



June 15, 2011

**NOTICE TO RESIDENTS OF THE MILWAUKEE AREA  
TECHNICAL COLLEGE DISTRICT, WISCONSIN**

A regular open meeting\* of the **MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD, WISCONSIN, PUBLIC TELEVISION COMMITTEE** will be held in the **MPTV CONFERENCE ROOM, ROOM C444** of **MILWAUKEE AREA TECHNICAL COLLEGE, 1036 N. 8<sup>TH</sup> STREET, MILWAUKEE, WISCONSIN**, on **THURSDAY, JUNE 16, 2011**, beginning at **5:00 P.M.\*** The agenda\*\* for said meeting is presented as follows:

**A. Roll Call**

**B. Compliance with Open Meetings Law**

**C. Approval of Minutes – May 19, 2011 - Attachment 1**

**D. Comments from the Public**

**E. Action Items**

1. Monthly Advertising Fund Expenditures May, June, July, 2011 - Attachment 2
2. Sole Source Media Service Providers – Attachment 3
3. PBS and Regional Memberships – Attachment 4
4. Independent Production Contracts – Attachment 5
5. Approval of FY2011-2012 Activity Plan and Budget – Attachment 6

**F. Discussion Items**

1. General Manager's Report
2. MPTV Friends Report – Attachment 7

**G. Information Items**

1. Events Calendar – Attachment 8
2. Monthly Clippings, April, 2011 – Attachment 9

### 3. Monthly Bills, May, 2011 – Attachment 10

#### **H. Miscellaneous Items**

1. Awards / Acknowledgments
2. Communications and Petitions
3. Information Items

#### **I. Old Business/New Business**

1. Date of Next Meeting:

**TO BE DETERMINED**

#### **J. Update on Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends\*\*\***

Committee Members: Earle, Monroe, Wilson

- \* Other members of the MATC Board may be present, although they will not be participating as members of this committee. This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.
- \*\* Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The Board may return into Open Session to take action on any item discussed in Closed Session.
- \*\*\* It is anticipated that this item may be discussed in closed session pursuant to Section 19.85(1)(e) and (g) of the Wisconsin Statutes.

*Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment. The MPTV Friends promote and generate community support for MPTV.*

*Reasonable accommodations are available through the ADA Office for individuals who need assistance.  
Please call (414) 297-6221 to schedule services at least 48 hours prior to the meeting.*



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
May 19, 2011**

**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 Thursday, May 19, 2011, and called to order by Director Monroe at 5:08 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Peter Earle, Rick Monroe  
**Excused:** Ann Wilson

**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 – April 21, 2011 - Attachment 1**

**Motion** It was moved by Mr. Earle and seconded by Mr. Monroe to approve the minutes of April 21, 2011.

**Action** Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – April, May, and June, 2011 – Attachment 2**

**Discussion** Mr. Joe Bauer, manager administration and planning, spoke to this item.

**Motion** It was moved by Mr. Earle and seconded by Mr. Monroe to approve the advertising expenditures for April, May, and June, 2011.

**Action** Motion approved.

**E-2 Sony Camera Equipment – Attachment 3**

Discussion Mr. Bauer explained that these are cameras for the academic program.

Motion It was moved Mr. Earle, and seconded by Mr. Monroe to approve the purchase of the Sony Camera equipment.

Action Motion approved.

**E-3 Approval of FY2011-2012 Activity Plan and Budget – Attachment 4**

Discussion Dr. Jim Williams, vice president, finance, explained that these dollar amounts do not include the capital expenditures as the expenditures from this fiscal year need to be finalized.

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the FY2011-2012 Activity Plan and Budget.

Action Motion approved.

**ITEM F: DISCUSSION ITEMS**

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

Mr. Bauer, in Mr. Ellis Bromberg's absence informed the committee about:

- upcoming PBS programming and initiatives.
- a new PBS dues formula which will increase MPTV's dues by approximately \$115,000.
- MPTV staff reorganization.
- the new interim Associate Dean of MCA, Dr. Rich Busalacchi.
- portfolio night and student operations day.

**F-2 MPTV Friends Report**

Mr. Rick Lore, executive director, MPTV Friends, reported:

- that as of today, the auction revenue is \$1,010,000.
- ratings for children's programming in the 2-5 year old range have always been high, but now the 6-8 year old range is up appreciatively.
- Masterpiece Theater ratings up 55% over 3 years ago.
- there will be focus group viewing for local programming this weekend.

**ITEM G: INFORMATION ITEMS**

**G-1 Events Calendar – Attachment 5**

**G-2 Monthly Clippings, March, 2011 – Attachment 6**

**G-3 Monthly Bills, April, 2011 - Attachment 7**

**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: Thursday, June 16, 2011 @ 5:00, MPTV  
Conference Room (C444)**

**ADJOURNMENT**

The meeting adjourned at 5:32 p.m.

Respectfully submitted,

*Karen Wierschem*

Administrative Specialist



**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
Milwaukee, WI 53202  
P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

**May, 2011 Actual**

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**Advertising Objectives:**

Auction 2011  
Local Programming

**Media Budget:**

**\$44,595.94**

**Online**

**Out-of-Home**

Digital Boards

\$6,159.41

**Print**

**Radio**

Auction 2011

\$36,938.03

Freedom Walkers: 5/15 - 5/16/2011

\$1,498.50

***Outdoor/Transit/Direct Mail:***

**Target Minority Media Percentage: 10-12% of media cost**

**9%**

**\$4,167.14**

**Hispanic**

WDDW \$1,281.13

**African American**

WLDB \$2,627

WMCS \$259.01

Eichenbaum/Associates



**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
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**Milwaukee Public TV Media**

**June, 2011 Estimate**

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**Advertising Objectives:**

June Pledge

**Media Budget:**

**\$10,004.89**

Online

Out-of-Home

Print

Radio

June Pledge

\$10,004.89

***Outdoor/Transit/Direct Mail:***

***Target Minority Media Percentage: 10-12% of media cost***

12%

\$1,245.05

**Hispanic**

WDDW \$425.50

**African American**

WLDB \$749.25

WMCS \$70.30



**EICHENBAUM / ASSOCIATES**  
219 North Milwaukee Street  
Milwaukee, WI 53202  
P: 414.225.0011 / F: 414.225.0022

**Milwaukee Public TV Media**

**July, 2011 Estimate**

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**Advertising Objectives:**

**Media Budget:** \$0.00

Online

Out-of-Home

Print

Radio

***Target Minority Media Percentage: 10-12% of media cost***

Hispanic

African American

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2011 (JULY 2010-JUNE 2011)  
31-May-11**

Media amounts by month billed

TOTAL MEDIA SPENDING (ALL TARGETS)									
Month	Radio	TV	Print	Outdoor	Other	Value-Added Promotions H	Value-Added Promotions AA	Placed directly through MPTV	Total Media Placements
Jul-10	\$19,819.48	\$0.00	\$189.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,009.16
Aug-10	\$23,496.33	\$0.00	\$4,910.12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$28,406.45
Sep-10	\$9,230.58	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,230.58
Oct-10	\$5,642.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,642.50
Nov-10	\$0.00	\$0.00	\$0.00	\$0.00	\$2,938.24	\$0.00	\$0.00	\$0.00	\$2,938.24
Dec-10	\$13,999.88	\$0.00	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,599.88
Jan-11	\$3,003.48	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,003.48
Feb-11	\$2,699.15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,899.15
Mar-11	\$17,386.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17,386.30
Apr-11	\$1,503.13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,503.13
May-11	\$38,436.53	\$0.00	\$0.00	\$6,159.41	\$0.00	\$0.00	\$0.00	\$0.00	\$44,595.94
Jun-11									
<b>Total</b>	<b>\$136,217.36</b>	<b>\$0.00</b>	<b>\$5,699.80</b>	<b>\$6,159.41</b>	<b>\$2,938.24</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$160,014.81</b>

TOTAL MINORITY OWNED & TARGETED MEDIA SPENDING								
Advertising Month	Hispanic Spending	Hispanic Spending %	African American Spending	African American Spending %	Hmong Spending	Hmong Spending %	Minority Spending Total	Minority Spending %
Jul-10	\$1,295.01	6%	\$1,563.26	8%	\$0.00	0%	\$2,858.27	14%
Aug-10	\$1,617.83	8%	\$1,683.04	6%	\$0.00	0%	\$3,300.87	12%
Sep-10	\$1,581.75	17%	\$1,447.83	16%	\$0.00	0%	\$3,029.38	33%
Oct-10	\$439.38	8%	\$980.51	17%	\$0.00	0%	\$1,419.89	25%
Nov-10	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Dec-10	\$1,837.25	11%	\$2,080.00	14%	\$0.00	0%	\$3,717.25	25%
Jan-11	\$272.88	9%	\$522.63	7%	\$0.00	0%	\$795.51	26%
Feb-11	\$249.75	9%	\$582.75	22%	\$0.00	0%	\$832.50	31%
Mar-11	\$1,332.00	8%	\$2,238.51	13%	\$0.00	0%	\$3,570.51	21%
Apr-11	\$161.88	11%	\$124.88	8%	\$0.00	0%	\$286.76	19%
May-11	\$1,281.13	3%	\$2,886.01	8%	\$0.00	0%	\$4,167.14	9%
Jun-11								
<b>Total</b>	<b>\$9,868.86</b>	<b>7%</b>	<b>\$14,109.22</b>	<b>9%</b>	<b>\$0.00</b>	<b>0%</b>	<b>\$23,978.08</b>	<b>16%</b>

TOTAL MINORITY SPENDING (OWNED VS. TARGETED)									
Advertising Month	Hispanic Minority Owned *	Hispanic Minority Targeted	African American Minority Owned *	African American Minority Targeted	Hmong Minority Owned*	Hmong Minority Targeted	Other Hispanic vendors	Other African-American vendors	Other Hmong vendors
Jul-10	\$1,295.01	\$1,295.01	\$1,583.26	\$1,583.26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-10	\$1,617.83	\$1,617.83	\$1,683.04	\$1,683.04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-10	\$1,581.75	\$1,581.75	\$1,447.83	\$1,447.83	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-10	\$439.38	\$439.38	\$980.51	\$980.51	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-10	\$1,637.25	\$1,637.25	\$2,080.00	\$2,080.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-11	\$272.88	\$272.88	\$522.63	\$522.63	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-11	\$249.75	\$249.75	\$582.75	\$582.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-11	\$1,332.00	\$1,332.00	\$2,238.51	\$2,238.51	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Apr-11	\$161.88	\$161.88	\$124.88	\$124.88	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-11	\$1,281.13	\$1,281.13	\$2,886.01	\$2,886.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-11									
<b>Total</b>	<b>\$9,868.86</b>	<b>\$9,868.86</b>	<b>\$14,109.22</b>	<b>\$14,109.22</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**MILWAUKEE PUBLIC TELEVISION  
MINORITY SPENDING REPORTS  
FY2011 (JULY 2010-JUNE 2011)  
31-May-11**

Media amounts by month billed

Minority Spending by Radio Station								
Month	WKKV-FM 100.7 AA Minority Targeted	WMCS-AM 1290 AA Minority Owned	WNOV-AM 8.60 AA Minority Owned	WLDB-FM 93.3 AA Minority Owned	WLUM-FM 102.1 AA Minority Owned	WJTI - AM Hisp. Minority Owned	WDDW-FM Hisp. Minority Owned	WJYI- AM 1340 Hmong Minority Targeted
Jul-10	\$0.00	\$143.38	\$0.00	\$1,419.88	\$0.00	\$0.00	\$1,295.01	\$0.00
Aug-10	\$0.00	\$754.80	\$0.00	\$928.24	\$0.00	\$0.00	\$1,617.83	\$0.00
Sep-10	\$0.00	\$744.63	\$0.00	\$703.00	\$0.00	\$693.75	\$888.00	\$0.00
Oct-10	\$0.00	\$568.88	\$0.00	\$411.63	\$0.00	\$0.00	\$439.38	\$0.00
Nov-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-10	\$0.00	\$314.50	\$0.00	\$1,165.50	\$0.00	\$0.00	\$1,637.25	\$0.00
Jan-11	\$0.00	\$168.50	\$0.00	\$356.13	\$0.00	\$0.00	\$272.88	\$0.00
Feb-11	\$0.00	\$185.00	\$0.00	\$397.75	\$0.00	\$0.00	\$249.75	\$0.00
Mar-11	\$0.00	\$97.13	\$0.00	\$2,141.38	\$0.00	\$0.00	\$1,332.00	\$0.00
Apr-11	\$0.00	\$124.88	\$0.00	\$0.00	\$0.00	\$0.00	\$161.88	\$0.00
May-11	\$0.00	\$259.01	\$0.00	\$2,627.00	\$0.00	\$0.00	\$1,281.13	\$0.00
Jun-11								
<b>Total</b>	<b>\$0.00</b>	<b>\$3,358.71</b>	<b>\$0.00</b>	<b>\$10,150.51</b>	<b>\$0.00</b>	<b>\$693.75</b>	<b>\$9,175.11</b>	<b>\$0.00</b>

Minority Spending by Newspaper								
Month	Spanish Journal Hisp. Minority Owned	Spanish Times Minority Owned	Ei Conquistador Hisp. Minority Owned	Milwaukee Com. Jrn. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Black Yellow Pages Minority Owned	Hmong Comm. Jrn. Hm Minority Owned
Jul-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$0.00
Jan-11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-11								
Apr-11								
May-11								
Jun-11								
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$600.00</b>	<b>\$0.00</b>

Minority Spending - Other					
Month	Abrazo Minority Owned Hispanic Transiation	Sales & Marketing - AA Owned Media Buyer	Other Hispanic Owned Vendors	Other Hmong Owned Vendors	Postage for Hispanic Targeted Flyers
Jul-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jan-11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Feb-11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Mar-11					
Apr-11					
May-11					
Jun-11					
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

## Attachment PTV 3

### SOLE SOURCE MEDIA PROVIDERS

#### **BACKGROUND**

During FY2011-2012, Milwaukee Public Television will be acquiring various programming rights and media services from many different and varied sources. Due to copyright laws, most programs must be obtained from holders of said copyrights and as such would be classified as sole source procurements. These providers are, but may not be limited to:

#### **American Public Television \$130,000 (estimate)**

After PBS, this is our second largest supplier of programming, including many of our how-to series. Some of the programs on our schedule that come to us from APT include documentaries, movie packages, travel shows, ISLANDS OF BRITAIN, STEPHEN FRY IN AMERICA, and some pledge programming.

#### **BBC Worldwide Americas \$100,000 (estimate)**

Major syndicator of British programming with the emphasis on comedies and dramas

#### **Janson Media \$5,000 (estimate)**

Syndicator of program material generally in the travel and history genre, such as TRAVEL AMERICA

#### **A.C. Nielsen Company \$70,000 (estimate)**

Nielsen provides MPTV with viewership numbers and audience research used in program acquisition, scheduling and underwriting

#### **Public Broadcasting Service \$2,036,058 (estimate pending PBS Board action)**

This covers fees associated with the National Program Service ('signature public television series'), pledge fundraising programs that are specifically produced for membership drives, programming that airs on PBS Create and specialty programming such as AUSTIN CITY LIMITS, THIS OLD HOUSE, VICTORY GARDEN, etc.

#### **Executive Program Service \$50,000**

Syndication of program material generally in the entertainment and documentary field past acquisitions include: SHERLOCK HOLMES, RED GREEN SHOW, and WILD NATURE.

#### **Various Independent Distributors and Syndicators \$80,000**

There are a number of independent acquisitions that are made through the programming department throughout the fiscal year. This past year such programs acquired included RACING YEARS, THE GREATS, and LAWRENCE WELK

#### **ACTION**

Positive action by Committees and the Board will result in purchase orders issued to the above sole source media providers in the amount of \$2,471,058 for Fiscal Year 2011-2012.

## Attachment PTV 4

### **PBS and Regional Memberships**

#### **BACKGROUND**

The following FY2011-2012 annual Public Broadcasting memberships provide Milwaukee Public Television with program services, research, satellite uplink and downlink access, and programs for regional and culturally diverse audiences. Some of the fees are not yet established for the next fiscal year and therefore they are listed as estimates.

#### **The Association of Public Television Stations \$34,633 (estimate)**

Our national advocacy organization, which also undertakes planning and research projects.

#### **National Educational Television Association \$14,420 (estimate)**

The national association that provides most of the public television system's professional development. Our membership also gives us low-cost access to distribute our local programming to other stations on NETA's satellite uplink.

#### **Public Television Major Market Group \$5,500**

A consortium of 30 stations that represents the large market stations in policy debates within the public television system. The organization also looks for entrepreneurial opportunities utilizing new technologies that are available primarily to larger market stations, including MPTV.

#### **Public Broadcasting Service \$310,725 (estimate)**

- *PBS Business Program Licensing & Services \$306,811(estimate)*  
Membership covering administrative, promotion, engineering and satellite uplink costs, basically our share of the non-programming costs to run the PBS networks
- *PBS Copyright \$3,914(estimate)*  
This covers our annual blanket music agreement through ASCAP, permitting us access to most recorded music for use on our own programs.

#### **ACTION**

Positive action by Committees and the Board will result in purchase orders issued to the above sole source media providers in the amount of \$365,278 for FY 2011-2012.

Attachment PTV 5

**FY 2011-2012 INDEPENDENT TELEVISION PRODUCTION CONTRACTS**

**BACKGROUND**

Independently contracted television production staff services are hired on an annual contract basis. The college's purchasing department, in cooperation with the television station General Manager, prepares these contracts. Over a multi-year period, such vendors have or may receive compensation that exceeds \$25,000. The total fiscal year 2011-2012 compensation for services is not anticipated at this time to exceed the amounts below. Issuance of Independent Television Production Contracts with the below individuals/firms is contingent on the board's final approval and passage of a fiscal year 2011-2012 budget, and Milwaukee Public Television's final approval of below indicated projects.

***Note: many of these costs will be covered by funds held in underwriting accounts with the MPTV Friends that have been designated for these projects.***

<b><u>NAME/ASSIGNMENT AND PROGRAM</u></b>	<b><u>FY2011-2012</u></b>
<b>Dan Small</b> Producer/host: <i>OUTDOOR WISCONSIN</i>	\$26,000
Planning, appearance and emceeing the <i>OUTDOOR WISCONSIN</i> Banquet. Additional promotional appearances	\$10,000
<b>David Baule</b> Content consultant for <i>TRACKS AHEAD</i>	\$5,000
<b>Mark Siegrist</b> Freelance producer/talent on a variety of projects including <i>JOBS</i> specials.	\$23,500
<b>Faith Colas</b> Talent/Co-host for <i>BLACK NOUVEAU</i>	\$11,700
<b>Judith Nugent</b> Producer/off-line editor for <i>OUTDOOR WISCONSIN</i>	\$3,500
<b>Debra A. Wisniewski</b> Closed captioning for locally produced MPTV productions as per FCC mandate	\$24,000
<b>Media Instinct/ Sitora Takanaev</b> Graphic design assistance for overload and additional projects	\$14,600
<b>Sal Gomez</b> Producer/off-line editor for <i>ADELANTE!</i>	\$4,500
Spanish closed captioning for <i>ADELANTE!</i>	\$2,080

<b>Johnny Munoz</b> Producer/off-line editor for <i>ADELANTE!</i>	\$4,500
<b>Susan Rascon</b> Spanish translation for <i>ADELANTE!</i>	\$5,200
<b>Gerard Randall</b> Panelist for <i>INTERCHANGE</i>	\$4,700
<b>Rachelle Cheanovich</b> Assistant director/character generator operation	\$4,500
<b>John McGivern</b> Host /co-producer for <i>AROUND THE CORNER WITH JOHN MCGIVERN</i>	\$65,000
<b>John Gurda</b> Segment research / appearances on <i>AROUND THE CORNER WITH JOHN MCGIVERN</i>	\$1,950
<b>Lisa Lutomski</b> For producing original on-air video promotions for programs, promotional tags, special events and the handling of traffic emergency situations.	\$30,800
<b>Voice One Productions</b> For the voicing of the station's promotional information, voiceovers, promotion tags and booth related production voiceover recordings. Booth time will not exceed 40 hours per month.	\$16,000
<b>TOTALS</b>	<b>\$257,530</b>

**ACTION**

The Committee and Board are asked to approve the above listed vendor contracts for FY2011-2012 totaling \$257,530.

**MILWAUKEE AREA TECHNICAL COLLEGE**  
**Enterprise Fund (Public Television Activities)**  
**2011-12 Budgetary Statement of**  
**Resources, Uses, and Changes in Fund Balance**

Draft

	2009-10 ACTUAL	2010-11 BUDGET	2010-11** ESTIMATED	2011-12 BUDGET
<b><u>REVENUES:</u></b>				
Local Government - property taxes	\$ 3,411,160	\$ 4,090,000	\$ 4,088,973	\$ 4,465,259
Intergovernmental Revenues:				
State	235,400	235,400	235,400	235,400
Federal	33,682	1,039,831	-	-
Other Institutional	2,312,251	4,317,469	4,285,988	2,352,150
Total Revenues	<u>\$ 5,992,473</u>	<u>\$ 9,682,700</u>	<u>\$ 8,610,361</u>	<u>\$ 7,052,809</u>
<b><u>EXPENDITURES:</u></b>				
Instructional Resources	4,779	-	-	-
Auxiliary Enterprise				
Physical Plant	\$ 7,335,766	\$ 12,245,884	\$ 11,006,053	\$ 6,965,259
Public Service	7,628,516	8,022,772	7,898,536	7,395,025
Total Expenditures	<u>\$ 14,969,061</u>	<u>\$ 20,268,656</u>	<u>\$ 18,904,589</u>	<u>\$ 14,360,284</u>
Revenue over (under) expenditures	\$ (8,976,588)	\$ (10,585,956)	\$ (10,294,228)	\$ (7,307,475)
<b><u>OTHER FINANCING SOURCES (USES):</u></b>				
Transfer In (Out)	3,221,143	3,715,956	3,424,228	2,307,475
Debt issued	5,750,000	4,870,000	4,870,000	2,500,000
Other Grants	2,000,000	2,000,000	2,000,000	2,500,000
Total Resources (Uses)	<u>\$ 1,994,555</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
<b><u>TRANSFERS TO (FROM) FUND BALANCE</u></b>				
Designated for Operations	\$ 1,994,555	\$ -	\$ -	\$ -
Total Transfers to (From) Fund Balance	\$ 1,994,555	\$ -	\$ -	\$ -
Beginning Total Fund Balance	\$ 2,997,163	\$ 4,991,718	\$ 4,991,718	\$ 4,991,718
Ending Total Fund Balance	<u>\$ 4,991,718</u>	<u>\$ 4,991,718</u>	<u>\$ 4,991,718</u>	<u>\$ 4,991,718</u>

The Public Television Fund has been established to combine the various funding resources for public television into one separate and distinct fund in order to present the entire television operation in one section of the budget.

\*\* 10 months actual and 2 months estimated.

**MPTV Friends, Inc.**  
**Financial Overview**  
 May 2011

**Balance Sheet**

- Cash in checking and money market increased by \$811,694 to \$907,404.
- Operating Fund decreased by \$4,911 to \$1,127,409.
- Endowed Fund decreased by \$33,424 to \$3,855,979.
- No payment was made to MATC in May.

**Program Report**

- Overall revenues are under year to date budget by (\$230,395).
- Overall expenses are under year to date budget by (\$113,123).
- Year-to-date operating surplus is \$1,883,753 compared to a projected surplus of \$2,001,025.
- Year-to-date overall surplus is \$1,016,384 compared to a projected surplus of \$708,108.
- Auction revenues are above year to date budget by \$46,665.
- Membership revenues are above year to date budget by \$14,920.
- Mid Level Donor revenues are below year to date budget by (\$55,535).
- Major Donor revenues are below year to date budget by (\$85,480).
- Underwriting revenues are below year to date budget by (\$139,400)

	<b>Annual Budget</b>	<b>Monthly Activity</b>	<b>Y.T.D. Activity</b>	<b>Y.T.D Budget</b>	<b>Variance</b>	<b>Prior YR To-Date</b>
<b>REVENUES:</b>						
Auction	977,500	832,216	1,019,682	973,017	46,665	906,932
Membership	2,942,880	120,780	2,688,179	2,673,258	14,920	2,342,729
Mid Level	252,652	13,061	178,881	234,416	(55,535)	210,487
Major Donors						
Unrestricted	242,598	6,890	140,958	200,638	(59,580)	172,620
Major Donors						
Restricted	56,800	1,000	21,000	45,520	(25,800)	45,520
Special Events	82,000	3,632	68,810	80,375	(11,565)	82,654
U/W Unrestricted	650,000	79,824	492,623	602,623	(109,460)	593,321
U/W Restricted	125,000	2,083	84,643	114,583	(29,940)	67,500
<b>TOTAL</b>	<b>5,329,430</b>	<b>1,059,486</b>	<b>4,694,775</b>	<b>4,925,170</b>	<b>(230,395)</b>	<b>4,421,763</b>
<b>EXPENDITURES:</b>	<b>3,209,999</b>	<b>269,584</b>	<b>2,811,022</b>	<b>2,924,146</b>	<b>(113,123)</b>	<b>2,702,902</b>

- Revenue \$273,012 above YTD FY10 – a 6.2% increase
- Revenue at 95.3% of FY11 projections
- YTD expenses 96.1% of projections

Attachment PTV 8

**Events Calendar  
Summer 2011**

**JUNE**

30 Food for Thought Workshop – Bay View Library

**JULY**

15 & 16 Gathering on the Green – Mequon Rotary Park

21 Live Old-Time Radio Show – Best Place

**AUGUST**

9 Josh Grobin – Bradley Center

13 Crimes of the Heart – Chamber Theatre

26 Wine Tasting – Pabst Mansion

Attachment PTV 9

APRIL 2011

1. Milwaukee Journal Sentinel, Milwaukee – April 1. **MPTV Community Cinema: “Bhutto,” 6:30 p.m.**
2. Milwaukee Journal Sentinel, Milwaukee – April 3. **CIVIL WAR STILL WEIGHS HEAVILY ON OUR PSYCHE—“THE CIVIL WAR”—Where: WMVS-TV (Channel 10)/ When: 7 p.m. Sunday through Thursday**
3. Milwaukee Journal Sentinel, Milwaukee – April 4. **‘UPSTAIRS’ SEQUEL FEATURES MARSH—What: “Upstairs Downstairs” on “Masterpiece Classic” / Where: WMVS-TV (Channel 10) / When: 8 p.m. Sunday**
4. Daily Citizen, Beaver Dam – April 4. **DEER STUDY TO BE PART OF TV SHOW—Study on the state’s white-tail deer population. The newsmagazine airs on WPT 7:30 p.m. Thursday and also MPTV 11:30 a.m. April 10**
5. Kenosha News, Kenosha – April 4. **FRANKLY, MY DEAR, TCM GIVES A DAMN ABOUT THE FILM ‘GONE WITH THE WIND’—Turner Classic Movies commemorates the 150<sup>th</sup> anniversary of the beginning of the American Civil War. On a related note, PBS continues the repeat showing of the 1990 documentary series “The Civil War” nightly through Thursday**
6. Kenosha News, Kenosha – April 5. **TUNE IN TONIGHT—The 1990 Kens Burns documentary “The Civil War” ( 8 p.m., PBS) continues**
7. Milwaukee Journal Sentinel, Milwaukee – April 8. **JUMP IN LINE TO SEE THE HIGH-STEPPIN’ BARRAGE—Barrage has played all over the world and on PBS and the BBC**
8. Daily Citizen, Beaver Dam – April 12. **KNAACK WORK TO BE PART OF MPTV AUCTION—“Wary Traveler,” a painting by Terrill Knaack of Beaver Dam, will be show-cased as part of this year’s Channel 10 Great TV Auction/Live televised event airing April 29 through May 7 on Channel 10**
9. Daily Citizen, Beaver Dam – April 13. **BACKYARD TOURIST—McGivern won a 2009-10 Chicago/Midwest Emmy for his one-man performance, “The Early Stories of John McGivern” on Milwaukee Public Television, WMVS**
10. The Reporter, Fond du Lac – April 13. **HAMILTON: THE ORIGINAL SELF-MADE AMERICAN—His face adorns the \$10, yet as this engrossing film (which aired Monday on PBS)**
11. The Ripon Commonwealth Press – April 14. **LOCAL STUDENT PLACES IN PBS CONTEST—Ripon student Casey Brown placed third in the second grade competition with his work, “Snowflake Tears“, in the PBS Kids Go Writers Contest**
12. MATC TIMES, Milwaukee – April 14. **COMPACT REPLAY—Featuring MPTV’S (Channel 10 & 36) own Duane Rodriguez/Volume 52, No. 11**

13. Kenosha News, Kenosha – April 15. **UNIFIED ADMINISTRATORS SHOULD ALSO TEACH—An interview of John Sexton, president of New York University, on PBS, revealed that he is still teaching classes**
14. Kenosha News, Kenosha – April 17. **MACNEIL RETURNS TO PBS TO TELL STORY OF AUTISM—After a decade off the air, MacNeil returns Monday with a six-part series on autism, reporting from PBS NewsHour**
15. Kenosha News, Kenosha – April 19. **Tonight’s “Frontline—Roman Catholic Church Scandal” (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS)**
16. Kenosha News, Kenosha – April 19. **TV TONIGHT: ‘HOGS GONE WILD’; new ‘GLEE’; trash on PBS—“Independent Lens” (9 p.m. on Channel 10, 10 p.m. on Channel 11, PBS) presents “Wasteland,” documenting the world’s largest garbage dump, located in Brazil**
17. Kenosha News, Kenosha – April 20. **PBS Show Goes In Search of Real Indiana Jones: “Secrets of the Dead, air on Channel 10, 8 pm presents “Lost in the Amazon”**
18. **TOWARD SLAVES—Perhaps he missed the “American Experience” program on PBS about Lee**
19. Milwaukee Journal Sentinel, Milwaukee – April 21. **IRISH VIBES/PBS FAVORITE CELTIC WOMAN IN MIDST OF 70-CITY TOUR—The success of the Irish all-female ensemble can be attributed to two things: PBS and word-of-mouth from its live shows**
20. The Journal Times, Racine – April 21. **LIVE MUSIC RETURNS TO GEORGE’S TONIGHT WITH SINGER, SONGWRITER (Brent Mitchell)—Where: George’s Tavern, 1201 N. Main St / Mitchell’s songs have been heard on PBS’s Texas Music Café**
21. Ozaukee Press, Port Washington – April 21. **GRAFTON, ARTIST’S WATERCOLOR IN CHANNEL 10 AUCTION—Watercolorist Jean Crane of Grafton is among six featured artist who created pieces for the Channel 10 Great TV Auction/runs from Friday April 29, through Saturday May 7.**
22. Kenosha News, Kenosha – April 23. **TV HIGHLIGHTS—Speaking of Educational TV, WNET in New York, the PBS affiliate that created “Family” way back in ’73, will repeat all 12 hours of “American Family” (11 p.m., Eastern)—Also airing nationally in select markets and on PBS ‘s World Channel**
23. Milwaukee Journal Sentinel, Milwaukee – April 25. **HELPING HANDS/VOLUNTEER OPPORTUNITIES—Work the phone bank or help behind the scenes from 6:30 p.m. to 12:30 a.m. at the MPTV Friends TV Auction May 1 – 4**
24. Daily Citizen, Beaver Dam – April 26. **500-YEAR-OLD-BOOK SURFACES IN UTAH—Sanders, who occasionally appraises items for PBS’s Antiques Roadshow, comes across a 500-year-old Nuremberg Chronicle/German language edition printed by Anton Koberger and published in 1493**
25. Kenosha News, Kenosha – April 26. **PBS SHOW EXPLORES IMAGINATION, LOSS OF MEMORY—“INDEPENDENT Lens” (9 p.m. Channel 10, 10 p.m. Channel 11, PBS) presents the documentary “Marwencol,” a film as strange and intriguing as its title**

26. Milwaukee Journal Sentinel, Milwaukee – April 27. **TICKETS AVAILABLE FOR THE MILWAUKEE PRESS CLUB's ANNUAL 'GRIDIRON AWARDS DINNER—News anchor, producer and author Bill Kurtis, Award honoree—He produced the Peabody Award-winning series "The New Explorers," which aired on PBS**
27. Oconomowoc Enterprise, Oconomowoc – April 28. **LOCAL ARTIST WILL BE FEATURED ON CHANNEL 10 AUCTION—The work of Lynn Casper of Waukesha, Jean Crane of Grafton, Maribeth Devine of West Allis/ Hosted by MPTV Friends**
28. News Graphic, Cedarburg – April 28. **CHANNEL 10 ARTIST—Grafton painter Jean Crane is Milwaukee Public Television featured artist/ Jean is "a big fan" of MPTV, because of that affection she has donated a painting to the Channel 10 Great TV Auction for many years**
29. Milwaukee Journal Sentinel – April 29. **DUDEK ON TV & RADIO—The Channel 10 Great TV Auction/Begins: 5 p.m. Friday and continues through May 7/The auction premiered in 1969 and raises more than \$1 million annually or about 5% of MPTV's operating budget**

Attachment PTV 10

BOARD BILL L157  
TV Fund by Check No  
05/31/11

Check Date	Check No	Vendor Name	Object Description	Object Amount
05/02/11	0000200	Ellie H. Bromberg	5201 Travel Expenses	94.66
05/02/11	0000201	Thomas S. Bruce	5201 Travel Expenses	20.00
05/02/11	0000211	Jose A. Losano	5201 Travel Expenses	10.00
05/24/11	0000264	David K. Boule	5660 Program Production	5,000.00
05/31/11	0000305	David K. Boule	5201 Travel Expenses	2,750.00
05/02/11	0705867	Den Smell Outdoors L	5660 Program Production	1,167.00
05/02/11	0705973	Salvador Gomes	5660 Program Production	850.00
05/02/11	0705990	Keyelone Travel Serv	5201 Travel Expenses	757.00
05/02/11	0705993	Merod Mechanical	5670 Wmvs Transmitter Rep	1,170.00
05/02/11	0705999	Nielsen Media Resear	5661 Audience Research	1,158.88
05/02/11	0705995	Susan G. Rescon	5660 Program Production	600.00
05/02/11	0705504	James Steinmels	5660 Program Production	500.00
05/02/11	0705510	United Parcel Servic	5675 Traffic	89.01
05/02/11	0705513	WNET 090	5667 Program Acquisition	8,350.00
05/05/11	0705523	AT&T	5950 Telephone	1,990.71
05/05/11	0705533	Rechelle D. Cohanovi	5660 Program Production	80.00
05/05/11	0705592	Public Television Me	5860 Alliation/Mbsps	1,375.00
05/09/11	0705610	Ampco System Parkng	5660 Program Production	85.00
05/09/11	0705641	J. A. Sosaue	5670 Technical Operations	293.72
05/12/11	0705702	A7&7	5950 Telephone	317.25
05/12/11	0705725	TedEs	5875 Traffic	87.63
05/12/11	0705732	Greg Best Consulting	5357 Professional & Consu	3,750.00
05/12/11	0705790	Lisa Lulomski	5357 Professional & Consu	2,566.87
05/12/11	0705751	National Educational	5675 Traffic	35.00
05/12/11	0705752	Nielsen Media Resear	5661 Audience Research	3,797.98
05/12/11	0705773	United Parcel Servic	5675 Traffic	579.82
05/16/11	0705799	Audio Video Distribu	5677 Videotape	209.50
05/16/11	0705816	United Parcel Servic	5675 Traffic	130.54
05/19/11	0705849	EsxonMobil	5676 Vehicle Supplies	152.39
05/19/11	0705860	Avrum D. Lenz	5660 Program Production	100.00
05/19/11	0705884	OfficeMax Incorporated	5201 Office Supplies	55.04
05/19/11	0705898	Nichole J. Piotrowsk	5660 Program Production	772.50
05/19/11	0705901	Thomas Sonnenholz	5660 Program Production	660.00
05/19/11	0705902	Herb W. Siegrist	5660 Program Production	200.00
05/19/11	0705916	Jouanne L. Williams	5660 Program Production	900.00
05/19/11	0705919	Debra A. Wisniewski	5660 Program Production	1,805.00
05/23/11	0705926	Airgas North Central	5670 Wmvs Transmitter Rep	20.70
05/21/11	0705929	Ampco System Parkng	5660 Program Production	17.00
05/23/11	0705933	Blaquesmith Psycholo	5660 Program Production	600.00
05/23/11	0705939	Lerry D. Brown	5660 Program Production	450.00
05/23/11	0705957	Milwaukee Public Lib	5660 Program Production	91.00
05/23/11	0705973	James Steinmels	5660 Program Production	500.00
05/23/11	0705992	University of Wisc M	5660 Program Production	1,081.00
05/26/11	0705997	American Public Tele	5667 Program Acquisition	9,679.00
05/26/11	0706022	Dow Lohnes PLLC	5361 Legal Services	1,305.00
05/26/11	0706029	Vicli L. Fischer	5357 Professional & Consu	1,333.33
05/26/11	0706033	Greg Best Consulting	5357 Professional & Consu	1,575.00
05/26/11	0706038	Heartland Video Syst	5676 Technical Operellons	1,818.30
05/26/11	0706073	Nielsen Media Resear	5661 Audience Research	6,253.71
05/26/11	0706097	Spectra Logic Corpor	5677 Videotape	1,590.88
05/26/11	0706099	Silora Tekonov	5357 Professional & Consu	981.86
05/26/11	0706091	United Parcel Servic	5259 Postage	169.02
05/26/11	0706092	United Parcel Servic	5675 Traffic	91.65
				-----
				67,307.21

BOARD BILL LIST  
User \$2500 Channel 10/36  
05/71/11

Page 1

Check Date	Check No	Vendor Name	Object	Description	Object Amount
05/24/11	0000264	David K. Deule	5668	Program Production	5,000.00
05/33/11	0000305	David K. Deule	5201	Travel Expenses	2,750.00
05/02/11	0705513	WNET ORG	5667	Program Acquisition	6,350.00
05/12/11	0705732	Greg Best Consulting	5357	Professional & Consu	3,750.00
05/12/11	0705740	Lisa Lulomski	5357	Professional & Consu	2,566.67
05/12/11	0705752	Nielsen Media Resear	5661	Audience Research	3,797.66
05/26/11	0705997	American Public Tele	5667	Program Acquisition	9,476.00
05/26/11	0706073	Nielsen Media Resear	5661	Audience Research	6,253.71
					-----
					34,141.66