

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

**ADMINISTRATION PRESENT:** Joseph Bauer  
Ellis Bromberg  
Darnell Cole  
Janice Falkenberg  
Mike Sargent

**GUESTS PRESENT:** Rich Busalacchi  
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, March 19, 2007, 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, Ann Wilson (via telephone)  
**Excused:** 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 – February 19, 2007 – Attachment 1**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the February 19, 2007 committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion passed.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg gave updates on:

- a CPB meeting that Mr. Earle, Ms Wilson and Mr. Bromberg will attend
- Adelante! Advisory Committee, to discuss the new multicast channel MPTV V-ME, is meeting March 28, 2007
- an article about High Definition TV in Current magazine by MPTV's David Felland
- 50<sup>th</sup> Anniversary celebration programs
- the controversy over the lack of Hispanics in THE WAR, the major PBS fall series

Mr. Bromberg stated that MPTV received a grant of \$3,000 from the National Center for Outreach to produce two companion programs to THE WAR focusing on the contribution of people of color in WWII and on Prisoner of War Camps that were located in Wisconsin. Dr. Cole indicated that the College would contribute \$3,000 if the station is able to produce programming about the involvement of Hispanic Wisconsinites in World War II.

**F-2 Friends Report – Attachment 3**

Mr. Rackham reported that:

- the March pledge drive generated \$466,099
- Kim Sosa, a new Membership Director, started with the MPTV Friends today
- MPTV Friends is partnering with the Realtors Home Show at State Fair Park
- Live simulcast of the Metropolitan Opera's BARBER OF SEVILLE at Discovery World

Mr. Earle stated that Mr. Martin Mann, President of the MPTV Friends Board, will be leaving Milwaukee because of a job transfer to Boston. He hoped that a person with his enthusiasm for a capital campaign for new facilities for MPTV would replace him.

**F-3 Preliminary Budget Planning Assumptions – Attachment 4**

Discussion Mr. Sargent spoke to this item. He noted that the MATC vs. MPTV amounts were switched in the attachment.

**F-4 Telecasting of MATC Board Meetings**

Discussion Mr. Rich Busalacchi, Interim Assistant Dean of Business and Information Technology, discussed two options; take existing audio and video from the boardroom and air it on Time Warner Higher Education Cable Consortium Channel 13; or stream the audio/video on MATC's website. The only out of

pocket expense for either option would be for personnel to switch between the camera angles in the boardroom. The streaming option has the capability to be archived. Mr. Sargent stated that the space streaming video takes up would require a dedicated server for the website. Audio **only** streaming would not require a dedicated person and also lessen the space needed for archive storage. Which option would serve the greater audience was then discussed. Mr. Earle will discuss this at the full board meeting. Mr. Busalacchi was asked to cost-out the various options and report back to the committee with his findings.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills February, 2007 - Attachment 5**

**G-2 December Clippings – Attachment 6**

**G-3 Summary of Capital Requests vs. Allocation – Attachment 7**

Discussion Mr. Earle wanted a historical sense if public television's needs have been met. Mr. Joe Bauer and Mr. Mike Sargent explained a comparison of capital requests, budgeted and actual amounts for the past 10 years. What complicated this effort was the rollover of encumbered money from one year to another because projects were not finished, and the fact that these numbers also include grant money which MPTV has been very successful in obtaining. The comparison revealed that MATC has met or exceeded the requests for capital dollars during the period studied. Mr. Earle said he would follow up with Mr. Bromberg if he needed to.

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

Discussion Mr. Joe Bauer displayed a plaque from the HOUSE OF PEACE thanking MPTV for their contribution to the 2006 Holiday Gift Basket Program.

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

The next meeting is scheduled for **Monday, April 16, 2007 at 5:00 p.m.**

**ADJOURNMENT**

The committee adjourned at 6:08 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist