

BUDGET NARRATIVE FOR FOURTH QUARTER 2014
SUBMITTED: February 1, 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 aired debates, voter laws, 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. It was listed with a realtor in November 2015. Several perspective buyers or tenants have seen the building since November, but none have made an offer. It seems the sloped flooring continues to be of concern to prospective buyers.

MATA has entered into a contract with Locus Point Network (LPN). LPN purchased a local low powered broadcast channel and will be using programming from MATA to satisfy its community interests and support clause in the FCC regulations. The station will be using, minimally, three hours per week of preexisting and future programming produced by or through MATA.

This agreement will increase MATA's program viewership and help the residents stay better informed about community issues, local businesses, local talent and other positive attributes and controversies happening in Milwaukee.

Year-end unaudited financials indicate MATA closed the year with a positive balance. Expenses have been responsibly controlled. One fulltime staff person resigned and two others were hired part-time. The expense is slightly increased, but not an excessive amount.

Educational Subsystem (Sec.6.4.2)

The consortiums continue working cooperatively with MATA. ESCC continues to air MPS School Board meetings on 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. HECC has not renewed the contract with MATA to deliver playback management to the higher education consortium for 2015, but still pays MATA for service. The HECC Board has not held a meeting during 2014.