

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

<b>ADMINISTRATION</b>	Joseph Bauer	Janice Falkenberg
<b>PRESENT:</b>	Ellis Bromberg	Mike Sargent Mike Walsh
<b>GUESTS</b>	Scott Rackham	Frank Cumberbatch
<b>PRESENT:</b>	Larry Domine	

**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, April 16, 2007, and called to order by Chairperson Earle at 5:03 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

**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 – March 19, 2007 – Attachment 1**

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

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion passed.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg reported that:

- MPTV On Demand is airing on Time Warner's digital tier as part of Wisconsin on Demand – Channel 1111
- MPTV V-me, the new Spanish language multicast channel, will launch May 5<sup>th</sup>. A short video clip was shown.
- PBS is creating additional content focusing on Latinos in Ken Burns series The War
- MPTV will tape the Milwaukee Ballet's Romeo & Juliet and Kennan Forum from the Pabst Theatre in the next few weeks
- MATC Portfolio Night, May 3<sup>rd</sup> at Discovery World, will include screenings of MPTV student produced programs
- two brochures highlighting MPTV programming geared toward the Latino population will be mailed next week

Mr. Earle asked that the clip of V-me be shown at the full Board meeting.

**F-2 Friends Report – Attachment 3**

Mr. Scott Rackham, President, MPTV Friends, reported that:

- the luncheon in the MPTV studio hosted by John Gurda this past Saturday was a success
- the Great TV Auction begins April 27<sup>th</sup>
- PBS President, Paula Kerger is coming to Milwaukee May 23<sup>rd</sup>
- Kids day at the Zoo is June 2<sup>nd</sup>

Mr. Rackham stated that as of March, the Friends are ahead of budget in revenue and behind in expenses.

**F-3 Preliminary Budget Planning Assumptions – Attachment 4**

Mr. Mike Sargent, Vice President of Finance, gave an overview of this item.

**F-4 Telecasting / Streaming of MATC Board Meetings**

Discussion Mr. Sargent distributed an attachment showing the costs of video streaming of board meetings. Mr. Earle asked about the cost of audio only streaming. Mr. Sargent responded that it would be negligible. Ms. Wilson questioned whether audio only streaming would satisfy those wanting this service. The Committee will seek input from the Board on this item.

**F-5 EBS License / WiMax Updates – Attachment 5**

Discussion Mr. Mike Walsh, associate vice president of information technology, distributed an illustration of the WiMax/WiFi pilot project. Mr. Larry Domine, MATC instructor and member of the Forward Technology Committee, and Mr. Frank Cumberbatch, representing Midwest Fiber, joined Mr. Walsh in this discussion. Mr. Walsh explained the difference between WiMax and WiFi. MATC is conducting a WiMax test pilot between the downtown campus and south campus. This test will also incorporate several WiFi testing sites within this area. Mr. Earle questioned the need to have two outreach sites within one block of each other. Further discussion focused on: the two separate contracts, each for \$46,000 with Midwest Fiber and its sister corporation; the necessity and justification for the project in light of the joint RFP with UWM and MPS for leasing the spectra; the usefulness of using WiMax to provide WiFi services to limited sites; the extent to which the project would advance academic and training needs; connectivity needs in the future; and criteria for selection of community-based organization sites. Ms. Wilson asked for a learning session to help understand the WiMax/WiFi issue.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills March, 2007 - Attachment 6**

**G-2 January Clippings – Attachment 7**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

**ITEM I. OLD BUSINESS/NEW BUSINESS**

**ADJOURNMENT**

The committee adjourned at 6:28 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Special