboygan Press – January 12. **Something For Everyone**
25. Milwaukee Journal Sentinel – January 15-21 **Weekly Highlights**
26. Milwaukee Journal Sentinel – January 15-21 **Weekly Highlights**
27. Milwaukee Journal Sentinel – January 15-21 **Weekly Highlights**
28. Milwaukee Journal Sentinel – January 15-21 **Weekly Highlights**
29. Milwaukee Journal Sentinel – January 16 **WMCS' Murphy goes national with radio deals**
30. Milwaukee Journal Sentinel – January 16 **Anderson returns to the small screen**
31. The Journal Times- Racine – January 17. **The number of inmates graduating at Racine...**
32. Milwaukee Journal Sentinel – January 17 **Channel Surfing: Jim Doyles' state speech**
33. The Reporter-Fond du lac – January 18. **Reading Rainbow Series**
34. Watertown Daily Times – January 18. **Cheese documentary to premiere in Chicago**
35. Hales Corners Village Hub – January 19. **MPTV holds youth writing and art contest**

36. Cudahy Reminder Enterprise – January 19. **MPTV sponsors youth writing and art contest**
37. Milwaukee Journal Sentinel – January 19. **From ‘Bonanza’ to ‘Bochco’, it’s been grand**
38. Milwaukee Journal Sentinel – January 22. **State cheese makers on the cutting edge**
39. Milwaukee Journal Sentinel – January 22. **‘Bleak House’ gets loving remodeling**
40. Milwaukee Journal Sentinel – January 23. **Have you heard? Podcasts come free**
41. The Journal Times- Racine – January 24. **The trial of the century limps to a close**
42. The Reporter-Fond du lac - January 25. **Reading Rainbow Series**
43. Milwaukee Journal Sentinel – January 25. **‘Big World’ makes time for little ones**
44. Milwaukee Journal Sentinel – January 26. **Funny thing about promos on public TV**
45. Kenosha News – January 26. **Public television looks for volunteers**
46. New Berlin – January 26. **Channel 10/36 seeking volunteers for TV auction**
47. Elm Grove Elm Leaves – January 26. **Channel 10/36 seeking volunteers for TV auction**
48. Oconomowoc Enterprise – January 26. **Find out how to help Channel 10/36**
49. North Shore Herald – January 26. **U.S.P.S. Honoree: Darlyne Haertlein**
50. South Milwaukee Voice Graphics – January 26. **MPTV sponsors youth writing and art contest**
51. Daily News, West Bend – January 27. **Public television to carry State of the Union speech**
52. Milwaukee Journal Sentinel – January 28. **Hot trumpeter Botti a regular guy**
53. Milwaukee Journal Sentinel – January 29. **15th Annual Outdoors Wisconsin Banquet**
54. Milwaukee Journal Sentinel – January 29. **Exploring the raw world of nature**
55. Milwaukee Journal Sentinel – January 29. **Weekly Highlights: ‘African American Lives’ & ‘Nature’**
56. Milwaukee Journal Sentinel – January 29. **Good Reading: Antiques Roadshow book**
57. Milwaukee Journal Sentinel – January 31. **TV Today[State of the Union]**
58. Milwaukee Journal Sentinel – January 31. **Bush’s speech pivotal for GOP**