

**BUDGET NARRATIVE FOR SECOND QUARTER 2015**  
**SUBMITTED: October 29, 2015**

**Community Education Channel (Sec.6.4.1)**

The Community Channel's mix programming themes continues. Programs featuring sports, education, community interest events, health care and entertainment are on the channel. A program on the affordable health care act and other current issues have aired during the third quarter. MATA has covered political appearances, interviewed nonprofit representatives regarding services available to the public and much more. MATA has increased the number of programs produced by the organization. The intent is to ensure balance of coverage and maintain archive of important events.

The building is still for sale. An offer was made in August 2015, but withdrawn a few weeks later, in mid- September 2015. The buyer stated too many obligations and projects needed attention at this time. Consideration would be given at some point in the future.

MATA continues its contract service to Locus Point Network (LPN). LPN purchased a local low powered broadcast channel. The broadcast channel number is 21.1 on digital TV and channel 8 on analogue. The broadcast station identification is WMKE. Four - ten hours of Milwaukee local programming are on the channel each week.

This agreement is expected to increase MATA's program viewership. FCC requirements mandate three hours of local programming each month, but to catch up due to a late start up, the number of hours has increased to four hours.

MATA began program streaming two years ago and has now started putting programming on You Tube as well. The You Tube programs are updated every week or whenever a series program has a new production. One of the training courses is going to be available online. Also, accounts with Facebook, Twitter and Instagram are active.

**Educational Subsystem (Sec.6.4.2)**

The consortiums continue working cooperatively with MATA. Several complaints from HECC viewers came in during June and July. It seems Time Warner made changes on their signal and failed to address parts of the south side correctly. The problem has been corrected.

ESCC continues to air MPS School Board meetings on MATA's channel 14. Given the time frame for the shared use, the educational channel is not available to ESCC during the time of the Board Meetings. MATA continues to deliver playback management services to the higher education consortium for 2015.

## **Financials**

The Profit and Loss Statement reflects a positive balance at the end of the third quarter. MATA continues to generate revenue. A continuing effort goes into obtaining fee based video contracts.