



May 11, 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, May 14, 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 - April 16, 2007 - Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

1. [Monthly Advertising Fund Expenditures April, May, and June, 2007 - Attachment 2](#)
2. [FY2008 Independent Production Contracts - Attachment 3](#)
3. [Telecasting / Streaming of MATC Board Meetings - Attachment 4](#)

**F. Discussion Items**

1. General Manager's Report
2. [Friends Report – Attachment – Attachment 5](#)
3. EBS License / WiMax Update
4. [Review of Draft Activity Plan & Budget – Attachment 6](#) (Not available at time of posting)
5. Possible MPTV Capital Campaign

**G. Information Items**

1. [Monthly Bills – April, 2007 – Attachment 7](#)
2. MPTV Awards / Acknowledgements

## H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

## I. Old Business/New Business

1. Next Committee Meeting: **Monday, June 18, 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.*

Attachment PTV 1

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

<b>ADMINISTRATION</b>	Joseph Bauer	Janice Falkenberg
<b>PRESENT:</b>	Ellis Bromberg	Mike Sargent Mike Walsh
<b>GUESTS</b>	Scott Rackham	Frank Cumberbatch
<b>PRESENT:</b>	Larry Domine	

**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, April 16, 2007, and called to order by Chairperson Earle at 5:03 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

**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 – March 19, 2007 – Attachment 1**

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

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion passed.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg reported that:

- MPTV On Demand is airing on Time Warner's digital tier as part of Wisconsin on Demand – Channel 1111
- MPTV V-me, the new Spanish language multicast channel, will launch May 5<sup>th</sup>. A short video clip was shown.
- PBS is creating additional content focusing on Latinos in Ken Burns series The War
- MPTV will tape the Milwaukee Ballet's Romeo & Juliet and Kennan Forum from the Pabst Theatre in the next few weeks
- MATC Portfolio Night, May 3<sup>rd</sup> at Discovery World, will include screenings of MPTV student produced programs
- two brochures highlighting MPTV programming geared toward the Latino population will be mailed next week

Mr. Earle asked that the clip of V-me be shown at the full Board meeting.

**F-2 Friends Report – Attachment 3**

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

- the luncheon in the MPTV studio hosted by John Gurda this past Saturday was a success
- the Great TV Auction begins April 27<sup>th</sup>
- PBS President, Paula Kerger is coming to Milwaukee May 23<sup>rd</sup>
- Kids day at the Zoo is June 2<sup>nd</sup>

Mr. Rackham stated that as of March, the Friends are ahead of budget in revenue and behind in expenses.

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

Mr. Mike Sargent, Vice President of Finance, gave an overview of this item.

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

Discussion Mr. Sargent distributed an attachment showing the costs of video streaming of board meetings. Mr. Earle asked about the cost of audio only streaming. Mr. Sargent responded that it would be negligible. Ms. Wilson questioned whether audio only streaming would satisfy those wanting this service. The Committee will seek input from the Board on this item.

#### **F-5 EBS License / WiMax Updates – Attachment 5**

Discussion Mr. Mike Walsh, associate vice president of information technology, distributed an illustration of the WiMax/WiFi pilot project. Mr. Larry Domine, MATC instructor and member of the Forward Technology Committee, and Mr. Frank Cumberbatch, representing Midwest Fiber, joined Mr. Walsh in this discussion. Mr. Walsh explained the difference between WiMax and WiFi. MATC is conducting a WiMax test pilot between the downtown campus and south campus. This test will also incorporate several WiFi testing sites within this area. Mr. Earle questioned the need to have two outreach sites within one block of each other. Further discussion focused on: the two separate contracts, each for \$46,000 with Midwest Fiber and its sister corporation; the necessity and justification for the project in light of the joint RFP with UWM and MPS for leasing the spectra; the usefulness of using WiMax to provide WiFi services to limited sites; the extent to which the project would advance academic and training needs; connectivity needs in the future; and criteria for selection of community-based organization sites. Ms. Wilson asked for a learning session to help understand the WiMax/WiFi issue.

#### **ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills March, 2007 - Attachment 6**

**G-2 January 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 6:28 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Special

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**

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**APRIL, 2007**

**ADVERTISING OBJECTIVES:**

Promotion of specific programming

**MEDIA EXPENDITURES**

**\$7413.26**

***Print / Postage*** 5,010.26  
Latino Postcard Mailer

***Radio***  
MSO 2,403.00

***Outdoor / Transit***

***Television***

**ACTUAL MINORITY MEDIA SPENDING**

**68%**

**\$5010.26**

***Hispanic***  
Postcard printing / postage 5,010.26

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

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**MAY, 2007**

**ADVERTISING OBJECTIVES:**

**\$6,300.00**

**MEDIA EXPENDITURES**

<i>Print</i>	\$
<i>Radio</i>	\$
<i>Outdoor / Transit</i>	\$
<i>Television</i>	\$

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**

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**JUNE, 2007**

**Advertising Objectives:**

**MEDIA BUDGET**

**\$14,000.00**

*Print* \$

*Radio* \$

*Outdoor / Transit* \$

*Television* \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

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

*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	\$7,002.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,002.00
Mar-07	\$13,308.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,308.00
Apr-07	\$2,403.00	\$0.00	\$5,010.26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,413.26
May-07										
Jun-07										
<b>Total</b>	<b>\$72,427.62</b>	<b>\$0.00</b>	<b>\$20,491.94</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>\$92,919.56</b>

<b>TOTAL MINORITY OWNED &amp; TARGETED MEDIA SPENDING</b>								
Advertising Month	Hispanic	Hispanic	African	African	Hmong	Hmong	Minority	Minority
	Spending	Spending %	Spending	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	\$450.00	3%	\$1,485.00	11%	\$0.00	0%	\$1,935.00	14%
Apr-07	\$5,010.26	68%	\$0.00	0%	\$0.00	0%	\$5,010.26	68%
May-07								
Jun-07								
<b>Total</b>	<b>\$8,484.26</b>	<b>9%</b>	<b>\$12,088.80</b>	<b>13%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$20,573.06</b>	<b>22%</b>

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

*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	
Sep-06	\$1,498.50	\$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	
Nov-06	\$0.00	\$0.00	\$1,125.00	\$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	
Jan-07	\$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	
Mar-07	\$450.00	\$0.00	\$1,485.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Apr-07	\$4,000.00	\$1,010.26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
May-07										
Jun-07										
<b>Total</b>	<b>\$7,474.00</b>	<b>\$1,010.26</b>	<b>\$12,088.80</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	\$0.00	\$0.00	\$0.00	\$1,849.50	\$0.00	\$0.00	\$0.00	\$1,057.50
Mar-07	\$0.00	\$0.00	\$0.00	\$1,485.00	\$0.00	\$0.00	\$0.00	\$450.00
Apr-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-07								
Jun-07								
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$216.00</b>	<b>\$11,872.80</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,474.00</b>

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

*Media amounts by month billed*

30-Apr-07

<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>Hisp. 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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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>Hisp. Minority Targeted</b>	<b>Cable TV</b>	<b>vendors</b>	<b>vendors</b>
			<b>Hisp. Minority Targeted</b>	<b>Minority Targeted</b>	<b>Minority Targeted</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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
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>
	<b>Hispanic Translation</b>	<b>Media Buyer</b>	<b>Owned Vendors</b>	<b>Owned Vendors</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	\$0.00	\$0.00	\$0.00	\$0.00
Mar-07	\$0.00	\$0.00	\$0.00	\$0.00
Apr-07	\$0.00	\$0.00	\$4,000.00	\$0.00
May-07				
Jun-07				
<b>Total</b>	\$0.00	\$0.00	\$4,000.00	\$0.00

## FY 2008 INDEPENDENT TELEVISION PRODUCTION CONTRACTS

### BACKGROUND

In the past, independently contracted television production staff services have been hired on an annual contract basis. The college's purchasing department in cooperation with the television station General Manager prepares contracts. Over a multi-year period, such vendors have or may receive compensation that exceeds \$50,000. The total fiscal year 2008 compensation for services is not anticipated at this time to exceed the amounts below. Issuance of Independent Television Production Contracts with the below individuals/firms is contingent on the board's final approval and passage of a Fiscal Year 2008 budget, and Milwaukee Public Televisions final approval of below indicated projects.

<u>Name/Assignment and program</u>	<u>FY2007</u>	<u>FY2008</u>
<b>Dan Small</b> Producer/host: <i>Outdoor Wisconsin</i> Planning, appearance and emceeing the Outdoor Wisconsin Banquet. Promotional appearances: Up to 25 including the annual Milwaukee Journal Sentinel Sports Show.	\$59,916	\$60,166
<b>Mark Siegrist</b> Talent/producer/off-line editor for up to two documentaries	\$35,000	\$35,000
<b>Reel Life Films</b> Off-line editor and/or producer of segments for <i>Outdoor Wisconsin</i>	\$12,000	\$12,000
<b>Smoking Monkey</b> Off-line editor and/or producer of segments for <i>Outdoor Wisconsin</i>	\$26,500	\$4,000
<b>John Gurda</b> Additional Curriculum Committee/Web work for <i>Making of Milwaukee</i>	\$5,000	\$2,000
<b>Conceptz Communications</b> Talent/producer/interviewer/co-host for <i>Black Nouveau</i>	\$26,000	\$27,300
<b>Jodi Olson</b> Talent/producer/off-line editor for segments of <i>Great Lakes Gardener</i>	\$10,000	\$10,000
<b>Melinda Myers</b> Producer / Host for <i>Great Lakes Gardener</i>	\$18,000	\$18,000
<b>Faith Colas</b> Talent/Co-host for <i>Black Nouveau</i>	\$20,800	\$26,000
<b>Debra A. Wisniewski</b> Closed captioning for locally produced MPTV productions as per FCC mandate	\$26,000	\$26,000
<b>Voice One Productions</b> For the voicing of the station's promotional information, voiceovers, promotion tags and booth related production voiceover recordings. Booth time will not exceed 40 hours per month.	\$15,800	\$15,900

<b>Lisa Lutomski</b>	\$30,000	\$30,600
For producing original on-air video promotions for programs, promotional tags, special events and the handling of traffic emergency situations.		
<b>Glenda Hines</b>	\$16,300	\$28,000
Traffic Librarian which involves maintaining station video library and managing all tape movement within and outside the stations, will assist traffic personnel by using ProTrack system for program records and program cataloging. Increased contract assignments to assist in increased traffic workload		
<b>TOTALS</b>	<u>\$301,316</u>	<u>\$294,966</u>

**ACTION**

The Committee and Board are asked to approve the above listed vendor contracts for FY08 totaling \$294,966.

### TELECASTING / STREAMING OF MATC BOARD MEETINGS

At the January Board meeting Director Pedro Colon asked about the possibility of televising MATC Board meetings.

The idea was researched by Public Television and Teaching and Learning Technology staff, and discussed at the February 2007 PTV Committee meeting.

The Committee proposes providing citizens three ways to access MATC Board meetings:

- 1) Through live audio and/or video streaming on the MATC website
- 2) Through audio and/or video archiving on the MATC website for one year
- 3) Through live cablecast on Time Warner Cable's public access government channel 13

Based on 11 meetings per year, 1 staff member @ 2.5 hours labor per meeting, the annual cost for the scenarios above is:

	<u>First Year</u>	<u>Subsequent Years</u>
Personnel	\$ 3,500	\$ 3,500
Video/Audio Archiving	\$16,000	\$ 0

Additional notes:

- The video streaming and cablecast would utilize cameras and related equipment already installed in the Board Room.
- Costs are the same for both audio and video whether streaming or archiving.
- If there is no video or audio archiving, the cost would be just the \$3,500 annual personnel cost.
- There is no additional cost to cablecast the program on Time Warner Cable.

The proposal is to begin in FY 2008 with a test run at the August 2007 board meeting and to go "live" at the September 2007 meeting.

#### ACTION

The Committee and board is asked to approve scenario 1, 2 or 3 above and allocate the appropriate expenditures.

## **Attachment PTV 5**

### **MPTV Friends Event Calendar Spring/Summer 2007**

#### **May**

- May 23 Andre Rieu /Paula Kerger Event  
Bradley Pavilion, Marcus Center
- May 28 Memorial Day – Office closed

#### **June**

- June 2 PBS Kids Day, Milw County Zoo
- June 3 UPAF Bike Ride Event
- June 2 – 10 On-Air Pledge Drive (tentative)
- June 28 Full Board Meeting (tentative)

#### **July**

- July 4 Independence Day – Offices closed

BOARD BILL LIST  
TV Fund by Check No  
04/30/07

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Check Date	Check No	Vendor Name	Object	Object Description	Object Amount
04/02/07	0657702	Jack R. Abrams	5201	Travel Expenses	1,000.00
04/02/07	0657708	Audio Video Distribu	5677	Videotape	1,485.70
04/02/07	0657712	David K. Baule	5668	Program Production	2,500.00
04/02/07	0657713	Michael J. Behlen	5201	Travel Expenses	400.00
04/02/07	0657722	CDI Transport Servic	5675	Traffic	17.00
04/02/07	0657724	Cedarburg Performing	5672	Special Projects	300.00
04/02/07	0657733	Corporate Express In	5241	Office Supplies	441.63
04/02/07	0657739	Dow Lohnes PLLC	5361	Legal Services	709.90
04/02/07	0657752	Raul Galvan	5201	Travel Expenses	8,050.00
04/02/07	0657767	Harris Corporation	5678	Wmvs Transmitter Rep	152.06
04/02/07	0657768	Hein Electric Supply	5674	Technical Operations	15.56
04/02/07	0657787	Keystone Travel Serv	5201	Travel Expenses	462.50
04/02/07	0657788	Ryan Khang	5357	Professional & Consu	470.00
04/02/07	0657793	Frank Hamill	5357	Professional & Consu	300.00
04/02/07	0657825	National Supply & Ha	5674	Technical Operations	26.47
04/02/07	0657847	Kurt A. Schroeder	5201	Travel Expenses	400.00
04/09/07	0657893	American Public Tele	5840	Equipment	11,658.00
04/09/07	0657894	Cingular Wireless	5454	Telephone	166.99
04/09/07	0657905	BBC Worldwide Americ	5840	Equipment	26,350.00
04/09/07	0657919	Rachelle D. Cehanovi	5668	Program Production	160.00
04/09/07	0657925	Corporate Express In	5241	Office Supplies	38.72
04/09/07	0657938	Paul L. Ehorn	5668	Program Production	500.00
04/09/07	0657951	Graebel Companies	5243	Other Supplies	1,522.46
04/09/07	0657962	Glenda J. Hines	5357	Professional & Consu	700.00
04/09/07	0657973	Keystone Travel Serv	5201	Travel Expenses	451.09
04/09/07	0657985	Lisa Lutomski	5357	Professional & Consu	2,800.00
04/09/07	0657989	Everett Marshburn	5201	Travel Expenses	480.00
04/09/07	0658032	Public Television	5220	Membership & Subscri	533.00
04/09/07	0658049	Starkmedia	5668	Program Production	1,250.00
04/09/07	0658054	Time Warner Cable	5454	Telephone	109.35
04/09/07	0658055	Trillium Productions	5840	Equipment	750.00
04/09/07	0658066	Debra A. Wisniewski	5668	Program Production	1,705.00
04/12/07	0658085	BBC Worldwide Americ	5840	Equipment	12,440.00
04/12/07	0658086	HSBC Business Soluti	5840	Equipment	450.00
04/12/07	0658087	HSBC Business Soluti	5840	Equipment	640.00
04/12/07	0658089	Ellis R. Bromberg	5201	Travel Expenses	417.64
04/12/07	0658100	Dow Lohnes PLLC	5361	Legal Services	451.59
04/12/07	0658105	FedEx	5675	Traffic	64.31
04/12/07	0658116	Harmony Entertainmen	5840	Equipment	35,200.00
04/12/07	0658172	Stearman Production	5668	Program Production	600.00
04/12/07	0658178	United Parcel Servic	5675	Traffic	39.09
04/12/07	0658180	Linda J. Tiezzi Wald	5668	Program Production	2,000.00
04/16/07	0658209	HSBC Business Soluti	5840	Equipment	351.00
04/16/07	0658210	Tyler M. Brown	5668	Program Production	1,350.00
04/16/07	0658217	Corporate Express In	5241	Office Supplies	106.71
04/16/07	0658218	Dan Small Outdoors L	5668	Program Production	3,616.00
04/16/07	0658220	Eichenbaum & Associa	5270	Advertising	12,708.00
04/16/07	0658233	Glenda J. Hines	5357	Professional & Consu	700.00
04/16/07	0658257	National Educational	5675	Traffic	195.00
04/16/07	0658258	NCO	5201	Travel Expenses	195.00
04/16/07	0658259	Judith Nugent	5668	Program Production	875.00
04/16/07	0658274	Gerard Randall	5668	Program Production	100.00
04/16/07	0658275	Susan G. Rascon	5668	Program Production	840.00
04/19/07	0658317	AT&T	5454	Telephone	337.38

BOARD BILL LIST  
TV Fund by Check No  
04/30/07

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/19/07	0658360	Eichenbaum & Associa	5270 Advertising	2,996.83
04/19/07	0658364	ExxonMobil	5676 Vehicle Supplies	391.44
04/19/07	0658394	Lifetime Embroidery	5243 Other Supplies	910.70
04/19/07	0658416	Multimedia Graphic	5668 Program Production	364.65
04/19/07	0658422	National Educational	5675 Traffic	15.00
04/19/07	0658426	Pabst Theater	5668 Program Production	8,545.07
04/19/07	0658429	PBS Showcase	5211 Seminars & Workshops	545.00
04/19/07	0658433	Receiver General for	5840 Equipment	13,000.00
04/19/07	0658439	Elaine M. Schmidt	5668 Program Production	200.00
04/19/07	0658463	Linda J. Tiezzi Wald	5201 Travel Expenses	360.13
04/23/07	0658503	Corporate Express In	5241 Office Supplies	180.26
04/23/07	0658512	FedEx	5675 Traffic	142.62
04/23/07	0658563	Mark W. Siegrist	5668 Program Production	4,833.00
04/23/07	0658566	Sprint	5454 Telephone	13.65
04/23/07	0658575	United Parcel Servic	5675 Traffic	157.70
04/26/07	0658594	American Public Tele	5672 Special Projects	9.97
04/26/07	0658597	Joseph D. Bauer	5201 Travel Expenses	99.73
04/26/07	0658606	Rachelle D. Cehanovi	5668 Program Production	240.00
04/26/07	0658614	Daily Reporter	5840 Equipment	16.84
04/26/07	0658615	Dell Marketing I P	5840 Equipment	1,251.22
04/26/07	0658620	First Book	5273 Publicity	185.11
04/26/07	0658641	Keystone Travel Serv	5201 Travel Expenses	270.00
04/26/07	0658645	Frank Hamill	5357 Professional & Consu	300.00
04/26/07	0658646	Lewis Kennedy Associ	5357 Professional & Consu	2,640.06
04/26/07	0658647	Linde Gas USA LLC	5674 Technical Operations	4.34
04/26/07	0658657	Milwaukee Courier	5840 Equipment	41.65
04/26/07	0658660	Myers Information Sy	5674 Technical Operations	200.00
04/26/07	0658662	Judith Nugent	5668 Program Production	1,840.00
			5201 Travel Expenses	162.55
04/26/07	0658670	Public Broadcasting	5211 Seminars & Workshops	495.00
04/26/07	0658671	Public Television	5201 Travel Expenses	125.00
04/26/07	0658689	Spanish Journal	5840 Equipment	35.00
04/26/07	0658699	Time Warner Cable	5454 Telephone	109.35
04/26/07	0658711	Wisconsin Newspaper	5273 Publicity	59.23
04/26/07	0658714	Thay Yang	5201 Travel Expenses	2,197.75
			5663 In-Service Training	572.70
04/30/07	0658724	Cingular Wireless	5454 Telephone	389.36
04/30/07	0658728	AT&T	5454 Telephone	1,563.09
04/30/07	0658746	Thomas J. Dvorak	5201 Travel Expenses	160.04
04/30/07	0658749	FDV Communications C	5674 Technical Operations	5,496.50
04/30/07	0658750	FedEx	5675 Traffic	64.96
04/30/07	0658752	Vicki L. Fischer	5357 Professional & Consu	1,300.00
04/30/07	0658763	Glenda J. Hines	5357 Professional & Consu	700.00
04/30/07	0658766	Industrial Electroni	5674 Technical Operations	22.79
04/30/07	0658767	Integrays Energy Serv	5452 Light & Power	20,186.26
04/30/07	0658786	Nielsen Media Resear	5661 Audience Research	3,976.95
04/30/07	0658805	United Parcel Servic	5675 Traffic	114.63
04/30/07	0658808	Vanguard Computers I	5840 Equipment	4,051.52
04/30/07	0658813	Wisconsin Broadcaste	5211 Seminars & Workshops	50.00
			5243 Other Supplies	25.00
04/30/07	0658819	Zeiger Incentives	5273 Publicity	2,000.00
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				223,194.80

BOARD BILL LIST  
Over \$2500 Channel 10/36  
04/30/07

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Check Date	Check No	Vendor Name	Object Description	Object Amount
04/02/07	0657752	Raul Galvan	5201 Travel Expenses	8,050.00
04/09/07	0657893	American Public Tele	5840 Equipment	11,658.00
04/09/07	0657905	BBC Worldwide Americ	5840 Equipment	26,350.00
04/09/07	0657985	Lisa Lutomski	5357 Professional & Consu	2,800.00
04/12/07	0658085	BBC Worldwide Americ	5840 Equipment	12,440.00
04/12/07	0658116	Harmony Entertainmen	5840 Equipment	35,200.00
04/16/07	0658218	Dan Small Outdoors L	5668 Program Production	3,616.00
04/16/07	0658220	Eichenbaum & Associa	5270 Advertising	12,708.00
04/19/07	0658360	Eichenbaum & Associa	5270 Advertising	2,996.83
04/19/07	0658426	Pabst Theater	5668 Program Production	8,545.07
04/19/07	0658433	Receiver General for	5840 Equipment	13,000.00
04/23/07	0658563	Mark W. Siegrist	5668 Program Production	4,833.00
04/26/07	0658646	Lewis Kennedy Associ	5357 Professional & Consu	2,640.06
04/30/07	0658749	FDV Communications C	5674 Technical Operations	5,496.50
04/30/07	0658767	Integrlys Energy Serv	5452 Light & Power	20,186.26
04/30/07	0658786	Nielsen Media Resear	5661 Audience Research	3,976.95
04/30/07	0658808	Vanguard Computers I	5840 Equipment	4,051.52
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				178,548.19