



Attachment PTV - 1

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD PUBLIC TELEVISION November 17, 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, November 17, 2008, and called to order by Chairperson Wilson at 5:00 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

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM F DISCUSSION ITEMS

F-3 VISION 2057 Task Force

Discussion This item was moved up in the agenda as Mr. Jim Lewis, Lewis Kennedy and Associates and facilitator of the task force, was on the telephone to help with an update of this item. Two of the subcommittees have reached consensus and discussion centered around the third subcommittee focusing on governance. Ms. Wilson would like to see a special meeting of the full MATC Board called to discuss these issues when all of the recommendations are complete. The next meeting is scheduled for December 10th.

ITEM C: APPROVAL OF MINUTES – October 8, 2008 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of October 8, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –October, November, December, 2008– Attachment 3

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

Action Motion approved.

E-2 Budget Adjustment – Attachment 3

Discussion Mr. Michael Sargent, Vice President Finance, explained this item.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the budget adjustment.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg informed the committee about:

- the CPB Round Robin meetings
- available grants for local programming on the mortgage foreclosure crisis
- a national American Archives project
- MPTV produced LES PAUL CELEBRATES airs during the next pledge drive
- a new community engagement initiative to begin next spring
- Mittens and More collected over 1100 mittens, hats, and scarves
- producer Dan Jones received a Silver Circle award for 25 years of broadcasting in the Milwaukee area.

F-2 MPTV Friends Report – Attachment 3

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

- Kevin Clash and Elmo were here for two very successful events
- Holiday Auction was this past weekend
- Holiday Art and Gift show this weekend
- Membership Drive begins November 29, 2008

F-3 Community Engagement (Ascertainment)

Discussion Mr. Tom Dvorak, Director of Broadcasting and Promotion, explained the ascertainment process and distributed lists of speakers from the last three sessions. Broadcasters gather twice a year to ascertain issues of relevance in the Milwaukee area. Mr. Dvorak also distributed a list of viewer calls. Ms. Wilson asked that these items be available at the full board meeting.

F-5 DTV Transition Update

Discussion Mr. Bromberg discussed another test analog shut off scheduled for December 17th at 6:58 pm. He also stated that MPTV continues to update its on-air spots relating to

the transition upon hearing the concerns of our viewers. Most of the questions relate to the use of antennas.

F-6 Policy Review I0200 Principles of Editorial Integrity in Public Broadcasting – Attachment 5

Discussion Mr. Bromberg gave a bit of background about this issue. This was a recommendation that came out of the Lewis Kennedy report. Attorney Jose Olivier was instrumental in the revision.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to move this item to the full Board for a first reading.

Action Motion approved.

F-7 Final Year End Financial Results

Discussion Mr. Sargent distributed the combined MPTV and MPTV Friends financial statements.

F-8 FY2009-2010 Basic Budget Assumptions – Attachment 7

Discussion Mr. Sargent explained this item.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – October, 2008 - Attachment 8

Discussion Mr. Bromberg, presented the October bills.

G-3 Monthly Clippings – July, 2008 - Attachment 9

Discussion Mr. Bromberg presented this item.

G-4 MPTV Awards / Acknowledgements

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: December 8, 2008

ADJOURNMENT

The meeting adjourned at 6:41 p.m.

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist