

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

**ADMINISTRATION** Joseph Bauer Richard Busalacchi  
**PRESENT:** Ellis Bromberg Janice Falkenberg  
Damir Braovac Mike Sargent

**GUESTS**  
**PRESENT:**

**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, May 14, 2007, and called to order by Chairperson Earle at 5:09 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 – April 16, 2007 – Attachment 1**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the April 16, 2007 committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion passed.

**E-2 FY2008 Independent Production Contracts – Attachment 3**

Discussion Mr. Bromberg, General Manager, explained aspects of the attachment and noted that this FY08 figure is less than FY07.

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the FY08 Independent Production Contracts.

Action Motion passed.

**E-3 Telecasting / Streaming of MATC Board Meetings – Attachment 4**

Discussion Director Earle asked if we could have the live video and audio available on the website, but only archive the audio portion, as this would require less storage space. Mr. Richard Busalacchi, Interim Assistant Dean of Business and Information Technology stated that was possible. The committee then discussed the possibility of archiving both video and audio for one year, after which time only the audio would remain archived. Mr. Busalacchi stated that the first board meeting of FY2008 in August could be a test.

Motion It was motioned by Ms. Wilson, seconded by Mr. Earle to amend the action item to offer live video and audio streaming via the MATC website during the board meeting. Furthermore both video and audio will be archived for one year at which time only the audio portion would continue to be saved. This amended action item will be presented to the full board for approval.

Action Ammended motion passed.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg reported on the many items being done under the 50<sup>th</sup> Anniversary banner:

- New services: MPTV On Demand and MPTV V-ME
- DVDs of The Making of Milwaukee will soon be available in bookstores.

- Possible continuous screening of The Making of Milwaukee at Discovery World
- MPTV has or will produce the following new productions: Kennan Forum on International Issues; Milwaukee Ballet's Romeo and Juliet; Jon Faddis Jazz Quartet; Doc Severinsen and the Milwaukee Pops; A Midsummer Night McGivern; Andreas Delfs and the MSO; a documentary on Samson the Gorilla; and Summerfest Stories, which will have a screening at the Pabst Theatre on May 30
- On May 16 we will tape a pilot of MATC Instructor George Stone's presentation on global warming at Discovery World.
- On May 9<sup>th</sup> Mr. Bromberg participated in two screenings of AMERICAN MASTERS film "Les Paul – Chasing Sound," which will air on July 11
- PBS president Paul Kerger will be in Milwaukee May 23

Mr. Bromberg wanted the committee to know that the station and Friends staffs have been very busy with new services, new productions, and special events to celebrate MPTV's 50<sup>th</sup> Anniversary.

#### **F-2 Friends Report – Attachment 5**

In Scott Rackham's absence, Mr. Bromberg reported that the announced on-air total for the Auction was \$1,107,144.

Mr. Earle stated he would like to initiate discussion with the Friends about having some type of structured participation from the Friends board at the PTV committee meetings.

#### **F-3 EBS License / WiMax Update**

Discussion Ms. Janice Falkenberg, Assistant General Counsel, gave an update on the EBS License lease. Mr. Sargent clarified that in order to go forward with the leasing of spectrum, MATC must demonstrate that the 5% of spectrum MATC is retaining is being used for educational purposes. Mr. Sargent further stated that there was a sunset date involved and not knowing fully if a vendor would have their system up and running, MATC needs to prove that its 5% is being used for educational purposes by this sunset date, therefore the WiMax expenditures.

Ms. Wilson requested a meeting where the board members can learn more about this issue.

#### **F-4 Review of Draft Activity Plan & Budget – Attachment 6**

Discussion Mr. Sargent distributed the public television portion of the budget noting that it represents a status quo operations budget. This budget does not include money for contract settlements. The state revenues remain the same while

revenue from the MPTV Friends has declined by \$920,000.

**F-5 Possible MPTV Capital Campaign**

Discussion Mr. Earle requested this item be added to the agenda. In the last few he has had discussions with the MPTV Friends Chairman of the Board. As this person is resigning his position, it is felt this item should come to the board. Mr. Earle would like station management to begin gathering information about who is out there in the way of capital campaign consultants and look at what other stations have done. Ms. Wilson would like to wait until she sees the consultant's report before any expenditures are incurred.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills April, 2007 - Attachment 7**

**G-2 MPTV Awards / Acknowledgements**

Mr. Joe Bauer displayed two accommodations MPTV received from the Milwaukee County Historical Society.

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

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

**ADJOURNMENT**

The committee adjourned at 6:14 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist