



April 12, 2007

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 **MILWAUKEE PUBLIC TELEVISION CONFERENCE ROOM, (ROOM C442) 1036 N. 8TH STREET, MILWAUKEE, WISCONSIN, on MONDAY, April 16, 2007,** 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 – March 19, 2007 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures March, April, and May, 2007 – Attachment 2](#)

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 3](#)
3. [Preliminary Activity Plan & Budget– Attachment 4](#)
4. Telecasting / Streaming of MATC Board Meetings
5. [EBS License / WiMax Updates – Attachment 5](#)

G. Information Items

1. [Monthly Bills – March, 2006 – Attachment 6](#)
2. [January Clippings – Attachment 7](#)

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Monday, May 14, 2007 at 5:00 p.m.**
MPTV Conference Room, Room C442
Milwaukee Campus

Committee Members: Earle, Maierle, Wilson

- * 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.

Attachment PTV 1

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

ADMINISTRATION PRESENT: Joseph Bauer
Ellis Bromberg
Darnell Cole
Janice Falkenberg
Mike Sargent

GUESTS PRESENT: Rich Busalacchi
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 Monday, March 19, 2007, and called to order by Chairperson Earle at 5:08 p.m. in the Conference Room of Milwaukee Public Television at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Peter Earle, Ann Wilson (via telephone)
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 – February 19, 2007 – Attachment 1

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the February 19, 2007 committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, February, March, and April, 2007 - Attachment 2

Motion It was moved by Ms Wilson, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for February, March, and April, 2007

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Bromberg gave updates on:

- a CPB meeting that Mr. Earle, Ms Wilson and Mr. Bromberg will attend
- Adelante! Advisory Committee, to discuss the new multicast channel MPTV V-ME, is meeting March 28, 2007
- an article about High Definition TV in Current magazine by MPTV's David Felland
- 50th Anniversary celebration programs
- the controversy over the lack of Hispanics in THE WAR, the major PBS fall series

Mr. Bromberg stated that MPTV received a grant of \$3,000 from the National Center for Outreach to produce two companion programs to THE WAR focusing on the contribution of people of color in WWII and on Prisoner of War Camps that were located in Wisconsin. Dr. Cole indicated that the College would contribute \$3,000 if the station is able to produce programming about the involvement of Hispanic Wisconsinites in World War II.

F-2 Friends Report – Attachment 3

Mr. Rackham reported that:

- the March pledge drive generated \$466,099
- Kim Sosa, a new Membership Director, started with the MPTV Friends today
- MPTV Friends is partnering with the Realtors Home Show at State Fair Park
- Live simulcast of the Metropolitan Opera's BARBER OF SEVILLE at Discovery World

Mr. Earle stated that Mr. Martin Mann, President of the MPTV Friends Board, will be leaving Milwaukee because of a job transfer to Boston. He hoped that a person with his enthusiasm for a capital campaign for new facilities for MPTV would replace him.

F-3 Preliminary Budget Planning Assumptions – Attachment 4

Discussion Mr. Sargent spoke to this item. He noted that the MATC vs. MPTV amounts were switched in the attachment.

F-4 Telecasting of MATC Board Meetings

Discussion Mr. Rich Busalacchi, Interim Assistant Dean of Business and Information Technology, discussed two options; take existing audio and video from the boardroom and air it on Time Warner Higher Education Cable Consortium Channel 13; or stream the audio/video on MATC's website. The only out of

pocket expense for either option would be for personnel to switch between the camera angles in the boardroom. The streaming option has the capability to be archived. Mr. Sargent stated that the space streaming video takes up would require a dedicated server for the website. Audio **only** streaming would not require a dedicated person and also lessen the space needed for archive storage. Which option would serve the greater audience was then discussed. Mr. Earle will discuss this at the full board meeting. Mr. Busalacchi was asked to cost-out the various options and report back to the committee with his findings.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills February, 2007 - Attachment 5

G-2 December Clippings – Attachment 6

G-3 Summary of Capital Requests vs. Allocation – Attachment 7

Discussion Mr. Earle wanted a historical sense if public television's needs have been met. Mr. Joe Bauer and Mr. Mike Sargent explained a comparison of capital requests, budgeted and actual amounts for the past 10 years. What complicated this effort was the rollover of encumbered money from one year to another because projects were not finished, and the fact that these numbers also include grant money which MPTV has been very successful in obtaining. The comparison revealed that MATC has met or exceeded the requests for capital dollars during the period studied. Mr. Earle said he would follow up with Mr. Bromberg if he needed to.

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

Discussion Mr. Joe Bauer displayed a plaque from the HOUSE OF PEACE thanking MPTV for their contribution to the 2006 Holiday Gift Basket Program.

ITEM I. OLD BUSINESS/NEW BUSINESS

The next meeting is scheduled for **Monday, April 16, 2007 at 5:00 p.m.**

ADJOURNMENT

The committee adjourned at 6:08 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist

Attachment PTV 2

**EICHENBAUM & ASSOC
ADVERTISING INC**

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

**Milwaukee Public TV
Media**

ACTUAL

MARCH, 2007

ADVERTISING OBJECTIVES:

Pledge Radio
Promotion of specific programming

MEDIA EXPENDITURES

\$13,608.00

Print

Radio

Pledge	\$12,006.00
MSO	1,602.00

Outdoor / Transit

Television

ACTUAL MINORITY MEDIA SPENDING

14%

\$1,935.00

African American

WJZI-FM	\$1,485.00
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Hispanic

WDDW-FM	\$ 450.00
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**EICHENBAUM & ASSOC
ADVERTISING INC**
219 N. Milwaukee Street
Milwaukee, WI 53202
(414) 225-0011 Fax (414) 225-0022

**Milwaukee Public TV
Media**

ESTIMATE

APRIL, 2007

ADVERTISING OBJECTIVES:

\$6,000.00

MEDIA EXPENDITURES

<i>Print</i>	\$
<i>Radio</i>	\$
<i>Outdoor / Transit</i>	\$
<i>Television</i>	\$

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

MAY, 2007

Advertising Objectives:

MEDIA BUDGET

\$8,000.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)
31-Mar-07**

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-Added	Value-Added	Placed	Total Media	Placements
						Promotions	Promotions	directly through		
						H	AA	MATC		
Jul-06	\$0.00	\$0.00	\$1,302.35	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,302.35
Aug-06	\$12,929.22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,929.22
Sep-06	\$1,498.50	\$0.00	\$4,405.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,903.83
Oct-06	\$14,913.00	\$0.00	\$4,002.35	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,915.35
Nov-06	\$4,918.50	\$0.00	\$4,342.24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,260.74
Dec-06	\$13,955.40	\$0.00	\$1,429.41	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,384.81
Jan-07	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
Feb-07	\$7,002.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,002.00
Mar-07	\$13,308.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,308.00
Apr-07										
May-07										
Jun-07										
Total	\$70,024.62	\$0.00	\$15,481.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$85,506.30

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong	Hmong	Minority	Minority
			American Spending	American Spending %	Spending	Spending %	Spending Total	Spending %
Jul-06	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Aug-06	\$468.00	4%	\$2,381.00	18%	\$0.00	0%	\$2,849.00	22%
Sep-06	\$1,498.50	25%	\$0.00	0%	\$0.00	0%	\$1,498.50	25%
Oct-06	\$0.00	0%	\$2,443.50	13%	\$0.00	0%	\$2,443.50	13%
Nov-06	\$0.00	0%	\$1,125.00	12%	\$0.00	0%	\$1,125.00	12%
Dec-06	\$0.00	0%	\$2,804.80	18%	\$0.00	0%	\$2,804.80	18%
Jan-07	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Feb-07	\$1,057.50	15%	\$1,849.50	27%	\$0.00	0%	\$2,907.00	42%
Mar-07	\$450.00	3%	\$1,485.00	11%	\$0.00	0%	\$1,935.00	14%
Apr-07								
May-07								
Jun-07								
Total	\$3,474.00	4%	\$12,088.80	14%	\$0.00	0%	\$15,562.80	18%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)
31-Mar-07**

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-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$468.00	\$0.00	\$2,381.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-06	\$1,498.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-06	\$0.00	\$0.00	\$2,443.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-06	\$0.00	\$0.00	\$1,125.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-06	\$0.00	\$0.00	\$2,804.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$1,057.50	\$0.00	\$1,849.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$450.00	\$0.00	\$1,485.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07										
May-07										
Jun-07										
Total	\$3,474.00	\$0.00	\$12,088.80	\$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	WDDW-FM Hisp. Minority Owned
	Jul-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$0.00	\$0.00	\$216.00	\$2,165.00	\$0.00	\$0.00	\$0.00	\$468.00
Sep-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,498.50
Oct-06	\$0.00	\$0.00	\$0.00	\$2,443.50	\$0.00	\$0.00	\$0.00	\$0.00
Nov-06	\$0.00	\$0.00	\$0.00	\$1,125.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-06	\$0.00	\$0.00	\$0.00	\$2,804.80	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$1,849.50	\$0.00	\$0.00	\$0.00	\$1,057.50
Mar-07	\$0.00	\$0.00	\$0.00	\$1,485.00	\$0.00	\$0.00	\$0.00	\$450.00
Apr-07								
May-07								
Jun-07								
Total	\$0.00	\$0.00	\$216.00	\$11,872.80	\$0.00	\$0.00	\$0.00	\$3,474.00

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)**

Media amounts by month billed

31-Mar-07

Minority Spending by Newspaper							
Month	Spanish Journal	Spanish Times	EI Conquistador	Milwaukee Com. Jrnl. AA	Milwaukee Courier AA	Milwaukee Times AA	Hmong Comm. Jrnl.
	Minority Owned	Minority Owned	Hisp. Minority Owned	Minority Owned	Minority Owned	Minority Owned	Hm Minority Owned
Jul-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07							
May-07							
Jun-07							
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending by Television					
Month	WVTV-TV AA	Cable TV	Telemundo	One time	One time
	Minority Targeted	Hispanic Minority Targeted	Hispanic Minority Targeted	vendors Hispanic Minority Targeted	vendors AA Minority Targeted
Jul-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-06	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07					
May-07					
Jun-07					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Minority Spending - Other				
Month	Abrazo	Sales & Marketing -	Other	Other Hmong
	Minority Owned	Minority Owned	Hispanic Owned	Other Hmong Owned
	Hispanic Translation	Media Buyer	Vendors	Vendors
Jul-06	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$0.00	\$0.00	\$0.00	\$0.00
Sep-06	\$0.00	\$0.00	\$0.00	\$0.00
Oct-06	\$0.00	\$0.00	\$0.00	\$0.00
Nov-06	\$0.00	\$0.00	\$0.00	\$0.00
Dec-06	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07				
May-07				
Jun-07				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**MPTV Friends
Event Calendar
Summer 2007**

April

April 5	Full Board Meeting
April 6	Good Friday – Friends office closed
April 14	John Gurda lunch, MPTV Studio B
April 27 – May 5	Great TV Auction

May

May 23	Andre Rieu /Paula Kerger Event Bradley Pavilion, Marcus Center
May 28	Memorial Day – Office closed

June

June 2	PBS Kids Day, Milw County Zoo
June 3	UPAF Bike Ride Event
June 2 – 10	On-Air Pledge Drive (tentative)
June 28	Full Board Meeting (tentative)

July

July 4	Independence Day – Offices closed
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**MILWAUKEE AREA TECHNICAL COLLEGE
PRELIMINARY BUDGET ASSUMPTIONS**

FY 07-08

DESCRIPTION	ACTUAL FY 05-06	FORECAST FY 06-07	PRELIMINARY FY 07-08	% CHANGE
EQUALIZED VALUE	\$ 67,188,906,154	\$ 74,941,046,380	\$ 80,322,082,949	7.18%
TUITION				
COLLEGE PARALLEL IN STATE	\$ 109.10	\$ 117.90	\$ 124.70	5.77%
COLLEGE PARALLEL OUT OF STATE	\$ 312.35	\$ 326.85	\$ 353.40	8.12%
TECHNICAL IN STATE	\$ 80.50	\$ 87.00	\$ 92.05	5.80%
TECHNICAL OUT OF STATE	\$ 510.30	\$ 536.30	\$ 570.55	6.39%
AVOCATIONAL	\$ 241.50	\$ 241.50	\$ 255.00	5.59%
MATERIAL FEES				
MATERIAL FEES	\$ 4.00	\$ 4.00	\$ 4.00	0.00%
EMPLOYEE HEALTH CARE				
EMPLOYEE HEALTH CARE	\$ 20,422,954.00	\$ 20,753,202.00	\$ 22,652,995.00	9.15%
EMPLOYEE DENTAL				
EMPLOYEE DENTAL	\$ 1,059,903.00	\$ 1,141,015.00	\$ 1,220,000.00	6.92%
RETIREE HEALTH CARE				
RETIREE HEALTH CARE	\$ 3,535,667.00	\$ 4,609,829.00	\$ 5,092,610.00	10.47%
CAPITAL EQUIPMENT				
MPTV	\$ 3,300,000	\$ 3,600,000	\$ 3,992,000	10.89%
MATC	\$ 14,100,000	\$ 8,400,000	\$ 12,008,000	42.95%
TOTAL	\$ 17,400,000	\$ 12,000,000	\$ 16,000,000	33.33%
CONSTRUCTION AND RENOVATION				
CONSTRUCTION AND RENOVATION	\$ 11,000,000	\$ 9,000,000	\$ 10,000,000	11.11%
BORROWINGS				
BORROWINGS	\$ 28,400,000	\$ 21,000,000	\$ 26,000,000	23.81%
FTE				
FTE	13,044	12,786	13,309	4.09%
STATE AIDS				
STATE AIDS	\$ 26,195,999	\$ 25,147,637	\$ 24,951,000	-0.78%

**MILWAUKEE AREA TECHNICAL COLLEGE
ANALYSIS OF FTE
SUMMARY**

COURSE GROUP	Sum Of 2002	Sum Of 2003	Sum Of 2004	Sum Of 2005	Sum Of 2006	Sum Of 2007	Sum Of 2008	2002 FTE	2003 FTE	2004 FTE	2005 FTE	2006 FTE	2007 FTE	2008 FTE
MATC REPORT GATHERS														
HORTICULTURE	2,989.00	2,915.00	3,064.00	2,761.00	2,755.00	2,501.00	2,430.00	99.63	97.17	102.13	92.03	91.83	83.37	81.00
BUSINESS	58,827.55	71,111.35	68,156.70	66,176.00	63,167.40	63,155.80	61,826.00	1,960.93	2,370.40	2,271.88	2,205.87	2,105.59	2,105.20	2,060.86
GRAPHICS ARTS	9,966.40	9,666.05	8,727.25	7,441.25	7,230.90	6,775.30	6,557.00	332.21	322.20	290.91	248.04	241.03	225.85	218.56
INDUSTRIAL	27,311.95	26,134.95	25,005.90	23,687.60	22,562.00	20,453.65	21,140.00	910.39	871.15	833.55	789.58	752.05	681.80	704.67
HEALTH SERVICE	17,372.00	20,698.80	24,999.10	30,118.00	30,046.35	31,533.05	32,411.50	579.08	689.95	833.30	1,003.93	1,001.53	1,051.10	1,080.38
TECHNICAL	19,041.85	19,685.50	20,681.90	21,107.50	20,256.00	19,075.00	20,353.00	634.74	656.19	689.41	703.59	675.20	635.82	678.43
TELEVISION	751.00	787.00	973.00	997.00	915.00	961.00	950.00	25.04	26.23	32.43	33.23	30.50	32.03	31.67
LIBERAL ARTS	108,978.00	125,773.10	133,938.25	137,387.45	135,206.20	138,532.20	147,845.00	3,632.59	4,192.44	4,464.62	4,579.57	4,506.87	4,617.73	4,928.17
NON POST SECONDARY	84,266.80	71,799.70	57,852.70	56,434.50	50,386.60	48,181.55	49,859.20	2,808.88	2,393.30	1,928.43	1,881.15	1,679.57	1,606.05	1,661.98
TOTAL	329,504.55	348,571.45	343,398.80	346,110.30	332,525.45	331,168.55	343,371.70	10,983.49	11,619.03	11,446.66	11,536.99	11,084.17	11,038.95	11,445.72
ACADEMIC SUPPORT	45,675.30	45,869.10	57,670.20	55,350.30	58,794.90	52,411.50	55,897.80							
TOTAL	375,179.85	394,440.55	401,069.00	401,460.60	391,320.35	383,580.05	399,269.50							
ACTUAL change								12,506.00	13,148.00	13,369.00	13,382.00	13,044.00	12,786.00	13,308.98
									5.13%	1.68%	0.10%	-2.53%	-1.98%	4.09%
% DETAIL TO TOAL								87.83%	88.37%	85.62%	86.21%	84.98%	86.34%	86.00%
FTE														
College Parallel								2560	2804	2868	3036	3101	3085	3250
Associate Degree								6135	6476	6673	6696	6468	6240	6425
Diploma								1128	1124	1101	1076	1053	1039	1110
Adult								444	400	477	387	414	415	416
Community								9	5	3	3	3	2	2
Non Post Secondary								2230	2339	2247	2184	2005	2005	2106
Total								12506	13148	13369	13382	13044	12786	13309
non post secondary								79.39%	97.73%	116.52%	116.10%	119.38%	124.84%	126.73%
WTCS REPORT GATHERS														
HORTICULTURE	2,989.00	2,915.00	3,064.00	2,761.00	2,755.00	2,501.00	2,430.00	99.63	97.17	102.13	92.03	91.83	83.37	81.00
BUSINESS	58,019.80	57,560.15	53,432.25	51,922.60	49,811.80	49,521.75	48,219.00	1,933.99	1,918.67	1,781.08	1,730.75	1,660.39	1,650.73	1,607.30
GRAPHICS ARTS	10,032.40	9,764.05	8,811.25	7,565.25	7,322.90	6,841.30	6,607.00	334.41	325.47	293.71	252.18	244.10	228.04	220.23
HOME ECONOMICS	216.90	12,359.55	13,480.65	13,399.40	14,066.25	13,671.80	14,167.00	7.23	411.99	449.36	446.65	468.88	455.73	472.23
INDUSTRIAL	25,852.30	25,082.60	24,063.25	22,501.65	21,428.90	19,278.95	20,297.00	861.74	836.09	802.11	750.06	714.30	642.63	676.57
HEALTH SERVICE	31,531.15	39,563.25	45,671.25	51,364.60	50,516.40	51,442.40	53,494.50	1,051.04	1,318.78	1,522.38	1,712.15	1,683.88	1,714.75	1,783.15
TECHNICAL	7,847.05	7,496.15	7,971.60	7,669.95	6,906.00	6,662.15	7,065.00	261.57	249.87	265.72	255.67	230.20	222.07	235.50
TELEVISION	751.00	787.00	973.00	997.00	915.00	961.00	950.00	25.03	26.23	32.43	33.23	30.50	32.03	31.67
GENERAL EDUCATION	237,940.25	238,912.80	243,601.75	243,279.15	237,598.10	232,699.70	246,040.00	7,931.34	7,963.76	8,120.06	8,109.31	7,919.94	7,756.66	8,201.33
TOTAL	375,179.85	394,440.55	401,069.00	401,460.60	391,320.35	383,580.05	399,269.50	12,505.98	13,148.03	13,368.98	13,382.03	13,044.02	12,786.01	13,308.98

Attachment PTV 5

EBS License / WiMax Updates

WiMax Pilot Project Update

On Thursday, March 15, 2007, representatives from Midwest Fiber met with members of the MATC Forward Technology Committee to review the proposed plan for deploying a WiMax test area between Milwaukee and South Campuses. The Committee reached consensus to move forward with the plan and budget, with a few minor changes. The revised plan and budget was submitted to the CFO and Legal Counsel for final review and approval. Work on the project will begin as soon as final approval is received.

EBS Licensed Spectrum Update

Monday, March 26, 2007 was the deadline for vendors to submit proposals/bids in response to the RFP released by MATC to identify vendors who desired to lease the 12 channels of EBS licensed spectrum owned by M.A.I.N. (MATC, UWM, and MPS). Two very competitive proposals/bids were received. On Friday, April 13, 2007 the M.A.I.N. group will meet to review the criteria and process they will use to evaluate the proposals.

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
03/31/07

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
03/01/07	0656550	American Public Tele	5667 Program Acquisition	-234.00
			5675 Traffic	231.09
			5840 Equipment	35,307.00
03/01/07	0656552	Cingular Wireless	5454 Telephone	41.66
03/01/07	0656563	Ellis R. Bromberg	5211 Seminars & Workshops	300.00
			5201 Travel Expenses	1,656.03
03/01/07	0656574	Conceptz Communicati	5668 Program Production	2,000.00
03/01/07	0656583	FedEx	5675 Traffic	101.87
03/01/07	0656595	Darlyne C. Haertlein	5273 Publicity	29.43
03/01/07	0656607	J A Sexauer	5674 Technical Operations	76.69
03/01/07	0656609	Ryan Khang	5357 Professional & Consu	470.00
03/05/07	0656689	Rachelle D. Cehanovi	5668 Program Production	240.00
03/05/07	0656692	Chef's Palette	5672 Special Projects	497.00
03/05/07	0656695	Faith Colas	5668 Program Production	2,400.00
03/05/07	0656697	Corinth Films Inc	5840 Equipment	10,500.00
03/05/07	0656698	Corporate Express In	5241 Office Supplies	443.28
03/05/07	0656714	Executive Program Se	5840 Equipment	12,604.00
03/05/07	0656718	FedEx	5675 Traffic	146.30
03/05/07	0656720	Gene Ferrara Communi	5668 Program Production	900.00
03/05/07	0656731	Hein Electric Supply	5674 Technical Operations	139.35
03/05/07	0656756	Melinda Myers LLC	5668 Program Production	3,000.00
03/05/07	0656760	National Supply & Ha	5674 Technical Operations	89.24
03/05/07	0656799	United Parcel Servic	5675 Traffic	206.49
03/05/07	0656807	Lisa Lutowski	5357 Professional & Consu	2,500.00
03/08/07	0656826	AT&T	5454 Telephone	18.85
03/08/07	0656827	AT&T	5454 Telephone	1,263.28
03/08/07	0656855	Executive Program Se	5840 Equipment	27,092.00
03/08/07	0656862	Patricia Gomez	5201 Travel Expenses	89.00
03/08/07	0656863	Patricia Gomez	5201 Travel Expenses	45.00
03/08/07	0656869	Darlyne C. Haertlein	5273 Publicity	7.99
03/08/07	0656889	Jose A. Lozano	5201 Travel Expenses	10.00
03/08/07	0656898	Multimedia Graphic	5668 Program Production	364.65
03/08/07	0656912	Duane J. Rodriguez	5201 Travel Expenses	3.00
03/08/07	0656936	William D. Werner	5668 Program Production	120.00
03/12/07	0656959	B&H Photo Video Pro	5840 Equipment	4,362.45
03/12/07	0656964	Tyler M. Brown	5668 Program Production	1,350.00
03/12/07	0656972	CDI Transport Servic	5675 Traffic	9.45
03/12/07	0656974	Corporate Express In	5241 Office Supplies	149.42
03/12/07	0656982	Eichenbaum & Associa	5270 Advertising	11,505.12
03/12/07	0656985	FedEx	5675 Traffic	83.02
03/12/07	0656990	Darlyne C. Haertlein	5201 Travel Expenses	48.76
03/12/07	0656994	Glenda J. Hines	5357 Professional & Consu	700.00
03/12/07	0657012	Lewis Kennedy Associ	5357 Professional & Consu	10,000.00
03/12/07	0657015	John McLean Media	5840 Equipment	17,750.00
03/12/07	0657031	Susan G. Rascon	5668 Program Production	3,360.00
03/12/07	0657045	Sleeping Cat Music I	5667 Program Acquisition	1,195.53
03/12/07	0657053	United Parcel Servic	5675 Traffic	38.26
03/15/07	0657081	AT&T	5454 Telephone	476.00
03/15/07	0657094	Thomas S. Bruce	5201 Travel Expenses	9.00
03/15/07	0657106	Dan Small Outdoors L	5668 Program Production	1,808.00
03/15/07	0657114	ExxonMobil	5676 Vehicle Supplies	207.95
03/15/07	0657120	David C. Felland	5201 Travel Expenses	297.00
03/15/07	0657123	Michael J. Garvin	5668 Program Production	60.00
03/15/07	0657134	Heartland Video Syst	5840 Equipment	66,985.94

Attachment PTV 6

BOARD BILL LIST
TV Fund by Check No
03/31/07

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Check Date	Check No	Vendor Name	Object Description	Object Amount
03/15/07	0657135	Industrial Electroni	5674 Technical Operations	67.48
03/15/07	0657145	Frank Hamill	5357 Professional & Consu	300.00
03/15/07	0657147	Linde Gas LLC	5674 Technical Operations	3.92
03/15/07	0657163	Milwaukee Water Work	5455 Water	1,054.38
03/15/07	0657181	Gerard Randall	5668 Program Production	100.00
03/15/07	0657184	Scott P. Rivera	5668 Program Production	1,350.00
03/15/07	0657196	Sprint	5454 Telephone	13.41
03/19/07	0657230	AT&T	5454 Telephone	31.59
03/19/07	0657232	B&H Photo Video Pro	5840 Equipment	688.35
03/19/07	0657245	Cecile Cheng	5357 Professional & Consu	392.00
03/19/07	0657265	FedEx	5675 Traffic	89.18
03/19/07	0657279	Rick Horowitz	5201 Travel Expenses	83.39
03/19/07	0657292	Everett Marshburn	5201 Travel Expenses	85.66
03/19/07	0657300	Myers Information Sy	5674 Technical Operations	200.00
03/19/07	0657304	Public Broadcasting	5840 Equipment	91,302.00
			5667 Program Acquisition	40,000.00
03/19/07	0657335	United Parcel Servic	5675 Traffic	114.47
03/19/07	0657344	Karen A. Wierschem	5201 Travel Expenses	15.89
03/22/07	0657374	Faith Colas	5668 Program Production	1,600.00
03/22/07	0657375	Conceptz Communicati	5668 Program Production	1,000.00
03/22/07	0657383	Eichenbaum & Associa	5270 Advertising	8,124.00
03/22/07	0657388	First Book	5273 Publicity	380.97
03/22/07	0657389	Vicki L. Fischer	5357 Professional & Consu	1,300.00
03/22/07	0657402	Integrays Energy Serv	5452 Light & Power	19,189.87
03/22/07	0657407	Magpie Media Inc	5668 Program Production	1,200.00
03/22/07	0657435	Elaine M. Schmidt	5668 Program Production	2,100.00
03/22/07	0657449	Wisconsin Newspaper	5273 Publicity	57.35
03/22/07	0657450	Debra A. Wisniewski	5668 Program Production	1,770.00
03/26/07	0657495	Dan Small Outdoors L	5357 Professional & Consu	4,925.85
03/26/07	0657526	Nielsen Media Resear	5661 Audience Research	3,976.95
03/26/07	0657535	Susan G. Rascon	5357 Professional & Consu	100.00
03/26/07	0657569	Southeastern Wiscons	5201 Travel Expenses	80.00
03/29/07	0657586	Cingular Wireless	5454 Telephone	43.10
03/29/07	0657592	AT&T	5454 Telephone	1,190.20
03/29/07	0657614	FedEx	5675 Traffic	322.32
03/29/07	0657616	Gene Ferrara Communi	5668 Program Production	900.00
03/29/07	0657618	GPN LLC	5273 Publicity	264.00
03/29/07	0657629	J A Sexauer	5674 Technical Operations	207.36
03/29/07	0657639	Mared Mechanical	5678 Wmvs Transmitter Rep	1,371.80
03/29/07	0657641	Magpie Media Inc	5668 Program Production	300.00
03/29/07	0657642	Everett Marshburn	5668 Program Production	25.34
03/29/07	0657662	Gerard Randall	5668 Program Production	200.00
03/29/07	0657672	Margo W. Simmons	5668 Program Production	450.00
03/29/07	0657675	Stoiber Electric	5668 Program Production	622.30
03/29/07	0657678	System Parking Inc	5668 Program Production	130.00
03/29/07	0657685	United Parcel Servic	5675 Traffic	50.89

				410,829.12

Attachment PTV 6

BOARD BILL LIST
Over \$2500 Channel 10/36
03/31/07

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
			5840 Equipment	35,307.00
03/05/07	0656697	Corinth Films Inc	5840 Equipment	10,500.00
03/05/07	0656714	Executive Program Se	5840 Equipment	12,604.00
03/05/07	0656756	Melinda Myers LLC	5668 Program Production	3,000.00
03/08/07	0656855	Executive Program Se	5840 Equipment	27,092.00
03/12/07	0656959	B&H Photo Video Pro	5840 Equipment	4,362.45
03/12/07	0656982	Eichenbaum & Associa	5270 Advertising	11,505.12
03/12/07	0657012	Lewis Kennedy Associ	5357 Professional & Consu	10,000.00
03/12/07	0657015	John McLean Media	5840 Equipment	17,750.00
03/12/07	0657031	Susan G. Rascon	5668 Program Production	3,360.00
03/15/07	0657134	Heartland Video Syst	5840 Equipment	66,985.94
03/19/07	0657304	Public Broadcasting	5840 Equipment	91,302.00
			5667 Program Acquisition	40,000.00
03/22/07	0657383	Eichenbaum & Associa	5270 Advertising	8,124.00
03/22/07	0657402	Integrays Energy Serv	5452 Light & Power	19,189.87
03/26/07	0657495	Dan Small Outdoors L	5357 Professional & Consu	4,925.85
03/26/07	0657526	Nielsen Media Resear	5661 Audience Research	3,976.95

				369,985.18

Attachment PTV 7

January 2007

1. "M" Magazine January 2006 **The Making of...Documentary filmmaker talks shop**
2. Shepherd Express – December 29- January 4. **Media Musings: The Good & The Bad**
3. Milwaukee Journal Sentinel – December 31- Jan 6 **Weekly Highlights**
4. Milwaukee Journal Sentinel – January 1. **Fictional cases blunt impact of 'In Justice.'**
5. The Journal Times – Racine – January 1. **That ramshackle, old Bradley Center**
6. Milwaukee Journal Sentinel – January 1-7 **Weekly Highlights**
7. Milwaukee Journal Sentinel – January 3. **Channel Surfing: A New / Old Governor**
8. Milwaukee Journal Sentinel – January 7. **History in the making- his own!**
9. Milwaukee Journal Sentinel – January 7. **China From the Inside**
10. Milwaukee Journal Sentinel – January 12. **TV Today** [Antique Roadshow]
11. Milwaukee Journal Sentinel – January 14. **Burns gets PBS contract**
12. Milwaukee Journal Sentinel – January 15. **All roads lead to the blues**
13. Milwaukee Journal Sentinel – January 15. **Mark King's day the right way**
14. Milwaukee Journal Sentinel – January 16. **Prisoners put jail life on film**
15. Milwaukee Journal Sentinel – January 16. **Bolz competition to air statewide**
16. Horicon Reporter – January 18. **The Making of Milwaukee**
17. Milwaukee Journal Sentinel – January 18. **TV Today** [Soundstage: Peter Frampton]
18. Milwaukee Journal Sentinel – January 19. **TV Today** [Catherine the Great]
19. Milwaukee Journal Sentinel – January 19. **Sesame Street's McGrath to join in Kinderkonzert**
20. Milwaukee Journal Sentinel – January 19. **A Living History**
21. Milwaukee Journal Sentinel – January 21- 27. **Weekly Highlights**
22. Milwaukee Journal Sentinel – January 23. **Oprah's Roots**
23. Milwaukee Journal Sentinel – January 29. **Susan K. Wehrley**
24. Milwaukee Journal Sentinel – January 30. **Film has day (and more) in court**