

**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