

**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