

**BUDGET NARRATIVE FOR FIRST QUARTER 2015**  
**SUBMITTED: MAY 2, 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.

An offer to purchase the building has been accepted. Process of the sale is currently in progress. The potential buyer is expected to allow MATA to lease space. Details are still under discussion. Consequently, specific details are not available at this time.

MATA's contract with Locus Point Network (LPN) is in force. Programming from MATA is currently airing on the channel as well as other programming from a production company named Soul of the South. The broadcast station is WMKE channel 21.1. Viewership range is currently in Milwaukee.

In addition to LPN, MATA now has programming running on YouTube and for over two years have streamed programs. Coverage of community discussions, events and concerns are on shown on all of the stations venues. The purpose is to 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.

MATA staff assisted with the planning and execution of the Wisconsin Community Media conference which was held in Milwaukee April 29 – May 1, 2015. The conference provided a great deal of information. Alderman Michael Murphy was present speaking about the city and Government Access.

The Operations Manager, Dave Grooman, resigned in late March. Dave was with MATA for 19 years and will be missed. As a result of his departure, MATA is reorganizing to better address the current needs of the community and the manner in which communication is changing. One of the changes includes

The first quarter Profit and Loss reflects a small short fall due to expenses during the first quarter that does not occur throughout the year. There should not be a carry over and additional deficit throughout the year. MATA always to a dual appraisal value since it is a specialized building. MATA listed the building for the lower of the two, but the auditors had the larger amount on Balance Sheet. Consequently, the auditor's made adjustments to the 2014 Balance Sheet

### **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 did not have a meeting during 2014.