



February 15, 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. 8<sup>TH</sup> STREET, MILWAUKEE, WISCONSIN, on MONDAY, February 19, 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 – January 8, 2007 – Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

1. [Monthly Advertising Fund Expenditures January, February, March 2007 – Attachment 2](#)

**F. Discussion Items**

1. General Manager's Report
2. [Friends Report – Attachment 3](#)
3. [Preliminary Budget Planning Assumptions – Attachment 4](#)
4. Eichenbaum Advertising Presentation
5. [Comparison of MPTV Viewing Counties - Attachment 5](#)
6. [History of State Support for MPTV – Attachment 6](#)
7. Telecasting of MATC Board Meetings
8. EBS License (WiMax)

**G. Information Items**

1. [Monthly Bills – January, 2007 – Attachment 7](#)
2. [November Clippings – Attachment 8](#)

**H. Miscellaneous Items**

1. Communications and Petitions
2. Information Items

## I. Old Business/New Business

1. Next Committee Meeting: **Monday, March 19, 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**

<b>ADMINISTRATION</b>	Joseph Bauer	Raul Galvan
<b>PRESENT:</b>	Ellis Bromberg	Arlene Giuliani
	Janice Falkenberg	Patricia Gomez
		Mike Sargent
<b>GUESTS</b>		
<b>PRESENT:</b>	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, January 8, 2007, and called to order by Chairperson Earle at 5:00 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

**Absent:** 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 – December 11, 2006 – Attachment 1**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the December 11, 2006 committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

Discussion Mr. Earle questioned the disparity between African American and Hispanic media buys. He asked that Eichenbaum & Associates return to the table to discuss why advertising money is spent where it is.

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for December, 2006 and January and February, 2007

**E-2 PTV Budget Development Calendar – Attachment 3**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the PTV Budget Development Calendar.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg gave updates on:

- The visit by consultants Lewis Kennedy Associates
- REDEFINING SMART, the new MPTV series about MATC initiatives
- HOMELESS IN THE HEARTLAND, the new MPTV documentary about local homeless issues (a short clip of the program was shown)
- MPTV's 50<sup>th</sup> Anniversary (a sample graphic was shown)
- PBS President Paula Kreger will be in town on May 23, 2007
- a year-end report from MPTV's Viewer Services department about the number of program inquiries received this year
- MPTV is the media partner for the 2007 Teacher of the Year award
- MPTV is also the media partner for the city of Milwaukee's 161<sup>st</sup> Birthday Party

**F-2 Friends Report – Attachment 5**

Mr. Rackham reported on:

- the attached list of MPTV Friends events
- underwriting is continuing to grow – renewals are coming in above the amounts given in previous years

- unfortunately membership continues to experience a decline in renewals and new strategies are being developed

**F-3 FY2007-10 Capital Requests**

Discussion Mr. Bauer gave an overview of this item. He noted this is only a draft of the list and prioritization still needs to be done. Mr. Earle asked that a summary sheet of what the requests were versus what was allocated for the past 10 years be distributed to the PTV Committee members.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills December, 2006 - Attachment 6**

**G-2 October 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 5:55 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**

---

**JANUARY, 2007**

**ADVERTISING OBJECTIVES:**

Specific Program Promotion

**MEDIA EXPENDITURES**

**\$ 1,500.00**

***Print***

\$ 1,500.00

Homeless in the Heartland

***Radio***

\$

***Outdoor / Transit***

\$

***Television***

\$

**ACTUAL MINORITY MEDIA SPENDING**

\$

**0.00**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**FEBRUARY, 2007**

**ADVERTISING OBJECTIVES:**

**MEDIA EXPENDITURES**

**\$ 7,000.00**

*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**

---

**MARCH, 2007**

**Advertising Objectives:**

Pledge Radio

**MEDIA BUDGET**

**\$22,000.00**

*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 January 31, 2007

*Media amounts by month billed*

<b>TOTAL MEDIA SPENDING (ALL TARGETS)</b>										
Month	Radio	TV	Print	Outdoor	Other	Value-	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										
Mar-07										
Apr-07										
May-07										
Jun-07										
<b>Total</b>	<b>\$49,714.62</b>	<b>\$0.00</b>	<b>\$15,481.68</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$65,196.30</b>

<b>TOTAL MINORITY OWNED &amp; TARGETED MEDIA SPENDING</b>								
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								
Mar-07								
Apr-07								
May-07								
Jun-07								
<b>Total</b>	<b>\$1,966.50</b>	<b>3%</b>	<b>\$8,754.30</b>	<b>13%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$10,720.80</b>	<b>16%</b>

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2007 (JUL 06-JUN 07)**  
as of January 31, 2007

*Media amounts by month billed*

<b>TOTAL MINORITY SPENDING (OWNED VS. TARGETED)</b>										
<b>Advertising Month</b>	<b>Hispanic Minority Owned *</b>	<b>Hispanic Minority Targeted</b>	<b>African American Minority Owned *</b>	<b>African American Minority Targeted</b>	<b>Hmong Minority Owned*</b>	<b>Hmong Minority Targeted</b>	<b>Other Hispanic vendors</b>	<b>Other African-American vendors</b>	<b>Other Hmong vendors</b>	
	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										
Mar-07										
Apr-07										
May-07										
Jun-07										
<b>Total</b>	<b>\$1,966.50</b>	<b>\$0.00</b>	<b>\$8,754.30</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

\* may also be minority targeted

<b>Minority Spending by Radio Station</b>								
<b>Month</b>	<b>WJMR-FM 98.3 AA Minority Targeted</b>	<b>WKKV-FM 100.7 AA Minority Targeted</b>	<b>WMCS-AM 1290 AA Minority Owned</b>	<b>WJZI-FM 93.3 AA Minority Owned</b>	<b>WNOV-AM 860 AA Minority Owned</b>	<b>WLUM-FM 102.1 AA Minority Owned</b>	<b>WBJX-AM Hisp. Minority Owned</b>	<b>WDDW-FM Hisp. Minority Owned</b>
	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								
Mar-07								
Apr-07								
May-07								
Jun-07								
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$216.00</b>	<b>\$8,538.30</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,966.50</b>

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

*Media amounts by month billed*

as of January 31, 2007

<b>Minority Spending by Newspaper</b>							
<b>Month</b>	<b>Spanish Journal</b>	<b>Spanish Times</b>	<b>EI Conquistador</b>	<b>Milwaukee Com. Jrnl. AA</b>	<b>Milwaukee Courier AA</b>	<b>Milwaukee Times AA</b>	<b>Hmong Comm. Jrnl.</b>
	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Hm Minority Owned</b>
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							
Mar-07							
Apr-07							
May-07							
Jun-07							
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

<b>Minority Spending by Television</b>					
<b>Month</b>	<b>WVTV-TV AA</b>	<b>Cable TV</b>	<b>Telemundo</b>	<b>One time</b>	<b>One time</b>
	<b>Minority Targeted</b>	<b>Minority Targeted</b>	<b>Minority Targeted</b>	<b>vendors</b>	<b>vendors</b>
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					
Mar-07					
Apr-07					
May-07					
Jun-07					
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

<b>Minority Spending - Other</b>				
<b>Month</b>	<b>Abrazo</b>	<b>Sales &amp; Marketing -</b>	<b>Other</b>	<b>Other Hmong</b>
	<b>Minority Owned</b>	<b>Minority Owned</b>	<b>Hispanic Owned</b>	<b>Other Hmong Owned</b>
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				
Mar-07				
Apr-07				
May-07				
Jun-07				
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**MPTV Friends  
Event Calendar  
Winter 2007**

**February**

February 28                      Outdoor Wisconsin Banquet  
Country Springs Hotel

**March**

March 3-18                      On-Air Membership Drive  
March 4                          Board Night – On-Air Pledge  
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 24                          Metropolitan Opera Event  
Discovery World  
March 30 (tentative)              Full Board Meeting

**April**

April 6                              Good Friday – Friends office closed  
April 14                              John Gurda lunch  
April 27 – May 5                      Great TV Auction

**MILWAUKEE AREA TECHNICAL COLLEGE  
PRELIMINARY BUDGET ASSUMPTIONS  
FY 07-08**

	DEBT	CONTRIBUTION	FUNDING RESERVES	ROLL OVER	TOTAL
Capital Equipment	\$ 16,000,000	\$ 400,000	\$ 300,000	\$ 1,500,000	\$ 18,200,000
Construction and Renovation	\$ 10,000,000	\$ -	\$ 500,000	\$ 5,000,000	\$ 15,500,000
<b>TOTAL</b>	<b>\$ 26,000,000</b>	<b>\$ 400,000</b>	<b>\$ 800,000</b>	<b>\$ 6,500,000</b>	<b>\$ 33,700,000</b>

TUITION INCREASES	5.00%
STATE AID CHANGE	0.00%
PROPERTY TAX INCREASE	TBD

Attachment PTV 5

**WMVS AUDIENCE BY COUNTY (from the 2006 Nielsen County Coverage Study)**

County	Wkly Households	Wkly Cume	% of WMVS Audience	Other WI PTV HH	Other WI PTV
<u>WISCONSIN</u>					
<b>Milwaukee</b>	<b>112,128</b>	<b>30</b>	<b>38</b>		
<b>Waukesha</b>	<b>40,975</b>	<b>28</b>	<b>14</b>	WHA: 146	1
<b>Racine</b>	<b>19,886</b>	<b>27</b>	<b>7</b>		
<b>Kenosha</b>	<b>15,003</b>	<b>25</b>	<b>5</b>		
<b>Washington</b>	<b>14,942</b>	<b>31</b>	<b>5</b>		
<b>Ozaukee</b>	<b>11,285</b>	<b>34</b>	<b>4</b>		
<b>Sheboygan</b>	<b>11,275</b>	<b>25</b>	<b>4</b>	WPNE: 4,510	2
<b>Walworth</b>	<b>8,591</b>	<b>23</b>	<b>3</b>	WHA: 1,121	3
<b>Dodge</b>	<b>8,562</b>	<b>26</b>	<b>3</b>	WHA: 3,952	12
Fond du Lac*	7,298	19	2	WPNE: 8,066	21
<b>Jefferson</b>	<b>5,972</b>	<b>20</b>	<b>2</b>	WHA: 5,076	17
<b>Green Lake</b>	<b>1,333</b>	<b>17</b>	<b>0</b>	WPNE: 1,019	13
Manitowoc	999	3	0	WPNE: 7,661	23
Columbia	649	3	0	WHA: 5,843	27
Winnebago	635	1	0	WPNE: 17,758	28
Calumet	340	2	0	WPNE: 2,553	15
Marinette	181	1	0	WPNE: 3,805	21
Lafayette	127	2	0	WHA: 2,608	41
<u>ILLINOIS</u>					
Lake	25,980	11	9		
McHenry	6,308	6	2		
<u>MICHIGAN</u>					
Oceana	105	1	0		
	<b>292,574</b>		<b>98</b>		

The 2006 County Coverage Study combines diary data (or local people meter data) from the May 2005, July 2005, November 2005, and February 2006 Nielsen surveys. **Counties shown in boldface are those in which WMVS can be considered the primary PBS station.**

\* Although WPNE (WPT) has a larger audience than WMVS (MPTV) in Fond du Lac County, the audience for MPTV is actually larger than that for WPT when numbers for WMVS and WMVT are combined.

### **WMVT AUDIENCE BY COUNTY (from the 2006 Nielsen County Coverage Study)**

<u>County</u>	<u>Wkly Households</u>	<u>Wkly Cume</u>	<u>% of WMVT Audience</u>	<u>Other WI PTV HH</u>	<u>Other WI PTV</u>
<b><u>WISCONSIN</u></b>					
Milwaukee	59,802	16	53		
Waukesha	17,561	12	15	WHA: 146	1
Racine	6,629	9	6		
Sheboygan	5,412	12	5	WPNE: 4,510	2
Washington	5,302	11	5		
Kenosha	4,801	8	4		
Ozaukee	4,647	14	4		
Walworth	4,482	12	4	WHA: 1,121	3
Dodge	2,634	8	2	WHA: 3,952	12
Jefferson	1,194	4	1	WHA: 5,076	17
Fond du Lac*	768	2	1	WPNE: 8,066	21
Manitowoc	333	1	0	WPNE: 7,661	23
Door	125	1	0	WPNE: 2,875	21
<b><u>ILLINOIS</u></b>					
McHenry	2,102	2	2		
	<b>113,690</b>		<b>102</b>		

*The 2006 County Coverage Study combines diary data (or local people meter data) from the May 2005, July 2005, November 2005, and February 2006 Nielsen surveys. Counties shown in boldface are those in which WMVS can be considered the primary PBS station.*

\* Although WPNE (WPT) has a larger audience than WMVS (MPTV) in Fond du Lac County, the audience for MPTV is actually larger than that for WPT when numbers for WMVS and WMVT are combined.

**VIEWING OF WISCONSIN'S PUBLIC TELEVISION STATIONS**  
**(Source: PBS Research 2006 All Station Cume Report)**

<b>Station</b>	<b>channel/city of license</b>	<b>licensee</b>	<b>weekly cume households</b>
<b>WMVS</b>	<b>10/Milwaukee</b>	<b>MATC*</b>	<b>292,574</b>
WHA	21/Madison	UWEX**	150,912
<b>WMVT</b>	<b>36/Milwaukee</b>	<b>MATC*</b>	<b>113,690</b>
WPNE	38/Green Bay	ECB**	107,641
WHRM	20/Wausau	ECB**	42,711
WHLA	31/LaCrosse	ECB**	37,661
WHWC	28/Menomonie-Eau Claire	ECB**	26,877
WLEF	36/Park Falls	ECB**	10,468

**\* MPTV stations total: 406,264**

**\*\* WPT stations total: 376,270**

## **HISTORY OF PROPOSED STATE FUNDING FOR WMVS/WMVT**

*(Note: In June 2000, Larry Dickerson, the former Director of the University of Wisconsin-Extension Communications Division, wrote a comprehensive report, "Restructuring Public Radio and Television in Wisconsin," which reviewed the history of proposals to change funding sources for the state's public broadcasting stations. This report leans heavily on Dickerson's study.)*

### **Funding Wisconsin's Three PTV Licensees: MATC, ECB, and MATC**

An issue that has been debated throughout the history of public television in Wisconsin is the responsibility of the state to fund organizations other than the Educational Communications Board (ECB) and the University of Wisconsin-Extension (UW) for providing similar public broadcasting services.

The ECB, a state agency, is the licensee of WPNE-TV/Green Bay, WHRM-TV/Wausau, WHLA-TV/La Crosse, WHWC-TV/Menomonee-Eau Claire, and WLEF-TV/Park Falls; UW is the licensee of WHA-TV/Madison. (Both the ECB and UW are the licensees of public radio stations, as well.) The six stations operate jointly out of Madison, with one statewide TV program schedule, as Wisconsin Public Television (WPT).

The only two Wisconsin public television stations which are not affiliates of WPT and do not receive General Purpose Revenue funding are WMVS/Milwaukee and WMVT/Milwaukee, both licensed to MATC.

Questions about state funding have been of particular concern to the residents of Milwaukee, where funding is provided through the local tax levy rather than by the state. Over the years, several proposals have recommended folding WMVS and WMVT into a unified, statewide governance structure as a requirement for additional state funding. To date, these proposals have not resulted in any significant changes.

This paper reviews, chronologically, the more significant proposals to garner state funding for MPTV, primarily though changes in governance, since the late 1960s.

### **ECB Recommendation for a Statewide Network**

As early as 1968, Governor Warren Knowles asked the ECB to develop a recommendation for a statewide television network. As part of that request, he asked the ECB to include the consolidation of any new transmitters and facilities with the existing broadcast facilities operated by the Milwaukee Area Vocational School (MATC's predecessor) and UW.

However, the consultants hired by the ECB to develop recommendations for such a network did not agree with the governor. Specifically, management consultant Jack McBride recommended that the Milwaukee Area Vocational School and UW keep their licenses for WMVS/WMVT and WHA-TV respectively. The ECB accepted these recommendations.

Governor Knowles expressed his disappointment that WMVS/WMVT and WHA-TV were not transferred to the ECB, and failed to include an appropriation for the proposed state television network in his budget request. However, bills were introduced for such an appropriation in both the Assembly and Senate, and funding was eventually approved.

### **ECB Technical Facilities Locate at UW**

In 1971, the legislature made the ECB an independent state agency. Extensive discussions were held concerning whether the ECB should locate its technical operations center at MPTV in Milwaukee or at WHA-TV in the UW Communications Arts Building (Vilas Hall). Eventually it was agreed that the ECB would locate its Network Technical Operations center at Vilas Hall as long as it retained "a separate identity."

### **LAB Study of ECB Issues**

In March 1983, Rep. Sharon Metz of Green Bay requested that the legislature audit the ECB to determine if money could be saved by abolishing it and assigning its functions to other agencies. The Joint Audit Committee (JAC) did not act on this proposal, but did request that the Legislative Audit Bureau (LAB) conduct a study of the ECB and identify key issues and questions. The LAB reported back to the JAC in April 1984 and identified issues including some related to instructional programming. For example, the report questioned whether additional funds should be made available by the legislature for post-secondary instructional television similar to those made available to the ECB for primary and secondary programming. It also questioned whether the ECB should play a stronger role in planning for the expanded use of television by the Wisconsin Board of Vocational, Technical and Adult Education (VTAE).

The study looked at alternate ways of organizing the three public broadcasting licensees (MATC, ECB, and UW) and concluded that some savings might be obtained by combining them into one organization. It also concluded that there might be potential savings by reducing the amount of local program production, and combining administrative and fundraising staff. It did not, however, project the potential savings.

### **MATC Requests State Funding**

In 1984, MATC requested that the ECB provide WMVS/WMVT with \$1 million of unrestricted funding for each year of the 1985-1987 biennium. The college argued that since the state was providing financial support for public television in other parts of the state, through its support of UW and the ECB, Milwaukee should also receive a state subsidy for its public television operation.

Following receipt of the request from MATC, the ECB made a formal request of the VTAE for a policy statement on the matter. In March 1985, the VTAE Board issued a statement supporting the request. However, Governor Tony Earl and the Department of Administration (DOA) indicated that the ECB was not the appropriate instrument through which MPTV should be funded, so the ECB Board passed a motion that month indicating that it did not have the legal authority to grant the request.

### **Wisconsin Educational Networks Proposal**

Meanwhile, in December 1984, the DOA had distributed a proposal by Governor Earl to restructure public broadcasting in Wisconsin under the title of the Wisconsin Educational Networks (WEN). The proposal, included in the governor's budget message and sent to the legislature for consideration, called for combining all the public television and radio licensees under a new WEN Board that would be attached to UW-Extension. Members of the Board would include, among others, the director of the VTAE Board and the president of MATC. Both the ECB and UW had substantial capital equipment replacement requests before the legislature at the time, and the governor's proposal tied funding of these to the proposed changes in governance.

The VTAE Board and the UW Board of Regents opposed the proposal, and the legislature decided not to approve it, although it did adopt some other measures. It gave the ECB, for example, the "first right of refusal" to the licenses of WMVS and WMVT in the event MATC chose to divest itself of the licenses.

### **Milwaukee Public Television Blue Ribbon Task Force**

In 1986, the MATC Board created a Public Television Blue Ribbon Task Force that was charged with studying possible funding options for its stations. Among the Task Force's recommendations was that the stations lobby aggressively at the local, state, and federal levels to obtain additional funding; one alternative outlined in the report was the transfer of the WMVT license to the ECB in exchange for state funding. No action was taken on this proposal. However, the legislature added language to the statutes that mandated that the ECB "use funds appropriated under s. 20.225 (1) (d) to contract with the Milwaukee Area Technical College for television facilities access or programs of statewide interest produced by the technical college, or both."

### **ECB Begins To Pay MPTV for Instructional TV Carriage**

In 1987, the LAB conducted a study of the amounts that the ECB should pay to MPTV (as well as WDSE, a community licensee in Duluth, Minnesota, which reaches Superior and the far northwestern counties of Wisconsin) to carry its instructional television programming. It concluded that a fair payment to MPTV was \$160,000 per year. [Over the years, that amount has been adjusted up and down; once as high as \$330,000 per year, it is now at \$251,000.]

### **LAB Audit of the ECB**

In January 1991, the LAB conducted an audit of the ECB and offered several recommendations and remarks related to the organization of public broadcasting. The audit commented that "a true state network would include the Milwaukee stations," although it made no specific recommendation on this matter.

### **McCullough Proposal**

In March 1997, Milwaukee television personality John McCullough circulated a proposal to Governor Thompson and members of the legislature to reorganize public broadcasting and related telecommunications services. Among its recommendations was that the television licenses held by the ECB and MATC would be transferred to a new organization, the Wisconsin Public Telecommunications Service (WPTS), with its own governing board. The WPTS would take on expanded telecommunications distribution services and would be funded through private donations and entrepreneurial activities. The proposal was never acted on by either the governor or the legislature, but some of the concepts contained were incorporated into future efforts to reorganize public broadcasting.

### **Commission on Public Broadcasting Proposal**

Later in 1997, Assembly Speaker Scott Jensen introduced a bill calling for the creation of a Commission on Public Broadcasting to explore the implications of technological advances (e.g., digital television) as well as alternative funding and governance options for public broadcasting. The bill specifically called for the investigation of new partnerships with the private sector and “alternative organizational or governance structures, including a single public or private organization that is not a current licensee or a radio or television broadcasting station.” The bill was passed by the legislature, and the 10-member Commission began its work in Fall 1997 by reviewing the current structure and financing of MPTV, WPT, and Wisconsin Public Radio, as well as past consolidation studies, public broadcasting funding, future financial issues, technology advances, partnership possibilities, governance models in other states, and the relationship of distance education to the study.

### **Governor's Alternative Proposal**

In February 1998, as part of his biennial budget message, Governor Tommy Thompson proposed the creation of a new nonprofit corporation to manage public broadcasting. His proposal called for combining the public broadcasting resources and responsibilities of the ECB and UW into a new 501(c)(3) corporation. MPTV was specifically excluded from the proposal, but with a caveat that it could seek to join the corporation later if it so desired. The proposal was strongly criticized by the press, members of the legislature, and several community organizations, and the governor withdrew it. In doing so, he stated that he would not approve any funding for the transition to digital television until some type of consolidated governance structure was approved by the legislature.

Also in 1998, the ECB included a request for funding to the state Building Commission to assist MPTV in the federally mandated transition of WMVS and WMVT to digital broadcasting. This initial request was denied, but Governor Thompson indicated that if WMVS and WMVT became part of a unified governance structure such funding would be provided.

## **Restructuring Public Broadcasting Committee Hearings**

During the 1998 legislative session, several alternative proposals were advanced by interested groups and by individual legislators. Most involved creation of a new nonprofit organization with increased representation by members of the public. Representatives of the Channel 10/36 Friends, the Friends of WHA-TV, Inc., and the Wisconsin Public Radio Association (WPRA) took active roles in these deliberations. This resulted in a public disagreement between the MATC Board and the Channel 10/36 Friends, as well as strained relationships among several members of the ECB Board, the Friends of WHA-TV, and the WPRA.

At the conclusion of the legislative session in 1999, the Joint Committee on Finance, the Senate, and the Assembly all introduced different bills to address the issue of restructuring public broadcasting and funding the digital television transition. A legislative conference committee compromised by throwing out all the proposals and creating an eight-member Restructuring Public Broadcasting Committee which began hearings in March 2001. While neither WMVS nor WMVT were included in the restructuring proposal, state funding of the digital transition for WMVT (MATC had already committed to funding transition costs for WMVS) was discussed at the Committee hearings.

ECB had submitted a 2001-03 capital budget request which included requests for \$3,927,000 for facilities and equipment to transition WMVT to digital, \$12,420,000 for ECB's five stations, and \$1,422,600 for WHA-TV. At the hearings, virtually every speaker urged the state to fund the transition of all Wisconsin's public TV stations to digital. That week, Governor Scott McCallum proposed that \$12 million be used to assist stations in making the transition, and a subcommittee of the State Building Commission recommended even more – but neither included the dollars requested for the transition on WMVT.

On March 16, 2001, I appeared before the Committee and offered these remarks:

“[Since] neither of these two actions includes the \$3.9 million requested for the transition of WMVT/Milwaukee to digital – a transition mandated by 2003, just like those of all the other public television transmitters in Wisconsin – it appears to shift the financial burden of that mandated transition solely onto the shoulders of Milwaukee Area Technical College District taxpayers, or private donors in the Milwaukee area.... We ask this committee to recommend that full funding be forthcoming for the mandated transition of all Wisconsin's public television stations no matter what institution holds the license. Note that ours is a significant area of the state not served by a broadcast signal from Wisconsin Public Television. You can't in good conscience leave the entire southeastern part of Wisconsin, including the state's most populous city, out of this funding package. Citizens in our area deserve equal treatment from the state of Wisconsin for their public television service.”

On March 29, 2001, the Channel 10/36 Friends Board unanimously passed a resolution urging the state to "support the transition of WMVT, Channel 36, to digital television by funding on the same level as that provided for the other public television stations in Wisconsin as included in the request of the Educational Communications Board."

In a letter dated June 19, 2001, Wisconsin Department of Administration Secretary George Lightbourn responded to the Friends Board resolution in a letter to Channel 10/36 Friends Board Chair Lou Zellner:

"While I appreciate your concerns about meeting federally-imposed digital conversion deadlines, the State's ability to provide aid to Channels 10 and 36 for this purpose will be severely limited in the 01-03 biennium and beyond. Lower than expected revenue estimates for the next biennium may preclude funding for many worthwhile capital improvement projects during this period, including full funding for digital television. Furthermore, the Joint Committee in Finance has made it clear through its actions that all capital projects should be scrutinized with an eye toward reducing the capital budget."

Ultimately, the State Building Commission recommended that \$14.2 million of bonding authorized to ECB would be allocated to finance the digital conversion, covering the ECB and UW stations only.

MPTV would turn to two federal grants totaling \$1.4 million, one from the Corporation for Public Broadcasting and the other from the Public Telecommunications Facilities Program, to help fund the transition of WMVT to digital.

### **Renewed Commitment To Seeking State Funding for MPTV**

Faced with the federally mandated final transition of television stations from analog to digital broadcasting in February 2009, and a decline in revenue generated by the MPTV Friends, members of both the MATC PTV Committee and Legislative Task Force have expressed a new commitment to seeking adequate state funding for MPTV.

At its December 11, 2006, meeting, the PTV Committee discussed inviting state senate leaders to the station for a tour "with the objective of gaining additional state funding for public television." And at its December 15, 2006, meeting, the Legislative Task Force voted to include in its 2007-2008 Issues and Action Plan a commitment to "advocate for equitable state funding for public television service areas in the state."

BOARD BILL LIST  
TV Fund by Check No  
01/31/07

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
01/04/07	0654604	Cingular Wireless	5454	Telephone	196.24
01/04/07	0654605	AT&T	5454	Telephone	1,215.21
01/04/07	0654613	David K. Baule	5201	Travel Expenses	2,199.02
			5668	Program Production	2,500.00
01/04/07	0654624	Dan Small Outdoors L	5668	Program Production	1,808.00
01/04/07	0654643	John A. Gurda	5668	Program Production	7,380.50
01/04/07	0654644	Hall Chevrolet Co In	5676	Vehicle Supplies	776.09
01/04/07	0654658	Laura Vargas Koelsch	5672	Special Projects	300.00
01/04/07	0654676	Johnny R. Munoz	5668	Program Production	900.00
01/04/07	0654678	National Supply & Ha	5674	Technical Operations	17.98
01/04/07	0654695	Gerard Randall	5668	Program Production	100.00
01/04/07	0654709	Sony Pro Services	5674	Technical Operations	3,000.00
01/04/07	0654713	Time Warner Cable	5454	Telephone	109.35
01/04/07	0654716	United Parcel Servic	5675	Traffic	26.76
01/04/07	0654725	Wisconsin Broadcaste	5660	Affiliation/Mbpsps	500.00
01/04/07	0654726	Wisconsin Broadcaste	5243	Other Supplies	25.00
01/04/07	0654730	Debra A. Wisniewski	5668	Program Production	1,705.00
01/04/07	0654731	WPS Energy Services	5452	Light & Power	81.12
01/08/07	0654752	Audio Video Distribu	5677	Videotape	818.50
01/08/07	0654763	Corporate Express In	5241	Office Supplies	667.87
01/08/07	0654766	Dow Lohnes PLLC	5361	Legal Services	2,358.44
01/08/07	0654771	FedEx	5675	Traffic	343.68
01/08/07	0654801	Multimedia Graphic	5668	Program Production	364.65
01/08/07	0654828	United Parcel Servic	5675	Traffic	197.55
01/11/07	0654842	American Public Tele	5675	Traffic	75.00
			5667	Program Acquisition	5,000.00
01/11/07	0654844	APTS	5211	Seminars & Workshops	385.00
01/11/07	0654861	CDI Transport Servic	5675	Traffic	13.02
01/11/07	0654867	Corporate Express In	5241	Office Supplies	207.16
01/11/07	0654877	Eichenbaum & Associa	5270	Advertising	17,864.74
01/11/07	0654899	Heartland Video Syst	5840	Equipment	66,985.94
01/11/07	0654900	Higgins Tower Servic	5357	Professional & Consu	2,410.00
01/11/07	0654911	Keystone Travel Serv	5201	Travel Expenses	977.10
01/11/07	0654912	Kiwanis Club of Milw	5220	Membership & Subscri	175.00
01/11/07	0654919	Lewis Kennedy Associ	5357	Professional & Consu	7,500.00
01/11/07	0654939	National Educational	5675	Traffic	30.00
01/18/07	0655009	AT&T	5454	Telephone	262.96
01/18/07	0655020	CDI Transport Servic	5675	Traffic	6.51
01/18/07	0655024	Conceptz Communicati	5668	Program Production	2,000.00
01/18/07	0655030	DiscClonersPlus Inc	5668	Program Production	8,063.73
01/18/07	0655039	ExxonMobil	5676	Vehicle Supplies	129.14
01/18/07	0655042	FedEx	5675	Traffic	124.45
01/18/07	0655059	Glenda J. Hines	5357	Professional & Consu	700.00
01/18/07	0655067	Industrial Electroni	5674	Technical Operations	120.04
01/18/07	0655097	Judith Nugent	5668	Program Production	1,540.00
01/18/07	0655099	OWAA	5668	Program Production	110.00
01/18/07	0655110	Gerard Randall	5668	Program Production	100.00
01/18/07	0655111	Susan G. Rascon	5668	Program Production	1,400.00
01/18/07	0655123	Sprint	5454	Telephone	13.41
01/18/07	0655130	United Parcel Servic	5675	Traffic	19.23
01/22/07	0655157	AT&T	5454	Telephone	219.25
01/22/07	0655165	Lynnette J. Chars	5357	Professional & Consu	100.00
01/22/07	0655183	FedEx	5675	Traffic	119.36
01/22/07	0655186	Vicki L. Fischer	5357	Professional & Consu	1,300.00

BOARD BILL LIST  
TV Fund by Check No  
01/31/07

Check Date	Check No	Vendor Name	Object	Description	Object Amount
01/22/07	0655200	Image First Marketin	5668	Program Production	100.00
01/22/07	0655214	Melinda Myers LLC	5668	Program Production	3,000.00
01/22/07	0655228	Myers Information Sy	5674	Technical Operations	200.00
01/22/07	0655232	National Educational	5675	Traffic	90.00
01/22/07	0655238	Marjorie A. Ping	5672	Special Projects	300.00
01/22/07	0655245	Patricia T. Riordan	5357	Professional & Consu	100.00
01/22/07	0655251	Gregory M. Sahs	5357	Professional & Consu	770.00
01/22/07	0655253	Elaine M. Schmidt	5668	Program Production	1,000.00
01/22/07	0655256	Debra L. Shore	5357	Professional & Consu	100.00
01/22/07	0655264	United Parcel Servic	5675	Traffic	138.36
01/22/07	0655271	William D. Werner	5668	Program Production	21.73
01/25/07	0655297	Tyler M. Brown	5668	Program Production	2,025.00
01/25/07	0655301	CINE	5668	Program Production	815.00
01/25/07	0655325	Raul Galvan	5201	Travel Expenses	790.00
01/25/07	0655370	Judith Nugent	5668	Program Production	735.00
01/25/07	0655411	Wisconsin Broadcaste	5211	Seminars & Workshops	50.00
01/25/07	0655414	Wisconsin Newspaper	5273	Publicity	60.17
01/29/07	0655456	Clark Wire & Cable	5674	Technical Operations	894.70
01/29/07	0655461	Corporate Express In	5241	Office Supplies	223.64
01/29/07	0655470	DiscClonersPlus Inc	5668	Program Production	1,045.00
01/29/07	0655478	FedEx	5675	Traffic	108.90
01/29/07	0655483	Darlyne C. Haertlein	5201	Travel Expenses	27.10
01/29/07	0655488	Glenda J. Hines	5357	Professional & Consu	700.00
01/29/07	0655498	Linde Gas LLC	5674	Technical Operations	3.72
01/29/07	0655519	Nielsen Media Resear	5661	Audience Research	3,976.95
01/29/07	0655536	System Parking Inc	5668	Program Production	51.00
01/29/07	0655537	Time Warner Cable	5454	Telephone	109.35
01/29/07	0655539	Triveni Digital	5674	Technical Operations	4,000.00
					-----
					166,977.62

BOARD BILL LIST  
Over \$2500 Channel 10/36  
01/31/07

Check Date	Check No	Vendor Name	Object Description	Object Amount
01/04/07	0654643	John A. Gurda	5668 Program Production	7,380.50
01/04/07	0654709	Sony Pro Services	5674 Technical Operations	3,000.00
			5667 Program Acquisition	5,000.00
01/11/07	0654877	Eichenbaum & Associa	5270 Advertising	17,864.74
01/11/07	0654899	Heartland Video Syst	5840 Equipment	66,985.94
01/11/07	0654919	Lewis Kennedy Associ	5357 Professional & Consu	7,500.00
01/18/07	0655030	DiscClonersPlus Inc	5668 Program Production	8,063.73
01/22/07	0655214	Melinda Myers LLC	5668 Program Production	3,000.00
01/29/07	0655519	Nielsen Media Resear	5661 Audience Research	3,976.95
01/29/07	0655539	Triveni Digital	5674 Technical Operations	4,000.00
				-----
				126,771.86

November 2006

1. Milwaukee Journal Sentinel – November 1. **PBS show :Fast Food My Way**
2. Daily Citizen- Beaver Dam – November 1. **New DVD at FLPA educate, entertain**
3. Daily Jefferson County Union-Ft. Atkinson – November 2. **PBS 'In Wisconsin' to air segments about election**
4. Oconomowoc Enterprise – November 2. **Public television collecting children's books**
5. North Shore Herald - November 3. **Skys distorts the truth**
6. Milwaukee Journal Sentinel – November 4. **PBS show focuses on IMA gardens**
7. The Sheboygan Press – November 5. **Dan Small's annual deer show...**
8. Milwaukee Journal Sentinel – November 5-11. **Weekly Highlights**
9. Milwaukee Journal Sentinel – November 6. **TV Today**[American Experience]
10. Milwaukee Journal Sentinel – November 6. **Leigh & Leslie Keno guests on I Remember**
11. Milwaukee Journal Sentinel – November 7. **Muppets part of new matrix in Web movies**
12. Kenosha News – November 7. **'Nova' highlights aviation pioneer**
13. Milwaukee Journal Sentinel – November 8. **Channel surfing: Making of Milwaukee**
14. Milwaukee Journal Sentinel - November 9. **Deer Hunt 2006**
15. Milwaukee Journal Sentinel – November 9. **Mirren's cop takes not-so-fond look back**
16. Milwaukee Journal Sentinel – November 9. **Channel Surfing: The Making of Milwaukee**
17. Franklin Hub – November 10. **MPTV fetches Clifford for upcoming book drive**
18. Kenosha News – November 11. **Former Tremper student focus of 'In Wisconsin'...**
19. Milwaukee Journal Sentinel – November 12. **Short Takes: NOVA**
20. Milwaukee Journal Sentinel – November 12-18 **Back for one last case: Prime Suspect 7**
21. Milwaukee Journal Sentinel – November 12-18 **Weekly Highlights**
22. Milwaukee Journal Sentinel – November 13. **TV Today**[Wisconsin Korean War Stories]
23. Milwaukee Journal Sentinel – November 13. **Everett Marshburn ; Black Nouveau's New Producer**
24. The Journal Times-Racine – November 13. **A war not forgotten**
25. Milwaukee Journal Sentinel – November 14. **TV Today**[NOVA]
26. Milwaukee Journal Sentinel – November 15. **Pickles Cartoon**
27. Daily Jefferson County Union-Ft. Atkinson – November 15. **ChalleNGe Academy on PBS' 'In Wisconsin'**
28. The Mayville News – November 16. **MEC to featured on Outdoor Wisconsin tv show**
29. Milwaukee Journal Sentinel – November 17. **Calendar: MPTV Friends Holiday Art Fair**
30. Milwaukee Journal Sentinel – November 17. **Holiday art fair benefits Milwaukee Public TV**
31. Milwaukee Journal Sentinel – November 17-23 **Weekend Cue: Clifford's Day at MPTV**
32. Milwaukee Journal Sentinel – November 19. **Charitable Giving: A Wish List for the Generous**
33. Milwaukee Journal Sentinel – November 19. **80 Years of Parade Joy**
34. Milwaukee Journal Sentinel – November 19 25 **Weekly Highlights**
35. Milwaukee Journal Sentinel – November 20. **TV Today** [Kennedy Center Presents]
36. News Graphic-Cedarburg – November 21. **Garden delights... in the dead of winter**
37. Milwaukee Journal Sentinel – November 22. **The Winners are: MPTV 's 'Masters of Texas BBQ'**
38. Milwaukee Journal Sentinel – November 22. **Holiday TV Listings**
39. Milwaukee Journal Sentinel – November 26-December 2 **Weekly Highlights**
40. Milwaukee Journal Sentinel – November 29. **TV Today** [Great Performances]