



**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