



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
August 18, 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, September 8, 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 C: APPROVAL OF MINUTES – August 18, 2008 – Attachment 1**

**Motion** It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of August 18, 2008.

**Action** Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – August, September, October, 2008– Attachment 3**

**Discussion** Mr. Ellis Bromberg, MPTV General Manager, explained this item. The posted August expenditure was originally listed at \$0. An amended August report shows an expenditure of \$15,628.24.

**Motion** It was moved by Dr. Davis and seconded by Ms. Wilson to approve the advertising expenditures for August, September and October, 2008 as amended.

**Action** Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager's Report**

- Discussion Mr. Bromberg informed the committee that:
- MPTV staff produced live & video taped portions of MATC Coordination Day.
  - 4<sup>th</sup> STREET FORUM will begin a 5-part series leading up to the election entitled WHAT'S GOOD FOR AMERICA.
  - BLACK NOUVEAU begins its new season with a live town hall meeting at John Marshall H.S. focusing on student discipline and school violence, September 23 at 7pm.
  - MPTV Community Cinema begins September 18 at Discovery World with the local documentary CHOSEN TOWNS: JEWISH LIFE IN WISCONSIN'S SMALL COMMUNITIES.
  - he has been elected vice chair and chair-elect of public television's national University Licensee Association affinity group.

**F-2 MPTV Friends Report – Attachment 3**

- Discussion Mr. Scott Rackham, Executive Director of the MPTV Friends, updated the committee on recent and upcoming events including:
- The Volunteer Recognition Banquet is scheduled for September 24.
  - Jacques Pepin, one of America's best known chefs, will host a cooking class and book signing on October 14.
  - The Friends annual meeting is scheduled for October 16.
  - An Appraisal Fair will be held at the auction site on October 18

Mr. Rackham informed the committee that he has resigned from the Friends and begins a new job on October 1. Art Langlas, Auction Manager, will be the interim Executive Director.

**F-3 VISION 2057 Task Force**

- Discussion Ms. Wilson and Mr. Bromberg updated the committee on this issue.

**F-4 DTV Transition Update**

- Discussion Mr. Bromberg informed the committee about the channel switchover which occurred on September 1, 2008. Both Channel 10 and 36 now have 24-hour digital simulcast on their proper channels. Mr. Bromberg displayed the multiple strands that are now available on a digital television for the committee.

**ITEM G: INFORMATION ITEMS**

**G-1 Monthly Bills – August, 2008 - Attachment 4**

Mr. Michael Sergeant, Vice President Finance, presented the August bills.

**G-2 Monthly Clippings – May, 2008 - Attachment 5**

Mr. Bromberg explained this item.

**G-4 MPTV Awards / Acknowledgements**

None

**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: October 13, 2008

**ADJOURNMENT**

The meeting adjourned at 5:45 p.m.

Respectfully submitted,

*Karen Wierschem*

Karen Wierschem  
Administrative Specialist