



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
December 7, 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, December 7, 2009, and called to order by Director Wilson at 3:04 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Dr. Richard Monroe, Dr. Robert Davis (via telephone)

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 16, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Dr. Davis to approve the minutes of November 16, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – November, December, 2009 and January 2010 – Attachment 2

Motion It was moved by Dr. Monroe and seconded by Dr. Davis to approve the advertising expenditures for November, December, 2009 and January 2010. Ms. Wilson asked for a breakdown on advertising expenses for the three local programs. Mr. Bromberg said he would forward the information via email.

Motion approved.

E-2 Evertz Multi-Viewer Processor – Attachment 3

Discussion Mr. Bromberg, General Manager introduced Mr. Brian McArthur, Manager of Technical Facilities, to address this item. Mr. McArthur stated this purchase is to replace outdated and failed black and white monitors that are in the production control room, which are used by both students and staff.

Motion It was moved by Dr. Davis and seconded by Dr. Monroe to approve this purchase.

Action Motion approved.

E-3 Harris Broadcast Automation System – Attachment 4

Discussion Mr. McArthur informed the committee that this is an upgrade to the primary system that runs all nine of MPTV's channels as well as all of our recording systems. To replace this system would cost significantly more money.

Motion It was moved by Dr. Davis and seconded by Dr. Monroe to approve this purchase.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-2 General Manager's Report

Discussion Mr. Bromberg informed the committee that :

- during this membership drive we will be premiering two new local documentaries: "The Early Stories of John McGivern" and "What are You? Mixed Races in Milwaukee."
- there are several initiatives that both the station and Friends are working on: Facing the Mortgage Crisis; Healthy Kids Healthy Communities; an Arts initiative to produce a pilot; and a Jobs initiative. All these projects will be funded in part by grants and or seed money from the Friends.
- staffs from both MPTV and MATC have met with principals from Marquette University to begin work on an articulation agreement.
- staff met with Tom Pilarzyk from the MATC Research Department to assess audience research possibilities.

F-3 MPTV Friends Report – Attachment 5

Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, informed the committee that:

- early response is positive from possible funders for the Jobs and Arts initiatives.
- the Holiday Auction was the most successful one ever. This was our first try of an on-line only auction. With a goal of \$25,000 the gross amount raised was \$71,000.
- although the entire PBS system pledge drive fundraising is down approximately 14%, MPTV's pledge drive is up 10% during prime time hours.
- for the first time, we are experimenting pledging local productions for an entire week, acknowledging that MPTV produces many local programs.

F-3 Vision 2057 Task Force Recommendations

Discussion Director Wilson stated this committee had instructed staff from both MPTV and the MPTV Friends to develop a Memorandum of Understanding between the two organizations. This item was placed on the agenda so that official action can be taken and forwarded to the full board.

Motion It was moved by Dr. Monroe and seconded by Dr. Davis that in response to the recommendation of the Vision 2057 Task Force regarding possible changes in the operating model for Milwaukee Public Television, as an initial step, the Board directs the TV staff to develop with the Friends staff a Memorandum of Understanding to better define and guide the ongoing interactions between and roles of the two organizations.

Action Motion passed.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – November, 2009 – Attachment 6

Discussion Mr. Sargent, Vice President Finance, presented this item.

G-2 Monthly Clippings – August, 2009 - Attachment 7

Discussion Mr. Bromberg presented this item.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: January 11, 2010

ADJOURNMENT

The meeting adjourned at 3:39 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist