



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
December 8, 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, December 8, 2008, and called to order by Chairperson Wilson at 5:03 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, Robert Davis
Excused: Richard Monroe

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 17, 2008 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of November 17, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – November, December, 2008 and January, 2009 – Attachment 3

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the advertising expenditures for November, December, 2008 and January, 2009.

Action Motion approved.

E-2 Omneon Server Upgrade – Attachment

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the purchase of the Omneon Server Upgrade.

Action Motion passed.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Ellis Bromberg, General Manager, informed the committee that:

- Milwaukee hosted FCC Chair Michael Copps who held a town meeting relative to the transition to DTV
- another analog shut off test and staffed phone bank will occur on December 17, 2008
- the TVP Advisory committee met in November and passed two resolutions regarding the continuation of the academic and physical ties between the college and the station should there be any changes in organizational structure proposed by the Vision 2057 Task Force
- the next Community Cinema, scheduled for Wednesday, will feature the MPTV production HEALTHCARE: THE WISCONSIN PRESCRIPTION

Mr. Bromberg congratulated Ms. Wilson on her appointment to the Association of Public Television Stations Leadership Council.

F-2 MPTV Friends Report – Attachment 4

Discussion Mr. Art Langlas, Interim Executive Director of the MPTV Friends, updated the committee on recent and upcoming events including:

- the December pledge drive
- two additional counter-program pledge dates: January 1 and Superbowl Sunday
- an electronic version of FINE TUNING which is in the experimental stage
- a Caribbean food and drink event in February

F-3 Communication Arts

Discussion Ms. Lucia Francis, Dean of Business, gave an update on the proposed School Of Creative Technology. The Television and Video Production academic program is involved in discussions, but in light of the resolution from the TVP Advisory Committee, it is hoped by the station that TV will be a part of this initiative. Ms. Francis stated that ownership should be with the faculty that began this initiative. Ms. Wilson would like to see this issue discussed at the ESIR committee and a report brought back to the Public Television Committee.

F-4 MPTV "VISION 2057" Update

Discussion Mr. Bromberg informed the committee that the last meeting of this group is on Wednesday, December 10, 2008. A recommendation will then be forwarded to the Board.

F-5 DTV Transition Update

Discussion Mr. Bromberg stated that news anchors from local stations, including MPTV's Dan Jones, are taping another transition PSA which focuses on a "buy your converter box now" rather than later message entitled "Apply, Buy, and Try...The time is now!"

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – November, 2008 - Attachment 5

Discussion Mr. Sargent, Vice President Finance, presented the November bills.

G-2 Monthly Clippings – August, 2008 - Attachment 6

Discussion Mr. Bromberg presented this item.

G-4 MPTV Awards / Acknowledgements

Discussion Board Chair Lauren Baker noted that MPTV received accolades from the national Lead The Way collation for several pieces about MPS students involved in this Science, Engineering and Math initiative that aired on ADELANTE!

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

None

H-2 Information Items

None

ITEM I: OLD BUSINESS/NEW BUSINESS

Mr. Sargent distributed the combined financial report of MPTV and the MPTV Friends which will be presented at FPO and to the Corporation of Public Broadcasting.

Date of Next Meeting: January 12, 2009

ADJOURNMENT

The meeting adjourned at 6:40 p.m.

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist