



May 18, 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. 8TH STREET, MILWAUKEE, WISCONSIN**, on **THURSDAY, MAY 19, 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 – April 21, 2011 - Attachment 1

D. Comments from the Public

E. Action Items

1. Monthly Advertising Fund Expenditures April, May, June 2011
- Attachment 2
2. Sony Camera Equipment – Attachment 3
3. Approval of FY2011-2012 Activity Plan and Budget – Attachment 4

F. Discussion Items

1. General Manager's Report
2. MPTV Friends Report

G. Information Items

1. Events Calendar – Attachment 5
2. Monthly Clippings, March, 2011 – Attachment 6
3. Monthly Bills, April, 2011 – Attachment 7

H. Miscellaneous Items

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

I. Old Business/New Business

1. Date of Next Meeting:

Thursday, June 16, 2011, 5:00 p.m., Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C444)

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) 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.*



DRAFT

Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
April 21, 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 Monday, April 21, 2011, and called to order by Director Wilson at 5:07 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, Ann Wilson
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 – March 17, 2011 - Attachment 1

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the minutes of March 17, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the advertising expenditures for March and April, and May, 2011.

Action Motion approved.

E-2 Master Control System Replacement – Attachment 3

Discussion Mr. Ellis Bromberg, general manager, spoke to this item.

Motion It was moved Mr. Earle, and seconded by Ms. Wilson to approve the purchase of the Master Control System Replacement.

Action Motion approved.

E-3 Harris Digital Transmitter Upgrade – Attachment 4

Discussion Mr. Bromberg explained the purchase of this item.

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the purchase of the Harris Digital Transmitter upgrade.

Action Motion approved.

E-4 FY2010 – 2011 Budget Adjustment – Attachment 5

Discussion Dr. Jim Williams, vice president, finance, spoke to this item.

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the FY2010-2011 budget adjustment.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg informed the committee about:

- Capitol Hill Day in Washington D.C.
- CPB support.
- WMFE, the primary PBS station in the Orlando area, going out of business.
- MPTV employee retirements.

F-2 MPTV Friends Report

Mr. Rick Lore, executive director, MPTV Friends,

- noted the March 2011 Financial Report.
- stated the Great TV Auction begins Friday, April 29, 2011.
- reported on a consultant that was in to meet with the Friends.
- reported on several upcoming events.
- stated there will be two focus groups conducted on May 21, 2011.

F-3 Review of FY2011-2012 Activity Plan and Budget – Attachment 6

This item was noted for the record.

F-4 Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends

This item was moved to the end of the meeting.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 7

Mr. Bromberg noted the May Community Cinema featuring FREEDOM WALKERS FOR MILWAUKEE produced by Everett Marshburn and encouraged board members to attend.

G-2 Monthly Clippings, January, 2011 – Attachment 8

G-3 Monthly Bills, February, 2011 - Attachment 9

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, May 19, 2011 @ 5:00, MPTV Conference Room (C444)

F-4 Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends

Motion Mr. Earle moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) to discuss Item F-4, Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends, to discuss the terms of the Memorandum of Understanding since such bargaining reasons require a closed session. The Committee may reconvene into Open Session to take action on matters discussed in Closed Session under F-4 and/or any remaining agenda items.

Action Motion approved, the roll call vote being as follows:

Ayes: Earle, Wilson
Noes: None

The committee convened into Closed Session at 5:41p.m.

The committee did not reconvene into open session.

ADJOURNMENT

The meeting adjourned at 6:47 p.m.

Respectfully submitted,

Karen Wierschem

Administrative Specialist

Eichenbaum/Ass



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

Milwaukee Public TV Media

April, 2011 Actual

Advertising Objectives:

Programming

Media Budget:

\$1,503.13

Online

Out-of-Home

Print

Radio

Jobs 104

\$1,503.13

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

19%

\$286.76

Hispanic

WDDW \$161.88

African American

WMCS \$124.88

Eichenbaum,



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

Milwaukee Public TV Media

May, 2011 Estimate

Advertising Objectives:

Auction 2011
Programming

Media Budget:

\$44,595.94

Online

Out-of-Home

Digital Boards - Auction 2011 \$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



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

Milwaukee Public TV Media

June, 2011 Estimate

Advertising Objectives:

June Pledge

Media Budget:

\$10,000.00

Online

Out-of-Home

Print

Radio

June Pledge

\$10,000.00

Outdoor/Transit/Direct Mail:

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

12%

\$1,200.00

Hispanic

WDDW \$400

African American

WLDB \$600

WMCS \$200

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2011 (JULY 2010-JUNE 2011)
30-Apr-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	\$2,699.15
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									
Jun-11									
Total	\$96,780.83	\$0.00	\$5,699.80	\$0.00	\$2,938.24	\$0.00	\$0.00	\$0.00	\$105,418.87

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	6%	\$1,883.04	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	\$1,637.25	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								
Jun-11								
Total	\$8,587.73	8%	\$11,223.21	10%	\$0.00	0%	\$19,524.18	18%

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	\$1,563.26	\$1,563.26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-10	\$1,617.83	\$1,617.83	\$1,883.04	\$1,883.04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sep-10	\$1,581.75	\$1,581.75	\$1,447.83	\$1,447.63	\$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	\$522.83	\$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									
Jun-11									
Total	\$8,587.73	\$8,587.73	\$11,223.21	\$11,223.21	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

**MILWAUKEE PUBLIC TELEVISION
MINORITY SPENDING REPORTS
FY2011 (JULY 2010-JUNE 2011)
30-Apr-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	\$744.83	\$0.00	\$703.00	\$0.00	\$693.75	\$888.00	\$0.00
Oct-10	\$0.00	\$568.88	\$0.00	\$411.83	\$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	\$1,837.25	\$0.00
Jan-11	\$0.00	\$166.50	\$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								
Jun-11								
Total	\$0.00	\$3,099.70	\$0.00	\$7,523.51	\$0.00	\$693.75	\$7,893.98	\$0.00

Minority Spending by Newspaper								
Month	Spanish Journal Hisp. Minority Owned	Spanish Times Hisp. Minority Owned	Ei Conquistador Hisp. Minority Owned	Milwaukee Com. Jrnl. AA Minority Owned	Milwaukee Courier AA Minority Owned	Milwaukee Times AA Minority Owned	Black Yellow Pages Minority Owned	Hmong Comm. Jrnl. 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								
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$0.00

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					
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Attachment PTV 3

Sony Camera Equipment

Background

Milwaukee Public Television requested Sony Camera equipment to upgrade and replace Studio camera systems in studio D. This purchase is part of the final phases of creating a professional broadcast capable student studio facility.

The requirements for this service were outlined in Bid number 10-45; documents were prepared in accordance with Board policies and State regulations. Advertisements were placed in The Daily Reporter, Milwaukee Star and The Spanish Journal, along with invitations to submit proposals mailed to thirteen (13) potential firms known to have the capability to provide the required equipment. A search was done for certified Emerging Business Enterprises to include in the mailing and (1) one was located. Bid documents were publicly opened at Noon on May 5, 2011 with three (3) responses received.

B & H Photo	New York, NY	\$125,320.00 *
Peak Media, Inc. (WBE)	Denver, CO	\$126,041.38
Roscor Corporation	Mount Prospect, IL	\$125,651.00

Bid(s) were evaluated and the qualified response, as indicated in bold above, has met specifications. There were no challenges to the Bid document or the manner in which the successful respondent was selected.

Positive action by the board will result in the issuance of a purchase order to the firm indicated in bold above.

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
<u>REVENUES:</u>				
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	33,662	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>
<u>EXPENDITURES:</u>				
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)
<u>OTHER FINANCING SOURCES (USES):</u>				
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>
<u>TRANSFERS TO (FROM) FUND BALANCE</u>				
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.

Attachment PTV 5

**Events Calendar
May - June**

MAY

- 26 Jeffrey Siegel Concert – Wisconsin Conservatory of Music
- 26 Young Writers and Illustrators Awards Reception

JUNE

- 2 Thrilling Grilling with Steven Raichlen – Discovery World
- 4 – 12 Membership drive

Attachment PTV 6

MARCH 2011

1. Milwaukee Journal Sentinel, Milwaukee – March 1. **PAIR SAW NEED FOR EDUCATING—PBS stations in Minnesota, Wisconsin and Chicago plan to show the documentary, and Kaldhusdal and Bernhagen hope others throughout the country will follow**
2. Milwaukee Journal Sentinel, Milwaukee – March 1. **VIEWING END-OF-LIFE CARE—Terry Kaldhusdal, a teacher and fledgling filmmaker, mention to his friend Michael Bernhagen that someday he'd like to make a documentary about hospice care**
3. Kenosha News, Kenosha - March 1. **'LENS' LOOKS AT LIFE OF A PRISONER— "Independent Lens" (9 p.m. Channel 10, 10 p.m. Channel 11, PBS) presentation "Me Facing Life: Cyntoia's Story" a remarkable access to a teenager prisoner facing life in prison for murder**
4. The Journal Times, Racine – March 2. **OUR PERSPECTIVE: PUBLIC BROADCASTING WILL SURVIVE WITHOUT PUBLIC FUNDING—The stronger shows will help to keep many stations afloat with or without federal support, being only one of their lifelines. PBS viewers have grown used to fundraising telethons**
5. News Graphic, Cedarburg – March 3. **SNEAK SCREENING OF "STONEWALL UPRISING" AT UNITARIAN CHURCH IN MEQUON—Take place at 7 p.m. March 19 at 13800 N Port Washington Road in Mequon/This American Experience will air on local PBS affiliate MPTV on April 25**
6. Daily Jefferson County Union, Fort Atkinson – March 3. **MILWAUKEE SYMPHONY ORCHESTRA WILL DAZZLE/WHITEWATER – ON Wednesday, March 30, at 7:30 p.m. returning to the Young Auditorium: Conductor of the Honolulu Symphony, Chafetz, who hosted a nationally aired PBS special, "Hawaii: The Old and the New"**
7. Milwaukee Journal Sentinel, Milwaukee – March 4. **DUDEK ON TV & RADIO—SPRING IS THE SEASON FOR SUPPER CLUBS/ The special by "Fish Fry Friday" producer Ron Faiola visits 15 supper clubs around the state and will air in May on Milwaukee Public Television**
8. Kenosha News, Kenosha - March 5. **TV HIGHLIGHTS—"The Best of Laugh-In" (PBS) becomes part of PBS pledge programming lineup**
9. Milwaukee Journal Sentinel – March 6. **NPR, PBS BOOST HARD NEWS—NPR, PBS and local public broadcast stations around the country are hiring more journalists and pumping millions of dollars into investigative news/"Where the marketplace is unable to serve, that's the role of public media," PBS President and CEO Paula Kerger, sited**
10. Kenosha News, Kenosha - March 7. **HIT MAN DAVID FOSTER & FRIENDS—David Foster returns on 'Great Performances' (PBS) tonight with a sequel to his popular special "David Foster & Friends**
11. Milwaukee Journal Sentinel – March 7. **FOSTER STILL 'OBSESSED' WITH MUSIC, WONDER—What: "Great Performances" the producer, singer and song-writer was joined by Chaka Khan, All-4-One, Michael Bolton, Natalie Cole, Kenny Loggins, Martina McBride, Ne-Yo, Seal, Donna Summer and Earth, Wind and Fire at a concert filmed in Las Vegas/When: Mon. 7 p.m./Where: WMVS-TV (Channel 10)**

12. News Graphic, Cedarburg- March 10. **SNEAK SCREENING OF "STONEWALL UPRISING" at UNITARIAN CHURCH in MEQUON/Airing on local PBS affiliate MPTV on April 25/Presented by the Social Justice Committee, along with Milwaukee Public Television**
13. Milwaukee Journal Sentinel – March 10. **NPR CHIEF RESIGNS OVER VIDEO—NPR President and CEO Vivian Schiller resigned Wednesday under pressure/ Video shows one of her execs calling the tea party racist/ The budget bill passed by the House last month would end funding for the Corporation for Public Broadcasting, which supports programs distributed on NPR AND PBS**
14. Milwaukee Journal Sentinel – March 10. **PBS SPECIAL WILL ALLOW 'LAUGH-IN' TO SOCK IT TO US ALL ONCE AGAIN/What: "The Best of 'Laugh-In' " /When: 9 p.m. Friday/Where: WMVS-TV (Channel 10)**
15. Daily News, West Bend – March 11. **ANTIQUe APPRAISALS—Barbara Eash is an instructor at University of Wisconsin – Waukesha County continuing education and is the MPTV annual appraisal fair coordinator**
16. Kenosha News, Kenosha - March 13. **RAY RAMONO'S ACTING ADVICE: JUST BE YOURSELF (REALLY)/PIANO MAN—David Foster, plays a Yamaha piano at a performance before he talks about his PBS special "Hitman Returns: David Foster & Friends"**
17. Milwaukee Journal Sentinel – March 14. **DUDEK ON TV & RADIO—WUWM BOSS HAS HANDS FULL WITH NPR/FUNDRAISER COULD BE TEST—WUWM'S budget is about \$3 million, 80% of which comes from listener and corporate support. The remaining 20% comes from the Corporation for Public Broadcasting and from UWM. CPB is requesting an advance appropriation of \$495 million for fiscal year 2014, of that amount \$330 million would go to public TV stations like WMVS-TV (Channel 10) AND WMVT-TV (Channel 36) and \$110 million to public radio stations like WUWM**
18. News Graphic, Cedarburg – March 17. **SNEAK SCREENING OF "STONEWALL UPRISING" AT UNITARIAN CHURCH IN MEQUON—This American Experience will air on local PBS affiliate MPTV on April 25. The event is presented by the Social Justice committee of Unitarian Church North along with Milwaukee Public Television**
19. Milwaukee Journal Sentinel – March 21. **ELECTION 2011/EXECUTIVE RIVALS TO MEET— The candidates for Milwaukee County executive – philanthropist Chris Abele and state Rep. Jeff Stone are scheduled to appear at seven joint meetings, leading up to the April 5 election. The candidates' appearance at the 4th Street Forum will be aired on Milwaukee Public Television, WMVS-TV (Channel 10) at 10 p.m. Friday with repeat at 9 a.m. Sunday**
20. News Graphic, Cedarburg – March 22. **WOMEN OF PARIS—Singer/pianist/composer Doyle, the magnet for many years at Chicago's famed Pump Room, was the featured guest on legendary Marian McPartland's NPR show "Piano Jazz" and on PBS-TV's "Chicago Tonight"**
21. Daily Jefferson County Union, Fort Atkinson – March 25. **TRIANGLE SHIRTWAIST FACTORY FIRE CLAIMED 146 LIVES 100 YEARS AGO—Two documentaries have aired on TV; PBS' "Triangle Fire" premiered Feb. 28 and HBO's "Triangle: Remembering the Fire" on Monday**
22. Daily News, West Bend – March 23. **EXHIBITION ON CURRENT WARS TO OPEN AT UW-WC (University of Wisconsin-Washington County)—"The Wounded Platoon," a 90**

minute PBS Frontline TV program investigative report will be shown at 6 p.m. April 7 in room 305 to close the exhibition

23. Milwaukee Journal Sentinel – March 23. **DONORS OPEN WALLETS FOR PUBLIC BROADCASTING—The two-week March pledge drive conducted by Milwaukee Public Television raised \$463,000 for 3,380 donors. It was MPTV’s most successful March drive in five years, and a 17.5% increase over last year / “PBS and MATC next” / Bromberg responds to charges of bias by noting “that we have conservatives on the air and we have liberals on the air”**
24. Milwaukee Journal Sentinel – March 25. **ELECTION 2011—ABELE BRUSHES OFF TAX TIEN / The 4th Street Forum program with Stone and Abele will be aired on Milwaukee Public Television, WMVS-TV (Channel 10), at 10 p.m. Friday and 9 a.m. Sunday**
25. Daily Citizen, Beaver Dam – March 26. **BURNS: NEW FILM FITS INTO CIVILITY DISCOURSE—Award-winning filmmaker Ken Burns is kicking off a 5 ½ hour, three-part series this fall on PBS, called “Civility and Democracy in America”**
26. News Graphic, Cedarburg – March 29. **WOMEN OF PARIS FEATURING: Claudie Hommel with Elizabeth Doyle—Guest on legendary Marian McPartland’s NPR show “Piano Jazz” and on PBS-TV’s “Chicago Tonight”**
27. Kenosha News, Kenosha – March 30. **SHOWS GO INSIDE THE VATICAN, EXAMINE JAPAN’S EARTHQUAKE—TUNE IN TONIGHT/”Nova” (8 p.m. on Channel 10, 9 p.m. on Channel 11, PBS) examines the earthquake and tsunami that struck Japan/”Journey to Planet Earth” (9 p.m. on Channel 10, 10 p.m. on Channel 11, PBS)**
28. Kenosha News, Kenosha – March 30. **KEN BURNS TO TACKLE VIETNAM WAR FOR PBS— A documentary PBS said, the 10- to 12-hour film by Burns and Lynn Novick will be broadcast in 2016—PBS is rebroadcasting Burns’ “The Civil War” next week to commemorate the 150th anniversary of the beginning of that conflict**
29. Kenosha News, Kenosha – March 31. **BUDDING AUTHORS—Four young authors from Paris School will be honored by Milwaukee Public Television. The student’s books were chosen from among more than 500 entered in the 2011 PBS Kids Go Writer’s Contest. The students will attend an awards ceremony in Milwaukee in late May and their books will be featured on PBS during the year**
30. The Sheboygan Press, Sheboygan – March 31. **JOHN TESH/FOLLOWING HIS DREAM— There’s a PBS show coming out on his current tour in June/”John Tesh: Big Band Live”**
31. News Graphic, Cedarburg – March 31. **WOMEN OF PARIS FEATURING: Claudie Hommel with Elizabeth Doyle—Guest on legendary Marian McPartland’s NPR show “Piano Jazz” and on PBS-TV’s “Chicago Tonight”**

BOARD BELL LIST
TV Fund by Check No
04/20/21

Page 1

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/07/12	0000101	Kenl Aschenbrenner	5201 Trsva2 Expenses	22 00
04/11/11	0000137	Kenl Aschenbrenner	5201 Travel Expenses	95 88
04/12/11	0000150	Ellis A Bromberg	5201 Trsva2 Expenses	35 19
04/25/11	0000278	DarZyna C. Haurilain	5273 Pub2licity	10 55
04/04/11	0704800	Eichenbaum & Associe	5270 Advertising	2,499 15
04/04/21	0704802	Electronics Research	5840 Equipment	64,798 63
04/04/11	0704403	FedEx	5675 Traffic	129 22
09/04/11	0704844	Uniled Parce2 Servic	5668	81 71
04/07/11	0704867	Denise Callaway Reis	5668 Program Production	100 00
04/07/11	0704897	James Imaging System	5260 Printing & Duplicati	225 26
04/07/11	0704902	Avrum D. Lenk	5668 Program Production	100 00
04/07/11	0704904	Lisa Lutomski	5257 Professional & Consu	2,566 67
04/07/21	0704919	Public Broadcasting	5221 Seminars & Workshops	495 00
04/07/21	0704921	Gerard Aend21	5668 Program Production	200 00
04/11/12	0704962	David K Bau2e	5668 Program Production	5,000 00
04/11/11	0704964	Bodi Company	5668 Program Production	467 25
04/12/21	0704986	CDI Logistics Inc	5675 Traffic	10 50
04/11/11	0708975	Falthe Co2es	5668 Program Production	1,500 00
04/11/11	0704983	Dan Small Outdoors L	5668 Program Production	2,167 00
04/11/12	0704988	Eichenbaum & Associe	5357 Professional & Consu	1,455 40
04/11/11	0704993	FedEx	5270 Advertising	2,250 00
04/11/12	0705014	Paul Kaplan	5675 Traffic	162 26
04/11/22	0705041	Nichola J Piotrowsk	5668 Program Production	1,650 00
04/21/11	0705058	Uniled Parcel Servic	5675 Traffic	100 00
04/21/12	0705067	Debre A. Wisniewski	5668 Program Production	86 02
04/14/11	0705216	National Educational	5675 Traffic	1,780 00
04/24/21	0705128	Thomas M. Newbauer	5201 Travel Expenses	495 00
04/14/11	0705219	Judith Nugent	5202 Trsva2 Expenses	76 90
04/14/22	0705230	Sale211e Services L	5674 Technical Operations	57 02
04/24/11	0705142	United Parcel Servic	5675 Traffic	750 00
04/14/11	0705145	Josanne L. Williams	5675 Traffic	100 67
04/18/11	0705155	Airgas Nosh Central	5888 Program Production	1,000 00
04/18/21	0705260	A7&7	5678 Ways Transmitter Rep	21 29
04/28/22	0705167	Dsnise Callawasy Reis	5454 Te2ephone	337 25
04/18/11	0705214	OfficeMax Incorporated	5668 Program Production	200 00
04/28/21	0705224	Gerard Aendell	5242 Office Supplies	240 47
04/25/12	0705255	American Public Tele	5668 Program Production	200 00
04/25/12	0705258	A7&7 Mobility	5880 Equipment	2,582 00
04/25/11	0705254	A7&7	5454 Te2ephone	288 37
04/25/11	0705277	Dow Lohnes PLLC	5454 Te2ephone	321 48
04/25/12	0705279	Eichenbaum & Associe	5361 Legal Services	750 36
04/25/12	0705282	FedEx	5270 Advertising	27,330 80
04/25/21	0705242	Vicki L. Fischer	5675 Traffic	62 93
04/25/11	0705247	Graybar	5357 Professional & Consu	1,333 33
04/25/11	0705290	Harris Corporation	5357 Technical2 Operations	88 04
04/25/11	0705301	Kiwanis Club of Milw	5674 Ways Transmitters Rep	763 10
04/25/11	0705329	Push Bullon Gsdget 2	5220 Membership & Subscri	175 00
04/25/12	0705246	Sifore Zekeneev	5840 Equipment	1,500 00
04/25/11	0705249	Time Warner Cab2e	5357 Professional & Consu	841 88
04/25/21	0705350	Time Warner Cable	5454 Te1ephone	129 02
04/25/12	0705355	United Parcel Servic	5454 Te1ephone	178 95
04/28/12	0705387	Denise Callaway Reis	5675 Traffic	76 56
04/28/11	0705395	EsxonMobil2	5668 Program Production	750 00
			5676 Vehicle Supplies	430 88

BOARD BELL LIST
TV Fund by Check No
08/30/21

Page 2

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/28/11	0705397	FedEx	5675 Traffic	15 77
04/28/11	0705422	New Skies Satellites	5668 Program Production	99 00
08/28/11	0705424	OfficeMax Incorporated	5241 Office Supplies	496 29
			5273 Publicity	215 83
04/28/11	0705823	Repcor Inc	5671 Remote/Studio Supp	827 77
04/28/11	0705840	Eichenbaum & Associe	5210 Advertising	2,175 00
04/24/11	0705442	Uniled Parcel Servic	5675 Traffic	46 35
04/28/11	0705449	Wisconsin Broadcasts	5221 Seminars & Workshops	50 00
			5202 Travel Expenses	25 00

				124,290 10

BOARD BILL LIST
 Over \$2500 Channel 10/36
 04/30/11

Check Date	Check No	Vendor Name	Object Description	Object Amount
04/04/11	0704800	Eichenbaum & Associa	5270 Advertising	2,699.15
04/08/11	0704801	Electronics Research	5440 Equipment	64,192.61
04/07/11	0704904	Lise Lutomski	5357 Professional & Consu	2,566.87
04/11/11	0704962	David K. Baule	5664 Program Production	5,000.00
04/25/11	0705255	American Public Tele	5840 Equipment	3,582.00
04/25/11	0705279	Eichenbaum & Associa	5270 Advertising	17,330.40

				95,957.25