



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
January 11, 2010**

**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, January 11, 2010, and called to order by Director Wilson at 3:00 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

**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 – December 7, 2009 – Attachment 1**

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of December 7, 2009.

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

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

Discussion Mr. Ellis Bromberg, General Manager, explained this item and noted that last year's expense for December was incorrectly listed as December 2009. It should have read December 2008.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for December, 2009 and January, February, 2010.

Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-2 General Manager's Report**

- Discussion Mr. Bromberg informed the committee that :
- a first meeting to discuss the Memorandum of Understanding between the station and the Friends was held in December.
  - he will give a full report on the three initiatives MPTV and the MPTV Friends are working on next month, but wanted to inform the committee of two kick off events that are scheduled. The Healthy Kids Healthy Communities kick off event will be on February 25, 2010 at the Betty Brinn Children's Museum and a kick off for the Jobs initiative will be held on March 4, 2010 at Manpower.
  - Director Wilson and Keith Baisden, Chairman, MPTV Friends Board of Directors, will join Ellis in Washington D.C. for Capital Hill Day in early February.
  - over the air viewers continue to have difficulties receiving Channel 10 since the digital conversion. MPTV and 18 other PBS stations having the same problem are setting up a meeting with CPB to discuss funding to enable affected stations to respond to the problem.
  - BLUEPRINT FOR TOMORROW'S EDUCATION, a local production showcasing innovative STEM projects at four different schools will air on February 10, 2010 and will be shown at the next Community Cinema on February 3, 2010.

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

- Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, informed the committee that:
- one of the three initiatives Ellis spoke about is an Arts initiative. The pilot has been defined hoping for a 4/15 completion date The Wisconsin Arts Board is very interested in this project.
  - the Jobs initiative will be a co-production with national producer, Chip Duncan. The off air components are just as important as the on air program, unfortunately we need to tell our story better. Neither the Friends nor the Station have a full-time promotion person. Mr. Lore asked if the board would support the hiring of a full time promotions person for FY2011. Dr. Monroe asked if a recommendation from the PTV Committee would help.

**ITEM G: INFORMATION ITEMS**

**G-1 Monthly Bills – December, 2009 – Attachment 4**

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

**G-2 Monthly Clippings – September, 2009 - Attachment 5**

- Discussion Mr. Bromberg presented this item

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards / Acknowledgments**

**H-2 Communications and Petitions**

**H-3 Information Items**

Ms. Wilson wanted to publicly thank Dr. Vicki Martin, Interim President, for the fantastic job she has done for the college.

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**Date of Next Meeting:** February 15, 2010

**ADJOURNMENT**

The meeting adjourned at 3:36 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist