

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

ADMINISTRATION Joseph Bauer Mike Sargent
PRESENT: Darnell Cole
GUESTS Cindy VanVreede
PRESENT:

CALL TO ORDER

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Monday, August 20, 2007, and called to order by Chairperson Wilson at 5:05p.m. in the TV Conference Room, Room C442, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Ann Wilson, Robert Davis, Pedro Colon

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 18, 2007 – Attachment 1

Motion It was moved by Mr. Colon, seconded by Mr. Davis, to approve the minutes of the June 18, 2007 committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

Prior to the Action Items, Dr. Cole asked to address the committee. Dr. Cole stated that Lewis and Kennedy, Inc., the consultants that were hired to

enhance the collaboration among the Station, Friends and MATC to maximize revenue generation were at MATC last week to discuss the draft results of their study. As a result it was recommended to put together a small committee to identify a group community leaders to serve on a committee to help take ownership of some of the more sensitive issues in the report.

ITEM E ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, June, July, August, September and October, 2007 - Attachment 2

Motion It was moved by Mr. Davis, seconded by Ms. Wilson to approve the monthly advertising fund expenditures for June, July, August, September and October, 2007.

Action Motion passed.

E- 2 Avid and Unity System Upgrade - Attachment 3

Motion It was moved by Mr. Colon, seconded by Mr. Davis to approve the purchase of Avid and Unity System Upgrades from Midwest Media Group in the amount of \$164,967.00.

Action Motion passed.

E-3 Tentative Public Television Committee Meeting Dates – Attachment 4

Motion It was moved by Mr. Colon, seconded by Mr. Davis to recommend approval of the tentative meeting dates as listed.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Mr. Joseph Bauer, Manager Administration and Planning gave the managers report in Mr. Bromberg's absence. Mr. Bauer reported on:

- ◆ the launch of MPTV WORLD featuring Public Television's best documentaries, history and science series, and public affairs programs
- ◆ MPTV COMMUNITY CINEMA a monthly preview of documentaries begins September 6 at 7:00pm at Discovery World with STORIES FROM THE HOMEFRONT: THE WAR IS WISCONSIN followed by a preview of the Ken Burns mini-series THE WAR
- ◆ other local upcoming productions and 50th Anniversary events

- ◆ Mr. Mike Gousha, in his first on-camera television project since leaving WTMJ, will tape a conversation with PBS anchorman Jim Lehrer.
- ◆ State budget proposals and how they could affect MATC and MPTV.

Mr. Colon recommend that the board send a letter to the two majority leaders and a copy to every representative in our service area stating the adverse effect these cuts would have on local services while supporting the statewide issue. A case needs to me made of what we deliver to the public. MPTV administration will supply bullet points by the date of the full Board meeting.

F-2 Friends Report – Attachment 5

Mr. Scott Rackham, President MPTV Friends was unable to attend the meeting. Mr. Bauer reported that the membership drive that just ended raised \$284,337.00.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills June, 2007 - Attachment 6

G-2 Monthly Bills – July, 2007 – Attachment 7

G-3 Monthly Clippings – May, 2007 - Attachment 8

G-2 MPTV Awards / Acknowledgements

Mr. Joe Bauer displayed several acknowledgements received for Adelante! and Patricia Gomez.

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

ADJOURNMENT

The committee adjourned at 6:20 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist