



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
June 15, 2009**

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, June 15, 2009, and called to order Director Wilson at 3:00 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Dr. Richard Monroe, Ms. Ann Wilson

Excused: Dr. 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 20, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the minutes of April 20, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – May, June and July, 2009 – Attachment 2

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for May, June and July, 2009.

Action Motion approved.

E-2 Sole Source Media Service Providers – Attachment 3

Discussion Mr. Ellis Bromberg, General Manager, noted that PBS is keeping its dues at the same level as last year.

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Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Sole Source Media providers for Fiscal Year 2010.

Action Motion approved.

E-3 PBS and Regional Memberships – Attachment 4

Motion It was moved from Dr. Monroe and seconded by Ms. Wilson to approve the PBS and Regional memberships for Fiscal Year 2010.

Action Motion approved.

E-4 Independent Production Contracts – Attachment 5

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Independent Production contracts for Fiscal Year 2010.

Action Motion approved.

E-5 Panasonic Cameras

Discussion Mr. Bromberg informed the committee that this purchase is to upgrade equipment that will be utilized by the TV & Video Production students.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the purchase of two Panasonic camera packages from Roscor Corporation for the TVP academic program.

Action Motion passed

E-7 Approval of FY2009-2010 Activity Plan and Budget – Attachment 8

Discussion Mr. Michael Sargent explained this item.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the Public Television budget for fiscal year 2010.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Ellis Bromberg, General Manager, began his report showing a tape of the analog sign-off, noting that it was a historic moment for the station and the college. Mr. Bromberg continued his report informing the committee that:

- Employees from both MPTV and the MPTV Friends staffed a phone bank on the two days prior to the analog shut-off and fielded over 1100 calls from viewers.
- MPTV has a request pending with the FCC to increase WMVS's power.
- For the first time in 8 years, the federal budget supports advanced funding for the Corporation for Public Broadcasting and includes \$440 million for FY2012, a \$10 million increase over FY-2011.

- THE NEWSHOUR WITH JIM LEHRER is changing its title to THE PBS NEWSHOUR. The broadcast will have two co-hosts, Lehrer pairing with a rotating trio of Gwen Ifill, Jeffrey Brown, and Judy Woodruff.
- In July we will launch a revamped website which will combine MPTV and The MPTV Friends.
- We have received funding to broadcast The Great Circus parade live on July 12, 2009.
- In August, the first broadcast and online content of our Facing the Home Mortgage Crisis initiative will premiere.
- In September, the most significant PBS series this fall, Ken Burns' THE NATIONAL PARKS: AMERICA'S BEST IDEA premieres. We, along with the Wisconsin PTV, are producing a Wisconsin follow-up.
- Also in the fall will be our new mini-series RENEWABLE ENERGY, including segments shot at MATC's Renewable Energy Summit in April.

F-2 MPTV Friends Report – Attachment 9

- Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, reported that
- the June membership drive raised over \$251,000
 - Auction revenues were exceeded
 - The November Holiday Auction will be an on-line only auction
 - PBS Kids day at the Zoo was on Saturday
 - The Friends are in the process of finalizing the FY2010 budget

He added his congratulations for the phone bank that both the Friends and station staff ran. As a service organization, this is exactly what we are supposed to do, he said.

F-3 Review of PTV Operating Models

- Discussion At the April 20th PTV meeting, staff was asked to offer additional analysis of this subject. Mr. Bromberg along with Ms. Janice Falkenberg, MATC Legal Counsel, prepared a document that was sent to Committee members.

Several of the options were discussed as well as the need for more space for MPTV whether within the college or in a new facility. For optimal operation, the Friends and station employees should be housed in the same space. The separation that currently exists only fosters a misunderstanding of the way things work. To help to alleviate some of these issues, Mr. Bromberg and Mr. Lore meet monthly to discuss issues, something that has not been done in the past.

Ms. Wilson suggested that perhaps a smaller group consisting of the Friends Executive Committee and the PTV Committee meet to narrow the choices to two scenarios that will then be forwarded to the full board for discussion. Ms. Falkenberg also suggested this group might want to consider working on a memorandum of understanding or an operational agreement that sets out the relationship and responsibilities of the two entities.

Ms. Wilson also suggested a letter go out to the members of the 2057 taskforce to advise them of where we are in this process.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – June, 2009 - Attachment 10

Discussion Mr. Bromberg presented the June bills.

G-2 Monthly Clippings – January & February, 2009 - Attachment 11

Discussion Mr. Bromberg presented the monthly clippings.

G-3 MPTV Awards / Acknowledgements

Mr. Joe Bauer, Manager Administration and Planning, displayed a first place award from the Wisconsin Broadcasters Association for Best Editorial / Commentary in a Major Market for Rick Horowitz's "Washington Follies 2008" which aired on INTERCHANGE.

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: To be determined

ADJOURNMENT

The meeting adjourned at 4:43 pm

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist