



Public Education and Government Television Channel Task Force

Meeting Summary

October 25, 2007

Date of Meeting: October 25, 2007

The Public Education and Government Television Channel Task Force met at the studios of TUSD-TV at 2025 East Winsett, Tucson, AZ 85719.

1. CALL TO ORDER

Ryan Bruce, Task Force Chair, called the meeting to order at 12:15 p.m

2. ATTENDANCE, SCHEDULE NEXT MEETING, RULES OF ORDER

Present: Lisa Contreras, John Hall, Ryan Bruce, Neil Markowitz, and Augustine Romero

Absent: Matthew Muehlebach

Staff Members: Mike Letcher and Julie Stevens

The next meeting date of November 8 from 11:30 a.m. to 1 p.m. was confirmed; location will be the studios of AccessTucson.

On the topic of “Rules of Order”, John Hall indicated he felt that it would be important for the group to ensure that it followed formal protocol during meetings, suggesting that “Roberts Rules of Order” be used and formally moved his recommendation for consideration. The motion was seconded by Augustine Romero and carried unanimously by a voice vote of 5 to 0.

Augustine Romero then expressed a desire to affirm the Task Force’s accountability to the public by arranging to either video or audio tape its proceedings. It was determined that since there was no budget allocated to the group affording the capacity to video record, audio taping via a hand-held device would be feasible—Ryan Bruce offered to supply equipment. Augustine moved that future meetings, at the very least, be audio recorded; the motion was seconded by John Hall and passed by a voice vote of 5 to 0.

3. REVIEW OF 10.11.2007 MINUTES

John Hall moved that the approval of the October 11, 2007, minutes be postponed to the next meeting. There was a sufficient second and the motion carried without objection on a voice vote of 5 to 0.

4. TUSD-TV TOUR AND PRESENTATION

Chyrl Lander, Director of Communications and Media Relations for the Tucson Unified School District, began the presentation by providing an outline of the district’s geography, employees, students served, and TUSD-TV history. Mary Canty, TUSD-TV Producer, joined in with an overview of the station’s plans for an additional 15 hours of programming and a request for financial support.



Public Education and Government Television Channel Task Force

Meeting Summary

October 25, 2007

Neil Markowitz began a line of questioning regarding how programming priorities are established, what methods might be employed to survey viewers, and what the objectives are for adding value to the students and community. Cheryl indicated there have been requests for sports coverage. Mary stated that the measures for viewership should not be ratings, rather the levels by which communication with the community is increased.

Neil asked Mike Letcher to what extent can recommendations be made by the Task Force—budget line-by-line, in scope only? Mike replied that any recommendations of the group will be presented to Mayor and Council for consideration and that any change from current allocations will be a shift in funding. Neil noted it was imperative to ensure that any dollars allocated should be used to add value to the community and there should be review methods in place for accountability. Lisa Contreras stated there would be a request for additional information on the station's proposed budget in the future and sought assurance there would be a stipulation that any dollars awarded would go directly to TUSD-TV, versus through the district.

Mary and Cheryl stated that the station would be unable to proceed with any plans for growth without additional, diverse sources of funding; Sacramento is a model they would hope to replicate. Mary asserted that PEG dollars are commonly used for education. Both acknowledged there should be more collaboration between TUSD and local governments going forward, which would benefit all. A representative from the Sunnyside district then summarized their partnership of TUSD-TV and the financial support provided.

John Hall asked if the station would consider incorporating their operations into a potential community-based center. Mary named a number of communities (including Missoula, Seattle, and Portland) that are currently engaged in this type of effort and that TUSD-TV would enthusiastically participate.

A studio tour followed. Three satellite dishes are used. There are some limitations with equipment and technology; however, capital investments would be made in mobile equipment, such as a video production van and/or a 'Studio-in-a-Box', as this is how they can best meet the community's needs. John Hall suggested a partnership with AccessTucson and asked if there would be enough programming to keep a van busy—to which Mary answered an emphatic "yes".

5. COMMITTEE MEMBER REPORTS

No discussion.

6. OLD BUSINESS

- A) Request for Information. No discussion.
- B) Cox Settlement. Lisa C. made a motion directing the chair to prepare and submit a letter to Mayor and Council requesting an extension of the date for the Task Force's recommendation regarding distribution of the settlement. The date specified in the June 2007 resolution was October 2007. Considering members



Public Education and Government Television Channel Task Force

Meeting Summary

October 25, 2007

were not all appointed and the committee did not commence its work until October, it was felt that it would be reasonable to request that the group be afforded until the end of the year to submit its findings. This motion was seconded by Neil and approved by a voice vote of 4 to 0 (John Hall left meeting at 1:15 p.m.)

- C) Objectives. No discussion.
- D) Review of Next Meeting - AccessTucson. Confirmed for November 8, 2007, at 11:30 a.m.

7. NEW BUSINESS

- A) Request for Information. No discussion.
- B) Request for One Sheets. No discussion.
- C) Organization of Agenda and Meetings. No discussion.

8. CALL TO THE AUDIENCE

Lisa Jones, of the AccessTucson Board, shared that previous research she conducted found that the inclusion of “New Business” as an agenda item for a public meeting was in conflict with Arizona’s Open Meeting law—despite being part of a standard Robert’s Rules meeting format.

9. ADJOURNMENT

The meeting was adjourned at 1:40 p.m.