



November 9, 2006

Please Note Change
in Meeting Date

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, November 13, 2006**, 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 – October 16, 2006 – Attachment 1

D. Comments from the Public

E. Action Items

1. Monthly Advertising Fund Expenditures October, November, and December, 2006 – Attachment 2
2. Digital Video/Audio Content Storage System – Attachment 3

F. Discussion Items

1. General Manager's Report
2. Friends Report – Attachment 4
3. EBS License (WiMax) Projected Timeline
4. FY2004-2007 Strategic Plan – Attachment 5
5. Major Donor Initiative

G. Information Items

1. Monthly Bills – October, 2006 – Attachment 6
2. August Clippings – Attachment 7

H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Next Committee Meeting: **Monday, December 11, 2006 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**

ADMINISTRATION Joseph Bauer Janice Falkenberg
PRESENT: Ellis Bromberg Mike Sargent
Mike Walsh

GUESTS Scott Rackham
PRESENT: Marina Tanzer

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, October 16, 2006, and called to order by Chairperson Earle at 5:06 p.m. in the Board Room of the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Peter Earle, Mark Maierle

Excused: Ann Wilson

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 – September 18, 2006 – Attachment 1

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to approve the minutes of the September 18, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, September, October, and November, 2006 - Attachment 2

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for September, October, and November, 2006.

Action Motion approved.

E-2 Consultant for MPTV and MPTV Friends – Attachment 3

Discussion Mr. Bromberg explained the origins of this item. Mr. Earle had concerns because genesis of the project had bypassed the PTV committee. Mr. Earle has since had conversations with the parties involved and is now convinced that this issue is being approached in a prudent way.

Motion It was moved by Mr. Earle, seconded by Mr. Maierle to recommend approval to the FPO Committee and the Board to contract with Lewis Kennedy Associates for consulting services for MPTV and MPTV Friends.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Bromberg gave updates on:

- THE MAKING OF MILWAUKEE and the accolades and press it has received. The program received the highest ratings among all programs on all public television stations in the nation for the three nights that it aired.
- the success of the October 6th Gubernatorial Debate from Discovery World at Pier Wisconsin.
- a possible University Channel that is being discussed among public television stations that are licensed to universities and colleges.
- program premieres of note in November including a 4th STREET FORUM which focuses on the Marriage Protection amendment.

F-2 Friends Report – Attachment 4

Mr. Rackham reported on:

- the premiere event held for THE MAKING OF MILWAUKEE which grossed over \$60,000.
- the sold out October 1st wine tasting and gourmet dinner.

- the special pledge night featuring Andre Rieu programs which again offered tickets to an upcoming concert as thank you gifts.
- a new Friends website that went live today which mirrors the MPTV website
- a new mini-auction being held for the holiday season on November 18 & 19.

F-3 Preliminary Year End Financial Results – Attachment 5

Mr. Sargent distributed additional information and noted that 2.4 million dollars was used to balance the FY06 MPTV budget leaving the unrestricted reserves with a balance of one million dollars. FY06 will be the last year these funds can be used to balance the budget. Mr. Sargent further stated that a resolution will be presented at the FPO Committee meeting to amend the budget for public television as requested by the auditor because of changes in accounting practices.

F-4 Educational Broadband Service License (WiMax) – Attachment 6

Mr. Walsh informed the committee that several companies are interested in being the proponent to move the bandwidth from analog to digital and would also provide new equipment to handle this. He continues working with the MAIN group to access everyone's needs. A consultant will be hired to value the spectrum so that MATC does not undersell itself.

Mr. Earle requested a projected timeline for the project be brought to this committee at the November meeting.

F-5 Major Giving Initiative Update

Mr. Bromberg introduced Ms. Tanzer, Major and Planned Giving Director of the MPTV Friends, to explain this initiative. Ms. Tanzer explained the new CPB initiative, which focuses on engaging the boards of public television stations so that they can be involved in fundraising activities. Ms. Marla Bobolink of BoardSource is working with the Friends Board, and Mr. Bromberg would like the PTV Committee to meet with Ms. Bobolink for a less formal session, over dinner, on November 9th. Ms. Wierschem will work with the Committee to formalize the dinner meeting.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills September, 2006 - Attachment 8

G-2 July Clippings – Attachment 9

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

Mr. Earle has a conflict on the next scheduled meeting date and proposed the meeting be changed to Monday, November 13, 2006 at 5:00 p.m. in the Conference Room of Milwaukee Public Television. Ms. Wierschem will poll the committee on the date change.

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

OCTOBER, 2006

ADVERTISING OBJECTIVES:

Program Specific Promotions

MEDIA EXPENDITURES

\$ 18,915.35

Print

\$ 4,002.35

Radio

Making of Milwaukee

\$14,913.00

Outdoor / Transit

\$

Television

\$

ACTUAL MINORITY MEDIA SPENDING

\$ 2,443.50

13%

African American:

WJZI

\$2,443.50

Hispanic:

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

**Milwaukee Public TV
Media**

ESTIMATE

NOVEMBER, 2006

ADVERTISING OBJECTIVES:
Program specific promotions

MEDIA EXPENDITURES

\$ 9,350.00

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

DECEMBER, 2006

Advertising Objectives:

Program Specific Promotion

MEDIA BUDGET

\$ 9,000.00

Print \$

Radio \$

Outdoor / Transit \$

Television \$

Minimum Minority Media Estimated Percentage Spending = 10-12%

MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)
as of September 30, 2006

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)										
Month	Radio	TV	Print	Outdoor	Other	Value-	Value-Added	Placed	Total Media	Placements
						Promotions	Promotions	directly		
						H	AA	through		
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										
Dec-06										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$29,340.72	\$0.00	\$9,710.03	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$39,050.75

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African	African	Hmong Spending	Hmong Spending %	Minority	Minority Spending %
			Spending	Spending %			Spending Total	
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								
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$1,966.50	5%	\$4,824.50	12%	\$0.00	0%	\$6,791.00	17%

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2007 (JUL 06-JUN 07)**
as of September 30, 2006

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										
Dec-06										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
Total	\$1,966.50	\$0.00	\$4,824.50	\$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								
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
Total	\$0.00	\$0.00	\$216.00	\$4,608.50	\$0.00	\$0.00	\$0.00	\$1,966.50

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

Media amounts by month billed

as of September 30, 2006

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							
Dec-06							
Jan-07							
Feb-07							
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					
Dec-06					
Jan-07					
Feb-07					
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 & Marketing -	Other	Other Hmong
	Minority Owned	Minority Owned	Hispanic Owned	Other Hmong 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				
Dec-06				
Jan-07				
Feb-07				
Mar-07				
Apr-07				
May-07				
Jun-07				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

DIGITAL VIDEO/AUDIO CONTENT STORAGE SYSTEM

Background

Milwaukee Public Television requested a high capacity tape archive system for use in the TV Broadcast operations for HD program storage and retrieval. ***This item will be funded through a CPB Digital Grant.***

The requirements for this equipment were outlined in bid number 06-22; bid documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in The Daily Reporter, Milwaukee Star and The Spanish Journal, along with initiations to submit bids mailed to four (4) potential firms known to have the capability to provide the required equipment. A search was done for certified Emerging Business Enterprises to include in the mailing, none were located. Bid documents were publicly opened at 2:00 pm on Monday, October 23, 2006 with three (3) responses received.

Heartland Video	Plymouth, WI	\$267,943.76
Midwest Media	Milwaukee, WI	\$166,865.00 (did not bid on required options)
Roscor Corporation	Mount Prospect, IL	\$447,954.40

Proposal(s) were evaluated and the low qualified bid, as indicated in bold above, has met specifications. There were no challenges to the bid document or the manner in which the successful bidder was selected.

Action

Positive action by the Committees and the Board will result in the issuance of a purchase order to Heartland Video in the amount of \$267,943.76 for a Digital Video / Audio Storage System.

Attachment PTV 4

Friends Events*
Fall 2006

November

November 10	Annual Meeting
November 18, 19	Annual Holiday Fair
	Holiday Auction
November 23, 24	Thanksgiving – offices closed
November 25 - 30	Membership Drive

December

Dec 1-10	Membership Drive - Continued
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* For event details please see our website: mptvfriends.org



Milwaukee Area Technical College

Strategic Plan 2005-2006

MATC is Dedicated to Teaching and Learning

Strategic Goals	Objectives	Strategies – Measures-Owners
<p>Learner Driven Improve processes to align curriculum and instruction to meet changing needs.</p>	<ul style="list-style-type: none"> ✓ Develop curriculum to insure the college is effectively and efficiently meeting the needs of students and employers ✓ Expand faculty and staff capacity to implement features of the learning college ✓ Increase courses/programs that are provided by alternative delivery and improve the quality of existing online/blended courses/programs ✓ Develop strategies to meet the needs of under-prepared learners and second language learners ✓ Develop the MATC Academic Plan 	<p><input type="checkbox"/> See page 2</p>
<p>Innovative Enrollment Management & Student Support Maximize the success of a well prepared and diverse student body in a supportive campus climate</p>	<ul style="list-style-type: none"> ✓ Strengthen and improve admissions, financial aid, assessment, and registration ✓ Strengthen support processes for student success in conjunction with Student Services, academic units, and other service areas of the college 	<p><input type="checkbox"/> See page 5</p>
<p>Strong Partnerships Be recognized as an essential and effective educational partner in the community</p>	<ul style="list-style-type: none"> ✓ Focus on business and partnership relationships that advance the College mission ✓ Stimulate Workforce Development efforts in the community ✓ Advance Southeastern Wisconsin economic development 	<p><input type="checkbox"/> See page 6</p>
<p>An Essential Communications Resource Present new, high quality programming and educational opportunities to citizens of southeastern Wisconsin through the college's public broadcasting service</p>	<ul style="list-style-type: none"> ✓ Identify funding for and manage the transition of WMVS and WMVT to digital broadcasting ✓ Partner with community resources and seek local input in developing new programs and services that are responsive to diverse needs ✓ Identify new opportunities for students and lifelong learners of the college and community that utilize the facilities and broadcasts, and new media developed by, WMVS and WMVT 	<p><input type="checkbox"/> See page 7</p>
<p>Optimized Human Resources Improve college's human resource activities to maintain a high-performance workplace</p>	<ul style="list-style-type: none"> ✓ Focus on supporting quality employee performance ✓ Promote an atmosphere of respect, inclusiveness, and equality 	<p><input type="checkbox"/> See page 9</p>
<p>Maximized Financial Resources Increase College's financial potential to ensure sustainability and provide a learning environment that is operated efficiently and effectively</p>	<ul style="list-style-type: none"> ✓ Increase operational resources to enhance short and long-term financial position ✓ Improve internal processes to realize efficiencies 	<p><input type="checkbox"/> See page 10</p>
<p>Strengthen Physical Resources Strengthen the physical assets of the District to accommodate current and future learning needs in an inviting environment that integrates with the Communities' neighborhoods and redevelopment plans</p>	<ul style="list-style-type: none"> ✓ Revise the facilities master plan to align with the Strategic and Academic Plan ✓ Create a physical presence that is welcoming at all campuses and enhances the image of the college ✓ Partner with the community in developing neighborhoods that are adjacent to the college ✓ Create a facilities and transportation access plan that accommodates students, staff and the community 	<p><input type="checkbox"/> See page 12</p>

Strategic Plan 2004 - 2007

Strategic Goal 1: Learner Driven

Improve processes to align instruction and curriculum to meet the changing needs of the workforce in high demand areas

Objectives	Strategies	KPI / Measure / Target	Strategy Owner
1.1 Develop curriculum to insure the college is effectively and efficiently meeting the needs of students and employers.	a. Implement WTCS curriculum changes	<ol style="list-style-type: none"> 1. All necessary AAS degrees reconfigurations submitted to WTCS 2. Revised AA and AS degrees articulated with UWM 	Deans B. Cannell
	b. Develop Pre-professional degrees	<ol style="list-style-type: none"> 1. Curriculums are updated and revised using WIDS and are posted on the H-drive 2. WTCS approval received and degree completion agreements signed with UWM and other colleges 	Deans B. Cannell
	c. Utilize the QRP process to evaluate current course and program offerings	<ol style="list-style-type: none"> 1. Program action plans developed and reviewed. 2. Review process for 22 college programs completed. 3. QRP process and results integrated into Divisional 3-year plans 	Deans and CLA committee
1.2 Expand faculty and staff capacity to implement features of the learning college	a. Evaluate faculty credential standards	1. Credentials standards posted on EMATC.	Deans
	b. Evaluate the ER & D and Professional Development programs	1. QRP action plan developed and reviewed.	M. Echols and CLA committee
	c. Assess faculty and staff development needs	1. Workshops and courses provided to increase effectiveness of faculty and staff.	M. Echols
	d. Evaluate the effectiveness of the student feedback system in the faculty coaching system	1. Coaching Committee recommendations received by Provost	Faculty Coaching Committee
	e. Implement the initial stages of Service Learning	1. Implementation of Service Learning begun	Deans

Strategic Plan 2004 - 2007

<p>1.3 Increase courses/programs that are provided by alternative delivery and improve the quality of existing online/blended courses/programs</p>	<ul style="list-style-type: none"> a. Implement the Blackboard/Datatel integration program b. Implement the Online Delivery Development Approval Process c. Finalize Online Priorities Plan d. Provide professional development activities necessary for expansion and quality improvement 	<ul style="list-style-type: none"> 1. Project completed 2. Process implemented 3. Plan ready for implementation 4. Workshops and courses provided. 	<p>B. Rezel</p> <p>R. Busalacchi</p> <p>Forward Technology and R. Busalacchi M. Echols</p>
<p>1.4 Develop strategies to meet the needs of under-prepared learners and second language learners</p>	<ul style="list-style-type: none"> a. Expand curriculum development efforts for College Preparatory courses b. Clarify levels of second language support for occupational programs c. Improve processes for articulating secondary courses 	<ul style="list-style-type: none"> 1. Under-prepared Task Force recommendations reviewed with faculty. 2. Faculty and staff participate in Task Force curriculum development activities 1. Levels of language support defined for all programs and courses identified as bilingual. 2. Process developed to inform students and staff of support to be provided. 1. Existing process reviewed and changes implemented. 	<p>Deans and CLA Committee</p> <p>E. Wheatfall and Deans</p> <p>G. Pitchford-Trice</p>

Strategic Plan 2004 - 2007

<p>1.5 Develop the MATC Academic Plan</p>	<p>a. Review the goals and objectives of the Academic Plan with faculty and staff.</p> <p>b. Link current processes and committees to the Academic Plan objectives.</p> <p>c. Initiate discussions related to program priority</p>	<p>1. Feedback mechanisms are provided for faculty and staff</p> <p>1. Academic plan includes connections to administrative and committee processes.</p> <p>1. Implement union-administration committee</p>	<p>J. Walsh</p> <p>Provost Council and Core Committees</p> <p>J. Walsh</p>
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Strategic Plan 2004 - 2007

Strategic Goal 2: Innovative Enrollment Management & Student Support

Maximize the success of a well prepared and diverse student body in a supportive campus climate

Objectives	Strategies	KPI / Measure / Target	Strategy Owner
2.1 <i>Strengthen and improve admissions, financial aid, testing, and registration</i>	2.1A Increase awareness of student services available to students, staff and faculty	<ol style="list-style-type: none"> 1. Reduce customer complaints by 25% over baseline 2. Establish a baseline for measurement of financial aid, registration, admissions, testing, and academic support 	T. Barry & J. Walsh
	2.1 B Enhance academic and student services to retain students	<ol style="list-style-type: none"> 1. Adjust full-time and part-time academic support center staff hours based on budgeted resources. 2. Increase faculty input in ASC 3. Refine path intervention program to assist “suspended”, “probation” and “warning” students 	T. Barry & Academic Deans
2.2 <i>Strengthen support processes for student success in conjunction with Student Services, academic units, and other service areas of college.</i>	2.2A Assist students through Student Services at all four campuses, including ASC, Disability Services, Counseling and the Admissions Office	<ol style="list-style-type: none"> 1. Improve graduation rates 2. Improve retention rates 3. Improve student satisfaction scores on Noel Levitz 4. Improve web design and access for students 5. Increase scholarships for targeted student populations 	T. Barry

Strategic Plan 2004 - 2007

Strategic Goal 3: Strong Partnerships

Be recognized as an essential and effective educational partner in the community

Objectives	Strategy	KPI / Measure / Target	Strategy Owner
3.1 <i>Focus on business and partnership relationships that advance the College's mission</i>	3.1A Assess the key business organizations in which MATC staff participates.	<ul style="list-style-type: none"> Identify and Prioritize current list of College Partners to establish baseline. Focus on the number of valued College Partners and establish a current baseline list in key areas 	S. McClary
	3.1B Strategically focus on activities that MATC staff is involved with, including chambers, business/ industry and community organizations.	<ul style="list-style-type: none"> Record and submit report showing new activities at each campus, and demonstrate impact 	N. Look
3.2 <i>Advance Southeastern Wisconsin economic development</i>	3.2A Research and develop a list of companies that provide tuition reimbursement to their employees.	<ul style="list-style-type: none"> Assemble list of current organizations, and levels of support they provide their employees. 	R. Kettner
3.3 <i>Encourage more participation in community organizations, Boards, committees, etc.</i>	3.3A Allow faculty and staff time and opportunities to participate	<ul style="list-style-type: none"> List of those who have been identified and have agreed to serve 	R. Kettner

Strategic Plan 2004 - 2007

Strategic Goal 4: An Essential Communications Resource

Present new, high quality programming and educational opportunities to citizens of southeastern Wisconsin through the College's public broadcasting service.

Objectives	Strategy	KPI / Measure / Target	Strategy Owner
4.1 <i>Identify funding for and manage the transition of WMVS and WMVT to digital broadcasting</i>	4.1A Implement FCC mandates for the eventual establishment of DTV as our primary service and the shut own of our analog stations	<ul style="list-style-type: none"> Institute directives as they are issued by the FCC 	David Felland Ellis Bromberg Joe Bauer
	4.1B Plan and revise PTV physical space requirements to meet needs in DTV environment	<ul style="list-style-type: none"> Consultants PTV Space Study has been completed and presented to MATC Administration and Board; awaiting MATC approval to proceed 	Joe Bauer David Felland
	4.1C Replace retiring engineers with those skilled in DTV technology	<ul style="list-style-type: none"> Recruitment plan developed and implemented with Human Resources 	David Felland
4.2 <i>Partner with community resources and seek local input in developing new programs and services that are responsive to diverse needs</i>	4.2A Develop new production partnerships	<ul style="list-style-type: none"> At least two new significant partnerships developed with programs in production 	Raul Galvan
	4.2B Expand local production offerings in the arts, lifestyles, and science	<ul style="list-style-type: none"> External funding secured and programs scheduled 	Raul Galvan Tom Dvorak
	4.2C Ascertain and program to diverse community needs	<ul style="list-style-type: none"> Participate in meetings to ascertain community needs, and maintain a meaningful diverse program schedule for all program services 	Tom Dvorak

Strategic Plan 2004 - 2007

<p><i>4.3 Identify new opportunities for students and lifelong learners of the college and community that utilize the facilities and broadcasts, and new media developed by, WMVS and WMVT</i></p>	<p>4.3A Close caption local productions per FCC mandate</p>	<ul style="list-style-type: none"> • Meet or exceed FCC compliance requirements 	<p>Raul Galvan</p>
	<p>4.3B Expand and revise DTV programs and multicast channels</p>	<ul style="list-style-type: none"> • Acquire and produce DTV programs and multicast services as budget allows and market dictates 	<p>Tom Dvorak Raul Galvan</p>
	<p>4.3C Oversee the transition of MATC's ITFS channels to EBS digital service</p>	<ul style="list-style-type: none"> • Complete NTIA grant and submit final report 	<p>David Felland</p>
	<p>4.3D Utilize new studio/theater at Discover World</p>	<ul style="list-style-type: none"> • Develop at least two pilot programs that are staged at Discovery World and that provide opportunities for the participation of MATC TVP students 	<p>Dave Baule Raul Galvan</p>
	<p>4.3E Advertise and promote for viewers and funding</p>	<ul style="list-style-type: none"> • Continue promotional plans that ensure diversity in media placement and strategies that attract viewers and funding 	<p>Tom Dvorak</p>
	<p>4.3F Inform MATC community and general public about DTV and other MPTV services</p>	<ul style="list-style-type: none"> • Conduct demonstrations and schedule speaking engagements about DTV capabilities before public groups 	<p>David Felland Ellis Bromberg</p>

Strategic Plan 2004 - 2007

Strategic Goal 5: Optimized Human Resources

Improve college's human resource activities to maintain a high-performance workplace

Objectives	Strategies	KPI / Measure / Target	Strategy Owner
5.1 <i>Focus on supporting quality employee performance</i>	5.1A Recruit and retain talented employees through development of effective, diverse recruitment pools and systems of appropriate compensation/reward, recognition and appraisal systems	<ul style="list-style-type: none"> • Continue to work with Diversity Committee to increase hiring of minorities 	P. Cardona
5.2 <i>Promote an atmosphere of respect, inclusiveness, and equality</i>	5.2A Educate faculty and staff to understand applicable employment related laws and regulations and district related policies	<ul style="list-style-type: none"> • Decrease number of internal complaints filed by 20% • Decrease number of grievances filed by 20% 	P. Cardona

Strategic Plan 2004 - 2007

Strategic Goal 6: Maximized Financial Resources

Increase college's financial potential to ensure sustainability and provide a learning environment that is operated efficiently and effectively

Objectives	Strategies	KPI / Measure / Target	Strategy Owner
6.1 <i>Increase operational resources to enhance short and long-term financial position</i>	6.1A Increase federal grants received directly by MATC	<ul style="list-style-type: none"> • Collectively establish grant priorities • Develop pool of resources (grant writers, contacts, etc.) to support grant priorities • Develop a grant opportunity communication plan • Develop grant manager incentive program • Increase direct federal grants by \$5 million in FY 2005-06 	R. Prust
	6.1B Increase donations	<ul style="list-style-type: none"> • Aggregate annual contract revenue recovers 100% of direct and indirect costs • Equipment donations 	M. Diaz
	6.1C Increase contracts from Business and Industry	<ul style="list-style-type: none"> • Expand to \$1M revenue 	S. McClary
	6.1D Improve utilization of existing course capacities	<ul style="list-style-type: none"> • Average class size/excess course capacity 	J. Walsh
	6.1E Improve Enterprise performance	<ul style="list-style-type: none"> • Reduced reliance on operational property tax levy 	D. Ryan
	6.1F Improve PTV performance	<ul style="list-style-type: none"> • Reduced reliance on operational property tax levy 	E. Bromberg
6.2 <i>Improve internal processes to realize efficiencies</i>	6.2A Implement e-time sheets and other payroll projects	<ul style="list-style-type: none"> • Electronic time sheets implements for all employee groups by May 2006 	S. Jarvis
	6.2B Implement Bookstore projects	<ul style="list-style-type: none"> • Online purchasing and point-of-sales systems implemented by October 2006 	D. Ryan

Strategic Plan 2004 - 2007

	6.2C Implement Procurement projects	<ul style="list-style-type: none"> Procurement cards and electronic commerce implemented 	K. Phelps
	6.2D Work with buying agents at other colleges	<ul style="list-style-type: none"> Reduced prices 	K. Phelps
	6.2E Increase competitive bids with previously sole source	<ul style="list-style-type: none"> 	K. Phelps
	6.2F Eliminate all customized changes to software by 2007	<ul style="list-style-type: none"> 	M. Trask
	6.2G Sell surplus equipment on internet	<ul style="list-style-type: none"> Successful completion of 3rd auction 	K. Phelps
	6.2H Eliminate donating surplus equipment	<ul style="list-style-type: none"> 	
	6.2I Reduce Accounts Receivable	<ul style="list-style-type: none"> Begin actively collecting accounts before 6 months old 	C. Riley
	6.2J Implement Project Accounting	<ul style="list-style-type: none"> Successfully capitalize all costs related to expansion of capabilities & functionality 	M. Sargent
	6.2K Implement Campus Card project for all campuses	<ul style="list-style-type: none"> Smart cards are issued to all students Smart cards are used by employees for internal purchases 	A. Graham K. Phelps

Strategic Plan 2004 - 2007

Strategic Goal 7: Strengthen Physical Resources

Strengthen the physical assets of the District to accommodate current and future learning needs in an inviting environment that integrates with the communities' neighborhoods and redevelopment plans

Objectives	Strategies	KPI / Measure / Target	Strategy Owner
<p>7.1 <i>Revise the facilities master plan to align with the Strategic and Academic Plans</i></p>	<p>7.1A Initially key academic and facilities personnel to review most current Academic Master Plan (or most similar document) and identify components with facility implications</p> <p>7.1B Annually involve major stakeholder reps in selection of major projects / initiatives to be included in revised Master Plan (Presidents Cabinet or similar).</p>	<ul style="list-style-type: none"> • Revised Facilities Master Plan with improved Academic Master Plan alignment available for Board Approval –August 2005 • Revised Project Request Form (BO.4) with Academic Master Plan Alignment Statement added. Revised form to be available on appropriate date coinciding with release of revised Academic Master Plan. • Meeting minutes, notes, e-mail, etc. documenting modification process. 	<p>A. Evinrude Academic Affairs representatives R. Dries Campus VPs</p>
<p>7.2 <i>Create a physical presence that is welcoming at all campuses and enhances the image of the college</i></p>	<p>7.2A Solicit and implement key suggestions from campus communities (students, faculty staff) for needs assessment as it relates to esthetic improvement to the campus learning areas</p>	<ul style="list-style-type: none"> • Form campus advisory teams to assist in prioritization of campus physical plant needs • Develop District-wide minimum condition standards for general purpose and instructional areas 	<p>R. Dries Campus VP's D. Ryan</p>

Strategic Plan 2004 - 2007

<p><i>7.3 Partner with the community in developing neighborhoods that are adjacent to the college</i></p>	<p>7.3A Participate and coordinate with the redevelopment plans for downtown Milwaukee and regional campus communities</p>	<ul style="list-style-type: none"> • Quality of Life statement developed • Board adopts resolution on commitment to community development 	<p>R. Hartung Campus VP's</p>
<p><i>7.4 Create a facilities and transportation access plan that accommodates students, staff and the community.</i></p>	<p>7.4A Develop an employee and student parking and transportation plan</p>	<ul style="list-style-type: none"> • Alternative Parking Plan • District-wide transportation plan developed 	<p>C. Brown T. Barry</p>

BOARD BILL LIST
TV Fund by Check No
10/31/06

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
10/02/06	0651425	Cingular Wireless	5454	Telephone	67.42
10/02/06	0651427	AT&T	5454	Telephone	1,117.77
10/02/06	0651433	David K. Baule	5668	Program Production	2,500.00
10/02/06	0651435	Deborah A. Bozewicz	5668	Program Production	160.00
10/02/06	0651437	Rachelle D. Cehanovi	5668	Program Production	250.00
10/02/06	0651441	Faithe Colas	5668	Program Production	2,400.00
10/02/06	0651442	Corporate Express In	5241	Office Supplies	5.08
10/02/06	0651454	FedEx	5675	Traffic	173.12
10/02/06	0651478	Lisa Lutomski	5357	Professional & Consu	2,500.00
10/02/06	0651480	Bennet Merens	5668	Program Production	400.00
10/02/06	0651489	National Educational	5675	Traffic	195.00
10/02/06	0651512	Stoiber Electric	5678	Wmvs Transmitter Rep	9,150.00
10/02/06	0651513	Telemetrics Inc	5840	Equipment	6,137.80
10/02/06	0651516	United Parcel Servic	5675	Traffic	44.57
10/02/06	0651531	Southeastern Wiscons	5201	Travel Expenses	62.00
10/02/06	0651532	Wisconsin Newspaper	5273	Publicity	64.40
10/05/06	0651550	American Public Tele	5840	Equipment	23,380.00
10/05/06	0651576	Dan Small Outdoors L	5668	Program Production	1,808.00
10/05/06	0651580	Dow Lohnes PLLC	5361	Legal Services	1,182.18
10/05/06	0651602	Iowa Public Televisi	5667	Program Acquisition	6,265.00
10/05/06	0651619	Jose A. Lozano	5668	Program Production	210.00
10/05/06	0651636	National Supply & Ha	5674	Technical Operations	209.50
10/05/06	0651651	Public Broadcasting	5665	Network Prog Service	-38.74
			5667	Program Acquisition	31,500.00
10/05/06	0651690	World Wide Entertain	5840	Equipment	11,700.00
10/09/06	0651695	Jack R. Abrams	5201	Travel Expenses	320.00
10/09/06	0651713	Corporate Express In	5241	Office Supplies	252.95
10/09/06	0651773	Gerard Randall	5668	Program Production	200.00
10/12/06	0651815	AT&T	5454	Telephone	33.72
10/12/06	0651822	Rachelle D. Cehanovi	5668	Program Production	110.00
10/12/06	0651832	Conceptz Communicati	5668	Program Production	2,000.00
10/12/06	0651849	Eichenbaum & Associa	5270	Advertising	10,080.00
10/12/06	0651850	FedEx	5675	Traffic	105.84
10/12/06	0651862	Heartland Video Syst	5674	Technical Operations	451.50
10/12/06	0651888	Bennet Merens	5668	Program Production	400.00
10/12/06	0651897	Multimedia Graphic	5668	Program Production	364.65
10/12/06	0651900	Myers Information Sy	5674	Technical Operations	200.00
10/12/06	0651937	Catharine A. Tierney	5241	Office Supplies	13.64
10/12/06	0651950	Walter M. Wininsky	5668	Program Production	12,000.00
10/16/06	0651966	American Public Tele	5840	Equipment	794.00
10/16/06	0651969	AT&T	5454	Telephone	195.28
10/16/06	0652001	Corporate Express In	5241	Office Supplies	219.47
10/16/06	0652014	ExxonMobil	5676	Vehicle Supplies	399.74
10/16/06	0652028	Glenda J. Hines	5357	Professional & Consu	700.00
10/16/06	0652046	Mared Mechanical	5678	Wmvs Transmitter Rep	5,878.12
10/16/06	0652089	Sprint	5454	Telephone	13.34
10/16/06	0652095	System Parking Inc	5668	Program Production	190.00
10/16/06	0652103	United Parcel Servic	5675	Traffic	32.08
10/16/06	0652104	Theodora N. Veresses	5357	Professional & Consu	1,191.00
10/19/06	0652133	Ellis R. Bromberg	5201	Travel Expenses	529.55
10/19/06	0652139	CDI Transport Servic	5675	Traffic	13.02
10/19/06	0652146	Conceptz Communicati	5668	Program Production	2,000.00
10/19/06	0652149	Daily Reporter	5840	Equipment	16.84
10/19/06	0652153	Dielectric	5840	Equipment	1,559.50

BOARD BILL LIST
TV Fund by Check No
10/31/06

Check Date	Check No	Vendor Name	Object	Description	Object Amount
10/19/06	0652158	FedEx	5675	Traffic	131.72
10/19/06	0652166	John A. Gurda	5668	Program Production	5,000.00
10/19/06	0652172	Higgins Tower Servic	5678	Wmvs Transmitter Rep	3,544.50
10/19/06	0652182	Kiwanis Club of Milw	5220	Membership & Subscri	195.00
10/19/06	0652209	Omneon Video Network	5674	Technical Operations	14,290.00
10/19/06	0652212	Sandra M. Patyk	5668	Program Production	800.00
10/19/06	0652217	Charles R. Price	5201	Travel Expenses	909.58
10/19/06	0652223	Joseph M. Sankey	5668	Program Production	93.00
10/19/06	0652232	Spanish Journal	5840	Equipment	35.00
10/19/06	0652237	United Parcel Servic	5675	Traffic	29.27
10/23/06	0652256	American Public Tele	5840	Equipment	22,571.00
10/23/06	0652268	Thomas S. Bruce	5201	Travel Expenses	10.00
10/23/06	0652286	FedEx	5675	Traffic	44.03
10/23/06	0652288	First Book	5273	Publicity	296.98
10/23/06	0652289	Vicki L. Fischer	5357	Professional & Consu	1,300.00
10/23/06	0652293	Reel Life Films	5668	Program Production	675.00
10/23/06	0652294	Michael J. Garvin	5201	Travel Expenses	30.00
10/23/06	0652312	J A Sexauer	5674	Technical Operations	152.28
10/23/06	0652324	Linde Gas LLC	5674	Technical Operations	3.60
10/23/06	0652332	Johnny R. Munoz	5668	Program Production	900.00
10/23/06	0652334	National Educational	5675	Traffic	15.00
10/23/06	0652338	Public Broadcasting	5840	Equipment	53,150.00
10/23/06	0652343	Gerard Randall	5668	Program Production	200.00
10/23/06	0652344	Susan G. Rascon	5668	Program Production	1,680.00
10/23/06	0652347	Gregory M. Sahs	5357	Professional & Consu	770.00
10/23/06	0652368	Theodora N. Veresses	5357	Professional & Consu	595.50
10/26/06	0652409	CDI Transport Servic	5675	Traffic	8.03
10/26/06	0652433	FedEx	5675	Traffic	241.38
10/26/06	0652476	Bennet Merens	5668	Program Production	400.00
10/26/06	0652537	United Parcel Servic	5675	Traffic	37.89
10/26/06	0652548	Welk Syndication	5840	Equipment	9,772.00
10/26/06	0652553	Southeastern Wiscons	5201	Travel Expenses	62.00
10/26/06	0652559	Debra A. Wisniewski	5668	Program Production	1,685.00
10/26/06	0652561	WPS Energy Services	5452	Light & Power	27,482.41
10/26/06	0652562	Window to the World	5667	Program Acquisition	2,050.00
10/30/06	0652571	Cingular Wireless	5454	Telephone	208.57
10/30/06	0652596	Dow Lohnes PLLC	5361	Legal Services	352.80
10/30/06	0652627	Lifetime Embroidery	5243	Other Supplies	19.02
10/30/06	0652638	Nielsen Media Resear	5661	Audience Research	3,976.95
10/30/06	0652646	Public Television Ma	5660	Affiliation/Mbsps	1,375.00
10/30/06	0652656	System Parking Inc	5668	Program Production	33.00
10/30/06	0652659	Time Warner Cable	5454	Telephone	109.35
10/30/06	0652668	VizuAll Inc	5674	Technical Operations	3,795.00

300,737.20					

BOARD BILL LIST
Over \$2500 Channel 10/36
10/31/06

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
10/02/06	0651512	Stoiber Electric	5678 Wmvs Transmitter Rep	9,150.00
10/02/06	0651513	Telemetrics Inc	5840 Equipment	6,137.80
10/05/06	0651550	American Public Tele	5840 Equipment	23,380.00
10/05/06	0651602	Iowa Public Televisi	5667 Program Acquisition	6,265.00
			5667 Program Acquisition	31,500.00
10/05/06	0651690	World Wide Entertain	5840 Equipment	11,700.00
10/12/06	0651849	Eichenbaum & Associa	5270 Advertising	10,080.00
10/12/06	0651950	Walter M. Wininsky	5668 Program Production	12,000.00
10/16/06	0652046	Mared Mechanical	5678 Wmvs Transmitter Rep	5,878.12
10/19/06	0652166	John A. Gurda	5668 Program Production	5,000.00
10/19/06	0652172	Higgins Tower Servic	5678 Wmvs Transmitter Rep	3,544.50
10/19/06	0652209	Omneon Video Network	5674 Technical Operations	14,290.00
10/23/06	0652256	American Public Tele	5840 Equipment	22,571.00
10/23/06	0652338	Public Broadcasting	5840 Equipment	53,150.00
10/26/06	0652548	Welk Syndication	5840 Equipment	9,772.00
10/26/06	0652561	WPS Energy Services	5452 Light & Power	27,482.41
10/30/06	0652638	Nielsen Media Resear	5661 Audience Research	3,976.95
10/30/06	0652668	VizuAll Inc	5674 Technical Operations	3,795.00

				259,672.78

Attachment PTV 7

August 2006

1. Exclusively Yours Magazine – August 2006. **Paramount Sings the Blues: History Detectives**
2. 'M' Magazine August 2006. **Sunday on the Lake with Lydia**
3. Sussex Sun – August 2. Sussex **State Bank morphs into an F & M...**
4. Milwaukee Journal Sentinel – August 2. **TV Today**[American Masters]
5. Milwaukee Journal Sentinel – August 3. **TV Today**[Broadway: The Golden Age]
6. News Graphic-Cedarburg – August 3. **History Detectives: Lost Musical Treasures**
7. News Graphic-Cedarburg - August 3. **Volunteer Opportunities**
8. The Bay Viewer-Bay View – August 3. **Antique Roadshow**
9. The Lake Mills Leader – August 3. **Antique Roadshow**
10. Milwaukee Journal Sentinel – August 3. **The Roadshow Tally**
11. Milwaukee Journal Sentinel – August 4. **TV Today**[American Masters]
12. Milwaukee Journal Sentinel – July 30- August 5. **Weekly Highlights**
13. Milwaukee Journal Sentinel – August 7. **Health Smart: Challenges of Childhood Obesity**
14. The Journal Times-Racine – August 8. **POV: Big Enough**
15. The Reporter-Fond du lac – August 9. **American Masters**[Willie Nelson]
16. Milwaukee Journal Sentinel – August 9. **TV Today**[Blue Man Group: Inside the Tube]
17. The Sheboygan Press – August 10. **PBS's "Mexico- One Plate at a Time"**
18. Milwaukee Journal Sentinel – August 10. **America Rebuilds II: Return to Ground Zero**
19. The Business Journal- Milwaukee – August 11. **PBS orders more episodes of 'Pioneers'**
20. Milwaukee Journal Sentinel – August 11. **Sunday in the Park with Lydia**
21. Milwaukee Journal Sentinel – August 13- 19 **New Muppet in Town**
22. Milwaukee Journal Sentinel – August 13- 19 **Weekly Highlights**
23. Milwaukee Journal Sentinel – August 15. **Viewers will find out if, Carlson can dance**
24. The Reporter-Fond du lac – August 15 **St Vincent's de Paul hosts motorcycle ride**
25. Milwaukee Journal Sentinel – August 16. **TV Today**[Hot Dog Program]
26. Milwaukee Journal Sentinel – August 16. **Little magic in Abby Cadabby**
27. News Graphic-Cedarburg – August 17. **A Praising Milwaukee**
28. Milwaukee Journal Sentinel – August 18. **Grow up, Elmo**
29. Mequon Thiensville Courant – August 20. **Short Takes: Lomax the Songhunter**
30. Milwaukee Journal Sentinel – August 20. **The Cucina Showcase**
31. Milwaukee Journal Sentinel – August 20- 26 **Weekly Highlights**
32. The Journal Times -Racine – August 21. **This week on WGTD: Lomax the Songhunter**
33. Daily Citizen- Beaver Dam – August 23. **The mindset of a college freshman**
34. The Sheboygan Press – August 24. **PBS series: Nature**
35. The Reporter-Fond du lac – August 27. **Disabled citizens learn to enjoy the outdoors**
36. Milwaukee Journal Sentinel – August 27. **The Making of Milwaukee**

37. The Journal Times-Racine – August 27. **Radio show to devote 2 days to Katrina anniversary**
38. Milwaukee Journal Sentinel – August 27- Sep 2. **Weekly Highlights**
39. Milwaukee Journal Sentinel – August 28. **And the Emmy Awards go to...**
40. Milwaukee Journal Sentinel – August 28. **Library offering appraisals**
41. News Graphic-Cedarburg – August 29. **PBS :Keeping Jazz Alive w/ Chris Botti**
42. The Reporter-Fond du lac – August 29. **Return of the Peaceniks**
43. Kenosha News – August 29. **Meet Franny**
44. Milwaukee Journal Sentinel – August 30. **TV Best Bets: American Masters**
45. Milwaukee Journal Sentinel – August 31. **PBS show to highlight Grafton's musical past**