

Community Media Access Committee 2012 Work Plan

Projects/Events/Programs

- **Regular, scheduled cablecasting and website streaming of many public meetings (including City Council, Albany School Board, Waterfront Commission, and others):** Enables community members who cannot otherwise attend public meetings to understand and participate in the public discourse. Provides permanent, reviewable record.

- **Albany FilmFest:** Planning for the third FilmFest is underway. The second annual Albany FilmFest, a showcase of short films from across the country, was held the first weekend in March, 2012. Nationally recognized, this unique event brings a friendly and positive attention to our town, combining a focus on community building, art and commerce. In thanks for supporting the festival with monetary and in-kind contributions, dozens of local businesses are extensively promoted via multiple media. Attendees of the gala and screenings are Albany-area citizens of all ages; filmmakers plus their friends and families from near and sometime far; city and school district officials; and sponsors. The event spotlights our community through a special Albany-focused film category and by particular outreach for student participation. Work of two Albany High grads currently making names for themselves in the film world was featured at FF2012. One of them generously traveled up from his base in Los Angeles to speak about his work and answer audience questions. Other stellar speaker and judge participants have included legendary documentary filmmaker Les Blank; Academy Award nominated animator, Pixar and Disney veteran Geefwee Boedoe; and Girls Rock! director Shane King. Films selected to be screened at the FilmFest also provide unique program content for KALB and the city website, thereby meeting the CMAC goal of providing more media content for the community. The FilmFest Gala provides a unique showcase for Albany restaurants and food purveyors.

- **Partnerships with the School District and Library to purchase and upgrade media equipment and produce additional community content:** These partnerships encourage professional level communications education and experience for students (e.g., high school sporting events and theater performances), create community-based content for KALB and the city website (e.g., Brown Bag Speaker Series), and allow community members to view events they are not able to attend. By creative resource sharing, we're able to acquire quality equipment, and make use of people resources, that none of the groups would be able to afford on its own.

- **Community-based content for KALB and the city website:** Growing number of programs includes the Brown Bag Speaker Series, Lunar New Year celebration, Poetry Night, Albany High sporting and performing arts events. Promoting, stimulating and supporting community knowledge, creativity, cooperation, appreciation, and interaction. Encourages and helps create and perpetuate Albany's participatory community spirit
- **Oversight of PEG monies:** The CMAC regularly reviews the staff proposals for equipment purchases and upgrades that meet the committee's goals of improving community outreach through the media of television and the city website.

Planning

- **Upgrading Edith Stone Room/Community Center** in partnership with the library. Will result in more potential content for KALB and more efficient use of staff time to film community meetings.
- **Public service/commercial/promotion of city:** Creation of unique public service announcements, city promotions, revenue-generating commercials for local businesses, etc.
- **KALB studio:** With professional-level cameras, lighting, and green screen already in place, future uses include programming growing out of the city/school partnership, program creation by community members, commercial creation and city promotion (see above), and much more.

Policies

- Public meeting cablecasting policies
- Public & their access to City based media production
- Methods/process for submitting programming to KALB

Topics to Continually Evaluate:

- How does the community know what's on KALB?
- Which city meetings are being recorded for showing on KALB and the website? Which additional meetings should also be recorded?
- How can we better integrate the content on KALB with the city website?
- What additional content can be found or produced for KALB/city website?

- What ongoing support from the city is needed to maintain and/or expand KALB's operation? (staff time, supplies, equipment in addition to the PEG funds)
- How can we continue to encourage community members to participate in creating content for KALB/website streaming?
- How can we use KALB and the city media to enhance and create our "urban village"?
- What is the most effective staffing level for KALB/website, and how we be sure that level is met?
- Content production
- Equipment inventory and needed upgrades
- School and library partnerships