

State of Wisconsin

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Joint Committee on Finance

MEMORANDUM

To: Members
Joint Committee on Finance

From: Senator Howard Marklein
Representative Mark Born

Date: June 1, 2022

Re: s. 16.515/16.505(2), Stats. Request

Attached is a copy of a request from the Department of Administration, received June 1, 2022, pursuant to s. 16.515/16.505(2), Stats., on behalf of the Educational Communications Board.

Please review the material and notify **Senator Marklein** or **Representative Born** no later than **Monday, June 20, 2022**, if you have any concerns about the request or if you would like the Committee to meet formally to consider it.

Also, please contact us if you need further information.

Attachments

HM:MB;jm



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary-designee

Date: June 1, 2022

To: The Honorable Howard Marklein, Co-Chair
Joint Committee on Finance

The Honorable Mark Born, Co-Chair
Joint Committee on Finance

From: Kathy K. Blumenfeld, Secretary-designee
Department of Administration

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St. Finance

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

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:

<u>AGENCY</u>	<u>DESCRIPTION</u>	<u>2021-22</u>		<u>2022-23</u>	
		<u>AMOUNT</u>	<u>FTE</u>	<u>AMOUNT</u>	<u>FTE</u>
ECB 20.225(1)(g)	Gifts, grants, contracts, leases, instructional material, and copyrights		0		2.0

As provided in s. 16.515, the request(s) will be approved on June 22, 2022, 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 Kirsten Grinde at (608) 266-1353, or the analyst who reviewed the request in the Division of Executive Budget and Finance, if you have any additional questions.

Attachments

CORRESPONDENCE/Memorandum

State of Wisconsin
Department of Administration

Date: May 31, 2022
To: Brian Pahnke
From: Amanda Mott
Subject: Section 16.505(2) Request

Attached is a s. 16.505(2) request analysis for your approval and processing. Listed below is a summary of each item:

DOA RECOMMENDATION:

<u>AGENCY</u>	<u>DESCRIPTION</u>	<u>2021-22</u>		<u>2022-23</u>	
		<u>AMOUNT</u>	<u>FTE</u>	<u>AMOUNT</u>	<u>FTE</u>
ECB 20.225(1)(g)	Gifts, grants, contracts, leases, instructional material, and copyrights				2.0

AGENCY REQUEST:

<u>AGENCY</u>	<u>DESCRIPTION</u>	<u>2021-22</u>		<u>2022-23</u>	
		<u>AMOUNT</u>	<u>FTE</u>	<u>AMOUNT</u>	<u>FTE</u>
ECB 20.225(1)(g)	Gifts, grants, contracts, leases, instructional material, and copyrights				2.0

BP APPROVAL 



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary-designee
Brian Pahnke, Administrator

Date: May 31, 2022

To: Kathy Blumenfeld, Secretary-designee
Department of Administration

From: Amanda Mott
Policy and Budget Analyst

Subject: Request under s. 16.505 from the Educational Communications Board for the Creation of 2.0 FTE Program Revenue Positions to Provide Master Control Services for Milwaukee Public Broadcasting Service.

Request:

The Educational Communications Board requests the creation of 2.0 FTE program revenue electronics tech media positions to provide master control services for Milwaukee PBS (MPBS), licensed to Milwaukee Area Technical College.

Revenue Sources for Appropriation:

The revenue source for the position in the gifts, grants, contracts, leases, instructional material, and copyrights appropriation under s. 20.225(1)(g) is a contract with Milwaukee Area Technical College (MATC) to the board. The contract is funded from a program revenue continuing, all moneys received appropriation, and therefore no increased expenditure authority is requested.

Background:

The board plans, develops, constructs and operates noncommercial radio and television broadcasting systems for the presentation of educational, informational and public service programming, and public safety communications for the people of Wisconsin.

The board is empowered by s. 39.115(3), Wis. Stats., to "enter into a contract with any state agency, county, cooperative educational service agency, technical college district, municipality or school district for the educational communications board to furnish engineering and other services related to the construction or operation of telecommunications facilities."

The board currently provides continuous master control services for the Public Broadcasting Service of Wisconsin (PBSW) from the Wisconsin Public Broadcasting Center in Madison. Master control services include: (a) monitoring and correcting when necessary, all inbound-and-outbound delivery systems and media to maintain Federal Communications Commission compliance; (b) operating satellite downlink systems to accommodate airing and delay of various program feeds; (c) managing multichannel operations with meticulous attention to detail, assuring a consistent and smooth transition between all program materials; and

Kathy Blumenfeld, Secretary-designee
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(d) maintaining excellent communications with traffic, maintenance and other operations personnel to report and correct problems.

Milwaukee PBS is currently licensed to MATC, which has outsourced its master control services to a facility in Florida for the last ten years. That contract expires in February 2023. The governing boards of MATC and the board have entered into a contract to relocate MPBS master control services from Florida back to Wisconsin by February 2023. This contract was executed on April 29, 2022, and will be renewable in April 2027. Milwaukee PBS will begin broadcasting from the public broadcasting center once all of the required equipment is in place, on or before February 2023. As a result, the board is requesting creation of these positions now in order to begin recruitment and fill them by the end of October 2022. This will allow the board to onboard and train the new staff prior to the commencement of MPBS service from the public broadcasting center.

Analysis:

There is an existing fiber-optic interconnection between the public broadcasting center in Madison and the MATC campus that has historically been used to transmit content between PBSW and MPBS. The college and the board will utilize that infrastructure to form a master control hub for MPBS in the Wisconsin Public Broadcasting Center and create shared services for Wisconsin's public television services.

There is space within the board's existing footprint on the Beltline Highway in Madison to accommodate the equipment necessary to provide MPBS master control services with only a minor space alternation. The board will manage the reconstruction within its existing operating budget, and MATC will provide funding for the technical equipment.

The board is a small agency. The operations center staff serve on rotating schedules over the course of the seven-day work week. Currently there are 6.0 FTE PR and 1.0 FTE GPR master control operator positions assigned to the center with the responsibility for media ingest (capturing, transferring or otherwise importing different types of video, audio or image media into editing tools in order to use it in a program), media prep, master control and transmission control. Each responsibility requires active labor and attention each shift. The addition of MPBS will require an additional master control operator per shift. Without an additional staff member per shift, quality of service will be diminished.

The master control staff provides master control services for PBSW in two daily shifts: 6:30 a.m. to 3 p.m. and 3 p.m. to 11 p.m. Because there is generally no live programming overnight, the board automates programming between the hours of 11 p.m. and 7 a.m. According to the board, operators follow strict protocols and procedures to receive and prepare programming, monitor signals and output, and maintain logs. The services that must be performed, including the additional master control services the board is required to provide MPBS per the signed contract with MATC, will require more labor by board staff.

The technology that will be implemented for MPBS parallels the existing system design for PBSW, and therefore, additional staffing and training required to operate the system will be minimal, as the operations center staff will be able to work interchangeably between both services. However, in order to provide the necessary around-the-clock services for both

Kathy Blumenfeld, Secretary-designee

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PBSW and MPBS, the board will need 2.0 FTE additional permanent PR technician positions (1.0 FTE additional position per shift). Should these positions not be approved, the board contends that board staff will be overburdened, and the agency will have to pay overtime costs. The efficiencies created through this partnership and by improved systems design would be lost.

The requested positions would be classified as electronics tech media-intermediate. Annual salary support included in the service contract aligns with this position classification. The service contract of \$139,776 will support salary, fringe benefits, and supplies and services costs of the positions, with allowances for progression and gross wage adjustments.

Recommendation:

Approve the request.



Educational Communications Board

3319 West Beltline Highway • Madison, WI 53713-4296 • 608.264.9600 • ECB.org

May 9, 2022

MEMORANDUM

TO: Brian D. Pahnke, Administrator
Department of Administration, Division of Executive Budget and Finance

FROM: Marta S. Bechtol, Executive Director
Educational Communications Board

RE: \$16.505 – 2.0 PR-funded permanent FTE Electronics Tech Media positions

The Educational Communications Board (ECB) requests, under \$16.505, the creation of two permanent PR FTE Electronics Tech Media positions under the appropriation *131 Gifts, grants, contracts...* to provide master control services for Milwaukee PBS, licensed to Milwaukee Area Technical College (MATC).

Revenue Sources

Revenue for these positions is derived from §20.225(1)(g) *Gifts, grants, contracts, leases, instructional material, and copyrights*. These positions will be funded through contractual arrangement for master control services with Milwaukee Area Technical College. Annual salary support in the amount of \$139,776 has been included in the service contract with allowances for progression and gross wage adjustments.

Background

The Educational Communications Board is empowered by §39.115(3) to *“Enter into a contract with any state agency, county, cooperative educational service agency, technical college district, municipality or school district for the educational communications board to furnish engineering and other services related to the construction or operation of telecommunications facilities.”*

ECB currently provides 24/7 master control services for PBS Wisconsin (PBSW) from the Wisconsin Public Broadcasting Center located at 3319 W. Beltline Highway in Madison.

Milwaukee PBS (MPBS) is licensed to MATC. MATC has outsourced its master control services to a facility in Florida for the last ten years. That contract expires in February 2023. The governing boards of MATC and ECB have contracted together to relocate MPBS master control operations from Florida back to Wisconsin by February 2023. This contract will be renewable in April 2027.



Educational Communications Board

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Analysis

There is an existing fiberoptic interconnection between the public broadcasting center in Madison and the MATC campus which has historically been used to transmit content between PBSW and MPBS. MATC and ECB will utilize that infrastructure to form a master control hub for MPBS in the Wisconsin Public Broadcasting Center and create shared services for Wisconsin's public television services.

There is space within ECB's existing footprint to accommodate the equipment necessary to provide MPBS master control services with only a minor space alternation. ECB will manage the reconstruction within its operating budget, and MATC will provide funding for the technical equipment.

ECB is a small agency and currently only staffed to provide master control services for PBS Wisconsin in two daily shifts. Each shift has staff assigned to specific tasks including master control, transmission control, and media preparation. Operators follow strict protocols and procedures to receive and prepare programming, monitor signals and output, and maintain logs. The addition of MPBS will require more labor by ECB staff. But by implementing technology for MPBS that mirrors the systems used for PBSW, the operations center staff will be able to work interchangeably between both services. This system design will keep staffing and training at a minimum. Two additional technicians (one additional FTE per shift) are all that should be necessary to augment staff to provide 24/7 services for both PBSW and MPBS.

Should these positions not be approved, ECB staff will be over burdened and the agency will have to pay overtime costs. The efficiencies created through this contract and by systems design will be lost.

Summary

ECB requests 2 FTE PR Electronics Tech Media positions under §20.225(1)(g) to accommodate the addition of Milwaukee PBS service to the Wisconsin Public Broadcasting Center.

Please direct questions to: Marta Bechtol, Executive Director, ECB 608-264-9733

Position Description
Electronic Technician Media - Intermediate
Educational Communications Board

Position Number:
Classification Number: 93172
Incumbent:

Position Summary

The role of this position is to perform all aspects of operating shifts at the highest levels of proficiency within the Operations Center of the Wisconsin Educational Communications Board. This position will demonstrate basic progressing to complex skill proficiency in all three functional areas of operations tasks, including Master Control, Transmission Control, and Media Prep, under limited supervision of the Operations Center Manager. This position will be capable of teaching entry level technicians and will be tasked with process development and refinement. The incumbent will serve as a consultant to internal and external clients.

Goals and Worker Activities

40% A. Master Control

A1. Professionally perform operations shifts in Master Control. Monitor and correct, when necessary, all inbound and outbound delivery systems and media (audio, video, data) to maintain FCC compliance and the highest engineering standards.

A2. Operate satellite downlink systems to accommodate airing and delay of various program feeds.

A3. Manage multi-channel operations with meticulous attention to detail, assuring a consistent and smooth transition between all program materials.

A4. Maintain excellent communications with Traffic, Maintenance, and other operations personnel to report and correct problems. Complete necessary discrepancy reports and notifications.

A5. Maintain logs and documentation as required.

A6. Monitor, adjust, and report to the proper authorities all Operations Center environmental and safety/security problems.

A7. Back up the Transmission Operator and act as relief when necessary.

A8. Provide monitoring, training and process refinement to technicians of lower classification, as it relates to Master Control.

40% B. Transmission Control

B1. Professionally perform operations shifts to monitor transmission levels and quality in order to comply with FCC regulations and the highest engineering standards. Utilize remote alarm-and-control equipment associated with all assigned transmitters and the ECB interconnect.

B2. Monitor all outgoing television transmission signals, as well as off-air signals, to ensure consistent video and audio quality, closed-captioning compliance, lip sync, etc.

B3. Monitor off-air radio signals to ensure consistent audio quality and correct content.

B4. Engage with ECB site engineers and agency clients, by telephone and e-mail, to report and resolve technical issues, relay crucial information, and ensure consistent performance of ECB's broadcast mission.

B5. Monitor, log and report all required tower light information to maintain FCC/FAA compliance.

B6. Monitor and log reception and transmission of Emergency Alert System tests and alerts so as to satisfy FCC compliance.

B7. Report all transmission discrepancies and required documentation experienced during a shift.

B8. Back up the Master Control – Media Prep operator and act as relief as necessary.

B9. Provide monitoring, training and process refinement to technicians of lower classification.

20% C. Media Prep

C1. Oversee and maintain integrity of server-based media assets. Conduct technical checks of programs and interstitial material to ensure all assets are broadcast-quality.

C2. Perform media recording and transfer to various encoding and server platforms.

C3. Schedule or reschedule server recordings and file transfers using automation and/or traffic software.

C4. Properly append daily playlists into the broadcast automation system. Make any necessary corrections for any missing or incorrect material, and report such issues to the proper department.

C5. Provide monitoring, training and process refinement to entry- level technicians.

Knowledge, Skills and Abilities Required

1. Knowledge encompassing basic proficiency in Microsoft Office products.
2. Knowledge of broadcast Master Control operations.
3. Ability to work fluently with a wide variety of computer platforms and software.
4. Knowledge of audio and video operating standards.
5. Ability to perform complicated tasks under time pressure.
6. Extreme attention to detail.
7. Ability to provide clear and accurate written and verbal communications.
8. Strong ability to participate in a team environment.

Special Requirements:

1. This position requires a variable, non-traditional work schedule including nights and weekends.