



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
March 15, 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, March 15, 2010, and called to order by Director Davis at 3:05 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Dr. Robert Davis, Dr. Richard Monroe, Ann Wilson (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 – January 11, 2010 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of January 11, 2010.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –February, March, April, 2010 – Attachment 2

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures February, March, and April, 2010.

Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Ellis Bromberg, General Manager, informed the committee that :
- there will be a change to the public affairs lineup on Channel 36.
 - MPTV's latest Town Hall meeting was in Kenosha. He distributed an article from the Kenosha News.
 - MATC instructor George Stone hosts GREEN BUSINESS featuring highlights from the MATC Renewable Energy Summit.
 - the Jobs Initiative will have its public kickoff announcement at the Manpower headquarters on April 29, 2010.
 - the HEALTHY KIDS/HEALTHY COMMUNITY initiative has an official kickoff at Discovery World on April 6, 2010.
 - MPTV is the media sponsor for THE PROMISE OF PUBLIC-GOOD JOURNALISM featuring John Nichols, March 23, 2010 at the Milwaukee Public Library. This program airs April 4, 2010.
 - MPTV has applied for two grants to help offset the cost to increase the power of our VHF channel and add a UHF translator to address reception problems that over-the-air viewers are experiencing.
 - the FCC will issue a National Broadband Plan to Congress mapping out a 10-year plan for spectrum use, including that used by television stations.
 - for the seventh year in a row, PBS was cited by those surveyed as the most trustworthy public institution.

F-2 MPTV Friends Report – Attachment 3

- Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, informed the committee that:
- the MPTV Friends executive committee is still working with due diligence on the MOU between them and MPTV.
 - that this year's total net fundraising efforts are down \$200,000 from projections, however the auction is \$250,000 ahead of a year ago in merchandise, cash and underwriting.

F-3 Events Calendar – Attachment 4

- Discussion Mr. Bromberg presented this item.

F-4 Preliminary FY2010-2011 Budget Summary – Attachment 5

- Discussion Mr. Mike Sargent, Vice President, Finance explained this item, noting that labor costs for local productions with a two-year shelf life will begin to be capitalized saving tax dollars.

F-5 FY2011 Capital Construction Projects – Attachment 6

- Discussion Mr. Sargent explained this item.

F-6 Preliminary FY2011 Capital Equipment Purchases – Attachment 7

- Discussion Mr. Sargent explained this item.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – February, 2010 – Attachment 8

Discussion Mr. Bromberg noted that the largest expenditures are for programming costs.

G-2 Monthly Clippings – October, November, 2009 - Attachment 9

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: April 19, 2010

ADJOURNMENT

The meeting adjourned at 4:20 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist