



March 16, 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, March 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 –February 19, 2007 – Attachment 1](#)

D. Comments from the Public

E. Action Items

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

F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 3](#)
3. [Preliminary Budget Planning Assumptions – Attachment 4](#)
4. Telecasting of MATC Board Meetings

G. Information Items

1. [Monthly Bills – February, 2006 – Attachment 5](#)
2. [December Clippings – Attachment 6](#)
3. [Summary of Capital Requests versus Allocation – Attachment 7](#)

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Monday, April 16, 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**

ADMINISTRATION	Joseph Bauer	Janice Falkenberg
PRESENT:	Ellis Bromberg	Rob Hartung
	Darnell Cole	Mike Sargent
	Tom Dvorak	Mike Walsh
GUESTS		
PRESENT:	Scott Rackham	Trish Martinez
	Neal Bardele	Becky Harju

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, February 19, 2007, and called to order by Director Wilson 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: Ann Wilson, Mark Maierle, via telephone

Excused: Peter Earle to arrive later

ITEM B. COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

Discussion Dr. Cole asked if there were any questions for him as he had to leave to attend another meeting. There were none.

Dr. Cole and Mr. Hartung left the meeting.

ITEM C. APPROVAL OF MINUTES – January 8, 2007 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Ms. Wilson, to approve the minutes of the January 7, 2007 committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, January, February and March, 2007 - Attachment 2

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

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Ellis Bromberg, General Manager, reported that :

- the end of analog TV and the switch to Digital Television will happen on February 18, 2009

Mr. Earle arrived at 5:08 p.m.

- State Senators Judy Robson and Spencer Coggs toured the station and met briefly at the invitation of Director Earle to discuss the disparity of state funding among the different public television licensees in Wisconsin
- he attended several meetings in Washington, D.C., including Capitol Hill Day with Director Wilson

F-2 Friends Report – Attachment 3

Mr. Scott Rackham, President, MPTV Friends reported that:

- he met with the finance committee of the MPTV Friends and as of January 31, 2007, they are current in their financial support of the station
- the OUTDOOR WISCONSIN BANQUET is on February 28, 2007
- the March pledge drive begins March 3, 2007
- the Great TV Auction is April 27 – May 5, 2007

F-3 Preliminary Budget Planning Assumptions – Attachment 4

Discussion Mr. Mike Sargent, Vice President Finance, explained the preliminary proposed allocation of capital dollars to construction projects and equipment purchases. Mr. Sargent indicated that there was concern over allocating \$ 10,000,000 to construction and renovation projects in FY 07-

08 as the Construction Services Department was having difficulty staying current with the work load from the current year's approved projects, and that an additional \$ 10,000,000 in projects might result in an arbitrage situation. Mr. Earle was concerned that a decision to delay construction projects would compromise the build-out of TV to the rest of the 4th floor of the C Building. Mr. Sargent said it would not since the project is not scheduled to begin until FY2008-2009. Mr. Earle suggested that this scenario may impede station operations, and suggested that the PTV Committee initiate discussions with the Friends about alternatives. Mr. Sargent indicated that donated dollars via a capital campaign might result in an acceleration of the project

F-4 Eichenbaum Advertising Presentation

Discussion Mr. Neal Bardele, Partner, Eichenbaum & Associates, gave a synopsis of the minority advertising for the past three years and the plans for future minority advertising including a mailing to Latino viewers.

F-5 Comparison of MPTV Viewing Counties – Attachment 5

Discussion Mr. Bromberg explained that these attachments show that MPTV reaches beyond the MATC district. Mr. Sargent stated that MATC's taxing district represents only 43% of MPTV's viewing audience and therefore only 43% of the population is paying for 100% of the service of MPTV. Mr. Earle would like attachment 5 and 6 be available at the full Board meeting. Mr. Sargent suggested that MATC's Legislative Committee be given these handouts. Ms. Wilson stated these documents should also be sent when Mr. Bromberg sends his thank you letters to the representatives they spoke to in Washington.

F-6 History of State Support for MPTV – Attachment 6

Discussion Mr. Bromberg gave a synopsis of this document while discussing the above attachment.

F-7 Telecasting of MATC Board Meetings

Discussion This was a request from Director Pedro Colón. Mr. Earle wanted this to come through the PTV Committee. Mr. Colón did not necessarily want meeting broadcast on Channel 10, but public access channels similar to what MMSD does. This can be done with the current set of cameras in the boardroom. Another option would be to stream the meetings on the MATC website. Ms. Wilson advocated the website as a solution. Mr. Earle wanted to know the cost of these options. Mr. Earle will discuss the options with the full MATC Board during his PTV Committee report.

F-8 EBS License (WiMax)

Discussion Mr. Mike Walsh, Associate Vice President of Information Technology, stated the RFP, based on all 12 channels in conjunction with MPS and UWM, is in process and is scheduled to be released this week. Mr. Earle asked how the dollars gained from these sales would affect the college's revenue stream. Mr. Sargent stated it depends on how the sale is classified. Mr. Earle asked Mr. Walsh to be at the Board meeting to address this issue.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills January, 2007 - Attachment 7

G-2 November Clippings – Attachment 8

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

Discussion Mr. Joe Bauer displayed a plaque from the Repairers of the Breach thanking Mr. Raul Galvan, MPTV Executive Producer, for the program HOMELESS IN THE HEARTLAND.

ITEM I. OLD BUSINESS/NEW BUSINESS

The next meeting is March 19, 2007 at 5:00 P.M. Ms. Wilson stated she would not be in attendance.

ADJOURNMENT

The committee adjourned at 6:36 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

FEBRUARY, 2007

ADVERTISING OBJECTIVES:

Non-Pledge Radio

MEDIA EXPENDITURES

\$ 7,002.00

<i>Radio</i>	\$
	\$ 7,002.00
<i>Outdoor / Transit</i>	\$
<i>Television</i>	\$

ACTUAL MINORITY MEDIA SPENDING

42%

\$

\$2,907.00

African American

WJZI-FM

\$1,849.50

Hispanic

WDDW-FM

\$1,057.50

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

**Milwaukee Public TV
Media**

ESTIMATE

MARCH, 2007

ADVERTISING OBJECTIVES:

Pledge Radio
Promotion of specific programming

MEDIA EXPENDITURES

\$14,602.00

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

APRIL, 2007

Advertising Objectives:

MEDIA BUDGET

\$2,000.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

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

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-Added	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	\$7,002.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$56,716.62	\$0.00	\$15,481.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$72,198.30

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
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	\$1,057.50	15%	\$1,849.50	27%	\$0.00	0%	\$2,907.00	42%
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$1,966.50	4%	\$10,603.80	15%	\$0.00	0%	\$13,627.80	19%

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

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	\$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	\$1,057.50	\$0.00	\$1,849.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$3,024.00	\$0.00	\$10,603.80	\$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	\$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	\$0.00	\$0.00	\$0.00	\$1,849.50	\$0.00	\$0.00	\$0.00	\$1,057.50
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$0.00	\$0.00	\$216.00	\$10,387.80	\$0.00	\$0.00	\$0.00	\$3,024.00

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

Media amounts by month billed

28-Feb-07

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	\$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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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 &	Other	Other Hmong
	Minority Owned	Marketing -	Hispanic	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	\$0.00	\$0.00	\$0.00	\$0.00
Jan-07	\$0.00	\$0.00	\$0.00	\$0.00
Feb-07	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07				
Apr-07				
May-07				
Jun-07				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**MPTV Friends
Event Calendar
Spring 2007**

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	Auction Art Preview, 7 – 9 pm, SFP
March 23 – April 1	83rd Realtors Home & Garden Show Antique/Art Show & Sale Wisconsin Expo Center, SFP
March 24	Metropolitan Opera Event Discovery World

April

April 5	Full Board Meeting
April 6	Good Friday – Friends office closed
April 14	John Gurda lunch, MPTV Studio B
April 27 – May 5	Great TV Auction

May

May 23	Andre Rieu Event Paula Kerger Reception
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**MILWAUKEE AREA TECHNICAL COLLEGE
PRELIMINARY BUDGET ASSUMPTIONS**

FY 07-08

DESCRIPTION	ACTUAL FY 05-06	FORECAST FY 06-07	PRELIMINARY FY 07-08	% CHANGE
EQUALIZED VALUE	\$ 67,188,906,154	\$ 74,941,046,380	\$ 80,322,082,949	7.18%
TUITION				
COLLEGE PARALLEL	\$ 109.10	\$ 117.90	\$ 123.80	5.00%
TECHNICAL	\$ 80.50	\$ 87.00	\$ 91.50	5.17%
AVOCATIONAL	\$ 241.50	\$ 241.50	\$ 255.00	5.59%
MATERIAL FEES	\$ 4.00	\$ 4.00	\$ 4.00	0.00%
EMPLOYEE HEALTH CARE	\$ 20,422,954.00	\$ 20,753,202.00	\$ 22,652,995.00	9.15%
EMPLOYEE DENTAL	\$ 1,059,903.00	\$ 1,141,015.00	\$ 1,220,000.00	6.92%
RETIREE HEALTH CARE	\$ 3,535,667.00	\$ 4,609,829.00	\$ 5,092,610.00	10.47%
CAPITAL EQUIPMENT				
MATC	\$ 3,300,000	\$ 3,600,000	\$ 3,992,000	10.89%
MPTV	\$ 14,100,000	\$ 8,400,000	\$ 12,008,000	42.95%
TOTAL	\$ 17,400,000	\$ 12,000,000	\$ 16,000,000	33.33%
CONSTRUCTION AND RENOVATION	\$ 11,000,000	\$ 9,000,000	\$ 10,000,000	11.11%
BORROWINGS	\$ 28,400,000	\$ 21,000,000	\$ 26,000,000	23.81%

BOARD BILL LIST
TV Fund by Check No
02/28/07

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
02/01/07	0655562	Cingular Wireless	5454	Telephone	190.04
02/01/07	0655564	AT&T	5454	Telephone	1,201.45
02/01/07	0655567	Joseph D. Bauer	5201	Travel Expenses	87.60
02/01/07	0655569	Tyler M. Brown	5668	Program Production	675.00
02/01/07	0655570	Cecile Cheng	5357	Professional & Consu	210.00
02/01/07	0655572	Faithe Colas	5668	Program Production	4,000.00
02/01/07	0655573	Conceptz Communicati	5668	Program Production	2,000.00
02/01/07	0655577	Dan Small Outdoors L	5357	Professional & Consu	4,493.30
02/01/07	0655584	Reel Life Films	5668	Program Production	675.00
02/01/07	0655599	Gary J. Jones	5673	Studio Equipment Rep	169.46
02/01/07	0655603	Lisa Lutomski	5357	Professional & Consu	2,500.00
02/01/07	0655608	Media Makers Inc	5668	Program Production	1,600.00
02/01/07	0655613	National Supply & Ha	5674	Technical Operations	97.64
02/01/07	0655626	Gerard Randall	5668	Program Production	200.00
02/01/07	0655642	Stoiber Electric	5840	Equipment	35,000.00
02/01/07	0655655	Wisconsin Broadcaste	5201	Travel Expenses	35.00
02/01/07	0655659	WPS Energy Services	5452	Light & Power	1,213.25
02/05/07	0655675	Rachelle D. Cehanovi	5668	Program Production	240.00
02/05/07	0655684	Eichenbaum & Associa	5270	Advertising	25,245.31
02/05/07	0655686	FedEx	5675	Traffic	29.86
02/05/07	0655712	Radio Shack	5674	Technical Operations	39.99
02/05/07	0655716	SeaChange	5674	Technical Operations	25,800.00
02/05/07	0655724	United Parcel Servic	5675	Traffic	32.74
02/08/07	0655752	Joseph D. Bauer	5201	Travel Expenses	230.68
02/08/07	0655756	Ellis R. Bromberg	5201	Travel Expenses	701.57
02/08/07	0655762	Rachelle D. Cehanovi	5668	Program Production	800.00
02/08/07	0655775	Thomas J. Dvorak	5201	Travel Expenses	457.08
02/08/07	0655795	Harris Corporation	5678	Wmvs Transmitter Rep	76.98
02/08/07	0655836	Multimedia Graphic	5668	Program Production	364.65
02/08/07	0655860	Rotary Club of Milwa	5660	Affiliation/Mbsps	250.00
			5201	Travel Expenses	325.00
02/08/07	0655881	Sharon Van Ruiswyk	5357	Professional & Consu	100.00
02/08/07	0655895	Debra A. Wisniewski	5668	Program Production	1,765.00
02/12/07	0655925	Tyler M. Brown	5668	Program Production	1,350.00
02/12/07	0655938	Corporate Express In	5241	Office Supplies	19.22
02/12/07	0655947	Employee Development	5201	Travel Expenses	35.00
02/12/07	0655951	FedEx	5675	Traffic	68.82
02/12/07	0655966	Glenda J. Hines	5357	Professional & Consu	700.00
02/12/07	0656004	Gerard Randall	5668	Program Production	200.00
02/12/07	0656012	Stoiber Electric	5668	Program Production	811.20
02/12/07	0656022	United Parcel Servic	5675	Traffic	89.06
02/15/07	0656049	AT&T	5454	Telephone	271.28
02/15/07	0656079	ExxonMobil	5676	Vehicle Supplies	354.20
02/15/07	0656106	Jose A. Lozano	5201	Travel Expenses	10.00
02/15/07	0656110	John S. McKay	5201	Travel Expenses	9.50
02/15/07	0656126	Public Broadcasting	5840	Equipment	53,150.00
02/15/07	0656141	Sprint	5454	Telephone	13.41
02/15/07	0656156	Arthur G. Welter	5201	Travel Expenses	10.00
02/15/07	0656157	William D. Werner	5201	Travel Expenses	75.41
02/15/07	0656163	Wisconsin Newspaper	5273	Publicity	58.76
02/19/07	0656195	Conceptz Communicati	5668	Program Production	2,000.00
02/19/07	0656198	Corporate Express In	5241	Office Supplies	1,045.87
02/19/07	0656203	DiscClonersPlus Inc	5668	Program Production	220.00
02/19/07	0656212	FedEx	5675	Traffic	133.66

BOARD BILL LIST
 TV Fund by Check No
 02/28/07

Check Date	Check No	Vendor Name	Object	Description	Object Amount
02/19/07	0656234	Lifetime Embroidery	5243	Other Supplies	178.08
02/22/07	0656309	AT&T	5454	Telephone	299.86
02/22/07	0656314	David K. Baule	5668	Program Production	2,500.00
02/22/07	0656324	Conceptz Communicati	5668	Program Production	2,000.00
02/22/07	0656328	Dan Small Outdoors L	5357	Professional & Consu	1,985.40
02/22/07	0656346	Raul Galvan	5201	Travel Expenses	58.20
02/22/07	0656362	Keystone Travel Serv	5201	Travel Expenses	6,967.02
02/22/07	0656366	Linde Gas LLC	5674	Technical Operations	4.34
02/22/07	0656371	Melinda Myers LLC	5668	Program Production	3,000.00
02/22/07	0656375	Myers Information Sy	5674	Technical Operations	200.00
02/22/07	0656380	Judith Nugent	5668	Program Production	1,075.00
02/22/07	0656384	PBS Technology Confe	5211	Seminars & Workshops	1,800.00
02/22/07	0656408	United Parcel Servic	5675	Traffic	55.96
02/22/07	0656416	Southeastern Wiscons	5201	Travel Expenses	62.00
02/26/07	0656427	Cingular Wireless	5454	Telephone	144.91
02/26/07	0656445	Corporate Express In	5241	Office Supplies	311.97
02/26/07	0656449	Dan Small Outdoors L	5668	Program Production	3,616.00
02/26/07	0656455	Vicki L. Fischer	5357	Professional & Consu	1,300.00
02/26/07	0656457	Graebel Companies	5674	Technical Operations	2,030.00
02/26/07	0656458	Greene HD Production	5840	Equipment	5,125.00
02/26/07	0656459	Glenda J. Hines	5357	Professional & Consu	700.00
02/26/07	0656460	Heartland Video Syst	5840	Equipment	133,971.88
02/26/07	0656461	Hein Electric Supply	5674	Technical Operations	150.74
02/26/07	0656493	Nielsen Media Resear	5661	Audience Research	3,976.95
02/26/07	0656504	Gerard Randall	5668	Program Production	200.00
02/26/07	0656525	Time Warner Cable	5454	Telephone	109.35
02/26/07	0656526	Trac Media Services	5270	Advertising	8,000.00
02/26/07	0656533	Southeastern Wiscons	5201	Travel Expenses	62.00
02/26/07	0656537	WPS Energy Services	5452	Light & Power	37,974.34

					389,290.99

BOARD BILL LIST
Over \$2500 Channel 10/36
02/28/07

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Check Date	Check No	Vendor Name	Object Description	Object Amount
02/01/07	0655572	Faithe Colas	5668 Program Production	4,000.00
02/01/07	0655577	Dan Small Outdoors L	5357 Professional & Consu	4,493.30
02/01/07	0655642	Stoiber Electric	5840 Equipment	35,000.00
02/05/07	0655684	Eichenbaum & Associa	5270 Advertising	25,245.31
02/05/07	0655716	SeaChange	5674 Technical Operations	25,800.00
02/15/07	0656126	Public Broadcasting	5840 Equipment	53,150.00
02/22/07	0656362	Keystone Travel Serv	5201 Travel Expenses	6,967.02
02/22/07	0656371	Melinda Myers LLC	5668 Program Production	3,000.00
02/26/07	0656449	Dan Small Outdoors L	5668 Program Production	3,616.00
02/26/07	0656458	Greene HD Production	5840 Equipment	5,125.00
02/26/07	0656460	Heartland Video Syst	5840 Equipment	133,971.88
02/26/07	0656493	Nielsen Media Resear	5661 Audience Research	3,976.95
02/26/07	0656526	Trac Media Services	5270 Advertising	8,000.00
02/26/07	0656537	WPS Energy Services	5452 Light & Power	37,974.34

				350,319.80

Attachment PTV 6

December 2006

1. 'M' Magazine December 2006 **Everett L. Marshburn: New Black Nouveau producer**
2. Hales Corners Village Hub – December 1. **TV Program traces history Of Marquette University**
3. Milwaukee Journal Sentinel – December 2. **TV This Weekend [The Making of Milwaukee]**
4. Milwaukee Journal Sentinel – December 3. **TV Producer looked out for MU grads**
5. Milwaukee Journal Sentinel – December 4. **TV Chestnuts: Rick Steves' European Christmas**
6. Milwaukee Journal Sentinel – December 4. **TV Today [I Remember Special: Marquette University, 125 Years]**
7. Milwaukee Journal Sentinel – December 5. **TV Today [The Making of Milwaukee]**
8. Milwaukee Journal Sentinel – December 6. **TV Today [Milwaukee Symphony Orchestra Concert]**
9. Kenosha News - December 8. **Obituary: John Babik**
10. The Reporter-Fond du lac – December 8. **Teen Suicide**
11. The Business Journal, Milwaukee – December 8. **After Hours**
12. Milwaukee Journal Sentinel – December 12. **'Mystery of Love' has a lot to like**
13. Milwaukee Journal Sentinel – December 10. **TV Chestnuts: A Chanukah Celebration**
14. Milwaukee Journal Sentinel – December 10-16 **Weekly Highlights**
15. Milwaukee Journal Sentinel – December 14. **Lori's World**
16. Milwaukee Journal Sentinel – December 15. **Radio's Dolan enlists archbishop brother for show**
17. Muskego Sun – December 15. **Letters to Santa TV series to run Dec. 18-22**
18. Milwaukee Journal Sentinel – December 16. **Letters to Santa**
19. Milwaukee Journal Sentinel – December 17-23. **Weekly Highlights**
20. Milwaukee Journal Sentinel – December 17-23. **Weekly Highlights**
21. The Journal Times-Racine – December 19. **Workshop offered for young writers, illustrators**
22. Milwaukee Journal Sentinel – December 20. **MPTV presents Wisc. Lutheran College Choir Holiday Concert '06**
23. Milwaukee Journal Sentinel – December 20. **TV Today [Wisc. Lutheran College Choir Holiday Concert '06]**
24. Milwaukee Journal Sentinel – December 21. **'Antique Roadshow' to air Milwaukee stop in October**
25. Milwaukee Journal Sentinel – December 22. **Buy it for Easter: Making of Milwaukee DVD**
26. Milwaukee Journal Sentinel – December 24-30 **Weekly Highlights**
27. Milwaukee Journal Sentinel – December 26. **Short Stack: Independent Lens' annual short film celebration**
28. Milwaukee Journal Sentinel – December 26. **Film questions rap's message**
29. The Journal Times, Racine – December 29. **New Sesame Street special takes war to heart**
30. Milwaukee Journal Sentinel – December 31. **Annie Uncovered**

CAPITAL REQUESTS VS. ALLOCATION 1997 - 2007

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
PTV Departmental Capital Requests											
Equipment	\$904,000	\$1,000,000	\$1,178,884	\$2,200,000	\$1,547,000	\$3,091,851	\$2,200,000	\$3,100,000	\$1,230,000	\$900,000	\$1,880,000
Discovery World										\$1,500,000	
Programming					\$1,600,000	\$1,600,000	\$1,600,000	\$1,600,000	\$1,700,000	\$1,800,000	\$1,890,000
Local Production									\$700,000	837,419	896286
Total	\$904,000	\$1,000,000	\$1,178,884	\$2,200,000	\$3,147,000	\$4,691,851	\$3,800,000	\$4,700,000	\$3,630,000	\$5,037,419	\$4,666,286
MATC Funding History											
PTV Budget*	\$212,772	\$1,028,936	\$1,505,667	\$2,215,000	\$2,667,000	\$4,800,000	\$3,067,000	\$3,300,000	\$4,177,134	\$4,177,134	\$4,006,445
Actual**						\$ 4,743,125	\$ 5,732,288	\$ 4,651,599	\$ 4,988,933	\$ 4,411,172	

* From annual June FPO/PTV Revenue/Expenditure Reports

** From MATC Summary of Capital Expenditures Report

Please Note: Actual amounts reflect carryover funding/encumbrances for projects not completed in previous fiscal years.