

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

ADMINISTRATION PRESENT: Joseph Bauer
Ellis Bromberg
Janet Falkenberg
Rob Hartung
Darlyne Haertlein
Jan Pritzl
Mike Sargent

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, November 15, 2005, and called to order by Chairperson Sowell at 5:08 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Peter Earle, Mark Maierle

Linda Sowell arrived at 5:09 p.m.

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 – September 20, 2005 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the September 20, 2005, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, October, November & December, 2005 – Attachment 2

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for October, November & December, 2005.

Action Motion approved.

E-2 HD Video/Audio Routing Switcher – Attachment 3

Discussion Mr. Bromberg gave a brief description of this item.

Motion It was moved by Mr. Maierle, seconded by Mr. Earle to approve the purchase of an HD Video/Audio /Routing Switcher from the Roscor Corporation in the amount of \$72,147.00.

Action Motion approved.

E-3 Resolution to Office of Management and Budget Urging Full Federal Funding for Public Broadcasting in FY 2007 – Attachment 4

Discussion Mr. Bromberg explained that this resolution is looking ahead to FY2007. As emergency spending may be added to the Federal budget we are asking Congress to keep public broadcasting funding intact.

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to move the Resolution to the full Board for approval.

Discussion Ms. Sowell asked that the approved resolution be placed on the MATC website to generate further awareness of this issue. Ms. Sowell further asked that the resolution be forwarded to the Friends Board as well.

Mr. Earle questioned if the resolution could be printed in the Fine Tuning program guide that the Friends publish. Mr. Scott Rackham, President, 10/36 Friends, did not see a problem as long as it is clear what we are asking our members to do.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg reported on

- a report citing that former CPB Board Chairman Kenneth Tomlinson violated CPB's contracting rules and the Board's code of ethics in his attempts to bring political change to the organization.
- the disparity between the House and Senate bills regarding the FY 2006 federal funding for public broadcasting.
- the debate in Washington over the official turn-off of analog stations, and what amount in subsidies the government will provide to enable citizens who need them to purchase set-top converter

boxes.

- the re-launch of our own MPTV-KIDS digital channel.
- the launch in January of a new digital channel, MPTV-CREATE, a 24-hour channel of how-to and lifelong learning series.
- in Fall 2006 we anticipate adding two more 24-hour digital multicast channels: a Spanish language channel and a public affairs channel.
- MPTV will host a Community Collaboration Videoconference in our studios on November 30. This is part of an initiative called the "Partnership for a Nation of Learners, and is designed to bring together professionals from public broadcasting, libraries, and museums to explore how we can work together to address local educational needs and opportunities.
- the Mister Rogers Memorial Sweater Drive collected 6,298 sweaters.
- a "heads up" that on November 1 a group known as the Milwaukee Public Interest Media Coalition submitted a petition to deny license renewal to all the commercial TV stations in the Milwaukee market. The group is charging that all those stations failed to present adequate programming related to state and local elections during the 2004 campaign, and so renewing their licenses would not be in the public interest. Neither WMVS nor WMVT was included in this petition.

Mr. Earle asked that we have more information about public access for political candidates at a future meeting.

F-2 Friends Report – Attachment 5

Mr. Rackham reported that :

- ◆ the Andre Rieu mini-marathon pledge nights held in October raised over \$130,000 in new membership gifts with a net revenue of \$184,000 overall for this event.
- ◆ the Friends' goal is to identify potential events each year so that we can replicate this Andre Rieu successful model.
- ◆ the Pioneers of Primetime Event, held September 28, netted Corporate Sponsorship of \$20,000 and ticket sales of \$4,500
- ◆ 160 people attended the Seven Sisters Premier Event, held November 5.
- ◆ with four months of the fiscal year behind us, we are on track to reach our goals at 99.5% of budgeted gross revenue and 101.6% of NET Revenue.

G-1 Outreach Presentation

Darlyne Haertlein informed the Committee that Outreach strives to connect the best that MPTV has to offer with the viewers that can benefit most from those services. She distributed Ready to Learn information and the Committee viewed a videotape compilation of her outreach activities.

G-2 Monthly Bills – October, 2005 – Attachment 6

G-3 July/August Clippings – Attachment 7

G-4 MPTV Awards

Mr. Joe Bauer informed the Committee of two awards received by Patricia Gomez for her work on ;*Adelante!* and in the Latino community.

Duane Rodriguez has received his fourth national Emmy for his work on the 2004 Olympic Summer Games in Athens, Greece.

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 INFORMATION ITEMS

Ms. Sowell informed the Committee about Capitol Hill Days in Washington, February 13 -15, 2006, and asked that we forward information to Committee members.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: **Tuesday, January 17, 2006 at 5:00 p.m.**

ADJOURNMENT

The committee adjourned at 6:17 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist