

**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 Monday, December 11, 2006, 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, Mark Maierle

**Excused:** Ann Wilson

**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 – November 13, 2006 – Attachment 1**

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the November 13, 2006 committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, November, December, 2006 and January, 2007 - Attachment 2**

- Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for November, December, 2006 and January, 2007
- Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg gave updates on:

- ◆ his year-end report
- ◆ the Clifford book drive which collected 6,500 books
- ◆ the new series REDEFINING SMART about MATC
- ◆ Capitol Hill Day in February
- ◆ the curriculum portion of MAKING OF MILWAUKEE
- ◆ the New York Times article about the Netherlands turning off their analog TV stations

**F-2 Friends Report – Attachment 4**

No one was in attendance from the MPTV Friends.

**F-3 Committee Meetings January – June 2007**

It was determined that the Public Television Committee will continue to meet monthly. The next meeting is Monday, January 8, 2006.

**F-4 State Funding For PTV**

Mr. Bromberg gave a brief historical retrospect on state funding. Mr. Earle inquired as to what Senate committee has jurisdiction over public broadcasting. He suggested administration find out and invite the chair of that committee, along with the new Senate majority leader in for a tour with the objective of gaining additional state funding for public television. MPTV currently receives approximately \$250,000 for broadcasting the K-12 service provided by the state. Furthermore, although the 11 counties of southeastern Wisconsin receive MPTV, tax levy dollars come only from residents of the MATC district counties. Mr. Earle requested a report comparing those numbers as well as short abstract of the history of state funding.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills November, 2006 - Attachment 4**

**G-2 September Clippings – Attachment 5**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

**H-3 MPTV Awards**

Mr. Joe Bauer informed the Committee that MPTV received three awards from the Association of Great Lakes Outdoor Writers Association: a First Place “Best of Open” Craft Competition for TWO MEN IN FISH HATS, and a Third Place “Best of Hunting” in the TV/Video Craft Competition. The staff of MPTV received a plaque in recognition of 10+ years of involvement in the U.S. Postal Service’s Johnetta Borum Christmas Party.

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

**ADJOURNMENT**

The committee adjourned at 5:42 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist