



Educational Communications Board

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EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room
3319 West Beltline Highway
Madison, Wisconsin
January 20, 2017
9:30 a.m.

MINUTES

Roll Call and Introductions

Dr. Wegenke called the meeting of the Educational Communications Board (ECB) to order at 9:35 a.m. A roll call of board member attendance was recorded and a quorum was present. The complete attendance list follows:

Board Members Present: Dean Dietrich
 David Hutchison
 Erin Kastberg (representing Ray Cross)
 Rich Lepping
 Eileen Littig
 Representative Amy Loudenberg
 Senator Fred Risser
 Karen Schroeder
 Rolf Wegenke, Ph.D., Chair
 Bohdan Zachary
 Jim Zylstra (representing Morna Foy), Vice-Chair

Absent: Kurt Kiefer (representing Superintendent Tony Evers)
 Senator Luther Olsen
 Bryan Steil
 Cate Zeuske (representing Scott Neitzel)

Vacant: State Assembly Democratic Representative



Approval of Minutes from the October 28, 2016 ECB Board Meeting

Eileen Littig moved, seconded by Dean Dietrich to approve the October 28, 2016 meeting minutes. The motion carried by unanimous voice vote.

AGENDA ITEM 1. Report of the Board Chair

Dr. Wegenke welcomed everyone and reported these are interesting and challenging times for the Board, particularly in regards to questions about Federal funding. Despite these challenges, Dr. Wegenke noted he takes a great deal of pride in acknowledging how the ECB Board of Directors work together to support the mission and staff of the ECB. Dr. Wegenke also commended the outstanding work carried out by ECB Staff.

AGENDA ITEM 2. Report of the Executive Director

Dr. Wegenke introduced ECB Executive Director Gene Purcell. Mr. Purcell thanked Dr. Wegenke for the compliments regarding the outstanding work of the ECB and assured him that he would share those comments with all staff.

Mr. Purcell provided an update regarding the annual Financial Audit. Mr. Purcell reported the audit is nearly done, and he expects it to be completed during February. In addition to minor adjustments, Mr. Purcell reported that one significant adjustment will be made relating to capitalizing assets. Mr. Purcell attributed the change to the implementation of new financial management software (STAR) and delays in information related to capital assets. Mr. Purcell indicated he will share the audit results with the Board of Directors when available and conveyed that the ECB auditors will attend the April 2017 ECB Board of Directors meeting to formally present the audit and answer questions.

Mr. Purcell provided an update to the Board regarding the federal budget. Mr. Purcell discussed an article that appeared in "The Hill" which announced that the Trump Administration intends to propose the elimination of funding for the Corporation of Public Broadcasting (CPB). Mr. Purcell reminded board members that grants from CPB account for about 10% of ECB's budget. Mr. Purcell expressed optimism that lawmakers' version of the Federal Budget will retain funding for the CPB. Mr. Purcell shared that both he and Malcolm Brett have met with Wisconsin's Senators and Representatives during their advocacy work and found them to be generally supportive. While it's too early to know what the final budget will look like, Mr. Purcell indicated he will keep the Board updated when more information is available.



Mr. Purcell also provided an update on the state budget process. Mr. Purcell reported there is no new information to share since his written report was distributed last week. Mr. Purcell added that ECB has responded to a request from the Legislative Fiscal Bureau regarding General Purpose Revenue (GPR) funding for the agency. Mr. Purcell reminded the Board that GPR funding accounts for about \$6 million of the total ECB budget. Mr. Purcell stated that GPR funding is used a variety of services including staff, administrative costs, services from DOA, utilities, and debt service. Mr. Purcell reported the Governor's budget address is scheduled for February 8th and he will provide an update to the Board on February 9th.

Following Mr. Purcell's report, there were a few questions from board members.

Jim Zylstra asked about CPB funding and whether other state's percentage of funding is similar to Wisconsin's. Mr. Purcell responded that as a percentage, larger operations in metropolitan areas usually receive a smaller percentage but in rural, less-populated parts of the country, CPB funding can account for 30% - 40% of overall funding.

Karen Schroeder inquired about the ECB's role in the emergency alert system and NOAA weather radio service and how those services could be impacted by changes in state funding. Mr. Purcell reviewed how these services are funded, including portions from state and federal sources.

Eileen Littig asked about the Wisconsin Media Lab (WiML) transition to Wisconsin Public Television (WPT). Mr. Purcell responded that the planning stage is complete and the new education unit at WPT is up and running. Recently, the WPT education unit was involved in producing educational media related to **Hometown Stories: Door County**.

Eileen Littig asked about two events in the Green Bay area that were mentioned in the WPT report. Ms. Littig asked to confirm the dates for an Alzheimer screening and the Antiques Roadshow taping. Jon Miskowski responded that an Alzheimer screening will take place on February 16th at Northwestern Technical College. Mr. Miskowski shared that Antiques Roadshow will be in Green Bay on Saturday, June 17th.

There were no additional questions or comments regarding the Executive Director report.

AGENDA ITEM 3. Election of Board Officers

Dr. Wegenke announced the floor was open for nominations of Board Officers. Jim Zylstra nominated the current slate of officers for re-election: Dr. Rolf Wegenke as chair, Jim Zystra as Vice-Chair, and Eileen Littig as Secretary. The nomination was seconded by Karen Schroeder. Dr. Wegenke called three times for additional nominations. There were no other nominations. Dean Dietrich moved to vote by unanimous consent, seconded by Karen Schroeder. The Board elected Dr. Rolf Wegenke as chair, Jim Zystra as Vice-Chair, and Eileen Littig as Secretary by unanimous voice vote.



AGENDA ITEM 4. Presentation of ECB Executive Director Evaluation Materials

Dr. Wegenke requested that Mr. Purcell provide background information to the Board regarding the Executive Director evaluation. Mr. Purcell provided a detailed review of the evaluation process as it was adopted six years ago. In advance of the April board meeting, Mr. Purcell will provide board members with a self-evaluation which includes an outline of goals presented to the Board last April, as well as Mr. Purcell's progress in achieving those goals.

AGENDA ITEM 5. Presentation: PBS 24/7 Kids Channel – WPT Staff

Gene Purcell announced that on Monday, January 16th, Wisconsin Public Television added a new multi-cast service that will broadcast PBS Kids 24 hours a day, 7 days a week. Mr. Purcell introduced Jon Miskowski, WPT Director, to share details with the Board. Mr. Miskowski reviewed the technical changes that occurred at WPT in order to launch a new channel and thanked Terry Baun and the Engineering Division at ECB for their contributions. Mr. Miskowski discussed WPT's longtime commitment to provide children's educational programming and noted that PBS Kids will greatly honor that commitment. Mr. Miskowski presented various graphs and charts which highlighted the program offerings from PBS Kids. Mr. Miskowski went on to present data which show that PBS Kids and PBS educational programming are amongst the most trusted and popular children's media with parents and educators. Mr. Miskowski also shared data that indicates children's television viewing spikes during evening hours. Mr. Miskowski added that, at this time, WPT is the only public television station in the nation that is live-streaming PBS Kids 24 hours a day.

Following Mr. Miskowski's presentation, there were a few questions from board members.

Erin Kastberg asked if the programming on WPT'S flagship channel would change in regards to children's programming since that programming was now on the PBS Kids channel. Mr. Miskowski responded there are currently no changes planned for the main channel but that could be re-evaluated in the future.

Eileen Littig inquired about the Wisconsin Bookworm project and wondered if it would continue. Mr. Miskowski responded that the project has been very successful and distributed over 750,000 books to children in Wisconsin. Mr. Miskowski added this project will continue to grow and will benefit from the realignment of the Wisconsin Media Lab within WPT.

Karen Schroeder asked if PBS Kids has any programming or content for kids 6 – 13 years old. Mr. Miskowski responded that the televised programming is geared towards a younger audience but there are classroom activities and lessons targeted to 6 – 13 year old children.



AGENDA ITEM 6. FCC Spectrum Auction Update: What could it mean for ECB TV stations?
Gene Purcell

Dr. Wegenke asked Gene Purcell to provide an update to the Board regarding the FCC Spectrum Auction. Mr. Purcell informed the Board that the FCC spectrum reverse Auction concluded last week, and the forward Auction is currently underway. Mr. Purcell noted that the FCC has met the “final stage” rule which indicates the forward auction will be concluded within the next week.

Mr. Purcell noted that within a month of the conclusion of the auction, written notice will be provided to stations that will be repacked. Mr. Purcell emphasized that ECB and WPT are prepared for the repack and complemented Terry Baun, ECB Engineering staff; as well those at WPT for their work in preparing for the potential repack. Mr. Purcell also reminded the Board that ECB has received a general waiver from the Department of Administration for the replacement of transmission/broadcast equipment related to the repacking process. Mr. Purcell concluded by reminding the Board he will provide notice when the ECB and WPT are notified of the repack.

AGENDA ITEM 7. Financial Reports

Quarterly financial reports were distributed with the board packet in advance of today’s meeting. Dr. Wegenke asked if there were any questions regarding the reports. There were no questions or comments.

AGENDA ITEM 8. Questions/Comments from Board members

There were no questions or comments from Board members.

AGENDA ITEM 9. Adjournment

Karen Schroeder moved to adjourn, seconded by Dean Dietrich. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 10:50 a.m.