



Haggerty stated that he will put something together, however some information is proprietary. Customers are being notified by direct mail. It is going very smoothly. Mr. Gaughan asked about reference made to qualified customers and how a customer can be qualified. Mr. Haggerty responded that they would have access to the network. If and when someone is qualified, they will receive direct mail notice or a phone call.

c. The Knowledge Network, Jim Adams, 11629 Ruggles Street. Mr. Cogar asked how the Viewer's Choice programming is measured and if there were any statistics on favorites. He also asked if programs are dropped if there are no requests. Mr. Adams stated they can measure when a program is played, but not the number of calls. Sometimes members ask to run a program on Viewer's Choice. They are trying to update this weekly, especially during the school year. Mr. Cogar asked if the program was aired only to the individual requesting. Mr. Adams responded no, it is aired to anyone watching TKN.

5. a. Staff Update on Policies – Dean Miller handed out frequently asked questions (FAQs). He stated that he has worked with Mr. Nelson on these and would like feedback from the Board. He would like to send it out as soon as possible.

b. Subcommittee Reports

- Executive Committee – There was no meeting. Mr. Cogar stated that he would like agenda item inputs submitted to one place. He feels it would make the meetings more concise and to the point. He suggested that the Executive Committee could have advance discussions. His request is not intended to filter requests. Mr. Fullerton stated that agenda items being submitted to staff seems to be working. Mr. Weaver added that any Board member may suggest a topic. Some items have been combined when staff feels they are similar. He suggested that topics could have an explanation included in the request to be distributed to all Board members. It was agreed that this is a good option and will be done in the future. Mr. Donald-Hardrick stated that there may be a need for more frequent meetings to allow for shorter meetings and to be better informed.

**Motion by Mr. Donald-Hardrick to meet more often, possible bi-weekly. Second by Dr. Mendenhall.**

Mr. Mumgaard stated that revision to the current meeting schedule needs to be on an agenda before voted on per the open meeting law

Mr. Fullerton stated that Mr. Donald-Hardrick will submit this as an item for the next meeting per the new guidelines.

- Policies and Procedures

Mr. Donald-Hardrick stated that the subcommittee is waiting on staff to complete the policies and procedures. Mr. Miller stated that the FAQs will be added. Mr. Donald-Hardrick asked if the policies are close to being finalized for operations. Mr. Miller stated that they are. He referred to a timeline of items being worked on that goes

through September when it is anticipated the studio will be open. Mr. Donald-Hardrick asked if the policies and procedures would be issued before the station is open. Mr. Miller stated that what the Board has voted on is in place. There is an item on the agenda today to amend. If there are no more changes today, they will be available. Mr. Weaver stated that it is the intent to have these published and placed on the website and available for requests. As the program matures, there will be more changes. The FAQs were done to get everyone on the same page. Mr. Miller added that Cox previously had a handout that he would ultimately like to do. However, it is too early in the process. There is more to add on training, checklists, etc. Additions will be made as they are approved by the Board.

- Website

Ms. Maguire updated the Board. She stated that they still need the logo and newsletter to add to the site. The program schedule is out of date. She stated that the FAQs and policies and procedures will be added as they are ready. They hope that these items can be completed by the end of July. She stated that the committee would like to have the website promoted on KPAO with a report from the station manager. Mr. Nelson stated that should be ok.

- Best Practices

Dr. Mendenhall distributed a handout with information from six public access stations and one local radio program she has interviewed. She focused on stations with similar budget and staff. She did not interview a city the size of Omaha as none were comparable. She is still trying to contact some other stations. Dr. Mendenhall then highlighted some of items on her report. She also discussed the radio station that streams their broadcast.

There was then discussion about time slot selection done by other stations. Dr. Mendenhall discussed Fort Wayne, Indiana. They only move a show if the time slot is contested, such as prime time. The problem with the rotation proposal is that shows will lose viewers and some producers may also leave. Some stations hold a lottery for time slots. This will be discussed further under item 6e.

Mr. Donald-Hardrick stated that in addition to doing research with PEG channels around the country, research should be done with producers in Omaha. Some produce shows that are not aired. He stated that concerns of local producers should be included in the research. There was then discussion of the number of shows some producers do and how to balance the schedule. Dr. Mendenhall agreed that local producers should be included. She stated that she would like all Board members to look at the websites listed on her handout. In the future she would like to address how to use this information.

Mr. Cogar asked if the stations were asked what cable company they are affiliated with. Dr. Mendenhall responded that she did not and asked why it would be needed. Mr. Cogar stated that from a business perspective to show how they operate. Mr. Donald-

Hardrick added that he is concerned the Board is overlooking its own marketplace. Dr. Mendenhall stated that is not the project she undertook. Ms. Maguire asked Mr. Donald-Hardrick what he would suggest. He responded that producers with a quality product should be contacted and put into the rotation.

5c. Construction Report

Mr. Weaver reported that construction started about two weeks ago. It is temporarily on hold. The City is working with the contractor to continue. If everything continues to go well, it is anticipated that construction will take about eight weeks. Mr. Nelson agreed.

5d. Update of City Council Action

Mr. Mumgaard reported that the City Council adopted three ordinances and a resolution that modified some operations of the Board. He highlighted the changes, including items related to interconnect fees, franchise agreement, and board operation and make up. The Board will be reduced to seven members, all at large and nominated by City Councilmembers. Active producers are now prohibited from being a Board member. Board members also have to be a current subscriber to a cable company. All Board appointments are up on October 1, 2013. Councilmembers will make nominations in August and September. The Law Committee will then review and make a recommendation of one appointment for each seat. The appointments should be on the City Council agenda in mid-September. The terms will begin October 2, 2013. Any Councilmember can nominate anyone who meets the qualifications. They are no longer appointments by Council district. Mr. Weaver added that in the past letters were sent to current board members asking about their interest in continuing on the Board. Also, Councilmembers can make as many nominations as they like.

Mr. Mumgaard restated that anyone interested in being appointed and meets the qualifications – subscriber to cable company, resident and not be a producer or participant in programming being shown on the public access channel during their Board service and has an interest should contact a Councilmember to ask to be nominated. Mr. Weaver added that information can also be submitted to staff and they will forward to City Councilmembers. Mr. Mumgaard added that terms will be staggered, two members for one year, three members for two years and two members for three years. Thereafter, all terms will be three years.

6a. Marketing and Outreach for New Producers

**Dr. Mendenhall made a motion that that Board initiate an initiative toward people involved in the community needs assessment done approximately three years ago.**

Mr. Mumgaard urged caution that any outreach done formally or informally emphasize that we are not in the production business until September at the earliest. He suggested a carry over to next month's meeting to continue discussion. Mr. Weaver stated that they are attempting to put together office procedures. There will be a period of time

when the studio is constructed to understand the full capabilities. He agrees with Mr. Mumgaard that this is a good idea, but not in a sequence that makes sense.

Mr. Mumgaard stated that a motion can be made requiring board members to handle. The survey is public record. Mr. Weaver stated that Mr. Nelson has collected a substantial list of people who have contacted him. Dr. Mendenhall stated that getting in front of the problem can be beneficial. It would also be a way to find out the interest level. Mr. Donald-Hardrick stated that the Board should listen to the staff. If outreach is to be done, it should go through a subcommittee. He agreed that this should be laid over until August.

**Dr. Mendenhall made a motion that the Chairman appoint someone to do outreach as directed by staff to determine the current level of interest in public access television.**

Mr. Donald-Hardrick stated that he is not comfortable supporting this. He would like someone from the Executive Committee to handle. Mr. Fullerton stated that Dr. Mendenhall indicated that she has the time and willingness.

Mr. Nelson stated that many of the producers have been contacted. He does not have time to do a survey, but others may. Mr. Cogar added that he also does not have time to do this and attend additional meetings. He asked for a summary of the Reidel report. Mr. Mumgaard stated that a simple solution is to get a list of people who attended the focus groups. The Board has anticipated outreach but as a formal part of Mr. Nelson's job duties in his contract. The Board may participate informally or adopt an outreach package. Mr. Weaver added that Mr. Craddock and Mr. Nelson are already over tasked. The office procedures are a project that needs to be done now. There is no additional administrative support for the studio.

Mr. Nelson stated that regarding outreach, he has talked with many producers. We need to first deal with producers currently involved. Once they are satisfied, they will be our best advocate for getting additional producers. If a subcommittee is set up, he wants to be part so that they can understand the bigger picture rather than what a few have said. We also need to look at training time available and staff.

Mr. Donald-Hardrick stated that Mr. Nelson and Mr. Craddock have put extensive time in process and with producers. He asked Mr. Nelson if he felt comfortable taking the project forward. Mr. Nelson responded that he does. He sees the bigger picture. He will do what it takes to make this successful.

Dr. Mendenhall stated that she wants to help and would not leave Mr. Nelson out of the process. She asked how many producers have signed the release forms. Mr. Nelson responded about 20 new producers. Some are waiting for more information. Mr. Miller clarified that there about 20 new producers, but a total of 60-70 producers have signed release forms. He then discussed the time commitment required to prepare the shows for airing. Mr. Weaver stated that the staff is working on details. He reminded the Board that things need to be done in sequence, as shown on the timeline. Mr. Fullerton asked

when marketing would begin. Mr. Weaver responded sometime in September. Staff needs time to work on and test procedures. Inputs from the Board are excellent, but time is needed. Dr. Mendenhall asked if her name has been removed from the producers list. Mr. Nelson stated that it has. Mr. Donald-Hardrick stated that there is already a subcommittee on policies and procedures that can work with Mr. Nelson. We need someone with an understanding of the policies and procedures to work on marketing.

Mr. Lee called the question.

**Motion by Dr. Mendenhall that the President appoint a person or subcommittee to do outreach with people identified in the Reidel Report and assess current interest. Second by Mr. Brodsky.**

Mr. Fullerton asked if this would be done at a time to be determined.

**Dr. Mendenhall responded yes.**

**Roll call: Yeas: Fullerton, Cogar, Bruno, Maguire, Gaughan, Brodsky, Mendenhall**

**Nays: Donald-Hardrick, Lee**

**Motion carried 7-2**

6b. Board Training/Roberts Rules of Order

Mr. Brodsky initiated this item based on how agenda items are handled. The Board should attempt to follow Roberts Rules of Order. There is no point in continuing to talk about items after the vote has been taken. There was then discussion on bringing items back to the agenda that had previously been voted on.

Mr. Mumgaard agreed that these are very good ideas. Staff should have had a training session when the Board began. He anticipates when new Board is in place in October with whatever members, he will have a training session. Mr. Weaver stated that staff appreciates the input. There have been discussions about meeting procedures and other similar items.

6c. DVD Not in Rotation

Mr. Donald-Hardrick stated that he has been getting complaints in his district from different organizations that turn in DVDs and they are not being put in rotation or are being returned or older versions are being aired. He would like to know why.

Mr. Craddock and Mr. Nelson spoke regarding this concern. They are still in the process of developing a system. The Board approved the seven day timeframe. This has created a ripple affect about when a program should be in and labeling of DVDs. They receive some DVDs that do not have labeling. If they are dropped in the slot, they have to assume that it is the next to be aired. Some are submitting more than one

program that are to be aired next and in the future. This creates a backlog and confusion on which is to air. They regret the situation and will try to make sure it does not happen. Some parts of the system need to be reworked. DVDs should indicate program and air date. They are trying to contact the producers. The only information they have to go by is on the label or DVD. They now mark when a DVD is received. This needs to be addressed when it happens. Mr. Donald-Hardrick stated there are several instances. He would like to have it addressed as soon as possible.

Mr. Nelson agreed. He stated that some issues are a result of learning the new equipment. There was then discussion of the equipment and training and also the process involved in airing a program. Some of the issues can be resolved with making producers aware of the proper format for DVDs.

Mr. Donald-Hardrick asked if there is anything the Board can do administratively or through policies and procedures to get this done better and faster. The technology is available. Producers need to be informed when a DVD needs to be converted and how to change it. Mr. Cogar asked if producers know the criteria. Mr. Nelson responded that some do not. Most use the technology they have available. There was discussion of the criteria and standards. Mr. Nelson added that the policies and procedures need to indicate that DVDs have to meet standards and what they are. This would alleviate many problems.

#### 6d. Equipment Purchases

Mr. Donald-Hardrick discussed equipment being used at this time. There was also discussion of streaming. Mr. Miller responded that staff has spoken with DOT.Comm about streaming and equipment. There is much to consider besides adding the module to current equipment.

#### 6e. Policy and Procedures – Amend to Include Rotation

Mr. Lee stated that he asked to put this back on the agenda as a new matter regarding establishing rotation. He is proposing a hybrid of the Indiana system. A similar item was on the agenda last meeting, but this is somewhat different.

**Motion by Mr. Lee for consideration by the Board that the policies and procedures that were adopted last month be amended to adopt the policy of assigning programs at a minimum four month rotation for all programs to occur between the early morning, the daytime and the prime time blocks. Currently scheduled programs will remain in their current day and time slot for the next four months. Thereafter, when a request is received for an occupied slot, the program in that slot shall rotate to a time slot on the next succeeding day that is unoccupied which is nearest in time to the previously scheduled slot. The program shall remain in that newly assigned slot for the latter of four months or upon written receipt of a request for that slot from another program. If a written request is received, the rotation shall continue in the same manner.**

Mr. Lee then provided some background information. He is asking the Board to amend the police and procedures to adopt the rotation schedule as proposed in his motion.

**Second by Mr. Donald-Hardrick.**

Mr. Gaughan asked if this affected the 30 minute limit. Mr. Lee responded no. The motion proposes a four month rotation.

Dr. Mendenhall stated that it is important to hear from producers. She asked Kris Pierce to comment.

Kris Pierce, 12912 Curtis Avenue. Mr. Pierce stated he can deal with this proposal. His only concern is that he currently has the 10:30 a.m. slot on Saturday. If a new producer wants that slot, what does that do to the quality of KPAO and producers in that slot? He will abide by the policy. He asked the Board if we bound by the matrix. His current slot is designated as children's programming. Would his show be shifted? His understanding is that a show would be moved only if the slot is requested. He would hope that if a slot is challenged, the new show would be of the same caliber.

Mr. Donald-Hardrick stated that should be up to Mr. Nelson. Mr. Pierce agrees it should be up to the staff. They should try to fill empty slots before giving away filled slots.

Juan Carlos Veloso, 3105 Madison Street. Mr. Veloso produces a religious program. From his perspective he understands the logic but rotation could damage a program. Mr. Veloso stated it takes time to build an audience. If changed every four months, it would damage the program and confuse people. He has business cards that list his program time. He feels he would have to start over every four months.

Dr. R. Mario Sanchez, 7105 South 101<sup>st</sup> Avenue. Dr. Sanchez stated that he has had a show for about 1 ½ years. His program is 30 minutes about medicine that has many followers. The next 30 minutes is civic issues. The rotation would kill his program and the demise of community programs. Producers will have to start looking at other options. He added that he has a professional studio.

Anthony Yates, 4429 South 26<sup>th</sup> Street. Mr. Yates stated that his program has been on for years at the same time. If it is rotates, he will lose his audience. Producers are trying to build viewers, not lose viewers. He would like the Board to work with those that have helped build public access. He agrees that the empty slots should be filled first.

Ben Gray, City Councilmember. Mr. Gray stated he wants to remind everyone that we are developing a station and trying to build a broad audience. As far as the rotation proposal, he stated it is a management prerogative, not producers or Board or City Council or staff. Management needs to be able to rotate based on programming coming in. There are many others that want to produce programming but want a slot to be put in. He restated that the responsibility for placing programming is a management prerogative. Staff needs flexibility to say we think this will work better in these time slots. We are trying to broaden the audience and those who produce. Management needs to

have maximum flexibility and rotation is necessary. If producers can demonstrate a large audience, the management team needs flexibility to place in the appropriate time. Mr. Gray clarified that by management team, he is referring to Jim Nelson and Chris Craddock.

(Ms. Maguire left the meeting at 6:15 p.m.)

Mr. Gaughan asked if grants would be available if KPAO is open to more people. Mr. Gray responded yes. If people decide not to invest, we are not going to have a station for very long.

Jerry Harrison, 5520 North 50<sup>th</sup> Avenue. Mr. Harrison asked if rotation is in place now. He stated that he just wants to have his shows aired. He does not care what time.

Mr. Lee stated that Mr. Gray pointed out something important to consider – fairness and equality. He also pointed out that we need to have confidence in the management team. The Board and City have committed to develop KPAO. One of the elements of this motion is the importance of the rotation schedule. Nothing mandates rotating out in four months. You may still maintain your spot. If someone comes in with a new show, the staff needs to work with them to find an appropriate time slot, taking into consideration grouping, etc. The Board needs to have confidence in staff to give them that ability.

Mr. Fullerton asked if that was in the motion. It does not say we are giving management tools to Jim and Chris. The motion says if there is a request for an occupied slot, the program will rotate to that slot on the next day.

Mr. Lee responded it is the next day that is unoccupied and nearest in time to the regularly scheduled slot. That's the rotation principle. We need to look beyond the policies and procedures and the rotation principle and look at the intentions in adopting this policy in conjunction with policies and procedures that we have in place now. Jim and Chris would have the ability to make decisions to say yes, you can make a request for that time slot and we do have a rotation policy, but look at the programming and suggest a better time. If that does not resolve the issue, then the rotation policy would come into play. Something like this has been successful in Indiana. Also, Mr. Lee stated that this can be changed in the future.

Dr. Mendenhall would like to add a clarification. On the fourth line, starting with "currently scheduled programs will remain in their current day and time slot for at least the next months. Thereafter when a request is received for an occupied slot, the program in that slot may at the discretion of the station staff may rotate to a time slot on the succeeding day, etc."

She asked if that is what we are trying to say. Mr. Lee stated that he would like to leave his motion as previously stated.

Mr. Fullerton stated that if there is a block of strong programming and someone comes in with a different type of show and requests that time slot, what would happen? Does management have leeway?

Mr. Donald-Hardrick stated that is why management is there. The Board does not need to micromanage. Mr. Fullerton stated this amendment seems like micromanaging.

Mr. Gray stated that is why it should be management prerogative. If a program has a substantial audience, the management team is obligated to put the best program in the best slot available. If there is a program with a significant audience, there are two options – leave the program where it is or rotate it out slowly and brand it in such a way that before you rotate it out you give the audience the new information and ask for feedback. The management team needs to have as much flexibility as possible. We are not trying to throw anyone out of their slot.

Mr. Gaughan asked Mr. Gray if he liked the proposal contained in Mr. Lee' motion. He responded that he is not married to the four month rotation. He likes the management team having as much flexibility as possible. If a show is losing viewers, management can change the time to help the show gain a wider audience.

Mr. Gaughan asked how we would know how many viewers a program has. Mr. Gray stated that there is some technology that will help. A sampling of what people are watching can be taken through a variety of sources. Dr. Mendenhall stated that previous attempts to find out how many are watching have not gone anywhere. Mr. Gray stated that phone sampling is one way. There is new technology available. Mr. Cogar suggested an announcement at the end of shows asking viewers to let us know what you think. Mr. Gray restated that we are trying to build an audience and a station.

Mr. Weaver stated that staff feels strongly that some type of rotation is critical. This amendment works. If someone wants to request a slot, staff should first sit down and talk with the new producer to work on another time. If the producer insists, then the policy would kick in. We do not want to destroy good programming. We need to entrust staff to work with producers. Right now, there are so many open times that there is a lot of flexibility. There are also opportunities for additional funding and grants. Providing grandfather rights excludes people.

Mr. Fullerton stated that he does not feel the motion provides staff with this flexibility. Mr. Weaver stated that there is flexibility in every law and procedure.

Mr. Brodsky called the question. Mr. Lee requested a roll call.

**Roll call: Yeas: Donald-Hardrick, Bruno, Gaughan, Cogar, Lee, Fullerton**

**Nays: Mendenhall, Brodsky**

**Motion carried 6-2 (Maguire absent)**

7. Executive Session – none.
8. Public Comments on items not on the agenda

Jerry Harrison, 5520 North 50<sup>th</sup> Avenue. Mr. Harrison stated that he has concerns about public access. He referenced the Chicago system. Mr. Harrison stated that the Board should be asking how we can make it better for current producers. He also referenced systems in different cities.

Anthony Yates, 4429 South 26<sup>th</sup> Street. Mr. Yates stated that he appreciates everyone and supporting public access. He stated that we need to work together.

Juan Carlos Veloso, 3105 Madison Street. Mr. Veloso stated that he is grateful for the work being done and choosing the right people.

Kris Pierce, 12912 Curtis Avenue. Mr. Pierce stated that the discussion about outreach for new producers is important. Some have made negative comments about the system. We need to focus on current producers and those that had shows on CTI, if they want to come back. He would like to continue public comment on individual agenda items. It is important to hear producer input. He stated that producers need to know the acceptable formats. Previously a list was provided by Cox. That information needs to get out. Producers want to continue, they just need to know what's right. He stated that producers need to know what can be submitted and if they do not, they should be rejected. Producers need to be held accountable. Mr. Pierce agreed with Mr. Gray. If a show is successful, staff needs flexibility to handle the situation.

9. Next meeting – August 12, 2013.

**Motion by Mr. Donald-Hardrick to move the meeting date to July 29, 2013.**

Mr. Mumgaard corrected his earlier statement about needing to make it an agenda item to change the meeting schedule. The bylaws state that a meeting is required at least every other month. The date schedule is a proposed schedule. Mr. Donald-Hardrick would like the Board to meet more frequently because of the critical path we are now on.

**Second by Dr. Mendenhall.**

Mr. Mumgaard stated that a motion is needed to set the meeting at a specific date. Mr. Brodsky asked if the President could set a date without a motion. Mr. Mumgaard replied that a motion is needed. Mr. Fullerton stated that the problem with meeting again is that staff and management already have a lot to do. Mr. Lee stated that the purpose of the committee structure is that they can meet and get information and input. Monthly meetings keep the same time and date and schedules coordinated.

**Roll call: Yeas: Mendenhall, Donald-Hardrick**

**Nays: Brodsky, Gaughan, Lee, Fullerton, Bruno**

**Abstain: Cogar**

**Motion failed 2-5-1**

**Motion by Mr. Lee that the next meeting be set for August 12, 2013.**

**Second by Mr. Gaughan**

**All in favor.**

10. Adjournment

Approximately 6:51 p.m.

Original signed by Addie Donald-Hardrick III  
Secretary, Cable Television Access Corporation

/tlb