

September 14, 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 **BOARD ROOM, (ROOM M210)** of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE, MILWAUKEE, WISCONSIN, on MONDAY, September 18, 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 –August 15, 2006 – Attachment 1](#)

### D. Comments from the Public

### E. Action Items

1. [Monthly Advertising Fund Expenditures August/September/October, 2006 – Attachment 2](#)

### F. Discussion Items

1. General Manager's Report
2. [Friends Report – Attachment 3](#)
3. RFP for Consulting Services
4. **Wi-Max**

### G. Information Items

1. [Monthly Bills – August, 2006 – Attachment 4](#)
2. [June Clippings – Attachment 5](#)

### H. Miscellaneous Items

1. Communications and Petitions
2. Information Items

### I. Old Business/New Business

1. Next Committee Meeting: **Monday, October 16, 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.*

*Reasonable accommodations are available through the ADA Office for individuals who need assistance.  
Please call (414) 297-6221 to schedule services at least 48 hours prior to the meeting.*

Attachment PTV 1

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

<b>ADMINISTRATION</b>	Joseph Bauer	Janice Falkenberg
<b>PRESENT:</b>	Ellis Bromberg	Mike Sargent
	Darnell Cole	

**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 Tuesday, August 15, 2006, and called to order by Chairperson Earle at 5:07 p.m. in the TV Conference Room at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Mark Maierle, Ann Wilson, Peter Earle (Via Telephone)

**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 – June 20, 2006 – Attachment 1**

Motion It was moved by Mr. Maierle, seconded by Mr. Earle, to approve the minutes of the June 20, 2006, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion approved.

**E-2 Tentative Meeting Schedule – Attachment 3**

Mr. Maierle suggested having meetings periodically as the agenda warrants. Mr. Earle would like the Committee to be more engaged in these meetings and therefore would like to see monthly meetings reinstated. Mr. Earle moved to amend this item to adopt a schedule through the month of December and then reevaluate.

Motion It was moved by Ms. Wilson seconded by Mr. Maierle, to recommend approval of the tentative meeting dates, as amended, through the month of December at which time it would be reevaluated.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report**

Discussion Mr. Bromberg first took the opportunity to welcome Ms. Wilson to the committee. He continued, reporting on:

- Federal funding
- The Antiques Roadshow taping in Milwaukee
- The appearance of Lidia Bastianich, host of LIDIA's FAMILY TABLE, in the studio for our membership drive and at Discovery World for an fundraising and book signing event
- MPTV is producing several components of this year's Faculty Coordination Day
- MPTV is working on a monthly show with Dr. Cole
- Locally produced prime-time debate with the candidates for District Attorney Tuesday, September 5, 2006 at 9:00 p.m. on channel 36
- Discovery World's grand opening will be televised on September 8<sup>th</sup> at 8:30 p.m. on channel 10
- On October 6<sup>th</sup> MPTV will host a live Gubernatorial debate between Governor Doyle and Mark Green

- MPTV's THE MAKING OF MILWAUKEE premieres October 9, 10 and 11<sup>th</sup> and the Journal Sentinel has offered us an unprecedented \$25,000 in free promotion
- Several new hires including Glenn Riley, who has been with the station as part time instructor and studio supervisor, will become a full-time instructor in the TV and Video Production program
- January 2007 will see the launch of VE ME, an all Spanish language channel and WORLD which will air PBS documentaries and public affairs series on two of MPTV's multicast channels

#### **F-2 Friends Report – Attachment 4**

Mr. Rackham reported on:

- An Antiques Roadshow reception that was sponsored by the MPTV Friends and held on the night before the taping
- The August Pledge Drive which was the seconded highest August drive ever at \$253,000
- The Friends' premier event for THE MAKING OF MILWAUKEE on September 30, 2006

Mr. Earle asked about a report referenced at the June PTV meeting regarding an historical overview of June Pledge. Mr. Rackham apologized. He has the report and will send it to the committee members.

#### **F-3 RFP for Consulting Services – Attachment 5**

Mr. Bromberg gave an overview of this item. The RFP was sent out and closes tomorrow August 16, 2006. The origination of this item was with the Friends' Board. Mr. Rackham believes there are opportunities to greatly increase the fundraising capability of the Friends, however to do so would require more collaboration with the station and the college. He feels a consultant would best determine how this can be achieved. Mr. Earle was concerned that the PTV Committee was bypassed in this process. Mr. Earle is concerned that after reading the RFP, it seems this consultant would be far more involved in the stations' activities than just fundraising. There was a question about how much this would cost? That is not known at this time. Mr. Earle stated that this is one of the reasons he would have liked this issue to come before this committee. Ms. Falkenberg stated that if the cost of this item reaches the level designated for Board approved procurements, it would come before the PTV Committee for approval. Mr. Earle would like this item on the September agenda.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills June and July, 2006 - Attachment 6**

**G-2 Monthly Clippings – Attachment 7**

**G-3 MPTV Awards**

Mr. Bauer stated the program Outdoor Wisconsin has received an award from the Outdoor Writers Association of America for a segment on the “National Archery in the Schools Program.”

**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, September 18, 2006 at 5:00 p.m. in the Board Room. Mr. Earle suggested that the meetings be held in the TV Conference room as it was in the past. Administration will check on the feasibility of this and report back.

**ADJOURNMENT**

The committee adjourned at 5:55 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**

---

**AUGUST, 2006**

**ADVERTISING OBJECTIVES:**

Pledge Promotion

**MEDIA EXPENDITURES**

**\$ 12,929.22**

***Print***

***Radio***

Pledge promotion

\$10,080.00

***Outdoor / Transit***

\$

***Television***

\$

**ACTUAL MINORITY MEDIA SPENDING**

**\$2,849.00**

**22%**

***African American:***

WJZI-FM

\$ 2,165.00 18%

WMCS-AM

216.00

***Hispanic:***

WDDW-FM

\$ 468.00 4%

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

**Milwaukee Public TV  
Media**

**ESTIMATE**

---

**SEPTEMBER, 2006**

**ADVERTISING OBJECTIVES:**  
Program specific promotions

**MEDIA EXPENDITURES**

**\$ 5,903.83**

*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**

---

**OCTOBER, 2006**

**Advertising Objectives:**

Program Specific Promotion

**MEDIA BUDGET**

**\$ 19,503.00**

*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 August 31, 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>Promotions</b>	<b>Promotions</b>	<b>directly</b>		
						<b>H</b>	<b>AA</b>	<b>through</b>	<b>Placements</b>	
								<b>MATC</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										
Oct-06										
Nov-06										
Dec-06										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
<b>Total</b>	\$12,929.22	\$0.00	\$1,302.35	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,231.57

<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 Spending Total</b>	<b>Minority Spending %</b>
			<b>Spending</b>	<b>Spending %</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								
Oct-06								
Nov-06								
Dec-06								
Jan-07								
Feb-07								
Mar-07								
Apr-07								
May-07								
Jun-07								
<b>Total</b>	\$468.00	4%	\$2,381.00	18%	\$0.00	0%	\$2,849.00	22%

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2007 (JUL 06-JUN 07)**  
as of August 31, 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	\$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										
Oct-06										
Nov-06										
Dec-06										
Jan-07										
Feb-07										
Mar-07										
Apr-07										
May-07										
Jun-07										
<b>Total</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					
Oct-06	\$0.00	\$0.00	\$0.00					
Nov-06	\$0.00	\$0.00	\$0.00					
Dec-06	\$0.00	\$0.00	\$0.00					
Jan-07	\$0.00	\$0.00	\$0.00					
Feb-07	\$0.00	\$0.00	\$0.00					
Mar-07	\$0.00	\$0.00	\$0.00					
Apr-07	\$0.00	\$0.00	\$0.00					
May-07	\$0.00	\$0.00	\$0.00					
Jun-07	\$0.00	\$0.00	\$0.00					
<b>Total</b>	\$0.00	\$0.00	\$216.00	\$2,165.00	\$0.00	\$0.00	\$0.00	\$468.00

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

*Media amounts by month billed*

as of August 31, 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							
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					
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;</b>	<b>Other</b>	<b>Other Hmong</b>
	<b>Minority Owned</b>	<b>Marketing -</b>	<b>Hispanic</b>	<b>Owned</b>
Jul-06	\$0.00	\$0.00	\$0.00	\$0.00
Aug-06	\$0.00	\$0.00	\$0.00	\$0.00
Sep-06				
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

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

**September**

September 4	Labor Day – offices closed
September 7	Staff lunch and meeting
September 30	<i>Making of Milwaukee</i> Event Milwaukee Public Museum

**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 - tentative
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)

BOARD BILL LIST  
TV Fund by Check No  
08/31/06

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
08/03/06	0649529	AT&T	5454	Telephone	1,108.15
08/03/06	0649531	Damir D. Braovac	5201	Travel Expenses	103.00
08/03/06	0649536	CDI Transport Servic	5675	Traffic	12.17
08/03/06	0649546	FedEx	5675	Traffic	32.36
08/03/06	0649550	Raul Galvan	5201	Travel Expenses	112.00
08/03/06	0649564	Sarah J. Kozerow	5201	Travel Expenses	41.00
08/03/06	0649577	Multimedia Graphic	5668	Program Production	347.29
08/03/06	0649593	Joseph M. Sankey	5668	Program Production	111.13
08/03/06	0649606	United Parcel Servic	5675	Traffic	27.15
08/07/06	0649623	Audio Video Distribu	5677	Videotape	13,027.50
08/07/06	0649628	CDI Transport Servic	5675	Traffic	10.01
08/07/06	0649631	Corporate Express In	5241	Office Supplies	339.30
08/07/06	0649647	Hall Chevrolet Co In	5676	Vehicle Supplies	919.48
08/07/06	0649666	Mainstage Theatrical	5671	Remote/Studio Supp	68.81
08/10/06	0649713	David K. Baule	5201	Travel Expenses	1,700.00
08/10/06	0649715	Thomas S. Bruce	5201	Travel Expenses	20.00
08/10/06	0649723	Daily Reporter	5273	Publicity	14.60
08/10/06	0649732	Michael J. Garvin	5201	Travel Expenses	10.00
			5676	Vehicle Supplies	10.00
08/10/06	0649737	Industrial Electroni	5674	Technical Operations	19.32
08/10/06	0649743	Jose A. Lozano	5201	Travel Expenses	11.00
08/10/06	0649763	Kevin F. Pulz	5201	Travel Expenses	46.00
08/14/06	0649795	Association of Movin	5211	Seminars & Workshops	405.00
08/14/06	0649797	David K. Baule	5201	Travel Expenses	1,080.00
08/14/06	0649799	Ellis R. Bromberg	5201	Travel Expenses	791.80
08/14/06	0649805	Corporate Express In	5241	Office Supplies	43.13
08/14/06	0649811	FedEx	5675	Traffic	107.99
08/14/06	0649815	Harris Corporation	5678	Wmvs Transmitter Rep	266.60
08/14/06	0649818	Glenda J. Hines	5357	Professional & Consu	700.00
08/14/06	0649827	Sarah J. Kozerow	5201	Travel Expenses	1,342.00
08/14/06	0649829	Linde Gas LLC	5674	Technical Operations	3.72
08/14/06	0649857	United Parcel Servic	5675	Traffic	52.36
08/14/06	0649858	Theodora N. Veresses	5357	Professional & Consu	1,191.00
08/17/06	0649892	Karen J. Copper	5201	Travel Expenses	24.77
08/17/06	0649903	ExxonMobil	5676	Vehicle Supplies	548.08
08/17/06	0649914	Darlyne C. Haertlein	5201	Travel Expenses	65.42
08/17/06	0649918	Keystone Travel Serv	5201	Travel Expenses	567.34
08/17/06	0649921	Debra A. Kunath	5201	Travel Expenses	23.46
08/17/06	0649926	Jose A. Lozano	5201	Travel Expenses	160.00
08/17/06	0649939	National Educational	5675	Traffic	135.00
08/17/06	0649954	Elaine M. Schmidt	5668	Program Production	700.00
08/17/06	0649963	Sprint	5454	Telephone	13.51
08/17/06	0649964	Stoiber Electric	5840	Equipment	3,800.00
08/17/06	0649968	Catharine A. Tierney	5201	Travel Expenses	15.95
08/21/06	0649990	ADI Inc	5241	Office Supplies	459.84
08/21/06	0650009	Corporate Express In	5241	Office Supplies	119.15
08/21/06	0650015	FedEx	5675	Traffic	64.46
08/21/06	0650018	Darlyne C. Haertlein	5241	Office Supplies	131.98
08/21/06	0650025	Little Bighorn Produ	5665	Network Prog Service	1,500.00
08/21/06	0650044	Sony Pro Services	5674	Technical Operations	18,180.00
08/21/06	0650050	Uline	5243	Other Supplies	107.94
08/21/06	0650051	United Parcel Servic	5675	Traffic	245.71
08/21/06	0650057	Wisconsin Newspaper	5273	Publicity	67.69
08/24/06	0650067	American Public Tele	5665	Network Prog Service	11,471.00

BOARD BILL LIST  
TV Fund by Check No  
08/31/06

Check Date	Check No	Vendor Name	Object	Description	Object Amount
08/24/06	0650069	AT&T	5454	Telephone	206.27
08/24/06	0650083	Liddie M. Collins	5201	Travel Expenses	1,263.33
08/24/06	0650088	Dan Small Outdoors L	5668	Program Production	2,235.27
08/24/06	0650094	Dielectric	5840	Equipment	24,791.16
			5674	Technical Operations	3,193.85
08/24/06	0650102	FedEx	5675	Traffic	120.51
08/24/06	0650103	Vicki L. Fischer	5357	Professional & Consu	1,300.00
08/24/06	0650106	Reel Life Films	5668	Program Production	1,350.00
08/24/06	0650145	Johnny R. Munoz	5668	Program Production	900.00
08/24/06	0650151	Judith Nugent	5668	Program Production	2,380.00
08/24/06	0650161	Gerard Randall	5668	Program Production	200.00
08/24/06	0650168	Gregory M. Sahs	5357	Professional & Consu	700.00
08/24/06	0650175	System Parking Inc	5668	Program Production	129.00
08/24/06	0650178	Time Warner Cable	5454	Telephone	218.70
08/28/06	0650200	AT&T	5454	Telephone	260.23
08/28/06	0650205	David K. Baule	5668	Program Production	2,500.00
08/28/06	0650212	CDI Transport Servic	5675	Traffic	16.95
08/28/06	0650215	Corporate Express In	5241	Office Supplies	370.44
08/28/06	0650218	Dan Small Outdoors L	5357	Professional & Consu	505.52
08/28/06	0650220	DiscClonersPlus	5668	Program Production	390.00
08/28/06	0650221	Eichenbaum & Associa	5270	Advertising	7,152.35
08/28/06	0650233	Glenda J. Hines	5357	Professional & Consu	700.00
08/28/06	0650255	Myers Information Sy	5674	Technical Operations	200.00
08/28/06	0650259	Nielsen Media Resear	5661	Audience Research	3,976.95
08/28/06	0650262	James S. Pickering	5668	Program Production	150.00
08/28/06	0650264	Publishers Group	5668	Program Production	3,000.00
08/28/06	0650268	Mark W. Siegrist	5668	Program Production	5,000.00
08/28/06	0650285	Southeastern Wiscons	5201	Travel Expenses	62.00
08/28/06	0650287	WPS Energy Services	5452	Light & Power	41,401.65
08/28/06	0650288	May Y. Xiong	5668	Program Production	300.00
08/31/06	0650305	Audio Video Distribu	5677	Videotape	4,525.49
08/31/06	0650332	Dan Small Outdoors L	5668	Program Production	5,424.00
08/31/06	0650340	Dow Lohnes PLLC	5361	Legal Services	350.00
08/31/06	0650345	FedEx	5675	Traffic	119.90
08/31/06	0650354	J A Sexauer	5674	Technical Operations	257.28
08/31/06	0650363	Lisa Lutomski	5357	Professional & Consu	2,500.00
08/31/06	0650366	Everett Marshburn	5201	Travel Expenses	352.10
08/31/06	0650368	John S. McKay	5671	Remote/Studio Supp	179.96
08/31/06	0650402	Gerard Randall	5668	Program Production	200.00
08/31/06	0650412	Sony Electronics Inc	5673	Studio Equipment Rep	128.13
08/31/06	0650427	United Parcel Servic	5675	Traffic	66.14
08/31/06	0650431	Theodora N. Veresses	5357	Professional & Consu	1,191.00
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					182,743.35

BOARD BILL LIST  
Over \$2500 Channel 10/36  
08/31/06

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Check Date	Check No	Vendor Name	Object Description	Object Amount
08/07/06	0649623	Audio Video Distribu	5677 Videotape	13,027.50
08/17/06	0649964	Stoiber Electric	5840 Equipment	3,800.00
08/21/06	0650044	Sony Pro Services	5674 Technical Operations	18,180.00
08/24/06	0650067	American Public Tele	5665 Network Prog Service	11,471.00
08/24/06	0650094	Dielectric	5840 Equipment	24,791.16
			5674 Technical Operations	3,193.85
08/28/06	0650221	Eichenbaum & Associa	5270 Advertising	7,152.35
08/28/06	0650259	Nielsen Media Resear	5661 Audience Research	3,976.95
08/28/06	0650264	Publishers Group	5668 Program Production	3,000.00
08/28/06	0650268	Mark W. Siegrist	5668 Program Production	5,000.00
08/28/06	0650287	WPS Energy Services	5452 Light & Power	41,401.65
08/31/06	0650305	Audio Video Distribu	5677 Videotape	4,525.49
08/31/06	0650332	Dan Small Outdoors L	5668 Program Production	5,424.00
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				144,943.95

Attachment PTV 5

June 2006

1. Sheboygan Press – June 1. **PBS Documentary: Frontline: Ambush in Mogadishu**
2. Milwaukee Journal Sentinel – June 1. **Skylight Opera’s ‘Mikado’ will air on Channel 10**
3. Kenosha News – June 2. **Pentagon needs to re-think it’s plan**
4. Daily Jefferson County Union- Ft. Atkinson – June 2. **BBC World in US market...**
5. Milwaukee Journal Sentinel – June 3. **A global warming believer...**
6. Watertown Daily Times – June 3. **BBC breaks into US news market**
7. Milwaukee Journal Sentinel – June 7. **PBS show set to film in Grafton**
8. Milwaukee Journal Sentinel – June 5. **Channel surfing: Channel 10 auction: \$1,209,053**
9. Ozaukee Press- Port Washington – June 8. **TV show music to Grafton’s ear**
10. Muskego Sun – June 8 **Lawrence Welk performers are coming**
11. Milwaukee Journal Sentinel – June 9. **PBS show investigates Grafton records legend**
12. Milwaukee Journal Sentinel – June 11-17 **Weekly Highlights**
13. Milwaukee Journal Sentinel – June 12. **Channel surfing: Channel 10; Charlie Rose**
14. Milwaukee Journal Sentinel – June 13. **Channel surfing: Channel 10; Hmong Men & The Meaning of Fatherhood**
15. News Graphic-Cedarburg – June 13. ??
16. Milwaukee Journal Sentinel – June.15 **High def to bring fireworks into home**
17. Ozaukee Press- Port Washington – June 15. **‘History Detectives’ film crew visits Grafton**
18. The Journal Times – June 15. **Center Stage: Marvin & the Dogs**
19. The Sheboygan Press – June 15. **Kohler Arts Center Summer Theatre 20<sup>th</sup> season**
20. Milwaukee Journal Sentinel – June 15. **TV Today [Monarchy]**
21. Horicon Reporter – June 15. **Along the Way**
22. Milwaukee Journal Sentinel – June 15. **‘Ruff’ ready to entertain the kids**
23. The Reporter-Fond du lac – June 16. **New book celebrates state sausage**
24. The Reporter-Fond du lac – June 18. **PBS’ ‘A Lion in the House’...**
25. Kenosha News – June 18. **‘Treasure Hunters’ starts**
26. Milwaukee Journal Sentinel – June 18-24 **Weekly Highlights**
27. Milwaukee Journal Sentinel – June 19. **‘NewsHour’ is here to stay**
28. Milwaukee Journal Sentinel – June 19. **TV Today [“Free Speech: Jim Lehrer & Ben Bradlee]**
29. Kenosha News – June 19. **‘Lion in the House’ profiles children fighting cancer**
30. Milwaukee Journal Sentinel – June 19. **Heart of a Lion**
31. Milwaukee Journal Sentinel – June 20. **PBS puts food for thought on the table**
32. Milwaukee Journal Sentinel – June 20. **TV Today[Frontline]**
33. Milwaukee Journal Sentinel – June 20. **Map of the Week; Antique Roadshow Milwaukee**
34. Milwaukee Journal Sentinel – June 21. **Officials blast MATC on costs**
35. Milwaukee Journal Sentinel – June 22. **TV Today[Independent Lens]**
36. Milwaukee Journal Sentinel – June 22. **PBS: This Old House**

37. OnMilwaukee.com – June 22. **Outdoor Wisconsin goes Beyond Milwaukee**
38. Oconomowoc Enterprise – June 22. **Quickies: Welk performers salute America...**
39. Wauwatosa News Times – June 22. **A Glassy Joint**
40. Wauwatosa News Times – June 22. **Local producer's show wins Bronze Telly award**
41. Milwaukee Journal Sentinel – June 23. **Channel 10: Welk performers salute America**
42. Milwaukee Journal Sentinel – June 23. **TV Today** [Original Amateur Hour]
43. Milwaukee Journal Sentinel – June 25. **TV Today** [American Masters]
44. Milwaukee Journal Sentinel – June 25-July 1 **Weekly Highlights**
45. Milwaukee Journal Sentinel – June 26. **TV Today** [History Detectives]
46. News Graphic- Cedarburg – June 27. **Volunteer Opportunities: Channel 10/36 Auction**
47. Mequon-Thiensville Courant – June 29. **Center seeks volunteers...**