

Lake County PEG Board
Regular Board Meeting
El Grande Hotel Restaurant
Clearlake, CA 95422
March 18, 2009

1. Call to order - The meeting was called to order by Joyce Overton at 7:14 a.m.
2. Roll Call- Members: Joyce Overton, Jeff Smith, Shawn Swatosh, Candyce Hagler. PEG Advisory Committee: Barbara Christwitz, Maurice Taylor, Dante DeAmicis, and Alan Markowski; Others: Tom Slate
3. Agenda Approval – The agenda was approved as written.
4. Public Comment
 - a. Dante De Amicis handed out two articles from the Community Media Review. One was about summer video camp for teenagers and the other was about the importance of PEG access for localism and diversity in media. Joyce mentioned a possible fundraiser for the future to raise money for things like the video camp. She mentioned a televised talent show.
 - b. Maurice Taylor discussed the feasibility of a TV8 newsletter. Joyce said we have no money for one at this time. Jeff said that if we eventually do have a newsletter, the Board would have to approve it. Perhaps it could be an electronic newsletter directing people to the TV8 website to sign up to receive future issues. PEG could advertise in the newsletter or on TV8 for equipment they would like donated. Donated money could be a problem because any spending of public funds has to be approved by the Board.
5. Business
 - a. The Feb.18 minutes were approved.
 - b. Discussion and Action of Live Broadcasting Procedures and Protocols – Before a new production, the people involved must meet with the station manager and go over the rules of live broadcasting. Might be a good idea to go over those rules on air before a broadcast so the viewers will know what the guidelines are. It should be made clear that nothing in a broadcast reflects the views of the City of Clearlake. Perhaps there should be a form for people to sign before a broadcast indicating they have been made aware of the rules. Each section of the form could require initialing. Jeff suggested making a video of the rules and guidelines for people to view before they do a broadcast. He feels that people might get more out of a video than by reading lists of rules. Jeff expressed concerns over possible lawsuits by people unhappy with what PEG broadcasts. PEG doesn't have the funds to deal with these suits. The newsletter issue was brought up again. Could approval of the newsletter be done by the Board using email? Could a Board member be designated to review it (one person instead of the whole Board)? If so, would that person be liable if he/she approved the newsletter and there was a problem later on? Shawn feels we should concentrate on getting TV8 up and running rather than a newsletter at this time. Jeff suggested the PEG Advisory Committee put out a community newsletter if they wish. The Board would have nothing to do with it.

- c. Quarterly Meetings – Joyce discussed having Board meetings quarterly as opposed to monthly as we do now. Jeff said that the coming live broadcasts will need more discussion in the next few months and we need to explore fundraisers and plan for further budget cuts; therefore, the Board should keep the current meeting schedule. Shawn agreed with him. It was decided to keep the monthly meeting schedule for now.
- d. Public Access Radio – it was suggested that maybe TV8 could combine with public access radio and work together. They are already set up as a non-profit and have the necessary licenses and have experience in grant-writing. Barbara will find out when the public access radio Board meets so Joyce can attend one of their meetings and bring up the idea. We would also like one of them to come to a PEG Board meeting to discuss the possibility with us.
- e. Jeff said that filming TV8 spots in the Clearlake City Council chambers with the city seal in the background implies to some that the Council approves what is being broadcast. He feels the taping should be done with a blank wall in the background. Joyce wondered if this wasn't the City's responsibility and not ours. Jeff asked to have this issue on the next PEG Board agenda. He feels we need a policy to forestall future problems.

6. PEG Manager's Report – Alan Markowski discussed:

Accomplishments

- Still investigating business cards.
- DVD changer option installed and working.
- Headphones purchased and donated to the station.
- Ron Bergeron will approve anything uploaded to the station. Other people in the process of being approved.
- More volunteers added.
- Got an email from someone who wants to volunteer who has public access TV experience.
- The water fountain was moved out of the studio.
- New printer was connected.
- DVD burner being purchased from Wal-Mart.

Jeff asked Alan about broadcasting kids' sports events. Perhaps some of the Carle students could do the taping. Alan said he'd like to see the Carle students do a regular program from their school. Joyce said we need to start getting memberships to PEG to provide support. We need to do more promotion of PEG. She reminded Alan that any donation checks to the station must have the City of Clearlake PEG account number on them and be deposited with the City Clerk. The City will then issue a check for any purchases.

7. Other Business

- a. Summer is quickly approaching. Yuba College classes won't be televised on TV8 during the day. This gives room for other programs. We need to start planning for this so we can let the public know what will be coming up.
- b. Joyce suggested something like a jump-a-thon fundraiser to be televised on TV8. This would be a way to raise some money and increase viewers (parents and friends would want to watch).

- c. Jeff would like to see TV8 focus more on the positive things going on in Lake County. Post weekly public events. Periodically post the transit schedule. Shawn suggested running the weekly Chamber email of weekend activities. Jeff said we could schedule regular times on Friday and Saturday nights for activity updates (non-commercial).
 - d. It was mentioned that some of the on-air college classes on TV8 go off periodically or have poor audio/video quality. Shawn offered to help solve this problem.
8. Adjournment - The meeting was adjourned by Joyce at 9 a.m.

Submitted by
Candyce Hagler
PEG Board Secretary