

November 11, 2005

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 STREET, MILWAUKEE, WISCONSIN, on TUESDAY, NOVEMBER 15, 2005,** 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 – September 20, 2005 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures October/November/December, 2005 – Attachment 2](#)
2. [HD Video/Audio Routing Switcher – Attachment 3](#)
3. [Resolution to Office of Management and Budget Urging Full Federal Funding for Public Broadcasting in FY2007 – Attachment 4](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 5](#)

G. Information Items

1. Outreach Presentation
2. [Monthly Bills – October, 2005 – Attachment 6](#)
3. [July/August Clippings – Attachment 7](#)
4. MPTV Awards

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Tuesday, January 17, 2005 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
	Christy Brown	Raul Galvan
	Darnell Cole	Mike Sargent
		Mike Walsh
GUESTS:	Lamont McLoughlin	Scott Rackham
	Marty Mann	Joe Rice

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, September 20, 2005, 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

Excused: 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 – June 21, 2005 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Ms. Sowell, to approve the minutes of the June 21, 2005, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

Mr. Joe Rice introduced Mr. Marty Mann who will replace Mr. Rice as the Chair of the Friends Board at their annual meeting in October. Mr. Rice informed the Committee that a total of \$2.9 million was raised last fiscal year and he and Mr. Mann were here to present the final payment of \$1,147,257.00 to MATC.

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, August/September/October, 2005 – Attachment 2

Motion It was moved by Mr. Maierle, seconded by Ms. Sowell, to approve the monthly advertising fund expenditures for August/September/October, 2005.

Action Motion approved.

E-2 Tentative Meeting Schedule – Attachment 3

Motion It was moved by Mr. Maierle and seconded by Ms. Sowell to accept the proposed schedule of Public Television Committee meetings as presented.

Action Motion approved.

E-3 Satellite Antenna Uplink – Attachment 4

Discussion Mr. Bromberg explained that the satellite antenna uplink will allow MPTV to directly uplink our local programs for distribution, thereby eliminating the need to purchase these services. This equipment will also give us the capacity to provide this service to outside clients for a potential revenue stream. Frequently other media sources will contract with us to have an individual come to MPTV studios for an interview. These clients currently pay for the use of the studio and then seek another source to uplink the interview. We will now have the capacity to provide both services. Two individual vendors were chosen for different components to optimize cost savings.

Motion It was moved by Mr. Maierle, seconded by Ms. Sowell, to approve the purchase of the Satellite Antenna Uplink.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on:

- the binder that was distributed to Committee members at the request of Ms. Sowell to help orient the members to public television. Ms. Sowell asked for a few more inclusions: a one page budget summary including capital equipment, a staff contact list, and a tab for meeting agendas.
- the MPTV and PBS response to hurricane Katrina including:
 - the five-hour **Higher Ground** special featuring the music of New Orleans
 - Sharon Patterson, host of **Black Nouveau**, traveled to Mississippi with a church group, and will report on small towns

- not covered by the major news networks. The series' premiere will focus on her travels and the effects of the hurricane.
- children's programs **Sesame Street** and **Reading Rainbow** also focused on the hurricane
- the Mister Rogers' Sweater Drive runs from October 10th – 19th may earmark a quantity of sweaters to the relocated residents in our area
- a statewide backup plan for disasters being worked on jointly by MPTV and the ECB. Ms Sowell asked that Mr. Bromberg give the full board highlights of the Wisconsin disaster preparedness plan.
- Our service to the Hispanic community:
 - **4th Street Forum** began a new season with a 3-part series on Hispanic issues
 - beginning with this season, **Adelante!** will broadcast with open caption translations: when the program's audio is in Spanish, a viewer can read the English translation on the screen
 - a Spanish language program for children has been added: **Plaza Sesamo** airs Sundays at 7:30 a.m. on MPTV-10
 - MPTV is partnering with other PBS stations in launching a 24-hour Spanish language multicast channel, now projected to begin the second quarter of 2006

F-2 Friends Report – Attachment 5

Mr. McLoughlin reported:

- the August Pledge drive was the highest revenue generating August ever with a total dollar amount of \$258,171. The main reason was the exclusive offer of tickets to the Andre Rieu concert at the Milwaukee Theatre in April, 2006. A total of \$129,000 was collected through this offer. The Friends have exclusive rights to these tickets through the end of the year.

Mr. McLoughlin introduced Mr. Scott Rackham, Vice President of the Friends who is overseeing day to day operations. Mr. Rackham reported on:

- the Pioneers of Primetime event on September 30, 2005
- another special event will be held for the premiere of **Seven Sisters** which focuses on a sculpture commissioned by Acuity Insurance in Sheboygan

F-3 Discovery World

Discussion Mr. Bromberg updated the Committee on the developments of the television portion of the Discovery World project. The overall agreement calls for MATC to provide \$3 million of moveable capital equipment for the HIVES (Hybrid Interactive Video Education) units as well as a multipurpose TV theater/studio. MPTV's portion of the equipment totals \$1.6 million. Discussions continue regarding what programming will be produced there. Mr. Bromberg reminded the Board members that the money committed by MATC is for equipment only and not operational expenses, but is optimistic

that the public/private venture will open doors to funders.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills –August, 2005 – Attachment 6

G-2 June Clippings – Attachment 7

G-3 Production Approval Process and Current Pipeline

Mr. Galvan distributed a rundown of the on-going series, documentaries, and other specials currently being worked on. A copy is attached to these minutes.

Mr. Galvan also explained the workings of the Program Action Committee, comprised of staff and community members, which reviews incoming proposals based on needs assessment and appropriateness for air.

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

Mr. Bromberg distributed an op-ed piece that he wrote for the Kenosha News about the federal funding of public broadcasting.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: November 15, 2005 at 5:00 p.m.

ADJOURNMENT

The committee adjourned at 6:06 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist

**EICHENBAUM & ASSOC
ADVERTISING INC**

219 N. Milwaukee Street
Milwaukee, WI 53202
(414) 225-0011 Fax (414) 225-0022

**Milwaukee Public TV
Media**

ACTUAL

OCTOBER, 2005

ADVERTISING OBJECTIVES:

Specific programming promotions
General branding

MEDIA EXPENDITURES

\$ 19,159.89

Print

\$ 7,124.19

I REMEMBER and INTERCHANGE premieres

Radio

General branding

\$ 12,035.70

Outdoor / Transit

Television

\$

ACTUAL MINORITY MEDIA SPENDING

14%

\$2,725.20

African American

14%

WJZI Radio

\$ 2,725.20

Hispanic

**EICHENBAUM & ASSOCIATES
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ESTIMATE

NOVEMBER, 2005

Advertising Objectives:

Promote MPTV local series' premiers

MEDIA BUDGET

\$ 6,600.00

Print

\$

Outdoor Wisconsin premiere
Seven Sisters premiere
Reviving Milwaukee's Big Valley premiere

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

DECEMBER, 2005

Advertising Objectives:

Specific programming promotions

MEDIA BUDGET

\$ 11,000.00

Print \$

Radio
Pledge programming \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**
as of October 31, 2005

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Value-Added	Placed	Total Media
						Promotions	Promotions	directly	Placements	
						H	AA	MATC		
Jul-04	\$0.00	\$0.00	\$981.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$981.00
Aug-04	\$8,803.80	\$0.00	\$1,228.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,032.03
Sep-04	\$0.00	\$0.00	\$2,538.92	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,538.92
Oct-04	\$12,035.70	\$0.00	\$7,124.19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19,159.89
Nov-04										\$0.00
Dec-04										\$0.00
Jan-05										\$0.00
Feb-05										\$0.00
Mar-05										\$0.00
Apr-05										\$0.00
May-05										\$0.00
Jun-05										\$0.00
Total	\$20,839.50	\$0.00	\$11,872.34	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$32,711.84

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong	Hmong	Minority	Minority
			Spending	Spending %	Spending	Spending %	Spending Total	Spending %
Jul-04	\$0.00	0%	\$981.00	0%	\$0.00	0%	\$981.00	0%
Aug-04	\$1,228.23	12%	\$1,198.80	12%	\$0.00	0%	\$2,427.03	24%
Sep-04	\$1,423.98	56%	\$1,114.94	44%	\$0.00	0%	\$2,538.92	100%
Oct-04	\$0.00	0%	\$2,725.20	14%	\$0.00	0%	\$2,725.20	14%
Nov-04								
Dec-04								
Jan-05								
Feb-05								
Mar-05								
Apr-05								
May-05								
Jun-05								
Total	\$2,652.21	8%	\$6,019.94	18%	\$0.00	0%	\$8,672.15	27%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2006 (JUL 05-JUN 06)**
as of October 31, 2005

Media amounts by month billed

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)										
Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African American Minority Owned *	African American Minority Targeted	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other African-American vendors	Other Hmong vendors	
	Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$1,228.23	\$0.00	\$1,198.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$1,423.98	\$0.00	\$1,114.94	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$2,725.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-05	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$2,652.21	\$0.00	\$5,038.14	\$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 98.3 AA Minority Targeted	WKKV-FM 100.7 AA Minority Targeted	WMCS-AM 1290 AA Minority Owned	WJZI-FM 93.3 AA Minority Owned	WNOV-AM 860 AA Minority Owned	WLUM-FM 102.1 AA Minority Owned	WBJX-AM Hisp. Minority Owned	WRRD-AM Hisp. Minority Targeted
	Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$1,198.80	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$2,725.20	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04								
Dec-04								
Jan-05								
Feb-05								
Mar-05								
Apr-05								
May-05								
Jun-05								
Total	\$0.00	\$0.00	\$0.00	\$3,924.00	\$0.00	\$0.00	\$0.00	\$0.00

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

Media amounts by month billed

as of October 31, 2005

Minority Spending by Newspaper							
Month	Spanish Journal Hisp. Minority Owned	Spanish Times Hisp. Minority Owned	EI Conquistador Hisp. Minority Owned	Milwaukee Com. Jrnl. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Hmong Comm. Jrnl. Hm Minority Owned
Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$1,228.23	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$1,423.98	\$1,114.94	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04							
Dec-04							
Jan-05							
Feb-05							
Mar-05							
Apr-05							
May-05							
Jun-05							
Total	\$0.00	\$0.00	\$2,652.21	\$1,114.94	\$0.00	\$0.00	\$0.00

Minority Spending by Television					
Month	WVTV-TV AA Minority Targeted	Cable TV Hisp. Minority Targeted	Telemundo Cable TV Hisp. Minority Targeted	One time vendors Minority Targeted	One time vendors AA Minority Targeted
Jul-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04					
Dec-04					
Jan-05					
Feb-05					
Mar-05					
Apr-05					
May-05					
Jun-05					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other				
Month	Abrazo Minority Owned Hispanic Translation	Sales & Marketing - Minority Owned Media Buyer	Other Hispanic Owned Vendors	Other Hmong Owned Vendors
Jul-04	\$0.00	\$0.00	\$0.00	\$0.00
Aug-04	\$0.00	\$0.00	\$0.00	\$0.00
Sep-04	\$0.00	\$0.00	\$0.00	\$0.00
Oct-04	\$0.00	\$0.00	\$0.00	\$0.00
Nov-04				
Dec-04				
Jan-05				
Feb-05				
Mar-05				
Apr-05				
May-05				
Jun-05				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

TV Dub Center Router Expansion

Background

Milwaukee Public Television requested a procurement of Concerto Equipment. This equipment will provide a TV Dub Center Routing Switcher expansion of the GVG/Thomson main TV system. The items form a 64 x 64 AES 75 ohm level, a 64 x 64 AES 110 ohm level, a 32 x 32 HD video level, a 32 x 32 SD video level in two rack frames with redundant control and power supply modules per frame. This will be controlled with an existing Jupiter system.

The requirements for the equipment were outlined in bid number 05-40; bid documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in the Daily Report, Milwaukee Star and The Spanish Journal, along with invitations to submit proposals mailed to six (6) potential firms known to have the capability to provide the required equipment. A search was done for certified Emerging Business Enterprises to include in the mailing, none were located. Bid documents were publicly opened at 2:00 pm on Wednesday, October 26, 2005 with two (2) responses received.

Roscor Corporation	Mount Prospect, IL	\$72,147.00 *
Midwest Media	Milwaukee, WI	\$ **

** Midwest Media submitted a bid for alternate equipment other than what was specified in the bid document. The alternate equipment quoted did not provide all of the required formats, in the required input/output count. Midwest Media did not show individual item costs so it is impossible to determine their entire package pricing for this project.

Proposals were evaluated and the low qualified bid, as indicated by the asterisk, has met specifications. There were no challenges to the bid document or the manner in which the successful bidder was selected.

Action

Positive action by the Board will result in the issuance of a purchase order to Roscor Corporation, in the amount of \$72,147.00.

RESOLUTION TO OFFICE OF MANAGEMENT AND BUDGET URGING FULL FEDERAL FUNDING FOR PUBLIC BROADCASTING IN FY 2007

WHEREAS, The nation's public television system is a vital source of non-commercial educational programming that is consistently of the highest quality to be found on television, and available to all regardless of ability to pay; WHEREAS, Public television stations are inherently local institutions that provide content and services tailored to meet community needs; in many communities, in fact, the public television station represents the last locally owned and controlled media outlet;

WHEREAS, WMVS and WMVT offer the citizens of southeastern Wisconsin and northern Illinois locally focused programming such as ¡ADELANTE!, BLACK NOUVEAU, 4TH STREET FORUM, GREAT LAKES GARDENER, INTERCHANGE, I REMEMBER, THE MILWAUKEE SYMPHONY ORCHESTRA, OUTDOOR WISCONSIN, and TRACKS AHEAD,

WHEREAS, WMVS and WMVT reach out to the community through THE READING RAINBOW YOUNG WRITERS AND ILLUSTRATORS CONTEST, READY TO LEARN programming and teacher workshops, THE MISTER ROGERS' SWEATER DRIVE, VACATION STATION, and numerous other outreach events each year,

WHEREAS, Public Television stations are a safe haven for children, providing at least seven hours of quality children's educational programming per day that is free of commercial interruption;

WHEREAS, federal funding for Public Broadcasting provides a core foundation of financial support for local stations, which is leveraged many times over from non-federal sources, including individual, corporate and foundation contributions, state or local government funding, and, in some cases, college or university support;

WHEREAS, the federally mandated conversion of Public Television stations from an analog to digital platform has placed a heavy burden on station financial resources, even as it offers exciting new opportunities to expand services and innovate;

WHEREAS, without adequate federal support, WMVS and WMVT will be forced to reduce local programming, postpone necessary equipment maintenance or upgrades, or forgo opportunities to partner with other local institutions to deliver educational, emergency alert and other services;

WHEREAS, the American public has repeatedly signaled its enduring support for Public Broadcasting, most recently prior to the June 2005 vote to restore funding for the Corporation for Public Broadcasting before the U.S. House of Representatives;

THEREFORE, BE IT RESOLVED BY THE MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, the licensee of WMVS and WMVT:

That the undersigned request that President Bush include full funding for Public Broadcasting in the FY 2007 budget request to Congress, including advance funding for the Corporation for Public Broadcasting in FY 2009, funding for Public Television's satellite interconnection replacement, funding to complete local stations' digital conversion, funding for educational programs like Ready To Learn and Ready To Teach, and funding for the Public Telecommunications Facilities Program (PTFP) at the Department of Commerce.

Attachment PTV 5

**Channel 10/36 Friends
Events Calendar
Fall/Winter**

November

- | | |
|------------------|-------------------------------------------------------|
| November 5 | Seven Sisters Premiere
Acuity Insurance, Sheboygan |
| November 18 – 20 | Holiday Art Fair
Auction Site |
| Nov 26 – Dec 11 | Pledge Drive |

December

- | | |
|----------------|------------------------------------------------------------|
| December 2 – 4 | Antique Expo Show and Sale
State Fair Park |
| December 3 | Chef Rick Bayliss Event
Wisconsin Conservatory of Music |

January

- | | |
|------------|--------------------------------------------|
| January 26 | Full Board Meeting
MPTV Conference Room |
|------------|--------------------------------------------|

February

- | | |
|-------------|--------------------------------------------------|
| February 22 | Outdoor Wisconsin Banquet
Country Springs Inn |
|-------------|--------------------------------------------------|

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
10/31/05

Page 1

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
10/03/05	0637508	Jack R. Abrams	5671	Remote/Studio Supp	31.52
10/03/05	0637510	Cingular Wireless	5454	Telephone	203.06
10/03/05	0637512	Apple Computer Inc	5840	Equipment	19,836.95
10/03/05	0637535	Dan Small Outdoors L	5357	Professional & Consu	473.04
10/03/05	0637554	Harris Corporation	5674	Technical Operations	12,469.00
10/03/05	0637563	Iowa Public Televisi	5667	Program Acquisition	6,265.00
10/03/05	0637569	Lisa Lutomski	5357	Professional & Consu	2,416.16
10/03/05	0637587	Jodi Olson	5668	Program Production	1,050.00
10/03/05	0637593	SA Global Entertainm	5840	Equipment	21,450.00
10/03/05	0637618	VizuAll Inc	5674	Technical Operations	3,685.00
10/06/05	0637648	American Public Tele	5201	Travel Expenses	990.00
10/06/05	0637649	SBC	5454	Telephone	922.79
10/06/05	0637650	BP	5676	Vehicle Supplies	344.58
10/06/05	0637670	Corporate Express	5241	Office Supplies	228.78
10/06/05	0637699	Darlyne C. Haertlein	5243	Other Supplies	213.26
10/06/05	0637708	Industrial Electroni	5674	Technical Operations	77.78
10/06/05	0637732	Multimedia Graphic	5668	Program Production	347.29
10/06/05	0637735	National Supply & Ha	5674	Technical Operations	138.02
			5671	Remote/Studio Supp	33.95
10/06/05	0637743	Jodi Olson	5668	Program Production	1,050.00
10/06/05	0637750	Public Television	5201	Travel Expenses	280.00
10/06/05	0637780	Theodora N. Veresses	5357	Professional & Consu	1,150.00
10/10/05	0637797	American Public Tele	5675	Traffic	250.00
			5840	Equipment	15,346.00
10/10/05	0637801	AT&T	5454	Telephone	17.85
10/10/05	0637802	AGUA Media and Exhib	5668	Program Production	4,166.00
10/10/05	0637809	Conceptz Communicati	5668	Program Production	600.00
10/10/05	0637824	FedEx	5675	Traffic	135.24
10/10/05	0637881	Roscor Corporation	5840	Equipment	51,728.76
10/10/05	0637889	Time Warner Cable	5674	Technical Operations	124.95
10/13/05	0637933	Best Lumber Company	5671	Remote/Studio Supp	147.40
10/13/05	0637939	Deborah A. Bozewicz	5668	Program Production	300.00
10/13/05	0637941	CDI Transport Servic	5675	Traffic	20.65
10/13/05	0637949	Conceptz Communicati	5668	Program Production	600.00
10/13/05	0637953	Corporate Express	5241	Office Supplies	47.10
10/13/05	0637957	Dan Small Outdoors L	5668	Program Production	2,226.49
10/13/05	0637965	Eichenbaum & Associa	5270	Advertising	3,909.00
10/13/05	0637985	Glenda J. Hines	5357	Professional & Consu	700.00
10/13/05	0638020	Johnny R. Munoz	5668	Program Production	1,350.00
10/13/05	0638041	Public Broadcasting	5665	Network Prog Service	22,500.00
10/13/05	0638044	Gerard Randall	5668	Program Production	175.00
10/13/05	0638072	Welk Syndication	5840	Equipment	9,772.00
10/13/05	0638077	Debra L. Wolniak	5201	Travel Expenses	10.00
10/17/05	0638088	SBC	5454	Telephone	403.40
10/17/05	0638090	Audio Video Distribu	5677	Videotape	634.00
10/17/05	0638094	Brew City Beer Gear	5273	Publicity	310.41
10/17/05	0638109	Vicki L. Fischer	5357	Professional & Consu	1,125.00
10/17/05	0638117	Darlyne C. Haertlein	5201	Travel Expenses	33.74
10/17/05	0638119	Heartland Video Syst	5674	Technical Operations	136.00
10/17/05	0638149	NBD Television LTD	5667	Program Acquisition	1,000.00
10/17/05	0638150	Nielsen Media Resear	5661	Audience Research	3,615.43
10/17/05	0638176	Studio Gear LLC	5674	Technical Operations	371.00
10/17/05	0638180	System Parking Inc	5668	Program Production	278.00
10/17/05	0638186	United Parcel Servic	5675	Traffic	159.47

BOARD BILL LIST
TV Fund by Check No
10/31/05

Check Date	Check No	Vendor Name	Object	Description	Object Amount
10/20/05	0638229	CDI Transport Servic	5675	Traffic	9.21
10/20/05	0638233	Conceptz Communicati	5668	Program Production	600.00
10/20/05	0638235	Corporate Express	5241	Office Supplies	34.65
10/20/05	0638237	Daily Reporter	5840	Equipment	28.20
10/20/05	0638253	FedEx	5675	Traffic	64.38
10/20/05	0638260	Thaddeus Groszczyk	5201	Travel Expenses	20.00
10/20/05	0638282	Kiwanis Club of Milw	5220	Membership & Subscri	221.00
10/20/05	0638284	Debra A. Kunath	5273	Publicity	38.03
10/20/05	0638304	Melinda K. Myers	5201	Travel Expenses	694.86
10/20/05	0638310	National Educational	5675	Traffic	15.00
10/20/05	0638315	Jodi Olson	5668	Program Production	525.00
10/20/05	0638337	Joseph M. Sankey	5668	Program Production	1,654.97
10/20/05	0638342	Mark W. Siegrist	5668	Program Production	5,334.00
10/20/05	0638345	Sprint	5454	Telephone	13.47
10/20/05	0638358	United Parcel Servic	5675	Traffic	25.88
10/20/05	0638359	United Parcel Servic	5675	Traffic	90.73
10/20/05	0638360	Theodora N. Veresses	5357	Professional & Consu	1,150.00
10/20/05	0638366	Wisconsin Historical	5668	Program Production	1,500.00
10/20/05	0638368	Wisconsin Newspaper	5273	Publicity	67.22
10/20/05	0638370	WLIW LLC	5840	Equipment	2,846.31
10/24/05	0638383	Apple Computer Inc	5840	Equipment	5,170.00
10/24/05	0638397	CDI Transport Servic	5675	Traffic	9.21
10/24/05	0638424	Claudia S. Guevara	5668	Program Production	1,400.00
10/24/05	0638445	Mainstage Theatrical	5671	Remote/Studio Supp	81.90
10/24/05	0638447	John S. McKay	5201	Travel Expenses	26.50
10/24/05	0638470	Gerard Randall	5668	Program Production	200.00
10/24/05	0638488	Success Advertising	5273	Publicity	3,244.34
10/24/05	0638490	Time Warner Cable	5674	Technical Operations	124.95
10/27/05	0638509	Dow Lohnes & Alberts	5361	Legal Services	415.40
10/27/05	0638521	Joseph D. Bauer	5201	Travel Expenses	76.17
10/27/05	0638531	Ellis R. Bromberg	5201	Travel Expenses	57.45
10/27/05	0638543	Channels 10/36 Frien	5243	Other Supplies	1,925.00
10/27/05	0638558	Data Media Products	5677	Videotape	25,253.20
10/27/05	0638566	FedEx	5675	Traffic	71.14
10/27/05	0638578	Glenda J. Hines	5357	Professional & Consu	700.00
10/27/05	0638583	J A Sexauer	5674	Technical Operations	229.68
10/27/05	0638604	Midwest Media Group	5840	Equipment	20,000.00
10/27/05	0638611	Mouser Electronics I	5674	Technical Operations	102.31
10/27/05	0638612	Myers Information Sy	5674	Technical Operations	200.00
10/27/05	0638637	Elaine M. Schmidt	5668	Program Production	1,000.00
10/27/05	0638657	Time Warner Cable	5674	Technical Operations	109.09
10/27/05	0638665	United Parcel Servic	5675	Traffic	65.54
10/27/05	0638678	WPS Energy Services	5452	Light & Power	17,776.94
10/31/05	0638736	Darlyne C. Haertlein	5273	Publicity	20.88
10/31/05	0638764	Milwaukee Community	5220	Membership & Subscri	90.00
10/31/05	0638787	Spanish Journal	5840	Equipment	35.00
10/31/05	0638806	Wisconsin Jewish Chr	5270	Advertising	460.00

289,826.68

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

Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
10/03/05	0637512	Apple Computer Inc	5840	Equipment	19,836.95
10/03/05	0637554	Harris Corporation	5674	Technical Operations	12,469.00
10/03/05	0637563	Iowa Public Televisi	5667	Program Acquisition	6,265.00
10/03/05	0637593	SA Global Entertainm	5840	Equipment	21,450.00
10/03/05	0637618	VizuAll Inc	5674	Technical Operations	3,685.00
			5840	Equipment	15,346.00
10/10/05	0637802	AGUA Media and Exhib	5668	Program Production	4,166.00
10/10/05	0637881	Roscor Corporation	5840	Equipment	51,728.76
10/13/05	0637965	Eichenbaum & Associa	5270	Advertising	3,909.00
10/13/05	0638041	Public Broadcasting	5665	Network Prog Service	22,500.00
10/13/05	0638072	Welk Syndication	5840	Equipment	9,772.00
10/17/05	0638150	Nielsen Media Resear	5661	Audience Research	3,615.43
10/20/05	0638342	Mark W. Siegrist	5668	Program Production	5,334.00
10/20/05	0638370	WLIW LLC	5840	Equipment	2,846.31
10/24/05	0638383	Apple Computer Inc	5840	Equipment	5,170.00
10/24/05	0638488	Success Advertising	5273	Publicity	3,244.34
10/27/05	0638558	Data Media Products	5677	Videotape	25,253.20
10/27/05	0638604	Midwest Media Group	5840	Equipment	20,000.00
10/27/05	0638678	WPS Energy Services	5452	Light & Power	17,776.94
-----					254,367.93

Attachment PTV 7

July 2005

Last Updated 8/15/05

1. UWM Today Summer 2005 – **Class Notes: Barbara Flint**
2. UWM Today Summer 2005 – **Class Notes: Dan Jones**
3. The Insider- The Mil – July 2005 **Dan Jones**
4. “M” Magazine July 2005 **Scott Rackham**
5. Milwaukee Journal Sentinel – July 1. **Big Bird vs Needy kids**
6. Milwaukee Journal Sentinel – July 1. **TV Today** [Interchange]
7. Milwaukee Courier – July 2. **MPTV will broadcast National NAACP wrap up**
8. Milwaukee Journal Sentinel – July 3. **Obituary: Father John J. Walsh**
9. Milwaukee Journal Sentinel – July 3- 9 **Weekly Highlights**
10. Milwaukee Journal Sentinel – July 3- 9 **Weekly Highlights**
11. Milwaukee Journal Sentinel – July 3- 9. **Weekly Highlights**
12. Milwaukee Journal Sentinel – July 3- 9 **Weekly Highlights**
13. Milwaukee Journal Sentinel – July 4 **TV Today** [A Capital Fourth]
14. Milwaukee Journal Sentinel – July 4 **Helping Hands**
15. Milwaukee Journal Sentinel – July 5. **Studies link TV viewing with lower learning levels**
16. Milwaukee Journal Sentinel – July 7. **Threat isn’t over for public radio, TV**
17. Milwaukee Journal Sentinel – July 7. **TV Today** [Soundstage]
18. Milwaukee Journal Sentinel – July 7. **Friendship House needs 1,000 friends**
19. Greendale Village Life – July 7. **Channel 10 Great TV Auction names sweepstakes winners**
20. West Allis Star – July 7. **Channel 10 Auction names winners**
21. Milwaukee Journal Sentinel – July 8. **TV Today**[American Masters]
22. MATC Times – July 8. **Federal funding for PBS safe for another year?**
23. MATC Times – July 8. **NAACP convention wrap up**
24. MATC Times – July 8. **TV Auction tops a million**
25. MATC Times – July 8. **Western Days**
26. Milwaukee Journal Sentinel – July 10. **‘Brat Camp’ walks with troubled families**
27. Milwaukee Journal Sentinel – July 11. **An Uncharitable Downgrade**
28. Milwaukee Journal Sentinel – July 11 **TV Today** [History Detective]
29. Milwaukee Journal Sentinel – July 12. **TV Today** [Wide Angle]
30. Milwaukee Journal Sentinel – July 12. **Airwaves Acrimony**
31. Milwaukee Journal Sentinel – July 13. **Public TV hopes for more help**
32. Milwaukee Journal Sentinel – July 13. **After Columbia, launch is news again**
33. Milwaukee Journal Sentinel – July 13. **Oh, Bob...**
34. Milwaukee Journal Sentinel – July 13. **Saying Goodbye**
35. Kenosha News – July 17. **Yes: PBS is public- service institution**
36. Kenosha News – July 17. **Supporters like programs on NPR, PBS**
37. Kenosha News – July 17. **No: Subsidies bring supervision**
38. Milwaukee Journal Sentinel – July 17. **PBS tribute- Newhart**

39. Milwaukee Journal Sentinel – July 17- 23 **Weekly Highlights**
40. Milwaukee Journal Sentinel – July 17- 23 **Weekly Highlights**
41. Milwaukee Journal Sentinel – July 18. **Jennings keeps role**
42. Milwaukee Journal Sentinel – July 20. **Obituary: Paul Duke**
43. Milwaukee Journal Sentinel – July 21. **Web gives lots of choices**
44. Milwaukee Journal Sentinel – July 22. **Access to BBC news**
45. Milwaukee Journal Sentinel – July 22. **Pluck Big Bird from chimney**
46. Milwaukee Journal Sentinel – July 24. **Obituary: Myron Floren**
47. Milwaukee Journal Sentinel – July 24. **Gardens on TV**
48. Milwaukee Journal Sentinel – July 24- 30 **Weekly Highlights**
49. Milwaukee Journal Sentinel – July 24- 30 **Weekly Highlights**
50. Milwaukee Journal Sentinel – July 24- 30 **Weekly Highlights**
51. Milwaukee Journal Sentinel – July 24- 30 **Weekly Highlights**
52. Milwaukee Journal Sentinel – July 25. **TV Today**[Bing: Going My Way, History Detectives]
53. Milwaukee Journal Sentinel – July 28. **The Brew's allure...**
54. Milwaukee Journal Sentinel – July 29. **TV Today**[Whale Rider]

1. Milwaukee Magazine August 2005. **The Voice: Keith Murphy**
2. Milwaukee Journal Sentinel – July 31- August 6. **Weekly Highlights**
3. Milwaukee Journal Sentinel – July 31- August 6 **Weekly Highlights**
4. Milwaukee Journal Sentinel – July 31- August 6 **Weekly Highlights**
5. Milwaukee Journal Sentinel – July 31- August 6 **Weekly Highlights**
6. Milwaukee Journal Sentinel – July 31- August 6 **Weekly Highlights**
7. Milwaukee Journal Sentinel – August 4. **TV Today**[Unusual Buildings and Other Roadside Stuff]
8. Milwaukee Journal Sentinel – August 7- 13. **Weekly Highlights**
9. Milwaukee Journal Sentinel – August 7- 13. **Weekly Highlights**
10. Milwaukee Journal Sentinel – August 7- 13. **Weekly Highlights**
11. Milwaukee Journal Sentinel – August 7- 13. **Weekly Highlights**
12. Milwaukee Journal Sentinel – August 7. **Apes to Man Takes swing though evolution**
13. Milwaukee Journal Sentinel – August 9. **TV Today**[On Eagle's Wings]
14. Milwaukee Journal Sentinel – August 12. **MPTV will air "Plaza Sesamo"**
15. Milwaukee Journal Sentinel – August 12. **Herrera a good fit for WTMJ radio**
16. Milwaukee Journal Sentinel – August 14- 20. **Weekly Highlights**
17. Milwaukee Journal Sentinel – August 14- 20. **Weekly Highlights**
18. Milwaukee Journal Sentinel – August 14- 20. **Weekly Highlights**
19. Campbellsports News – August 18. **Campbellsport to host 3 Foreign Exchange Students**
20. Milwaukee Journal Sentinel – August 19. **Familiar places, faces this weekend**
21. Milwaukee Journal Sentinel – August 19. **TV Today** [American Masters]
22. Milwaukee Journal Sentinel – August 21- 27 **Weekly Highlights**
23. Milwaukee Journal Sentinel – August 21- 27 **Weekly Highlights**
24. Milwaukee Journal Sentinel – August 23. **A star on his own**
25. Milwaukee Journal Sentinel – August 23. **Of family ties and tobacco leaves**
26. Milwaukee Journal Sentinel – August 25. **TV Today** [Soundstage]
27. Milwaukee Journal Sentinel – August 28. **'Affluenza' shows our want for more stuff**
28. Milwaukee Journal Sentinel – August 28- Sep 3 **Weekly Highlights**
29. Milwaukee Journal Sentinel – August 28- Sep 3 **Weekly Highlights**
30. Milwaukee Journal Sentinel – August 28- Sep 3 **Weekly Highlights**
31. Milwaukee Journal Sentinel – August 28- Sep 3 **Weekly Highlights**
32. Milwaukee Journal Sentinel – August 29. **TV Today**[History Detectives]
33. Milwaukee Journal Sentinel – August 30. **Noddy makes way for sweet TV**
34. Milwaukee Journal Sentinel – August 30. **"No Direction Home: Bobby Dylan"**
35. Milwaukee Journal Sentinel – August 31. **TV Today**[The Johnny Cash Anthology]