

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

ADMINISTRATION Joseph Bauer Raul Galvan
PRESENT: Ellis Bromberg Arlene Giuliani
Janice Falkenberg Patricia Gomez
Mike Sargent

GUESTS
PRESENT: 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 50th 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 161st 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