



October 12, 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. 8<sup>TH</sup> STREET, MILWAUKEE, WISCONSIN, on MONDAY, October 16, 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 – September 18, 2006 – Attachment 1**

**D. Comments from the Public**

**E. Action Items**

1. Monthly Advertising Fund Expenditures September, October, and November, 2006 – Attachment 2
2. Consultant for MPTV and MPTV Friends – Attachment 3

**F. Discussion Items**

1. General Manager's Report
2. Friends Report – Attachment 4
3. Preliminary Year End Financial Results – Attachment 5
4. Educational Broadband Service License (WiMax) – Attachment 6
5. Major Giving Initiative Update – Attachment not available at time of posting

**G. Information Items**

1. Monthly Bills – September, 2006 – Attachment 8
2. July Clippings – Attachment 9

**H. Miscellaneous Items**

1. Communications and Petitions
2. Information Items

## I. Old Business/New Business

1. Next Committee Meeting: **Monday, November 20, 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**

<b>ADMINISTRATION</b>	Joseph Bauer	David Felland
<b>PRESENT:</b>	Ellis Bromberg	Mike Sargent
	Larry Domine	Mike Walsh
	Janice Falkenberg	Bill Werner

**GUESTS PRESENT:** 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, September 18, 2006, and called to order by Chairperson Earle at 5:07 p.m. in the Board Room of the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Ann Wilson, Peter Earle

**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 – August 15, 2006 – Attachment 1**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the August 15, 2006, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Mr. Bromberg introduced Mr. Werner, producer of THE MAKING OF MILWAUKEE. The series will premiere over three nights, October 9-11, at 7 p.m. Mr. Werner gave the Committee a brief introduction and played two segments of the five-hour miniseries about the history of Milwaukee.

Mr. Bromberg continued by giving updates on:

- the master control reconfiguration project
- the MPTV/MATC relationship with Discovery World
- programs scheduled to be taped at Discovery World in October including a pre-election program focusing on education issues, and a joint venture with the Wisconsin Broadcasters Association, a Gubernatorial Debate between Governor Jim Doyle and Congressman Mark Green that will broadcast statewide on October 6
- BLACK NOUVEAU will have a new co-host this season, Faithe Colas. Ms. Colas is the publisher of the Milwaukee Courier and as a journalist brings to NOUVEAU strong knowledge of the Milwaukee African-American community. Also, Everett Marshburn, a long-time public television producer has been hired as the new producer for BLACK NOUVEAU and other programs.
- A new Digital Emergency Alert System has been included as part of the WARN act, approved by the U.S. Senate on September 12. It establishes public television stations' new digital signals as the backbone for reception, relay, and retransmission of National Alert System messages

**F-2 Friends Report – Attachment 4**

Mr. Rackham reported on:

- the fundraising event for THE MAKING OF MILWAUKEE at the public museum on September 30, 2006
- a wine tasting event and gourmet dinner at Sticks and Stones in

Brookfield on October 1, 2006

- the special Andre Rieu pledge event on October 14, 2006
- the upcoming volunteer recognition event on October 19, 2006
- MPTV Friends annual board meeting on November 10, 2006

### **F-3 RFP for Consulting Services**

Mr. Bromberg gave a brief report on the respondents. Three proposals were received. Of those, two are being asked for a face-to-face meeting/interview scheduled for September 29, 2006.

### **F-4 WiMax**

(Let the minutes reflect that Mr. Earle asked for detailed minutes on this item.)

Mr. Earle brought this item forward with a goal for the PTV Committee and the Board to fully understand the scope of this venture. MATC must convert its ITFS licenses from analog to digital, giving the college additional options for TV and internet delivery.

Mr. Walsh and Mr. Domine, co-chairs of the Forward Technology Committee, began by clarifying terminology. The commonly used term WiFi is a short-range wireless connection whereas WiMax has a broader signal of up to 35 miles. A test project is currently being discussed. Connection with Discovery World is being considered and \$100,000 has been budgeted to conduct the test. Some of the advantages of WiMax would be to offer wireless internet connectivity to students and staff, and reduce the cost of fiber connectivity between the campuses. Mr. Earle asked what the current operational cost is for the fiber connectivity now in place. Mr. Mike Sargent stated that we currently have a contract with SBC to handle the delivery and the current usage costs are about \$15,000 per month. Mr. Earle asked for a report on the contract with SBC for the next meeting.

Mr. Walsh is involved in MAIN, a joint venture including UWM, MPS and MATC. Each entity has 4 bands of ITFS spectrum available. MATC is currently working with Todd Gray, the MPTV FCC attorney, to estimate what the spectrum is worth on the open market. If this spectrum is not converted to digital and a use plan developed by 2011, it will be lost. Mr. Domine wanted the committee to know the name of ITFS has been changed to EBS (Educational Broadband Service) and that WiMax is a technology which can be implemented for distance learning and can ultimately be used by potential students.

MATC has the licensed EBS frequency. Commercial wireless vendors are approaching holders of licensed frequency to form partnerships. MATC

must determine how scarce this resource is. The MAIN partnership has the most valuable spectrum collectively, worth more than each unit alone. Mr. Walsh stressed the need for content, distance education and video conferencing. Gateway and WCTC are making plans to implement WiMax. If a metro Milwaukee student can pull up a course from one of these competing institutions, would MATC lose that student? Dr. Cole has made it very clear that he wants to cooperate with the City of Milwaukee.

Mr. Earle would like the PTV Committee to be a vehicle for advocacy of this item and would appreciate if the WiMax issue were a regular monthly agenda item for PTV. He would like Mr. Walsh to either appear in person or submit a written report of updates since the last meeting. Mr. Earle further stated the need to have interface with the academic side of the college as this has tremendous impact for students.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills August, 2006 - Attachment 4**

**G-2 Monthly Clippings – Attachment 5**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

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

The next meeting will be held on Monday, October 16, 2006 at 5:00 p.m. in the **C442, the Conference Room of Milwaukee Public Television.**

**ADJOURNMENT**

The committee adjourned at 6:27p.m.

Respectfully submitted,  
*Karen Wierschem*  
Administrative Specialist

**EICHENBAUM & ASSOC  
ADVERTISING INC**

219 N. Milwaukee Street  
Milwaukee, WI 53202  
(414) 225-0011 Fax (414) 225-0022

**Milwaukee Public TV  
Media**

**ACTUAL**

---

**SEPTEMBER, 2006**

**ADVERTISING OBJECTIVES:**

Program Specific Promotions

**MEDIA EXPENDITURES**

**\$ 5,903.83**

***Print***

**\$ 4,405.33**

Voyage to the Dry Tortugas  
Discovery World Grand Opening  
4<sup>th</sup> Street Forum  
Black Nouveau

***Radio***

Adelante!

**\$ 1,498.50**

***Outdoor / Transit***

**\$**

***Television***

**\$**

**ACTUAL MINORITY MEDIA SPENDING**

**\$ 1,498.50**

**25%**

***African American:***

***Hispanic:***

WDDW-FM

**\$ 1,498.50**

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**OCTOBER, 2006**

**ADVERTISING OBJECTIVES:**  
Program specific promotions

**MEDIA EXPENDITURES**

**\$ 18,500.00**

*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**

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**NOVEMBER, 2006**

**Advertising Objectives:**

Program Specific Promotion

**MEDIA BUDGET**

**\$ 8,000.00**

*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*

<b>TOTAL MEDIA SPENDING (ALL TARGETS)</b>										
<b>Month</b>	<b>Radio</b>	<b>TV</b>	<b>Print</b>	<b>Outdoor</b>	<b>Other</b>	<b>Value-</b>	<b>Value-Added</b>	<b>Placed</b>	<b>Total Media</b>	<b>Placements</b>
						<b>Promotions</b>	<b>Promotions</b>	<b>directly</b>		
						<b>H</b>	<b>AA</b>	<b>through</b>		
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										
Nov-06										
Dec-06										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
<b>Total</b>	<b>\$14,427.72</b>	<b>\$0.00</b>	<b>\$5,707.68</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>\$20,135.40</b>

<b>TOTAL MINORITY OWNED &amp; TARGETED MEDIA SPENDING</b>								
<b>Advertising Month</b>	<b>Hispanic Spending</b>	<b>Hispanic Spending %</b>	<b>African</b>	<b>African</b>	<b>Hmong Spending</b>	<b>Hmong Spending %</b>	<b>Minority</b>	<b>Minority Spending %</b>
			<b>Spending</b>	<b>Spending %</b>			<b>Spending Total</b>	
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								
Nov-06								
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
<b>Total</b>	<b>\$1,966.50</b>	<b>10%</b>	<b>\$2,381.00</b>	<b>12%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$4,347.50</b>	<b>22%</b>

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

*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
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									
Nov-06									
Dec-06									
Jan-07									
Feb-07									
Mar-07									
Apr-07									
May-07									
Jun-07									
<b>Total</b>	<b>\$1,966.50</b>	<b>\$0.00</b>	<b>\$2,381.00</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								
Nov-06								
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$216.00</b>	<b>\$2,165.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,966.50</b>

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

*Media amounts by month billed*

as of September 30, 2006

<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.</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>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							
Nov-06							
Dec-06							
Jan-07							
Feb-07							
Mar-07							
Apr-07							
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>Minority Targeted</b>	<b>Minority Targeted</b>	<b>vendors</b>	<b>vendors AA</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					
Nov-06					
Dec-06					
Jan-07					
Feb-07					
Mar-07					
Apr-07					
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>
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				
Nov-06				
Dec-06				
Jan-07				
Feb-07				
Mar-07				
Apr-07				
May-07				
Jun-07				
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

**Consultant for MPTV and MPTV Friends**

**Background**

Milwaukee Public Television is an umbrella name for a variety of media services- WMVS/WMVT analog and digital public television stations serving southeastern Wisconsin and northern Illinois, a state-of-the-art high definition production facility, a popular internet site and an Associates Degree program in television and video production. The stations and related services are licensed to or operated by Milwaukee Area Technical College and have an operating budget of approximately six (6) million dollars.

In recognizing the need to seek out best practices, to envision new ways to collaborate and engage with our community and to better structure ourselves to meet our mutual goals for Milwaukee Public Television proposals were accepted for a consultant to prepare a study of strategies to improve fundraising results, ways for the station to build and enhance relationships with other organizations and the community, strategies to enhance the collaboration among the Station, Friends and MATC to maximize revenue generation and best practices among stations in the public broadcasting community.

The requirements for this equipment were outlined in RFP number 06-12; RFP 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 proposals mailed to nine (9) 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. Proposals were publicly opened at 2:00 pm on Wednesday, August 16, 2006 with three (3) responses received.

Arns & Green, Inc.	Burlington, VT	\$ 49,964.00
<b>Lewis Kennedy Associates</b>	<b>Portland, OR</b>	<b>\$ 35,750.00</b>
Transformations Consulting Group	Lutz, FL	\$110,000.00

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

**Action**

Positive action by the PTV Committee, FPO Committee and the Board will result in the implementation of an agreement with Lewis Kennedy Associates for the compilation of a study as listed above.

Attachment PTV 4

**Friends Events\***  
**Fall 2006**

**October**

October 1	Wine Tasting event, Sticks/Stones Restaurant, 3 – 5 pm
October 1	Gourmet Dinner/Wine event Sticks/Stones Restaurant, 6 pm
October 4 - 6	Development Conference, Baltimore
October 14	Andre Rieu on-air
October 19	Volunteer Recognition Event

**November**

November 10	Annual Meeting
November 18, 19	Annual Holiday Fair Holiday Auction
November 23, 24	Thanksgiving – offices closed

\* For event details please see our website: [mptvfriends.org](http://mptvfriends.org)

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT

Combining Balance Sheet – Enterprise Funds

June 30, 2006

Assets	Television Operations	Food Services	Bookstores	Child Care	Other	Total
Current assets:						
Cash and cash equivalents	\$ —	\$ 5,005	\$ 7,757	\$ —	\$ 200	\$ 12,962
Accounts receivable	1,193,624	7,235	304,225	—	203,645	1,708,729
Due from other funds	3,640,974	635,396	609,795	537,000	28,196	5,451,361
Inventory	—	37,050	1,951,255	—	83,099	2,071,404
Total current assets	<u>4,834,598</u>	<u>684,686</u>	<u>2,873,032</u>	<u>537,000</u>	<u>315,140</u>	<u>9,244,456</u>
Equipment and other capital assets – less accumulated depreciation	49,787,971 <u>(27,994,033)</u>	1,155,853 <u>(1,003,288)</u>	382,132 <u>(232,786)</u>	27,136 <u>(24,418)</u>	7,657 <u>(3,416)</u>	51,360,749 <u>(29,257,941)</u>
	<u>21,793,938</u>	<u>152,565</u>	<u>149,346</u>	<u>2,718</u>	<u>4,241</u>	<u>22,102,808</u>
Total assets	<u>26,628,536</u>	<u>837,251</u>	<u>3,022,378</u>	<u>539,718</u>	<u>319,381</u>	<u>31,347,264</u>
<b>Liabilities and Net Assets</b>						
Current liabilities:						
Vouchers payable	202,161	16,635	—	212	48,478	267,486
Accrued salaries	173,238	31,240	37,033	57,379	16,568	315,458
Current portion of bonds payable	3,638,669	—	—	—	—	3,638,669
Due to other funds	86,405	668,438	2,829,048	482,127	114,697	4,180,715
Security deposits	—	—	—	—	32,711	32,711
Deferred revenue	2,189,290	—	12,516	—	106,927	2,308,733
Total current liabilities	<u>6,289,763</u>	<u>716,313</u>	<u>2,878,597</u>	<u>539,718</u>	<u>319,381</u>	<u>10,743,772</u>
Long-term liabilities –						
Bonds payable	7,454,097	—	—	—	—	7,454,097
Premium on bonds payable	39,113	—	—	—	—	39,113
Total long-term liabilities	<u>7,493,210</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>7,493,210</u>
Total liabilities	<u>13,782,973</u>	<u>716,313</u>	<u>2,878,597</u>	<u>539,718</u>	<u>319,381</u>	<u>18,236,982</u>
Net Assets:						
Invested in capital assets, net of related debt	10,701,172	120,938	143,781	—	—	10,965,891
Restricted	1,115,408	—	—	—	—	1,115,408
Unrestricted	1,028,983	—	—	—	—	1,028,983
Total net assets	<u>12,845,563</u>	<u>120,938</u>	<u>143,781</u>	<u>—</u>	<u>—</u>	<u>13,110,282</u>
Total liabilities and net assets	<u>\$ 26,628,536</u>	<u>\$ 837,251</u>	<u>\$ 3,022,378</u>	<u>\$ 539,718</u>	<u>\$ 319,381</u>	<u>\$ 31,347,264</u>

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT

Combining Statement of Revenues, Expenses, and Changes in Net Assets  
Enterprise Funds

Year ended June 30, 2006

	Television Operations	Food Services	Bookstores	Child Care	Other	Total
Revenues –						
Intergovernmental revenues:						
State	\$ 250,800	\$ —	\$ —	\$ —	\$ —	\$ 250,800
Federal	—	—	—	22,690	—	22,690
Auxiliary enterprise revenue:						
Departmental Revenue	61,740	1,480,928	8,362,032	808,854	1,621,612	12,335,166
TV-Federal	1,614,915	—	—	—	—	1,614,915
TV-Program grants	63,053	—	—	—	—	63,053
Indirect Administration Support and Other	1,636,568	—	—	—	—	1,636,568
Total auxiliary enterprise revenue	<u>3,376,276</u>	<u>1,480,928</u>	<u>8,362,032</u>	<u>808,854</u>	<u>1,621,612</u>	<u>15,649,702</u>
Total revenues	3,627,076	1,480,928	8,362,032	831,544	1,621,612	15,923,192
Operating expenses:						
Cost of materials:						
Food	—	538,862	—	—	189,074	727,936
Books and supplies	—	—	6,131,350	—	167,512	6,298,862
Other	—	3,932	507,831	—	(12,697)	499,066
Total cost of materials	—	542,794	6,639,181	—	343,889	7,525,864
Personal services	4,649,531	1,582,844	1,117,025	1,987,887	468,702	9,805,989
Contractual services	140,903	126,396	376,747	134,754	339,846	1,118,646
Program acquisition and production	591,802	—	—	—	—	591,802
Supplies	287,491	73,825	89,358	35,400	168,726	654,800
Utilities	220,709	—	—	—	309,347	530,056
Repairs	35,809	11,592	19,160	—	70,808	137,369
Public information	275,903	—	—	—	—	275,903
Other	109,985	326	528	1,185	23	112,047
Indirect Administration Support and Other	1,636,568	—	—	—	—	1,636,568
Total auxiliary enterprise services	<u>7,948,701</u>	<u>2,337,777</u>	<u>8,241,999</u>	<u>2,159,226</u>	<u>1,701,341</u>	<u>22,389,044</u>
Depreciation	<u>5,129,071</u>	<u>41,195</u>	<u>25,611</u>	<u>869</u>	<u>768</u>	<u>5,197,514</u>
Total operating expenses	<u>13,077,772</u>	<u>2,378,972</u>	<u>8,267,610</u>	<u>2,160,095</u>	<u>1,702,109</u>	<u>27,586,558</u>
Operating income (loss)	<u>(9,450,696)</u>	<u>(898,044)</u>	<u>94,422</u>	<u>(1,328,551)</u>	<u>(80,497)</u>	<u>(11,663,366)</u>
Nonoperating revenues (expenses)						
Other grants:						
10/36 Friends	2,072,827	—	—	—	—	2,072,827
Local government - property tax	5,180,532	—	—	—	—	5,180,532
Interest and fiscal charges	(370,614)	—	—	—	—	(370,614)
Transfer in (out)	170,262	2,228,545	(2,251,809)	2,300,395	(63,639)	2,383,754
Total non-operating revenues (expenses)	<u>7,053,007</u>	<u>2,228,545</u>	<u>(2,251,809)</u>	<u>2,300,395</u>	<u>(63,639)</u>	<u>9,266,499</u>
Change in net assets	(2,397,689)	1,330,501	(2,157,387)	971,844	(144,136)	(2,396,867)
Net assets, beginning of year	<u>15,243,252</u>	<u>(1,209,563)</u>	<u>2,301,168</u>	<u>(971,844)</u>	<u>144,136</u>	<u>15,507,149</u>
Net assets, end of year	<u>\$ 12,845,563</u>	<u>\$ 120,938</u>	<u>\$ 143,781</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ 13,110,282</u>

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT**

Combining Statement of Cash Flows – Enterprise Funds

Year Ended June 30, 2006

	<u>Television Operations</u>	<u>Food Services</u>	<u>Bookstores</u>	<u>Child Care</u>	<u>Other</u>	<u>Total</u>
Cash flows from operating activities:						
Cash received for services	\$ 3,573,540	\$ 1,473,693	\$ 8,181,700	\$ 831,544	\$ 1,645,491	\$ 15,705,968
Cash received from other funds	4,637	(1,320,051)	2,232,137	(888,477)	—	28,246
Cash payments for materials and services	(3,151,666)	(746,833)	(7,019,915)	(171,485)	(1,260,101)	(12,350,000)
Cash payments to employees	(4,622,502)	(1,582,930)	(1,106,741)	(1,971,977)	(462,922)	(9,747,072)
Cash payments to other funds	<u>1,937,563</u>	<u>(44,919)</u>	<u>(12,714)</u>	<u>(100,000)</u>	<u>141,171</u>	<u>1,921,101</u>
Net cash provided by (used in) operating activities	<u>(2,258,428)</u>	<u>(2,221,040)</u>	<u>2,274,467</u>	<u>(2,300,395)</u>	<u>63,639</u>	<u>(4,441,757)</u>
Cash flows from noncapital financing activities:						
Local government - property tax	5,180,532	—	—	—	—	5,180,532
Interest expense	(370,614)	—	—	—	—	(370,614)
Transfers in	—	2,221,040	(2,280,338)	2,300,395	(63,639)	2,177,458
Other grants	<u>2,072,827</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>2,072,827</u>
Net cash provided by (used in) noncapital financing activities	<u>6,882,745</u>	<u>2,221,040</u>	<u>(2,280,338)</u>	<u>2,300,395</u>	<u>(63,639)</u>	<u>9,060,203</u>
Cash flows from capital and related financing activities:						
Acquisition of capital assets	(4,267,342)	(7,505)	(28,529)	—	—	(4,303,376)
Debt issued	3,300,000	—	—	—	—	3,300,000
Debt retired	(3,809,918)	—	—	—	—	(3,809,918)
Premium on debt issued	(17,319)	—	—	—	—	(17,319)
Transfers in	<u>170,262</u>	<u>7,505</u>	<u>28,529</u>	<u>—</u>	<u>—</u>	<u>206,296</u>
Net cash provided by (used in) capital and related financing activities	<u>(4,624,317)</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>(4,624,317)</u>
Net increase (decrease) in cash and cash equivalents	—	—	(5,871)	—	—	(5,871)
Cash and cash equivalents:						
Beginning of year	—	5,005	13,628	—	200	18,833
End of year	<u>\$ —</u>	<u>\$ 5,005</u>	<u>\$ 7,757</u>	<u>\$ —</u>	<u>\$ 200</u>	<u>\$ 12,962</u>
Reconciliation of operating income (loss) to net cash provided by (used in) operating activities:						
Operating income (loss)	\$ (9,450,696)	\$ (898,044)	\$ 94,422	\$ (1,328,551)	\$ (80,497)	\$ (11,663,366)
Adjustments to reconcile operating income (loss) to net cash provided by (used in) operating activities:						
Depreciation	5,129,071	41,195	25,611	869	768	5,197,514
Loss/(gain) on fixed asset disposal	—	265	67,956	—	—	68,221
Changes in assets and liabilities:						
Accounts receivable	(37,616)	(7,235)	(180,332)	—	(35,442)	(260,625)
Due from other funds	1,937,563	(44,919)	(12,714)	(100,000)	46,277	1,826,207
Inventory	—	3,932	37,293	—	(12,697)	28,528
Vouchers payable	147,504	3,903	(190)	(146)	(14,765)	136,306
Accrued liability	27,029	(86)	10,284	15,910	5,780	58,917
Security Deposits	—	—	—	—	2,492	2,492
Due to other funds	4,637	(1,320,051)	2,232,137	(888,477)	94,894	123,140
Deferred revenue	<u>(15,920)</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>56,829</u>	<u>40,909</u>
Net cash provided by (used in) operating activities	<u>\$ (2,258,428)</u>	<u>\$ (2,221,040)</u>	<u>\$ 2,274,467</u>	<u>\$ (2,300,395)</u>	<u>\$ 63,639</u>	<u>\$ (4,441,757)</u>

Attachment PTV 6

Michael Sargent 09/20/06 9:59 AM writes:

Director Earle asked how long the SBC contract was for. The Contract was signed effective March 1, 2005 and is for three (3) years. It will therefore mature on February 28, 2008.

The contract is for about **\$ 661,000 total**

Data Communication	\$ 326,000
Voice Communication	\$ 233,000
Voice/Data off site	\$ 24,000
Bundle ISDN	\$ 39,000
3rd party ISDN circuits	\$ 39,000

It has a cancellation clause that allows MATC to cancel for non compliance with terms by the contractor.

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Michael Walsh 9/22/2006 3:39 p.m. writes:

**Current:**

WiscNet costs (Internet Connectivity 25mb per year) = \$36,500

SBC costs (DS3 between MATC and UW-Milwaukee) = \$76,000 (3 Year contract) or \$25,333 / year

**Future (Replaces SBC Cost):**

The new BadgerNet DS3 between MATC and UWM will cost us \$3,000 per year (subsidized by BadgerNet, our cost is \$250/month)

## Attachment PTV 8

BOARD BILL LIST  
TV Fund by Check No  
09/30/06

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/07/06	0650451	Cingular Wireless	5454 Telephone	42.17
09/07/06	0650457	AT&T	5454 Telephone	17.85
09/07/06	0650487	Thaddeus Groszczyk	5676 Vehicle Supplies	51.00
09/07/06	0650497	Image First Marketin	5668 Program Production	202.50
09/07/06	0650508	Magpie Media Inc	5668 Program Production	350.00
09/07/06	0650522	Multimedia Graphic	5668 Program Production	364.65
09/07/06	0650532	Public Broadcasting	5220 Membership & Subscri	500.00
09/07/06	0650535	Random House Inc	5233 Books	296.98
09/07/06	0650539	Rotary Club of Milwa	5220 Membership & Subscri	200.00
			5211 Seminars & Workshops	325.00
09/07/06	0650552	University Licensee	5220 Membership & Subscri	250.00
09/07/06	0650561	Write Touch	5668 Program Production	1,350.00
09/07/06	0650563	Zeiger Incentives	5273 Publicity	897.30
09/11/06	0650575	AT&T	5454 Telephone	1,096.28
09/11/06	0650583	Brew City Beer Gear	5273 Publicity	893.38
09/11/06	0650595	Corporate Express In	5241 Office Supplies	80.34
09/11/06	0650603	FedEx	5675 Traffic	83.73
09/11/06	0650627	Brian R. McArthur	5201 Travel Expenses	34.20
09/11/06	0650644	National Supply & Ha	5674 Technical Operations	187.09
09/11/06	0650676	United Parcel Servic	5675 Traffic	124.34
09/14/06	0650710	AT&T	5454 Telephone	171.82
09/14/06	0650714	Michael J. Behlen	5201 Travel Expenses	6.00
09/14/06	0650716	Deborah A. Bozewicz	5668 Program Production	550.00
09/14/06	0650728	Dan Small Outdoors L	5668 Program Production	325.35
09/14/06	0650744	ExxonMobil	5676 Vehicle Supplies	489.70
09/14/06	0650747	FedEx	5675 Traffic	177.49
09/14/06	0650748	David C. Felland	5201 Travel Expenses	366.25
09/14/06	0650750	Vicki L. Fischer	5668 Program Production	58.00
09/14/06	0650759	Thaddeus Groszczyk	5201 Travel Expenses	6.00
09/14/06	0650763	Harris Corporation	5678 Wmvs Transmitter Rep	2,326.30
09/14/06	0650765	Glenda J. Hines	5357 Professional & Consu	700.00
09/14/06	0650770	Industrial Electroni	5674 Technical Operations	261.67
09/14/06	0650782	Jose A. Lozano	5201 Travel Expenses	10.00
09/14/06	0650796	Milwaukee Water Work	5452 Light & Power	1,577.26
09/14/06	0650808	Johnny R. Munoz	5668 Program Production	450.00
09/14/06	0650809	Myers Information Sy	5675 Traffic	2,000.00
09/14/06	0650813	National Educational	5675 Traffic	520.00
09/14/06	0650830	Joseph M. Sankey	5668 Program Production	130.51
09/14/06	0650834	Southern Illinois An	5357 Professional & Consu	3,074.36
09/14/06	0650850	United Parcel Servic	5675 Traffic	31.32
09/14/06	0650852	Theodora N. Veresses	5357 Professional & Consu	1,191.00
09/18/06	0650874	AT&T	5454 Telephone	260.09
09/18/06	0650877	David K. Baule	5201 Travel Expenses	11,000.00
09/18/06	0650878	David K. Baule	5201 Travel Expenses	65.17
09/18/06	0650882	CaptionMax	5668 Program Production	3,690.00
09/18/06	0650912	Jose A. Lozano	5201 Travel Expenses	3.00
09/18/06	0650916	John S. McKay	5201 Travel Expenses	9.00
09/21/06	0650982	AT&T	5454 Telephone	30.08
09/21/06	0651001	Current Newspaper	5220 Membership & Subscri	1,117.80
09/21/06	0651011	Dielectric	5840 Equipment	634.82
09/21/06	0651014	Eichenbaum & Associa	5270 Advertising	8,400.00
09/21/06	0651045	Keystone Travel Serv	5201 Travel Expenses	363.30
09/21/06	0651053	Linde Gas LLC	5674 Technical Operations	3.72
09/21/06	0651065	Milwaukee Times Week	5220 Membership & Subscri	65.00

BOARD BILL LIST  
 TV Fund by Check No  
 09/30/06

Check Date	Check No	Vendor Name	Object	Description	Object Amount
09/21/06	0651067	Myers Information Sy	5674	Technical Operations	200.00
09/21/06	0651096	Sprint	5454	Telephone	13.51
09/21/06	0651107	William D. Werner	5668	Program Production	103.76
09/21/06	0651115	WLIW LLC	5840	Equipment	3,795.08
09/25/06	0651134	Francis Mondy Carter	5668	Program Production	2,000.00
09/25/06	0651140	Conceptz Communicati	5668	Program Production	2,000.00
09/25/06	0651143	Dan Small Outdoors L	5668	Program Production	2,851.59
09/25/06	0651149	Gene Ferrara Communi	5668	Program Production	1,350.00
09/25/06	0651150	Vicki L. Fischer	5357	Professional & Consu	1,300.00
09/25/06	0651153	Thaddeus Groszczyk	5201	Travel Expenses	20.00
09/25/06	0651160	Image First Marketin	5668	Program Production	90.00
09/25/06	0651175	Magpie Media Inc	5668	Program Production	1,050.00
09/25/06	0651201	Public Broadcasting	5840	Equipment	998,219.00
			5665	Network Prog Service	244,000.00
09/25/06	0651202	Gerard Randall	5668	Program Production	200.00
09/25/06	0651209	Gregory M. Sahs	5357	Professional & Consu	700.00
09/25/06	0651214	Mark W. Siegrist	5668	Program Production	5,000.00
09/25/06	0651221	Studio Gear LLC	5668	Program Production	40.00
09/25/06	0651226	Time Warner Cable	5454	Telephone	114.35
09/25/06	0651247	Debra A. Wisniewski	5668	Program Production	770.00
09/28/06	0651261	Audio Video Distribu	5677	Videotape	107.46
09/28/06	0651279	CDW Government Inc	5677	Videotape	2,448.00
09/28/06	0651285	Corporate Express In	5241	Office Supplies	297.30
09/28/06	0651316	Hein Electric Supply	5674	Technical Operations	64.23
09/28/06	0651322	Glenda J. Hines	5357	Professional & Consu	700.00
09/28/06	0651360	Nielsen Media Resear	5661	Audience Research	3,976.95
09/28/06	0651374	Joseph M. Sankey	5668	Program Production	134.96
09/28/06	0651391	United Parcel Servic	5675	Traffic	109.58
09/28/06	0651399	Theodora N. Veresses	5357	Professional & Consu	1,191.00
09/28/06	0651413	WPS Energy Services	5452	Light & Power	26,680.34
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					1,346,938.93

BOARD BILL LIST  
Over \$2500 Channel 10/36  
09/30/06

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
09/14/06	0650834	Southern Illinois An	5357 Professional & Consu	3,074.36
09/18/06	0650877	David K. Baule	5201 Travel Expenses	11,000.00
09/18/06	0650882	CaptionMax	5668 Program Production	3,690.00
09/21/06	0651014	Eichenbaum & Associa	5270 Advertising	8,400.00
09/21/06	0651115	WLIW LLC	5840 Equipment	3,795.08
09/25/06	0651143	Dan Small Outdoors L	5668 Program Production	2,851.59
09/25/06	0651201	Public Broadcasting	5840 Equipment	998,219.00
			5665 Network Prog Service	244,000.00
09/25/06	0651214	Mark W. Siegrist	5668 Program Production	5,000.00
09/28/06	0651360	Nielsen Media Resear	5661 Audience Research	3,976.95
09/28/06	0651413	WPS Energy Services	5452 Light & Power	26,680.34
				-----
				1,310,687.32

Attachment PTV 9

July 2006

1. Milwaukee Journal Sentinel – July 1. **TV This Weekend: Great Performances**
2. Milwaukee Journal Sentinel – July 2-8 **Weekly Highlights**
3. Milwaukee Journal Sentinel – July 3. **TV Today**[History Detectives]
4. Sheboygan Press July 4. **Oppose cuts to public broadcasting**
5. Milwaukee Journal Sentinel – July 4. **TV Today**[A Capitol Fourth]
6. Milwaukee Journal Sentinel – July 6. **TV Today**[Soundstage]
7. Mequon Thiensville Courant – July 6. **Center seeks volunteers...**
8. Milwaukee Journal Sentinel – June 7. **PBS show set to film in Grafton**
9. North Shore Herald – July 6. **Student Operations: Sitora Muhlisova & Toni Krause**
10. Milwaukee Journal Sentinel – July 7. **TV Today**[American Masters]
11. The Business Journal – July 7. **Premiere set for 'TV-MKE'**
12. Milwaukee Journal Sentinel – July 8. **TV Today**[Bringing Up Baby]
13. Milwaukee Journal Sentinel – July 9. **Obituary: Frank Zeidler**
14. Milwaukee Journal Sentinel – July 9. **Out of the House**
15. Milwaukee Journal Sentinel – July 9-15 **Weekly Highlights**
16. Milwaukee Journal Sentinel – June 15 **High def to bring fireworks into home**
17. Milwaukee Journal Sentinel – July 10 **TV Today**[History Detectives]
18. OnMilwaukee.com – July 12. **Channel 10 serves up local flavor with TV MKE**
19. Milwaukee Journal Sentinel – July 13. **Channel surfing: A Sense of Fairness**
20. Milwaukee Journal Sentinel – July 14. **TV Today** [American Experience]
21. Kenosha News – July 14. **That's Italian! Festa opens next week**
22. Milwaukee Journal Sentinel – July 16. **Plot twists make 'Eureka' turn**
23. The Sheboygan Press – July 16. **Hmong and the Secret War**
24. The Reporter-Fond du lac – July 16. **TV Best Bets- Mystery: Miss Marple; The Moving Finger**
25. Milwaukee Journal Sentinel – July 16. **Remembering Red**
26. Milwaukee Journal Sentinel – July 16-22 **Weekly Highlights**
27. Milwaukee Journal Sentinel – July 17. **TV Today**[A Sense of Fairness]
28. Milwaukee Journal Sentinel – July 18. **TV Today**[POV]
29. The Journal Times–Racine – July 18. **Roma Lodge scholarships**
30. Milwaukee Journal Sentinel – July 19. **TV Today**[American Masters]
31. The Reporter-Fond du lac – July 19. **TV Best Bets: American Masters**
32. Mequon Thiensville Courant – July 20. **Center seeks volunteers...**
33. Milwaukee Journal Sentinel – July 20. **The Cucina Showcase**
34. News Graphic-Cedarburg – July 20. **Volunteer opportunities**
35. Milwaukee Journal Sentinel – July 21. **TV Today** [JFK: Breaking the News]
36. Milwaukee Journal Sentinel – July 23-29 **Weekly Highlights**
37. Milwaukee Journal Sentinel – July 24. **PBS Emmy Winners**
38. News Graphic- Cedarburg – July 24. **TV Today**[History Detectives]

39. Mequon-Thiensville Courant – July 25. **Yes, That's Jim Peck**
40. News Graphic-Cedarburg – July 25. **Volunteer opportunities**
41. Daily Citizen- Beaver Dam – July 25. **PBS kids' show host fired**
42. Milwaukee Journal Sentinel – July 26. **From really big screen to small screen**
43. Milwaukee Journal Sentinel – July 26. **TV Today**[American Masters]
44. Milwaukee Journal Sentinel – July 26. **Spending time with a trusted uncle**
45. Kenosha News – July 26. **Kids' show host fired for risqué video**
46. Milwaukee Journal Sentinel – July 27. **Brought to you by downloaders like you**
47. Milwaukee Journal Sentinel – July 27. **Channel surfing: Making of Milwaukee**
48. Wauwatosa News Times – July 27. **Washington Heights homes on display**
49. Milwaukee Journal Sentinel – July 28. **Antique Roadshow rolls in this weekend**
50. Milwaukee Journal Sentinel – July 28. **TV Today**[Antique Roadshow]
51. Milwaukee Journal Sentinel – July 30. **Attics mark the spot for treasure**
52. Kenosha News – July 30. **Inspector Morse 'lives' again with new series**