



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
DECEMBER 10, 2007**

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, December 10, 2007, and called to order by Chairperson Wilson at 5:05 p.m. in the Board Room, Room M210, at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Pedro A. Colon

Excused: Robert Davis

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 – November 27, 2007 – Attachment 1

Motion It was moved by Mr. Colon, seconded by Ms. Wilson, to approve the minutes of November 27, 2007.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

None.

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – November, December, 2007 and January, 2008– Attachment 2

Motion It was moved by Ms. Wilson, seconded by Mr. Colon, to approve the monthly advertising fund expenditures for November, December, 2007 and January, 2008.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 Eichenbaum and Associates Presentation

Discussion Mr. Neal Bardele, Eichenbaum & Associates, gave an overview of the advertising planning for the promotion of MPTV programming. Mr. Bardele said the basic strategy is to support membership drives in order to attract viewers to the programs - and ultimately memberships. Annual premieres of local series and specials are also targeted for promotion. The agency has found radio to be the most effective medium for targeting specific audiences. Mr. Bardele discussed how minority advertising is determined, noting that each year the minimum percentages set by MATC policy are exceeded. Unlike MATC, MPTV's minority advertising is done strictly with minority owned outlets, not just targeted outlets. Mr. Bardele said there has been little placement in the Asian-American community since there is only one Asian-American owned magazine in Wisconsin and it is based in the Madison area.

F-2 Capital Asset Budget Modification

Discussion Mr. Michael Sargent, vice president, Finance, informed the committee of the urgency of MPTV's HVAC needs and the steps being taken to address them. Johnson Controls had the best approach to the cooling needs of public television utilizing the latest technology; they offered a fixed price proposal. Another advantage is that this fits well with MATC's integrated HVAC system which enables the campus to become more energy efficient. In addition, this system is used by MATC's students and would be made available as part of their curriculum.

F-3 General Manager's Report

Discussion Mr. Ellis Bromberg, general manager, MPTV thanked Mr. Sargent and his department for their efforts in coming up with a solution to TV's HVAC problem. He also reported that the Lewis Kennedy Associates consultants' report and Wingspread study on editorial integrity, requested at the November PTV Committee meeting, were now ready to be sent out to board members.

MPTV's Community Cinema for January will feature a documentary entitled, PRAYER IN AMERICA, and in February, MPTV's documentary, PUNCHING IN, about the rise of the African-American middle class during the 20th century will be featured. The free MPTV Community Cinema screenings are held monthly at Discovery World.

F-4 MPTV Friends Report

Discussion Mr. Scott Rackham, executive director, MPTV Friends, reported that the December pledge drive generated \$355,000 in revenue.

ITEM G: INFORMATION ITEMS

G- Monthly Bills – Attachment 3

Mr. Sargent presented the monthly bills.

G-2 Monthly Clippings Attachment 4

Mr. Bromberg presented the monthly clippings.

G-3 MPTV Awards/Acknowledgements

Mr. Joe Bauer, manager, Administration and Planning, displayed a UPAF Volunteer Service Award received by Milwaukee Public Television for the exemplary volunteer commitment to UPAF's community visibility and fund-raising capabilities through outstanding efforts in the area of marketing and promotions.

ITEM H: MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

None.

H-2 INFORMATION ITEMS

None.

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, January 14, 2008, 5:00 p.m. Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C442)

ADJOURNMENT

The meeting adjourned at 5:41 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist