



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
September 20, 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, September 20, 2010, and called to order by Director Wilson at 2:06 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, Rick Monroe

Excused: Peter Earle

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 16, 2010 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Ms. Wilson to approve the minutes of August 16, 2010.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –August, September, October, 2010 – Attachment 2

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

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for August, September, and October, 2010.

Action Motion approved.

E-2 FY2010-2011 Budget Adjustment – Attachment 3

Discussion Dr. James Williams explained this item.

Motion It was moved by Dr. Monroe 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

Discussion Mr. Ellis Bromberg, General Manager reported on the:

- realignment of MPTV's multicast stations.
- start of a new season for many of MPTV's local productions.
- upcoming senatorial and gubernatorial debates.
- October community cinema featuring an OUTDOOR WISCONSIN special report on the Gulf Oil spill and its effects on waterfowl that summer in Wisconsin.
- ARTS DIGEST special episode about the regional creative economy.
- MPTV's initiatives in the Arts, Jobs, and Children's Health.
- changes in TV's academic division, the School of Media & Creative Arts.

F-2 MPTV Friends Report

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

- the traditional August pledge drive is being split into four weekends.
- MATC students will collaborate on the Jobs Initiative website.
- the Friends Board will tape 30 second interstitials for air around their favorite programs.

F-3 Events Calendar

Discussion Mr. Bromberg presented this item.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – August, 2010 – Attachment 5

Discussion Mr. Bromberg presented this item.

G-2 Monthly Clippings – April, 2010 - Attachment 6

Discussion Mr. Bromberg presented this item.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, Manager of Administration reported that Jim Peck, host of I REMEMBER, will be inducted into the Milwaukee Press Club Hall of Fame.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, October 18, 2010

ADJOURNMENT

The meeting adjourned at 2:35 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist