

STATE OF WISCONSIN

SENATE CHAIR
BRIAN BURKE

316 South, State Capitol
P.O. Box 7882
Madison, WI 53707-7882
Phone: 266-8535



ASSEMBLY CHAIR
JOHN GARD

315 North, State Capitol
P.O. Box 8952
Madison, WI 53708-8952
Phone: 266-2343

JOINT COMMITTEE ON FINANCE

December 1, 1999

Mr. George Lightbourn, Acting Secretary
Department of Administration
101 East Wilson Street, 10th Floor
Madison, WI 53703

Dear Acting Secretary Lightbourn:

We are writing to inform you that the Joint Committee on Finance has reviewed your request, dated November 9, 1999, pursuant to s. 16.515/16.505(2), Stats., pertaining to a request from the Educational Communications Board (ECB).

The Committee approves the ECB request for 7.0 permanent FTE positions to be funded with gifts and grants program revenues, with the following clarification. Of the 7.0 permanent positions, 6.0 positions will be transferred from University of Wisconsin Extension (UWEX) and accreted into the state classified service (currently these positions are academic staff positions). The remaining 1.0 FTE position will be a new permanent position, created under the ECB and not transferred from UWEX.

On this condition, the request is approved unless you notify us by December 8, that you would like the Committee to meet and review your request.

Sincerely,

Handwritten signature of Brian Burke in black ink.

BRIAN BURKE
Senate Chair

Handwritten signature of John Gard in black ink.

JOHN GARD
Assembly Chair

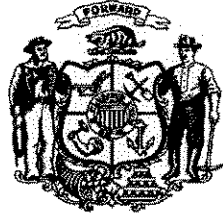
BB:JG:dh

cc: Mr. Ted Tobie, Associate Director, Educational Communications Board
Members, Joint Committee on Finance
Vicky LaBelle, Department of Administration

THE STATE OF WISCONSIN

SENATE CHAIR
BRIAN BURKE

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JOINT COMMITTEE ON FINANCE

MEMORANDUM

To: Members
Joint Committee on Finance

From: Senator Brian Burke
Representative John Gard
Co-Chairs, Joint Committee on Finance

Re: s. 16.515/16.505, Stats. Request

Date: November 9, 1999

Attached is a copy of a request from the Department of Administration, dated November 9, 1999, pursuant to s. 16.515/16.505(2), Stats., pertaining to a request from the Educational Communications Board.

Please review the material and notify **Senator Burke** or **Representative Gard** no later than **Tuesday, November 30, 1999**, if you have any concerns about the request or if you would like to meet formally to consider it.

Also, please contact us if you need further information.

Attachment

BB:JG:dh

STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION
101 East Wilson Street, Madison, Wisconsin

TOMMY G. THOMPSON
GOVERNOR
GEORGE LIGHTBOURN
ACTING SECRETARY



Office of the Secretary
Post Office Box 7864
Madison, WI 53707-7864
Voice (608) 266-1741
Fax (608) 267-3842
TTY (608) 267-9629

Date: November 9, 1999

To: The Honorable Brian Burke, Co-Chair
Joint Committee on Finance

The Honorable John Gard, Co-Chair
Joint Committee on Finance

From: George Lightbourn, Acting Secretary
Department of Administration

Subject: S. 16.515/16.505(2) Request(s)

A handwritten signature in cursive script, appearing to read 'George Lightbourn', written in black ink.

Enclosed are request(s) that have been approved by this department under the authority granted in s. 16.515 and s. 16.505(2). The explanation for each request is included in the attached materials. Listed below is a summary of each item:

AGENCY	DESCRIPTION	1999-2000		2000-01	
		AMOUNT	FTE	AMOUNT	FTE
ECB 20.225(1)(g)	Gifts, grants, contracts and leases	\$ 153,900	7.00	\$ 263,800	7.00

As provided in s. 16.515, the requests will be approved on December 2, 1999, unless we are notified prior to that time that the Joint Committee on Finance wishes to meet in formal session about any of the requests.

Please contact Vicky LaBelle at 266-1072, or the analyst who reviewed the request in the Division of Executive Budget and Finance, if you have any additional questions.

Attachments

STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION
101 East Wilson Street, Madison, Wisconsin

TOMMY G. THOMPSON
GOVERNOR

GEORGE LIGHTBOURN
ACTING SECRETARY



Office of the Secretary
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Madison, WI 53707-7864
Voice (608) 266-1741
Fax (608) 267-3842
TTY (608) 267-9629

Date: November 1, 1999

To: George Lightbourn, Acting Secretary
Department of Administration

From: Steven Milioto *SRM*
Executive Budget and Policy Analyst

Subject: Request Under s. 16.505 from the Wisconsin Educational Communications Board for 7.0 FTE PR permanent positions.

REQUEST:

Under the statutory provisions of s. 16.505, the Wisconsin Educational Communications Board (ECB) is requesting the creation of 7.0 FTE PR permanent positions. The permanent positions will replace 7.0 FTE permanent positions at the University of Wisconsin-Extension (UW-EX). The present incumbents of the UW-EX positions will be accreted into the ECB Classified Service in a separate action through the Department of Employment Relations (DER).

REVENUE SOURCES FOR APPROPRIATION(S):

Salary and fringe costs for the 7.0 permanent positions are \$153,900 PR in FY00 and \$263,800 PR in FY01. ECB will fund the permanent positions with PR funds from appropriation s. 20.225 (1) (g) Gifts, grants, contracts and leases. Funding for these positions will be provided by the UW-EX as a payment to the ECB.

BACKGROUND:

ECB operates the state's Telecommunications Operations Center (TOC), which serves the public broadcasting operations of both ECB and UW-EX. The TOC functions as the primary control and monitoring site for the ECB's five television stations and UW-EX's WHA-TV. The TOC also acts as the central control site for public radio stations affiliated with Wisconsin Public Radio.

The current TOC staff consists of 15.0 ECB employes (a Manager, an Operations Manager, a Media Supervisor, a Traffic Specialist and 11.0 Media Technicians) and 7.0 Master Control Operators (MCOs), hired and employed by UW-EX. The primary responsibility of the MCOs is to assure that station identifications, promos and credits are aired in accordance with the broadcast schedule. Although MCOs are hired and employed by UW-EX, they are supervised by ECB technical staff.

With the introduction of digital television, the responsibilities of the MCOs are becoming more complex and demanding. As a result, ECB would like to have a more direct role in the hiring of MCOs to insure that their technical skills will be adequate to meet the

George Lightbourn, Acting Secretary
Department of Administration
November 2, 1999
Page 2

challenges of converting from analog to digital broadcasting. The UW System supports this request.

If approved by the Joint Committee on Finance, the current UW-EX MCO employees would be accreted from the UW System to the ECB classified staff through DER.

ANALYSIS:

Unifying the technical operations staff under a single state agency with responsibilities for hiring and supervising employees would create several benefits for Wisconsin public broadcasting as it converts from analog to digital broadcasting. With direct control over the hiring of MCOs, ECB would be able to hire individuals who are most able to meet the increased technical demands brought about by the introduction of digital broadcasting. Currently, MCOs are hired by UW-EX primarily on the basis of their ability to provide academic instruction to students. With the advent of digital television, there is a greater need for MCOs with more extensive technical skills, and ECB and UW-EX believe that this change will eventually lead to more experienced hires. Giving the ECB sole authority over TOC staff would also reduce management inefficiencies and promote a more streamlined approach within the TOC.

In addition, MCOs are hired as academic staff with limited promotional opportunities within UW-EX. ECB employees at the TOC belong to the classified service, with clearly defined career progression. Converting the UW-EX employees to ECB employees would create a unified technical operations staff with a consistent career track available to all TOC staff.

ECB notes in its request that UW-EX and ECB are in agreement about transferring these positions to the ECB and that the change will be beneficial to public broadcasting as a whole. ECB anticipates that UW-EX will provide a yearly payment to the ECB for the cost of the services of the MCOs. ECB estimates that an additional expenditure authority of \$153,900 PR in FY00 and \$263,800 PR in FY01 will be needed to cover the salary and fringe costs of these positions.

RECOMMENDATION:

Approve the request for 7.0 FTE PR permanent positions, and \$153,900 PR in FY00 and \$263,800 PR in FY01 in additional spending authority in appropriation s. 20.225 (1) (g). ECB has demonstrated the need for transferring the positions from UW-EX to ECB. The result will be a unified technical operations center with a unified staff that can best adapt to the conversion to digital broadcasting.



WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD SERVING WISCONSIN THROUGH EDUCATIONAL TELECOMMUNICATIONS

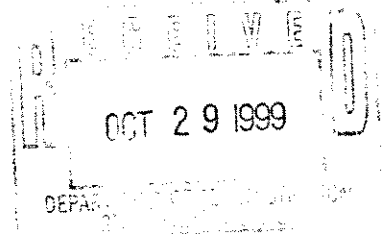
THOMAS L. FLETMEYER, EXECUTIVE DIRECTOR

CCBN SM

Date: October 27, 1999

To: Richard Chandler, State Budget Director
Department of Administration

From: Ted Tobie, Associate Director
Educational Communications Board



RE: 16.505 Position Request A

The Educational Communications Board (ECB) requests approval for 7.0 new Program Revenue positions to facilitate the transfer of the broadcast master control operations function from the University of Wisconsin Extension (UWEX) to the ECB. The six current incumbents will be accreted from the University Academic Staff into the ECB Classified Staff by a separate but coordinated action through the Department of Employment Relations (letter attached). There is one vacant position. The University employees and the ECB's Telecommunications Operations Center (TOC) are located in Madison.

The TOC is the headend for the ECB's Instructional Television service broadcast by all public television stations statewide including Milwaukee and Duluth, MN. The TOC also serves the cultural and public affairs television service known as Wisconsin Public Television a joint enterprise of the ECB and the University of Wisconsin Extension. The TOC was designed and built to serve both licensees. All television signals for the ECB's five television stations, and the UWEX's WHA-TV, and Cable 33 are routed through, controlled, and monitored by, the TOC. In addition, all public radio stations affiliated with Wisconsin Public Radio statewide are controlled and monitored in the TOC as well.

The TOC, constructed in 1986, operates 24 hours per day, 365 days per year except when K-12 schools are out of session. The ECB is responsible for the design, construction, supervision, and maintenance of this facility. Currently, the staffing of the TOC includes: a manager; a Media Supervisor; 11.0 FTE Media Technicians; an Operations Manager; a traffic specialist employed by the ECB; and 7.0 FTE Master Control Operators (MCOs) employed by the University of Wisconsin Extension.

Although the MCOs function within the TOC and are supervised by ECB technical staff, they currently are limited to performing non-technical operations work as control board operators. Their main function is to assure that all interstitial material (station Ids, promos, credits, etc.) is aired in accordance with the broadcast schedule. Over the past several months, work tasks in the TOC have begun to evolve due to the introduction of digital technology. The ECB expects more changes as television continues to evolve from analog to digital platforms. Although the "Master Control Board" tasks performed by MCOs will continue in the future, their tasks will become more technical in nature. For the ECB to maximize the efficient use of all positions, we need to be able to assign technical tasks to the entire TOC staff including the MCOs.

The UWEX MCO positions are not recruited with technical skills and this is limiting the types of assignments that they can be given. The ECB intends to more fully integrate the MCO staff into the TOC operation and assign them some of the lower level Media Technician duties. As the current MCO staff turns over, our intent is to recruit more technically qualified staff to perform the MCO activities and cross train them to fill other engineering functions within the TOC. This will provide us with scheduling flexibility, help control overtime, and will provide the MCOs with expanded career opportunities.

To accomplish this, the ECB and the UWEX have agreed to transfer these positions to the ECB. Funding will be provided through Program Revenue Appropriation 131 as a payment from the UWEX to the ECB. Since the positions at the ECB will be classified and the current incumbents are academic staff, we will approach DER with a proposal to accrete these employees into the classified service. They will be placed

on the seniority grids based on their date of hire with the University. While this will cause some minor salary adjustments, the overall cost to the partnership is expected to be less than \$21,500 of which \$7,700 is related to the conversion of budgeted LTE funds to the seventh position. About \$8,000 of this cost will be offset by savings in overtime being caused by an inability to assign technical work to all staff in the unit.

Attached for your approval are the necessary PMIS forms. Also attached for your information is: a copy of the letter to DER requesting the accretion of the incumbents; a letter from the University summarizing this action; and an E-Mail from Byron Knight agreeing with the action. If you should have any questions regarding this request, please do not hesitate to contact me at 264-9667.

Cc: Bob Hanle
Steve Milioto
Tom Fletemeyer
Larry Dokken

Httpadmn.budget.TOCMCODOA.DOC

**ALLOTMENT IMPACT OF TRANSFERRING MASTER CONTROL OPERATORS
FROM THE UWEXT TO THE ECB**

Name	Start Date	Title	Yrs Seniority as of 6/30/99	Salary Upon Accretion	Increase to MT 2	Total Allotment Needed
Gary Chin	7/1/97	Media Specialist	1	13.32	0.105	13.425
Kemper Maas	10/16/98	Assoc Media Spec	<1	11.66	1.395	13.055
Tammy Twerpel	12/1/95	Media Specialist	3	13.46	0.347	13.807
Charlie Schoemaker	10/1/92	Media Specialist	6	13.36	1.018	14.378
Jeffrey Hartmann	10/27/95	Media Specialist	3	13.36	0.447	13.807
Vicki Kipp	Oct-99	Assoc Media Spec	<1	11.50	1.180	12.68
Vacant LTE Convert	Jan-00	Assoc Media Spec	<1	11.50	1.18	12.68

TOTAL HOURLY 88.16 5.672 93.832
 ANNUAL SALARY \$183,373 \$11,798 \$195,171
 FRINGE FR @ 36.01% FR @ 22%
 \$66,033 \$2,596 \$68,628

GRAND TOTAL

LLD/EXCEL/PERS/MCOTOC/DRAFT2

FY00 @ 7 months 263,800
 FY01 @ 12 months 153,900
 263,800

Rounded 195,200
 68,600

MCO Conversion

Name	Start Date	Title	Yrs Seniority as of 6/30/99	Salary Upon Accretion	Grid Rate assume 2% inc to MT 2	Increase	
Gary Chin	07/01/1997	Media Specialist	1	13.32	12.403	13.425	0.105
Kemper Maas	10/16/1998	Assoc Media Spec	psicm	11.66	12.064	13.055	1.395
Tammy Twenwelp	12/01/1995	Media Specialist	3	13.46	12.747	13.807	0.347
Charlie Schoemaker	10/01/1992	Media Specialist	6	13.36	13.263	14.378	1.018
Jeffrey Hartmann	10/27/1995	Media Specialist	3	13.36	12.747	13.807	0.447
Vicki Kipp	Oct-99	Assoc Media Spec	minimum	11.50	11.720	12.680	1.180
				total			4.492

1040 hours	LTE Conversion		Increase	annual
	LTE Rate	MT 1 Rate		
	7.75	11.72	3.97	4128.8
	8.25	11.72	3.47	3608.8
Total LTE				7737.6

TOTAL COST	
Total Salary Inc	4,492
Annual	9,342
LTE Conversion	7,738
Add'l Fringe	4,249
TOTAL COST	21,329

September 22, 1999

TO: Tom Fletemeyer
Larry Dickerson

FR: Byron Knight



MEMORANDUM

In the next few years, we will enter a new, digital era. Managing our resources effectively and efficiently will require that we build on existing skills and strengths, and develop new ones. This is nothing new for Wisconsin Public Television. Since 1986 when we began the planning for the "new TOC" we have engaged in discussions about the functions and personnel alignments between the University of Wisconsin and the Educational Communications Board. The conventional wisdom since 1971 has been that the University deals with television and radio content creation and packaging and the ECB staff deals with delivery and instructional television.

Over the last decade, WPT management has sought operational efficiencies through streamlining and restructuring of staff, activities and services. Nowhere has this been more evident than in programming, programming operations, and broadcast operations.

The combined TOC is the most visible example, but there are others. Along with a merged technical plant, the programming departments of WHA and the ECB were combined in 1987. And, in 1997, the staff and activities of programming operations were transferred to broadcast operations. This strategy reflects and builds upon organizational strengths and missions. The ECB is primarily responsible for broadcast delivery, and management of K-12 resources. WHA is primarily responsible for content creation and management: production, programming, outreach, and promotion. These distinctions are consistent with the natures of the parent organizations: the university emphasizes "content", inquiry, and knowledge creation; the ECB emphasizes uniform delivery of services on a statewide basis.

The next step should continue this progression, and bring further clarity and definition. We propose these changes:

GOAL 1: Create a unified technical operations staff, working under one set of work rules with a consistent "career track" available to all staff. Provide uniform training, to ensure the skills necessary for operations in the coming decade.

Currently, MCO's are academic staff, with limited growth opportunities; and engineers are state classified, with a clearly defined progression. Our student trainer mission is no longer workable with MCO's at the TOC location.

ACTION: Transfer MCO's from UW to ECB; from academic staff status to Media Tech status within the state classified system.

GOAL 2: Develop a comprehensive approach to media management, building on existing tape library functions, which will prepare the ECB to manage multiple media and delivery systems.

Currently, the tape library is staffed at a low-grade professional level, because it had been viewed as physical inventory management. The recent move to a computer database (SCOUT) and coming digital changes require higher-level staffing, with skills in data management.

ACTION: Transfer Heidi Garfoot (Assistant Program Manager) to broadcast operations from programming, extending her current work with SCOUT, and providing a single oversight function to the management of tapes and other media. Garfoot would continue to be an ECB employee, in keeping with the strategy of uniform work groups.

GOAL 3: Align the position of Director of Programming and Production with the partner of Wisconsin Public Television charged with the creation and packaging of the content.

Because of the State of Wisconsin allocation of job classifications and merit salary increases, this position has not been able to keep pace with the other employees of Wisconsin Public Television. This position is from the years of consolidation in the late 80's.

ACTION: Transfer James Steinbach from his unclassified position at the ECB to an academic staff position within the University of Wisconsin.

GOAL 4: Create a programming staff, housed in one location, interacting closely with other staff engaged in content development; with broad strengths in schedule management and research; and the flexibility to respond to changes in the industry.

"Programming" is no longer simply schedule management. It requires engagement with a broad range of services and activities, including outreach, development, internet services, special events, and promotions. Currently, programming staff is housed at both Vilas and ECB, which causes problems in communication, creates unnecessary work, and diminishes the ability of the unit to work as a team.

ACTION: Make all new hires within the programming department, academic staff, housed as a single unit at Vilas Hall.

These changes are consistent with previous actions, will provide greater clarity and definition for staff, and increase the efficiency of the overall organization now and in the future.

Tobie, Ted H.

From: Byron Knight, RM:7044, #:3-2129 [knight@wpt.org]
Sent: Thursday, October 07, 1999 12:03 PM
To: Fletemeyer, Tom L.
Cc: "PICARD1/DUEHOLM"@smtphost.uwex.edu; TTOBIE@ecb.state.wi.us; Larry Dickerson 2-1470
Subject: Re:

Tom: I agree with your memo below, with these understandings. The new person will be an ECB employee with the title of Program Manager. James will remain the Director of Programming and Production. The new person will be housed at the Beltline offices and will have an office at Vilas Hall. The new person will be expected to interact with staff in both locations.

From: "Fletemeyer, Tom L." <TFletemeyer@ecb.state.wi.us>
To: "Dickerson, Larry - UW" <dickerson@infosys.uwex.edu>
Copies to: "Knight, Byron - Vilas" <knight@vilas.uwex.edu>, "Dokken, Larry L." <LDokken@ecb.state.wi.us>, "Tobie, Ted H." <TTobie@ecb.state.wi.us>, "Dueholm, Barbara" <dueholm@vilas.uwex.edu> <dueholm@vilas.uwex.edu>
Date sent: Thu, 7 Oct 1999 09:53:10 -0500

MEMORANDUM

DATE: October 7, 1999

TO: Larry Dickerson

CC: Byron Knight, WPT
Larry Dokken, ECB
Barbara Dueholm
Ted Tobie

FROM: Tom Fletemeyer

SUBJECT: October 5 memo from Barbara Dueholm to David Prucha

I concur in the items in the memo itself, but items in Byron's memo remain to be worked-out before we proceed with the change in Steinbach's status. My agreement with the change in Steinbach's status is contingent on the following conditions: (1) a new director of programming be recruited as an ECB employee; (2) the new programming director and programming functions and staff continue to be housed at ECB's Beltline offices. If you concur in these conditions, we can proceed as outlined in the memo.

Byron Knight
KNIGHT@vilas.uwex.edu
tel. 608-263-2129
fax. 608-263-9763




WISCONSIN EDUCATIONAL
COMMUNICATIONS BOARD

SERVING WISCONSIN THROUGH EDUCATIONAL TELECOMMUNICATIONS

THOMAS L. FLETEMEYER, EXECUTIVE DIRECTOR

Date: October 27, 1999

To: Peter Fox, Secretary
Department of Employment Relations

From: Ted Tobie, Associate Director 
Educational Communications Board

Subject: Academic Staff Accretion

The Educational Communications Board (ECB) requests the accretion of six academic staff employees into the classified service pursuant to 230.15 (1) (1m) (a) to facilitate the transfer of the broadcast master control operations function from the University of Wisconsin Extension (UWEX) to the ECB.

Chapter 230.15 (1m) provides that "Whenever the state becomes responsible for a function previously administered by another governmental agency or quasi-public enterprise, or when positions in the unclassified service, excluding employees of the legislature, are determined to be more appropriately included in the classified service, the affected positions shall be included in the classified service." It further provides the secretary the authority to classify the position, set the wage, waive the recruitment for competitive exam and certify the incumbent. This is the same process used in the late 1980s when several ECB unclassified staff members were accreted into the classified service as a result of the State budget bill.

The six positions and the incumbents are currently assigned by the UWEX to work as Master Control Operators in the ECB's Telecommunications Operations Center (TOC) in Madison, and are currently supervised by ECB staff. The TOC is the headend of the statewide television and radio networks. All signals for ECB's five television stations, the UWEX WHA-TV, and Cable 33 are routed through, monitored, and controlled by TOC staff. The MCOs serve shifts on the network and local control boards. As such, they operate a wide range of broadcast equipment associated with the delivery of broadcast programming throughout the State of Wisconsin. Duties include: identifying program sources, loading and playing video tapes, promos and station Ids, and monitoring the outgoing product to assure that the program schedule is met. The MCO positions work in close proximity to our Media Technicians who are responsible for the technical operation and maintenance of the TOC. In our opinion the MCO tasks are becoming more technical each day because of the TOC transition from analog to digital. As such, the UWEX and the ECB have agreed that the MCO positions should be transferred to the ECB to be merged into the TOC operations.

Three of UWEX academic staff positions are Media Specialists, and three are Associate Media Specialists. The ECB recommends that all six University positions be accreted to the Media Technician 2 classification level. Our recommendation is based on the incumbents length of service, their current skill sets, their experience, and their current rate of pay.

The class specifications for the Media Technician Series states "positions allocated to this series perform technical operation, maintenance, and/or production work in complex telecommunication settings like

broadcast, radio, teleconference or distance learning. Positions perform technical maintenance on telecommunication equipment, operate telecommunication equipment and are involved in telecommunication programming using a variety of telecommunication equipment." As stated earlier, Master Control Operators currently serve board shifts in the Telecommunications Operations Center (TOC), operate telecommunications equipment, and are involved in telecommunications programming using telecommunications equipment. Further, it is our intention to assign and cross train the MCO staff to perform more of the complex technical functions based on our increasing needs for technical help and their individual abilities.

Attached is a spreadsheet, which identifies each incumbent, his or her continuous service start date and current rate of pay. The UWEX has indicated that one of the employees is scheduled for an interim increase and that all MCOs will be granted pay plan of 4%. Column 7 identifies their rate of pay assuming these adjustments. It is the ECB intention to accrete these positions into the classified service with no adverse impact on the incumbent's rate of pay, seniority, vacation carryover, and sick leave accumulation.

The final three columns on the spreadsheet represent the new WSEU grid points to which the incumbents should be appointed based on seniority. Since the contract has not been settled, and the current grid rates could change before the accretion process is completed, we assumed a 2% grid adjustment over FY 99.

Also attached for your information is a copy of the letter we sent to the State Budget Office requesting position authority.

If you should have any questions regarding this matter, please contact me at 264-9667.

Attachments

Cc: Larry Dokken, ECB
Jim Pankratz, DCLR
Bob Lavigna, DMRS
Tom Fletemeyer, ECB
Steve Milioto, DOA

Lld/word/1pers/persgen/accretion

MCO Conversion

Name	Start Date	Title	Yrs Seniority as of 6/30/99	Salary Upon Accretion	Grid Rate assume 2% inc to MT 2	Increase
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