

What is the FCC broadcast incentive auction?

With the growth of wireless technology, the Federal Communications Commission (FCC) launched the broadcast incentive auction to free up bandwidth for wireless uses. Every television station in the U.S. had the opportunity to participate in the voluntary auction.

Why did MATC participate?

In October 2015, the MATC District Board, as the license holder for Milwaukee PBS, made a strategic decision to participate in the auction.

After receiving input from legal counsel and broadcast industry experts, the District Board concluded that the potential value that could be received through the voluntary auction -- including a stream of revenue to support strategic needs of the college and Milwaukee PBS -- far outweighed costs.

How does the incentive auction impact MATC and Milwaukee PBS?

As a result of our participation, MATC received \$84,931,314 in one-time proceeds, which are dedicated to furthering the public missions of MATC and Milwaukee PBS.

When will MATC receive the proceeds?

MATC has received the proceeds from the auction, which have been placed in a trust approved by the MATC District Board of Directors and the Wisconsin legislature. The District Board's approved long-range plans for the funds includes maintaining the principal or initial proceeds in the trust fund while annually drawing down a portion of the interest for use in MATC and Milwaukee PBS initiatives. Please see below for detailed information about these priorities and how the funds will be used.

What will MATC do with the proceeds?

The funds will be used to advance MATC's educational mission of transforming lives, industry, and community. Strategic priorities include:

- Ensuring the continued financial sustainability of MATC and Milwaukee PBS
- Addressing workforce needs in our community
- Making a college education affordable and accessible for more people
- Continuing the high-quality community and educational programming on Milwaukee PBS.

Through its annual budget process, the college is now determining allocations for the upcoming 2019-20 fiscal year. In May 2018, the Board voted to allocate approximately \$3.8 million in interest from the trust fund for the following purposes for the 2018-19 fiscal year:

- \$2,400,000 Milwaukee PBS
- \$500,000 MATC Promise for Adults (Scholarships)
- \$250,000 Need-Based Scholarships
- \$250,000 MATC Promise Endowment Fund
- \$150,000 Website Redesign (Consulting)
- \$100,000 Dual Enrollment Programs
- \$100,000 Security Enhancements (Consulting)
- \$75,000 Re-entry Programs
- Total: \$ 3,825,000

What is “spectrum?”

The generic term “spectrum” refers to the frequencies used to transmit signals for a wide-range of uses, including television broadcasting, radio, as well as wireless devices, such as smartphone and tablets.

How does selling space on the broadcast spectrum affect Milwaukee PBS?

MATC’s District Board – the license holder for Milwaukee PBS Channels 10 and 36 – submitted a successful bid to vacate the spectrum on which Milwaukee PBS Channel 36 resided and instead combine the transmission of both Milwaukee PBS stations, Channels 10 and 36, on its remaining very high frequency (VHF) channel spectrum.

This auction will have no impact on the viewing experience of Channels 10 and 36. Through technological advances, Milwaukee PBS is able combine the transmission of both Milwaukee PBS stations, Channels 10 and 36, on its very high frequency (VHF) channel spectrum.

How does this affect how I watch my programs on Milwaukee PBS through my cable or satellite provider or over a digital antenna?

This auction will have no impact on the viewing experience of Channels 10 and 36.

Viewers who access Milwaukee PBS programming today through a cable or satellite provider will still receive the same content, in the same manner, before and after this transition.

In addition to Channels 10 and 36 Milwaukee PBS will continue to broadcast other channels including Create, World, PBS Kids, and Milwaukee PBS' weather channel.

As a Milwaukee PBS donor, will my contributions continue to make a difference? Do you still need my support?

Absolutely! Now more than ever, as a non-commercial public broadcast station, Milwaukee PBS needs you. As the broadcast industry continues to undergo transformative changes, we remain thankful to Milwaukee PBS' growing base of loyal supporters, whose generosity enables us to provide award-winning journalism and community-based programming.

As a donor to the MATC Foundation in support of student scholarship and workforce development programs, do you still need my support?

Absolutely! We will continue working with the community to develop partnerships that support workforce development and job growth in our region. The support of all our loyal donors – no matter their giving level – remains critical to our ability to get more people to work faster, and in careers that matter the most to our economy.

News Release

[2017 FCC Auction Proceeds Release](#)