

**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