

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

**ADMINISTRATION** Joseph Bauer Raul Galvan  
**PRESENT:** Ellis Bromberg Mike Sargent  
Janice Falkenberg Jim Walsh  
David Felland  
**GUESTS:** Scott Rackham

**CALL TO ORDER**

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Tuesday, March 21, 2006, and called to order by Chairperson Sowell at 5:07 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  
**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 – January 17, 2005 – Attachment 1**

Motion It was moved by Mr. Earle, seconded by Ms. Sowell, to approve the minutes of the January 17, 2005, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

Discussion Mr. Earle noted the sporadic advertising for the Latino community and the lack of any advertising directed for the Hmong community. Mr. Bromberg responded that advertising is usually program driven. Mr. Earle suggested that these communities would benefit from general advertising as well. He further suggested a review of criteria contained in the RFP before this comes up for renewal.

Motion It was moved by Mr. Earle, seconded by Linda Sowell, to approve the monthly advertising fund expenditures for January, February & March, 2006.

Action Motion approved.

## **ITEM F. DISCUSSION ITEMS**

### **F-1 General Managers Report**

Discussion Mr. Bromberg reported on:

- Capitol Hill Day and the effect that the proposed Federal budget would have on MPTV.
- Darlyne Haertlein, MPTV's Outreach Coordinator, will be honored by the U.S. Postal Service for her work in improving the quality of life in the community during the Women Putting Their Stamp on Metro Milwaukee Awards Luncheon and Leadership Conference on March 24.
- Ms. Haertlein will also be speaking at the Betty Brinn Children's Museum Teacher of the Year Award on May 12th. MPTV is the media sponsor for this event.
- MPTV will also be the media sponsor of the annual Public Policy Forum Good Government Awards Breakfast on June 21<sup>st</sup>.

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

Discussion Mr. Rackham reported that:

- Over \$428,000 was raised during the March Pledge Drive which is approximately \$45,000 down from last March.
- The OUTDOOR WISCONSIN banquet raised over \$22,000.
- To date the Auction has more items in house than it has had at this time in the last five years.
- The Friends website will be redesigned to match the station website and to reflect a new name - MPTV Friends.
- The Outbound Customer Relations department of the Friends has been outsourced in an effort to be more fiscally sound

Ms. Sowell asked Mr. Rackham to work with college counsel to legitimize the name change on MATC policies and procedures.

Ms. Sowell asked Mr. Bromberg to touch base with committee members when seeking community outreach groups for tickets to the ANTIQUES ROADSHOW event in Milwaukee on July 29, 2006.

**F-3 Public Telecommunications Facilities Program Grant –  
Attachment 4**

Discussion Mr. Sargent spoke about the PTFP grant for digitizing channels in the Educational Broadband Service, a grant that MATC has accepted for MPS. Of the three partners that collaborated on the original proposal (MATC, MPS, and UWM), only MPS has retained a strong commitment to it. While MATC will not use funds from this federal grant, we do intend to use our frequencies to update wireless on campus. MATC's focus will be to utilize the bandwidth as an instructional vehicle and be more curriculum based.

Mr. Earle stated his extreme disappointment at the way the administration handled this matter. He said he feels the Board has been precluded in the entire process and believes it is irresponsible to fail to engage the Board in discussions about this opportunity and possible revenue stream. He would like the Forward Technology Committee to report to the PTV Committee to be sure that this technology is being utilized to its fullest.

Mr. Walsh suggested that ESIR would be a more appropriate committee for further discussion on this matter because of its potential for academic use.

Ms. Sowell referred to counsel to determine best way to advance this request within this Committee's authority.

**ITEM G. INFORMATION ITEMS**

**G-1 MPTV Engineering Presentation**

Discussion Mr. Felland stated that MPTV technical facilities have been modified to accommodate the emerging technologies. The new equipment has been funded by MATC, grants, etc., but the physical plant has not changed since it was built in the 1960's. MPTV has since gone from two channels to ten. Challenges include the lack of sufficient staff to operate the channels going forward, and the need for additional space to house the new technology. Our ability to stay on the air is critical if MPTV and the Friends are to generate revenue. The expansion of the station to the rest of the 4<sup>th</sup> floor is in MATC's master plan. It is estimated to cost in excess of 9 million dollars. Mr. Earle requested that the space utilization priorities be forwarded to the PTV Committee and that this be placed on next month's agenda. Mr. Felland then led the committee on a tour of the technical facilities.

**G-2 Monthly Bills – February, 2006 - Attachment 4**

**G-3 December, 2005 and January , 2006 Clippings – Attachment 5**

**G-4 MPTV Awards**

Mr. Bauer informed the committee that the program SPANISH SPOKEN HERE has won the Wisconsin Broadcasters' award for Best Feature Length Documentary in a major TV market.

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 COMMUNICATIONS AND PETITIONS**

**H-2 INFORMATION ITEMS**

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

Date of Next Meeting: April 18, 2006 at 5:00 p.m.

**ADJOURNMENT**

The committee adjourned at 6:30 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist