

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

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

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, August 15, 2006, and called to order by Chairperson Earle at 5:07 p.m. in the TV Conference Room at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Mark Maierle, Ann Wilson, Peter Earle (Via Telephone)

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 20, 2006 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the June 20, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, June, July, August and September, 2006 - Attachment 2

Motion It was moved by Mr. Maierle, seconded by Ms. Wilson, to approve the monthly advertising fund expenditures for June, July, August and September, 2006.

Action Motion approved.

E-2 Tentative Meeting Schedule – Attachment 3

Mr. Maierle suggested having meetings periodically as the agenda warrants. Mr. Earle would like the Committee to be more engaged in these meetings and therefore would like to see monthly meetings reinstated. Mr. Earle moved to amend this item to adopt a schedule through the month of December and then reevaluate.

Motion It was moved by Ms. Wilson seconded by Mr. Maierle, to recommend approval of the tentative meeting dates, as amended, through the month of December at which time it would be reevaluated.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg first took the opportunity to welcome Ms. Wilson to the committee. He continued, reporting on:

- Federal funding
- The Antiques Roadshow taping in Milwaukee
- The appearance of Lidia Bastianich, host of LIDIA's FAMILY TABLE, in the studio for our membership drive and at Discovery World for an fundraising and book signing event
- MPTV is producing several components of this year's Faculty Coordination Day
- MPTV is working on a monthly show with Dr. Cole
- Locally produced prime-time debate with the candidates for District Attorney Tuesday, September 5, 2006 at 9:00 p.m. on channel 36
- Discovery World's grand opening will be televised on September 8th at 8:30 p.m. on channel 10
- On October 6th MPTV will host a live Gubernatorial debate between Governor Doyle and Mark Green

- MPTV's THE MAKING OF MILWAUKEE premieres October 9, 10 and 11th and the Journal Sentinel has offered us an unprecedented \$25,000 in free promotion
- Several new hires including Glenn Riley, who has been with the station as part time instructor and studio supervisor, will become a full-time instructor in the TV and Video Production program
- January 2007 will see the launch of VE ME, an all Spanish language channel and WORLD which will air PBS documentaries and public affairs series on two of MPTV's multicast channels

F-2 Friends Report – Attachment 4

Mr. Rackham reported on:

- An Antiques Roadshow reception that was sponsored by the MPTV Friends and held on the night before the taping
- The August Pledge Drive which was the seconded highest August drive ever at \$253,000
- The Friends' premier event for THE MAKING OF MILWAUKEE on September 30, 2006

Mr. Earle asked about a report referenced at the June PTV meeting regarding an historical overview of June Pledge. Mr. Rackham apologized. He has the report and will send it to the committee members.

F-3 RFP for Consulting Services – Attachment 5

Mr. Bromberg gave an overview of this item. The RFP was sent out and closes tomorrow August 16, 2006. The origination of this item was with the Friends' Board. Mr. Rackham believes there are opportunities to greatly increase the fundraising capability of the Friends, however to do so would require more collaboration with the station and the college. He feels a consultant would best determine how this can be achieved. Mr. Earle was concerned that the PTV Committee was bypassed in this process. Mr. Earle is concerned that after reading the RFP, it seems this consultant would be far more involved in the stations' activities than just fundraising. There was a question about how much this would cost? That is not known at this time. Mr. Earle stated that this is one of the reasons he would have liked this issue to come before this committee. Ms. Falkenberg stated that if the cost of this item reaches the level designated for Board approved procurements, it would come before the PTV Committee for approval. Mr. Earle would like this item on the September agenda.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills June and July, 2006 - Attachment 6

G-2 Monthly Clippings – Attachment 7

G-3 MPTV Awards

Mr. Bauer stated the program Outdoor Wisconsin has received an award from the Outdoor Writers Association of America for a segment on the “National Archery in the Schools Program.”

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

The next meeting will be held on Monday, September 18, 2006 at 5:00 p.m. in the Board Room. Mr. Earle suggested that the meetings be held in the TV Conference room as it was in the past. Administration will check on the feasibility of this and report back.

ADJOURNMENT

The committee adjourned at 5:55 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist