



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
September 14, 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, September 14, 2009, and called to order by Director Wilson 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: 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 – August 17, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of August 17, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

Motion Mr. Ellis Bromberg, General Manager, distributed a breakdown of the June advertising expenditures that the committee requested at the August meeting. It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for August, September, and October, 2009.

Action Motion approved.

E-2 Sony Pro Services – Attachment 3

- Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the purchase of a service contract from Sony Pro Services.
- Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 Advertising Expenditures / Return on Investment

- Discussion Mr. Neal Bardele, Eichenbaum and Associates, distributed a handout explaining how the agency measures return on investment for MPTV's advertising dollars. This was a request from the committee at the August meeting. An additional budget comparison of two local productions will be supplied to committee members prior to the next committee meeting.

F-2 General Manager's Report

Mr. Bromberg showed clips from two of our local programs IN SERVICE TO MILWAUKEE, a program on volunteerism, and a local follow-up to PBS' NATIONAL PARKS series entitled NATIONAL PARKS: WISCONSIN. He also informed the committee that:

- Mark Samuels, Executive Producer of AMERICAN EXPERIENCE will be the featured panelist at the next MPTV Community Cinema, October 1, at Discovery World.
- Denise Calloway, Director of Communications for the Greater Milwaukee Committee, has joined INTERCHANGE as a panelist.
- Milton Dockery, Chair of the History department at MATC, has joined BLACK NOUVEAU as co-host.
- Several I REMEMBER programs have been selected for inclusion in the Wisconsin Museum of Broadcasting.
- MPTV's locally produced A BRAVES NEW WORLD has been selected for inclusion in a film festival at the Baseball Hall of Fame in Cooperstown, New York.
- Congratulations to retired MPTV producer Bill Werner who will receive a Silver Circle award from the Midwest Chapter of the National Academy of Arts and Sciences.

F-3 MPTV Friends Report – Attachment 4

Mr. Rick Lore, Executive Director of the MPTV Friends, updated the committee about several initiatives the Friends are working on, including a Jobs Initiative, proposed to consist of 15 programs beginning in April 2010 with a goal to find jobs for 1000 individuals.

The Friends have applied for a PBS grant to cover production costs of

fundraising local programs live in the community during the December pledge drive.

The PBS Development conference has been canceled this year so the Friends are holding their own mini Midwest development workshop October 21 – 23.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – August, 2009 - Attachment 5

Discussion Mr. Sargent presented this item and noted that the energy bill at MPTV's transmitter site has dropped 40% in part because of the switch to digital television.

G-2 Monthly Clippings – May, 2009 - Attachment 6

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 stated she was at a recent event honoring Reuben Harpole who listed, in his remarks, MPTV as one of the institutions in Milwaukee that has made an impression on his life.

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: October 19, 2009

ADJOURNMENT

The meeting adjourned at 4:00: pm

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist