



December 7, 2006

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, December 11, 2006,** 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 – November 13, 2006 – Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Monthly Advertising Fund Expenditures November, December, 2006 and January, 2007 – Attachment 2](#)

F. Discussion Items

1. [General Manager's Report – Attachment F-1](#)
2. [Friends Report – Attachment 3](#)
3. Committee Meetings January - June, 2007
4. State Funding for PTV

G. Information Items

1. [Monthly Bills – November, 2006 – Attachment 4](#)
2. [September Clippings – Attachment 5](#)
3. MPTV Awards

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **TO BE DETERMINED**
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 Joseph Bauer Rob Hartung
PRESENT: Ellis Bromberg Mike Sargent
Dr. Darnell Cole Mike Walsh
Janice Falkenberg

GUESTS Scott Rackham
PRESENT:

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, November 13, 2006, and called to order by Chairperson Earle at 5:02 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 of November 13, 2006, was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C. APPROVAL OF MINUTES – October 16, 2006 – Attachment 1

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the October 16, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, October, November, and December, 2006 - Attachment 2

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for October, November, and December 2006.

Action Motion approved.

E-2 Digital Video/Audio Content Storage System – Attachment 3

Discussion Mr. Bromberg explained that this item is fully covered by a Federal grant that MPTV received.

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to recommend that the FPO Committee and the Board approve the purchase of a Digital Video/Audio Storage System from Heartland Video for the amount of \$267,943.76.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Bromberg reported that:

- Representative Sue Jeskewitz took a tour of MPTV and talked with students and instructors.
- MPTV has produced several programs at Discovery World. The first major co-production will be a science series for middle school students entitled THE SECRET LABS.
- the TV and Video Advisory Committee met November 9, 2006, and approved a FY08 capital budget that will be presented to the college.
- MPTV had a booth at the MATC Open House event.
- he was part of a regional PBS/CPB meeting of general managers. Topics discussed included: the current FCC date of February 2009 for the end of our analog channels and how it will affect memberships; PBS putting 7 of its series on iTunes for video download-to-own. MPTV plans to research this on a local level.
- with a grant from PBS' National Center for Outreach, MPTV hosted a Community Leadership Summit dealing with the health and well-being of Milwaukee's youngest and most vulnerable Latino population.
- plans are beginning for MPTV's 50th Anniversary Celebration which occurs next October.

F-2 Friends Report – Attachment 4

Mr. Rackham reported that:

- the MPTV Friends annual meeting and retreat was held at Discovery World.
- a Holiday Auction will air during the evenings of November 18 & 19, 2006.
- the December pledge drive begins November 25 and ends December 10, 2006.
- the MPTV Friends have begun a new club orientated membership.

F-3 EBS Licensee (WiMax) Projected Timeline

As there is not an attachment Mr. Earle asked that this section of the minutes be more detailed.

Mr. Walsh stated a tentative timeline has been reached and both UWM and MPS have agreed to be a part of an RFP that will solicit potential carriers. A target date of December 2006 has been set to define the contents of the RFP. Each of the three entities must be accountable to their respective boards. There might come a time where MATC's interests do not match the other two. Ms. Falkenberg stated that the college is considering issuing an RFP requesting bids based on several scenarios – as a group of three, and MATC alone if need be. Timing is crucial as the value of the spectrum is the highest right now. The approximate net present value of MATC's spectrum has been estimated to be between 5 and 8 million dollars depending upon how much of the spectrum is leased based on a 15-year lease. Mr. Earle asked for this information to be distributed to the PTV Committee.

Mr. Earle stated it is imperative that the Board and ESIR Committee address the issues of how much spectrum would be available for lease. Mr. Earle asked Mr. Walsh to give this same presentation at the full Board meeting.

F-4 FY2004-2007 Strategic Plan – Attachment 5

Mr. Earle asked that this item be placed on the agenda. He referred to item 6.1F that states, in part, that a target for PTV is to reduce its reliance on the college's operational property tax levy. Mr. Earle was concerned that this goes against previous commitments by the Board. Mr. Earle said he is fearful that newer board members do not have the benefit of the history. Ms. Wilson suggested that because of the lack of historical knowledge, this discussion should be put on the Board Retreat agenda.

F-5 Major Giving Initiative Update

Mr. Bromberg gave an update of the dinner meeting with Marla Bobowick, CPB.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills October, 2006 - Attachment 6

G-2 August Clippings – Attachment 7

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ADJOURNMENT

The committee adjourned at 6:18 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

NOVEMBER, 2006

ADVERTISING OBJECTIVES:

Program Specific Promotions

MEDIA EXPENDITURES

\$ 9,260.74

Print

Outdoor Wisconsin	\$1,350.00	\$ 4,342.24
Native American Cooking	\$1,429.41	
The Spiritual Patient	\$1,562.83	

Radio

Holiday Auction	\$ 4,918.50
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Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$ 1,125.00

12%

African American:

WJZI	\$1,125.00
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Hispanic:

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

**Milwaukee Public TV
Media**

ESTIMATE

DECEMBER, 2006

ADVERTISING OBJECTIVES:

Program specific promotions
Pledge

MEDIA EXPENDITURES

\$ 15,000.00

Print

\$

Radio

\$

Outdoor / Transit

\$

Television

\$

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

JANUARY, 2007

Advertising Objectives:
Program Specific Promotion

MEDIA BUDGET

\$ 12,000.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)
as of November 30, 2006

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Placed	Total Media	Placements
						Promotions	Promotions	directly		
						H	AA	through		
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										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$34,259.22	\$0.00	\$14,052.27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$48,311.49

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic	Hispanic	African	African	Hmong	Hmong	Minority	Minority
	Spending	Spending %	Spending	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	
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$1,966.50	4%	\$5,949.50	12%	\$0.00	0%	\$7,916.00	16%

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)
as of November 30, 2006

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										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$1,966.50	\$0.00	\$5,949.50	\$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								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$0.00	\$0.00	\$216.00	\$5,733.50	\$0.00	\$0.00	\$0.00	\$1,966.50

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

Media amounts by month billed

as of November 30, 2006

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	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							
Jan-07							
Feb-07							
Mar-07							
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	Minority Targeted	Minority Targeted	vendors	vendors
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					
Jan-07					
Feb-07					
Mar-07					
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
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				
Jan-07				
Feb-07				
Mar-07				
Apr-07				
May-07				
Jun-07				
Total	\$0.00	\$0.00	\$0.00	\$0.00

To: PTV Committee
From: Ellis Bromberg, MPTV General Manager
Date: December 7, 2006
Re: 2006 MPTV Highlights

For my end-of-year mptv.org online column, "Thinking Inside the Box," I wrote a piece marking key highlights of the year for Milwaukee Public Television. I thought you might enjoy seeing it.

RECAPPING A VERY GOOD YEAR
by Ellis Bromberg
MPTV General Manager

To paraphrase the song written by Ervin Drake and popularized by Frank Sinatra: "When we were 49, it was a very good year!"

This past October, Milwaukee Public Television turned 49 years old. We are already planning for next year's big birthday, but we've got a lot to celebrate as we look back on the highlights of 2006.

A visit from ANTIQUES ROADSHOW, the most popular weekly program on PBS, and the resounding success of the most ambitious documentary project in our history, THE MAKING OF MILWAUKEE, made the year a truly memorable one for the community, our viewers, and our staff.

THE MAKING OF MILWAUKEE, the five-hour saga which traces the community's history from the time of Indian settlements to the present day, premiered in October. For its first broadcast, the series attracted the highest ratings among all primetime programs aired on all public television stations in the nation!

Fans of MPTV filled The Streets of Old Milwaukee exhibit and saw excerpts of the series at a preview event at the Milwaukee Public Museum in September. It was impressive to see a full auditorium give our staff a standing ovation after the clips were shown (it's not too often that TV producers experience a standing ovation!). THE MAKING OF MILWAUKEE was our most successful fundraising program during our December on-air membership drive. And the DVD of it has been made available free to teachers for classroom use thanks to a grant from the Faye McBeath Foundation. Sixteen other local foundations and companies provided funding for the production, and we are grateful for all their support!

The ANTIQUES ROADSHOW visit, in July at Milwaukee's Midwest Airlines Center, was a lot of fun for everyone. More than 5,000 area residents brought items to the event for appraisals. The quality of the items and the interesting stories their owners told about them were so impressive that PBS has decided to use the three programs recorded here as

the premiere episodes for next fall's season — so look for them in October 2007 on MPTV and on PBS stations nationwide!

Other annual highlights included the launching of a partnership with Discovery World, the new facility on Milwaukee's lakefront devoted to innovation, science, and entrepreneurship. MPTV covered its Grand Opening with a primetime special in September, and we have produced three other programs from Discovery World since then, including the 2006 Wisconsin Broadcasters Association Gubernatorial Debate, which was carried statewide as well as nationwide on C-SPAN. In 2007, we plan to begin taping our first co-produced series with Discovery World, a fun and interactive science program for middle school age students.

In January, viewers who have digital TV sets or Time Warner Cable's digital tier were introduced to our newest multicast channel, MPTV CREATE, an innovative noncommercial 24-hour channel featuring the best "how-to-do-it" and lifestyle programs.

Then in February, we ventured into new territory with our first MILWAUKEE SYMPHONY ORCHESTRA program that was broadcast both live and in High Definition Television – a superb all-Tchaikovsky concert featuring guest pianist Vladimir Feltsman.

It has been a very good year, too, for THE GREAT MPTV AUCTION, a southeastern Wisconsin tradition. Now in its 38th year, the AUCTION set a new record of \$1,209,053 raised on-air during its nine-day run in April and May, and then was recognized as the best public television auction in the country at the PBS Development Conference in October!

Along with the auction award, the station garnered a number of other honors. Outreach Coordinator Darlyne Haertlein earned the 2006 Women Putting Their Stamp on Metro Milwaukee Award from the United States Postal Service. Milwaukee Magazine recognized MPTV Producer Bill Werner as the area's Best TV Producer in their Best of 2006 edition. Three MPTV specials, SPANISH SPOKEN HERE, KEEPING JAZZ ALIVE, and the humorous TWO MEN IN FISH HATS, were honored with awards for excellence, as were two of our weekly local series, OUTDOOR WISCONSIN and GREAT LAKES GARDENER.

This year, for the first time, MPTV offered all of its local series and specials in HDTV and with closed captions for the hearing-impaired.

We said goodbye to several longtime staff members, including BLACK NOUVEAU host Sharon Patterson, TRACKS AHEAD producer Dave Baule, and engineers Jan Pritzl, Gary Sharbuno, and Rex Nielson. But we welcomed to the air BLACK NOUVEAU's new co-host Faithe Colas and producer Everett Marshburn, and the new host of COOKING SIMPLY FOR THE SOUL, Tyler Brown.

We've got at least one last local treat for you to enjoy as the year draws to a close: be watching for the WISCONSIN LUTHERAN COLLEGE HOLIDAY CONCERT 2006, premiering December 20 at 8 p.m. on MPTV-10. Taped earlier this month at the college's Schwan Concert Hall, it features a wonderful selection of Christmas hymns and carols from around the world. My wife and I were there for the performance, and I know you'll be impressed with the talent on the stage. It'll be repeated on Christmas Eve, at 3 p.m. on MPTV-36 and 8 p.m. on MPTV-10.

Then it's on to 2007 for MPTV's 50th, and what we expect will be another great year of service to the viewers of southeastern Wisconsin and northern Illinois. We've got plans for a number of special programs and events we trust you'll enjoy!

On behalf of the entire MPTV staff, our members, and the Bromberg family, all the best for a happy holiday season and a healthy New Year!

Attachment PTV 3

**MPTV Friends
Event Calendar
Winter 2007**

January

January 15	Martin Luther King Day Friends offices closed
January 23	Friends Exec Committee 8 AM – Friends' offices
January 25	Full Board Meeting 4 PM – Station conference room

February

February 3	Auction Volunteer Open House Townsend
February 8-10	Nari Home Improvement Show Wisconsin Expo Bldg State Fair Park
February 15-18	Milwaukee RV & Camper Show Wisconsin Expo Bldg State Fair Park
February 13	Friends' Staff Lunch
February 28	Outdoor Wisconsin Banquet Country Springs Hotel

March

March 3-18	On-Air Membership Drive
March 9-18	Milw Journal Sentinel Sports Show Wisconsin Expo Bldg State Fair Park
March 23 – April 1	Milw Realtor Home & Garden Show Art Fair, Antique Expo and Auction Art Display Wisconsin Expo Bldg State Fair Park
March 22 (tentative)	Art Auction Preview Wisconsin Expo Bldg State Fair Park
March 30 (tentative)	Full Board Meeting

BOARD BILL LIST
TV Fund by Check No
11/30/06

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
11/02/06	0652684	Cingular Wireless	5454	Telephone	41.53
11/02/06	0652685	APTS	5660	Affiliation/Mbps	8,550.00
11/02/06	0652700	CDW Government Inc	5674	Technical Operations	1,406.46
11/02/06	0652706	Faith Colas	5668	Program Production	3,200.00
11/02/06	0652730	Glenda J. Hines	5357	Professional & Consu	700.00
11/02/06	0652736	Lisa Lutomski	5357	Professional & Consu	2,500.00
11/02/06	0652747	Milwaukee Trophy	5243	Other Supplies	290.60
11/02/06	0652753	National Supply & Ha	5674	Technical Operations	200.14
11/02/06	0652776	Smoking Monkey	5668	Program Production	16,500.00
11/02/06	0652786	United Parcel Servic	5675	Traffic	24.73
11/02/06	0652795	Wisconsin Newspaper	5273	Publicity	62.52
11/06/06	0652812	AT&T	5454	Telephone	1,226.33
11/06/06	0652813	Audio Video Distribu	5677	Videotape	3,482.20
11/06/06	0652822	Thomas S. Bruce	5201	Travel Expenses	10.00
11/06/06	0652823	C & H Distributors L	5672	Special Projects	291.32
11/06/06	0652827	Rachelle D. Cehanovi	5668	Program Production	320.00
11/06/06	0652840	Dan Small Outdoors L	5668	Program Production	3,616.00
11/06/06	0652844	FedEx	5675	Traffic	111.20
11/06/06	0652871	Jose A. Lozano	5201	Travel Expenses	10.00
11/06/06	0652886	Metroparent Magazine	5273	Publicity	695.00
11/06/06	0652896	Multimedia Graphic	5668	Program Production	364.65
11/06/06	0652911	Gerard Randall	5668	Program Production	200.00
11/06/06	0652914	Joseph M. Sankey	5668	Program Production	149.30
11/06/06	0652932	United Parcel Servic	5675	Traffic	67.46
11/06/06	0652945	Arthur G. Welter	5201	Travel Expenses	10.00
11/06/06	0652946	Debra A. Wisniewski	5668	Program Production	2,180.00
11/09/06	0652994	Gene Ferrara Communi	5668	Program Production	900.00
11/09/06	0653006	J A Sexauer	5674	Technical Operations	264.72
11/09/06	0653025	Milwaukee Courier	5840	Equipment	32.72
11/09/06	0653032	National Public Radi	5840	Equipment	17,240.45
11/09/06	0653061	Sony Pro Services	5674	Technical Operations	22,473.60
11/09/06	0653072	Traffic & Parking Co	5678	Wmvs Transmitter Rep	247.73
11/09/06	0653080	What's Fresh Inc	5668	Program Production	262.86
11/13/06	0653097	American Public Tele	5840	Equipment	1,253.00
11/13/06	0653107	Ellis R. Bromberg	5201	Travel Expenses	128.83
11/13/06	0653116	Corporate Express In	5241	Office Supplies	48.00
11/13/06	0653119	Eichenbaum & Associa	5270	Advertising	25,296.41
11/13/06	0653123	FedEx	5675	Traffic	29.44
11/13/06	0653133	Glenda J. Hines	5357	Professional & Consu	700.00
11/13/06	0653135	Industrial Electroni	5674	Technical Operations	229.14
11/13/06	0653156	Minnesota Department	5676	Vehicle Supplies	40.00
11/13/06	0653160	Myers Information Sy	5674	Technical Operations	200.00
11/13/06	0653184	Mark W. Siegrist	5668	Program Production	5,000.00
11/13/06	0653189	United Parcel Servic	5675	Traffic	49.47
11/16/06	0653210	AT&T	5454	Telephone	753.50
11/16/06	0653217	Deborah A. Bozewicz	5668	Program Production	80.00
11/16/06	0653223	Rachelle D. Cehanovi	5668	Program Production	160.00
11/16/06	0653229	Conceptz Communicati	5668	Program Production	2,000.00
11/16/06	0653232	DiscClonersPlus Inc	5668	Program Production	10,119.38
11/16/06	0653236	Thomas J. Dvorak	5201	Travel Expenses	247.94
11/16/06	0653245	ExxonMobil	5676	Vehicle Supplies	500.14
11/16/06	0653248	FedEx	5675	Traffic	763.81
11/16/06	0653249	David C. Felland	5201	Travel Expenses	2,039.07
11/16/06	0653256	Reel Life Films	5668	Program Production	650.00

BOARD BILL LIST
TV Fund by Check No
11/30/06

Check Date	Check No	Vendor Name	Object	Description	Object Amount
11/16/06	0653267	Hilton	5668	Program Production	174.00
11/16/06	0653290	Jeffrey P. Moorbeck	5201	Travel Expenses	291.87
11/16/06	0653326	Margo W. Simmons	5668	Program Production	900.00
11/16/06	0653331	Sprint	5454	Telephone	13.34
11/20/06	0653386	Corporate Express In	5241	Office Supplies	652.46
11/20/06	0653403	Raul Galvan	5201	Travel Expenses	1,052.00
11/20/06	0653449	Mouser Electronics I	5674	Technical Operations	11.38
11/20/06	0653450	MPTV Friends Inc	5201	Travel Expenses	248.63
11/20/06	0653462	Public Broadcasting	5840	Equipment	11,365.20
11/20/06	0653471	Gerard Randall	5668	Program Production	100.00
11/27/06	0653514	Cingular Wireless	5454	Telephone	142.48
11/27/06	0653525	David K. Baule	5668	Program Production	2,500.00
11/27/06	0653531	Deborah A. Bozewicz	5668	Program Production	100.00
11/27/06	0653539	CDI Transport Servic	5675	Traffic	10.99
11/27/06	0653541	Rachelle D. Cehanovi	5668	Program Production	80.00
11/27/06	0653547	Conceptz Communicati	5668	Program Production	2,000.00
11/27/06	0653548	Corporate Express In	5241	Office Supplies	41.85
11/27/06	0653559	FedEx	5675	Traffic	61.10
11/27/06	0653560	Vicki L. Fischer	5357	Professional & Consu	1,300.00
11/27/06	0653568	Hall Chevrolet Co In	5676	Vehicle Supplies	55.98
11/27/06	0653573	Image First Marketin	5668	Program Production	75.00
11/27/06	0653584	Linde Gas LLC	5674	Technical Operations	3.72
11/27/06	0653589	Magpie Media Inc	5668	Program Production	300.00
11/27/06	0653612	Nichole J. Piotrowsk	5668	Program Production	337.50
11/27/06	0653626	Gregory M. Sahs	5357	Professional & Consu	770.00
11/27/06	0653643	System Parking Inc	5668	Program Production	30.00
11/27/06	0653646	Time Warner Cable	5454	Telephone	109.35
11/27/06	0653649	United Parcel Servic	5675	Traffic	48.58
11/27/06	0653658	Wisconsin Newspaper	5273	Publicity	71.92
11/27/06	0653660	WPS Energy Services	5452	Light & Power	21,539.02
11/30/06	0653675	Cingular Wireless	5454	Telephone	41.12
11/30/06	0653697	Dan Small Outdoors L	5668	Program Production	1,808.00
			5357	Professional & Consu	468.77
11/30/06	0653722	Glenda J. Hines	5357	Professional & Consu	700.00
11/30/06	0653727	Industrial Electroni	5674	Technical Operations	45.00
11/30/06	0653731	Gary J. Jones	5678	Wmvs Transmitter Rep	99.20
11/30/06	0653736	Lisa Lutomski	5357	Professional & Consu	2,500.00
11/30/06	0653749	Mongozid LLC	5668	Program Production	5,500.00

193,468.11

BOARD BILL LIST
Over \$2500 Channel 10/36
11/30/06

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Check Date	Check No	Vendor Name	Object Description	Object Amount
11/02/06	0652685	APTS	5660 Affiliation/Mbps	8,550.00
11/02/06	0652706	Faithe Colas	5668 Program Production	3,200.00
11/02/06	0652776	Smoking Monkey	5668 Program Production	16,500.00
11/06/06	0652813	Audio Video Distribu	5677 Videotape	3,482.20
11/06/06	0652840	Dan Small Outdoors L	5668 Program Production	3,616.00
11/09/06	0653032	National Public Radi	5840 Equipment	17,240.45
11/09/06	0653061	Sony Pro Services	5674 Technical Operations	22,473.60
11/13/06	0653119	Eichenbaum & Associa	5270 Advertising	25,296.41
11/13/06	0653184	Mark W. Siegrist	5668 Program Production	5,000.00
11/16/06	0653232	DiscClonersPlus Inc	5668 Program Production	10,119.38
11/20/06	0653462	Public Broadcasting	5840 Equipment	11,365.20
11/27/06	0653660	WPS Energy Services	5452 Light & Power	21,539.02
11/30/06	0653749	Mongozid LLC	5668 Program Production	5,500.00

				153,882.26

Attachment PTV 5

September 2006

1. 50 PLUS News Magazine September 2006. **New MPTV series presents Milwaukee Saga**
2. 'M' Magazine September 2006. **RSVP- Premiere: The Making of Milwaukee**
3. Bay View Compass September 2006 **BV resident directed MPTV film**
4. East Town September 2006. **Breakfast with Making of Milwaukee author**
5. Third Ward Newsletter September 2006. **Making of Milwaukee author at Milwaukee Public Market**
6. The Independent –Harry Schwartz Bookshops September 2006. **John Gurda- Making of Milwaukee author visits**
7. Milwaukee Journal Sentinel – September 3. **Curious escapades come to television**
8. Milwaukee Journal Sentinel – September 3. **Book about black leader goes too far**
9. Milwaukee Journal Sentinel – September 3. **Weekly Highlights**
10. Milwaukee Journal Sentinel – September 3. **Use your favorite picture as desktop wallpaper**
11. Milwaukee Journal Sentinel – September 5. **TV Today** [Milwaukee Co. District Attorney Debate]
12. Milwaukee Journal Sentinel – September 7. **TV Today** [History Detectives]
13. Milwaukee Journal Sentinel – September 8. **Discovery World: Imagination Unleashed**
14. Milwaukee Journal Sentinel – September 10. **Short Takes: The Boys of Baraka**
15. Milwaukee Journal Sentinel September 10-16 **Weekly Highlights**
16. The Business Journal- Milwaukee – September 11. **TV Today**[Frontline]
17. Milwaukee Journal Sentinel – September 11. **TV offers many ways to remember**
18. Milwaukee Journal Sentinel – September 12. **Talented McDonald keeps it eclectic**
19. Daily Jefferson County Union-Ft. Atkinson – September 14. **Cable does big business with little appeal to TV's little viewers**
20. The Bay Viewer-Bay View – September 14. **Milwaukee as made for TV**
21. Milwaukee Journal Sentinel – September 15. **TV Today** [Gubernatorial Debate and American Masters]
22. Milwaukee Journal Sentinel – September 15. **Candidates Debate**
23. GMC- gmconline.com – September 15. **The Greater Milwaukee Committee goes on the road again**
24. Milwaukee Journal Sentinel – September 17. **Elmo writes book about life , laughing**
25. Milwaukee Journal Sentinel – September 17-23 **Weekly Highlights**
26. The Reporter-Fond du lac – September 18. **Great Performances: Vienna State Opera's 50th**
27. Milwaukee Journal Sentinel – September 19. **PBS's "Los Trabajadores" (The Workers)**
28. Milwaukee Journal Sentinel – September 20. **TV Today**[Biography and American Masters]
29. Milwaukee Journal Sentinel – September 21. **TV Today**[American Masters]
30. Milwaukee Journal Sentinel – September 21. **Faithe Colas joins MPTV'S Black Nouveau**
31. Oconomowoc Enterprise – September 21. **Reality's History**
32. Ozaukee Press-Port Washington – September 21. **Grafton chair factory program was seen here**
33. Campbellsport News – September 21. **St. Vincent de Paul Society; successful motorcycle ride**
34. Daily Jefferson County Union-Ft. Atkinson – September 21. **Capitol Steps to bring funny political satire to Whitewater**
35. The Freeman- Waukesha – September 21. **Green, Doyle agree to third debate**
36. North Shore Herald – September 21. **Debate over U.S. troop withdrawal scheduled**
37. The Daily Reporter- Milwaukee – September 22. **Green, Doyle agree to 3rd debate**

38. Milwaukee Journal Sentinel – September 24. **Short Takes: Marie Antoinette & Sketches of Frank Gehry**
39. Kenosha News – September 24. **PBS's videopodcasts The Victory Garden**
40. Milwaukee Journal Sentinel – September 24-30 **Weekly Highlights**
41. Milwaukee Journal Sentinel – September 25. **TV Today**[Marie Antoinette]
42. Kenosha News - September 25. **Table talk with Rachel Ray**
43. Milwaukee Journal Sentinel – September 26. **5 Browns at Pabst to be on Channel 10**
44. Horicon Reporter – September 28. **Sieg, The Wooden Shoemaker Preserves Dutch Heritage**
45. The Bay Viewer- Bay View – September 29. **Making of Milwaukee features Bay View history**
46. Daily Jefferson County Union-Ft. Atkinson – September 29. **Jefferson Senior Center: Independent Painting**
47. JSOnline – September 30. **Milwaukee history takes to the airwaves**