

**Minutes of the Community Media Access Committee's Meeting**  
**Monday, September 20, 2010**  
**City Hall Conference Room**  
**6:00 p.m. - 7:00 p.m.**

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**I. CALL TO ORDER**

Chair Kenny called the meeting to order at 6:00 p.m.

Members Present: Jack Kenny, Clay Larson, Naomi Lucks Sigal, Jackie Hermes Fletcher

Members Absent: Ellen Toomey

Staff Present: Jeremy Allen, Anthony Marchitello

**II. REVIEW OF MINUTES** - Jeremy Allen read Ellen Toomey's email comment on the 7/19/10 minutes in which she commented that regarding the statement, "Ellen thought the committee should extend an invitation for membership to the whole school community," she was commenting specifically on the consultant's recommendation that CMAC should include a member from AHS media department. She was suggesting is that CMAC establish connections at the school beyond that area, such as the Connect Academy, the EDSET program, any interested clubs, etc. The committee approved the minutes from the July meeting with the corrections by a unanimous vote.

**III. PUBLIC FORUM** – Jerri Holan, a member of the Charter Review Committee, expressed her support for Measure N, which would amend the City's charter to change the current elected City Attorney position to an appointed position.

**IV. ANNOUNCEMENTS BY COMMITTEE MEMBERS**

Vice Chair Larson noted that there were problems with the broadcast of the P&Z meeting on 9/14 with only part of the meeting being broadcast. Chair Kenny noted that he had shot some footage of at the Solano Stroll and hoped to be able to put together a short video.

**V. STAFF ANNOUNCEMENTS**

Anthony Marchitello commented that he had been working closely with the fire department developing a DVD promoting photoelectric smoke alarms, which will be distributed at an upcoming fire chiefs' conference. Jeremy noted that he is involved with several KALB projects and is in the process of making several equipment purchases. He is rewiring the head end at the Community Center and he is building a portable rack to allow remote shoots using the Community Center's PTZ cameras. He's also replacing the battery on the Cannon HD XL-1 camera and the hard drive(s) attached to the Nexus video server. Jeremy also noted that AT&T had contacted the City regarding a role out of its video product U-verse in Albany and that he would be meeting with an AT&T representative. Jeremy described AT&T's U-verse video product and noted that PEG channels such as Albany's channel 33 would be carried on one channel (100) and selected from a menu. Clay Larson suggested that Jeremy discuss PEG access video quality with the AT&T representative noting that the State DIVCA laws require that the quality of PEG audio/video must be equivalent to that provided for broadcast television. He said that he would send Jeremy the applicable state law here. Chair Kenny recommended putting the item on the agenda for the next meeting. Finally, Jeremy commented that a film crew would be filming that night's council meeting as part of a documentary on the Richardson's Grove (Humboldt County) old growth forest,

which is an item on the agenda.

## **VI. REVIEW OF COMMUNITY MEDIA ACCESS COMMITTEE GOALS**

The committee reviewed a 2006 list of goals:

1. Get more programming;
2. Raise community awareness;
3. Make more programs;
4. Equipment;
5. Production.

The committee agreed that getting or producing more programming was an ongoing goal. The committee also agreed that raising community awareness of the channel was still a critical need. Jeremy noted that we had made progress here. The Granicus streaming, the internal feed, the website, and broadcasting more meetings have all made people more aware of KALB. The committee thought that social networking sites such as Facebook and Twitter could provide opportunities to promote greater awareness of KALB. Jeremy noted that he was meeting with the editor of Albany Patch and that there may be opportunities to promote KALB on the Patch site. The committee agreed that the sub-goal of publishing the programming schedule in the Journal wasn't relevant anymore. The committee discussed the value of getting the program schedule on the TV guide channel and keeping it current. Anthony noted that this is the most common complaint he receives. However, maintaining the guide is very labor intensive and may need to wait until KALB staffing is increased. Clay noted that the other PEG channels on the Comcast lineup don't have their schedules on the TV Guide channel.

Jeremy noted that regarding the Equipment goal, the PEG fees provide ongoing funding for equipment acquisitions and the committee has an important role in approving these acquisitions.

For the production goal, the committee concluded that the sub-goal of getting access to Comcast's El Cerrito facility is no longer relevant since it has been closed. The committee also recommended that pursuing an agreement with Berkeley Community Media is less important than developing production facilities at the Community Center utilizing shared space. Jackie Fletcher suggested that training in the use of productions facilities should be a goal.

The committee asked staff to prepare a revised list of goals for further review at the next meeting. The Chair asked members to think about any additional goals that should be added.

## **VII. FOLLOW UP ON ADVISORY BODIES**

Jeremy reviewed the consultant's report on the City's advisory bodies. He noted that CMAC was praised for its efficiency, conducting meetings on time, getting through agendas, and preparing its own minutes. Jeremy noted that the report was available online and asked whether committee members wanted to comment on the report recommendations.

Clay noted that there were several recommendations in the consultant's report that the

committee might want to weigh in on. The consultant's report includes proposals to limit committee member's ability to place items on the agenda and to allow staff to evaluate committee members' performances. Clay noted that the recommendation that committee members prepare action minutes was troubling because no one knows exactly what "action minutes" means and having members prepare the minutes could create problems on committee's that deal with controversial matters since one member might interpret the discussion at the meeting quite differently from another member. The committee's minutes represent an official record of the meeting. Jeremy pointed out that the minutes are approved by the members. Clay responded that the best way to get accurate minutes is to have an objective, disinterested staff person prepare the original minutes. Jeremy said that he would include this as a CMAC comment.

Jeremy asked whether members saw any problems with conducting meetings in the staff kitchen. Naomi Sigal said that she saw advantages to the informal round table setting. Jeremy invited members to review the report on line and provide him comments by early October.

#### **VIII. 1ST ANNUAL ALBANY VIDEO FESTIVAL**

Anthony summarized the discussion of this item from the last meeting noting that the committee had proposed a KALB sponsored video festival and that while there was a great deal of enthusiasm, no details were worked out. Clay commented that in the discussion at the last meeting, the committee had talked about a FLIP camera festival. Anthony thought that this would be too limiting, but suggested that videos shot with small cameras could be a film category for the festival.

Jeremy suggested that the Community Center with its AV and broadcast capabilities would be the ideal place to have the festival. He thought that this was a big enough event that would need a lot of publicity and should be featured in the Rec. Department's Activity Guide and probably should have been included in the budget. The winter guide should be out in the December/January time frame.

The committee created a subcommittee (Naomi, Jack) to work with Anthony to start developing a plan for the festival. Jeremy will work on creating an announcement for the activity guide.

#### **IX. CABLE CASTING CANDIDATE DEBATES**

Clay noted that he had received a call from the League of Women Voters concerning a candidates' forum in the Council chambers on October 7<sup>th</sup>. Jeremy said that he had not heard about this, but that he would make the arrangements to have it aired and rebroadcast. Clay said that he would like to arrange another candidate's debate, shot in a studio environment using the Community Center cameras, perhaps hosted by the Patch editor. The committee approved of this project.

#### **X. BUDGET UPDATE**

Discussion postponed until a future meeting

#### **XI. NEXT MEETING - Monday, October 18, 2010, 6 - 7:00 pm**

**XII. ADJOURNMENT - 7:05 PM**