



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
August 16, 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, August 16, 2010, and called to order by Director Wilson at 2:10 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, Peter Earle

**Excused:** Rick Monroe

**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 – June 14, 2010 – Attachment 1**

Motion It was moved by Ms. Wilson and seconded Mr. Earle to approve the minutes of June 14, 2010

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – June, July, August and September, 2010 – Attachment 2**

Discussion Mr. Ellis Bromberg, General Manager, explained this item.

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the advertising expenditures June, July, August and September, 2010.

Action Motion approved.

**E-2 Tentative Public Television Committee Meeting Dates – Attachment 3**

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the Public Television Committee Meeting Dates as listed.

Action Motion Approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager's Report**

Discussion Mr. Ellis Bromberg, General Manager:

- welcomed the PTV Committee members back.
- reported on a significant change on the academic side. Television and Video Production is now united with other creative arts programs to form a larger division. The new name of the division, pending presidential approval, the School of Media and Creative Arts.
- gave an update on MPTV's major content initiatives and local specials.
- gave several updates about PBS on a national level.
- informed the committee that on September 1, MPTV will realign its multicast channels. Over-the-air viewers who have been having problems receiving Channel 10 since the digital conversion will now be able to see a simulcast of it on Channel 36.2

**F-2 MPTV Friends Report**

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

- the Friends' member base stayed the same, however revenue went down.
- our big success story is in corporate support.
- the Friends will meet their \$2,000,000 commitment to MATC.
- the Friends are concentrating on creating ancillary events to raise additional funds.

**F-3 2010 MPTV Regional Market Report Presentation**

Discussion Mr. Bromberg introduced Tom Pilarzyk, Director, Institutional Research & Strategic Planning, who presented a viewership survey his department conducted, which compared perceptions of station viewers today with those from 1997.

**ITEM G: INFORMATION ITEMS**

**G-1 Monthly Bills – June and July, 2010 – Attachment 5**

Discussion Mr. Bromberg presented this item.

**G-2 Monthly Clippings – March, 2010 - Attachment 6**

Discussion Mr. Bromberg presented this item.

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards / Acknowledgments**

Mr. Joe Bauer, Manager of Administration informed the committee of several awards MPTV has received:

- MPTV once again, had two national winners in the PBS KIDS GO! Writers Contest.
- Everett Marshburn, producer of BLACK NOUVEAU, won a National Association of Black Journalists 2010 Salute to Excellence award for his piece "Soultime at the Apollo"
- Jack Abrams, producer of OUTDOOR WISCONSIN, will be honored with a Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences' Silver Circle award honoring individuals who have devoted 25 years or more to the television industry, and who have made significant contributions to their local television market.
- OUTDOOR WISCONSIN earned four awards from the Outdoor Writers Association of America

**H-2 Communications and Petitions**

**H-3 Information Items**

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

**Date of Next Meeting:** Monday, September 20, 2010

**ADJOURNMENT**

The meeting adjourned at 3:27 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist