



Attachment PTV - 1

MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD PUBLIC TELEVISION October 19, 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, October 19, 2009, and called to order by Director Wilson at 3:07 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 (arrived at 3:12 p.m.)

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 – September 14, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of September 14, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – September, October, November, 2009 – Attachment 2

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for September, October, and November, 2009.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-2 General Manager's Report

Discussion Mr. Bromberg informed the committee that:

- A new major donor cultivation project is being developed jointly by the larger PBS stations in the Great Lakes region, including MPTV.
- A memorandum of understanding between the station and the Friends, to outline the expectations of both organizations, is being developed by staff of both organizations.
- Legislation has been passed in a U.S. House committee to require the Dish satellite network to carry public television's HD and multicast signals.
- MPTV's public affairs series are being packaged in a way to make the programs more appealing to possible underwriters
- A new section has been added to the MPTV website: "For Teachers" will link to online curriculum offered in conjunction with the K-12 programming MPTV airs.
- The Wisconsin Broadcasters Association Foundation has launched an online broadcasting museum, and MPTV is well-represented.
- For the first time, WBA Foundation scholarships will now be available for telecasting students in two-year colleges such as MATC.

F-3 MPTV Friends Report – Attachment 3

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

- Revenues are slightly behind our ambitious goal of 6% above last year's amount.
- A new approach to pledge, focusing on local productions, will be tried during the first week of December.
- The national PBS Development Conference was canceled this year, so the Friends are hosting a Midwest Development Workshop to bring development professionals together. Over 60 attendees are expected.

F-3 Preliminary Year End Financial Results – Attachment 4

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

ITEM G: INFORMATION ITEMS

G-1 FY2010-2011 Budget Development Calendar – Attachment 5

Discussion Mr. Mike Sargent indicated this is the first page of a multipage document. The full calendar will be added to this agenda.

G-2 Monthly Bills September, 2009 - Attachment 6

Discussion Mr. Bromberg presented this item.

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

Discussion Mr. Bromberg presented this item.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joe Bauer, Manager Administration and Planning informed the committee about several awards and nominations. **Outdoor Wisconsin's Wisconsin Black Bear Project** won a 3rd award from the Association of Great Lakes Outdoor Writers Association as well as a Midwest Emmy nomination. Other Midwest Emmy nominations include: local documentary **Nature in the City**. There are new categories this year for college students and four student productions received nominations; **The Making of Virtual Milwaukee; Missing Elements of Hip Hop; The Steve Peplin Group; and Running Free: An Urban Exploration Documentary.**

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: November 16, 2009

ADJOURNMENT

The meeting adjourned at 3:45pm

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist