



Attachment PTV 1

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD PUBLIC TELEVISION May 19, 2008

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, May 19, 2008, and called to order by Chairperson Wilson at 5:04 p.m. in the MPTV Conference Room, Room C442, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Pedro A. Colón

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 – April 14, 2008 – Attachment 1

Discussion The March PTV Committee minutes were not approved last month because there was not a quorum at the April meeting. These minutes were inadvertently left off of the agenda and therefore cannot be approved at this meeting. The March minutes will appear on the June, 2008 agenda for approval.

Motion It was moved by Mr. Colón and seconded by Ms. Wilson to approve the minutes of April 14, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –April, May, and June, 2008– Attachment 2

Motion It was moved by Mr. Colón and seconded by Ms. Wilson to approve the advertising expenditures for April, May, and June, 2008.

Action Motion approved.

E-2 Review of FY2008-2009 Activity Plan and Budget – Attachment 3

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- Discussion Mr. Michael Sargent, Vice President Finance, explained this item.
- Motion It was moved by Mr. Colón and seconded by Ms. Wilson to approve the FY2008-2009 Activity Plan and Budget.
- Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Ellis Bromberg, General Manager, updated the committee that:
- Fourteen students will graduate with Associates of Applied Science degrees in Television and Video Production.
 - MPTV hosted Carmen DiRienzo, President of V-Me, the national Spanish language network which we are broadcasting on one of our digital multicast channels.
 - ADELANTE! produced a segment on the Lead The Way project, which is dedicated to increasing the quality, quantity, and diversity of the nation's future engineering workforce. MPS is a participant in this program. Director Baker shared the segment with the national office which will show it this month at a symposium of the National Action Council for Minorities in Education.
 - On May 10th, there was a full audience in the Innovation Theater at Discovery World for the first taping of our first co-production with Discovery World, THE SECRET LABS.

F-2 MPTV Friends Report – Attachment 4

- Discussion Mr. Scott Rackham, Executive Director of the MPTV Friends, informed the committee about the following:
- The Great TV Auction raised \$1,207,620. 2000 Volunteers put in over 15,000 hours.
 - June pledge drive which runs, May 31 – June 8

F-3 WMVS/WMVT "VISION 2057" Task Force

- Discussion Mr. Bromberg stated that all members have been contacted and a date for the first full meeting is currently being investigated.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – Attachment 5

Mr. Sargent presented the monthly bills.

G-2 Monthly Clippings Attachment 6

Mr. Bromberg presented the monthly clippings.

G-3 MPTV Awards / Acknowledgements

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Discussion Mr. Joe Bauer, Manager Administration and Planning informed the committee of several awards received by MPTV: JON FADDIS QUARTET PLUS 2 won a bronze Telly award, and OUTDOOR WISCONSIN won two first place awards from the Association of Great Lakes Outdoor Writers.

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, June 16, 2008, 5:00 p.m. Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C442)

ADJOURNMENT

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist