

Community Access Television of Silver
Board Meeting
MINUTES
July 9, 2010 @ 5:30 p.m. in the CATS Studio

Attendees: Cissy McAndrew, Howard Reinert, Kendra Milligan, Tater Todd Dennely, Lori Ford, Gwen Jones, Ben ???? & Joe Kellerman

- I. **Introduction**-Cissy called the meeting to order at 5:36 p.m. and read the CATS Mission Statement.
- II. **July 2010 Agenda Approval** – The following changes were made to the agenda
 - a. Production Training Policy was added to the Operations committee
 - b. Todd’s presentation was placed in public input
 - c. Removal of ‘new’ from Board Members to address members attendance as well.Lori moved to accept the June 2010 agenda with revisions and additions. Howard seconded the motion, which passed unanimously.
- III. **Review of June 2010 Minutes** – Kendra said the minutes for June will be presented at the next meeting, but she is rebelling due to the lack of the revised Bylaws yet to be presented after 7 months, and she will not supply minutes until such time as they are presented to the board.
- IV. **Public Input:** Todd has been inquiring on sponsors and sold a KOOT-FM sponsorship, but he was dismayed to hear the approved sponsorship had been revised and cut down from original 30-second to less than half with a sponsorship by Melvyn Gelb and aired without notification on the change—sponsor was upset. Board learned monthly sponsorship of KOOT-FM costs \$25 per month. Outreach and Marketing will meet to reassess sponsorship monthly rates. This sparked a heated discussion on sales, the sudden change from 30-second sponsorship to 15-second sponsorships, and the board needing to make a policy on sponsorship length that had been discussed in depth at the work session.
 - a. **To continue the sales KOOT Channel 8** he needs the following support from CATS
 - i. A tear sheet printer which should cost the same as a standard printer
 - ii. A Linex programmer to make a tear sheet program for Channel 8 for affidavits and confirmation of airing. The difficulty of locating a Linux programmer (even WNMU lacks staff capable of this) sparked another heated discussion on the continued use of LINUX and the outdated operating system, which lacks support service. Discussion of a product/program TV Channel in a Box is available.
 - iii. Internet connection on Windy Rd. to input programs/runs a satellite and internet provider guarantees a \$110 a month service offering 1MB per second (discount for longer guarantee contract), but might have to drive up at times and knock snow off the disk.
 - iv. Need the letter/media packet to present to potential sponsors.
 - v. The potential is there for advertising dollars. There was some discussion on different rates for local vs. non-local business. The board felt all rates should be the same. A contract needs to be drafted for Todd, and a contract template must be drafted as well since previously all filming contractors lacked yearly contracts, a serious oversight the board must address at the next Personnel Committee scheduled for Wed. July 14, 2010 @ 5-ish p.m. in Cissy’s Reality office.
 - vi. Joe brought up the serious concern about KOOT Channel 8 output. Lori confirmed she had received inquiries/complaints about lost signal of late (2-3 weeks ago). Transmitter has had problems.
 - vii. Marketing committee will meet on Sat. July 17, 2010 @ 1 p.m. in Javalina’s to discuss drafting a marketing sheet & Joe will get the needed info. Todd will inform him what information is needed.
 - viii. Kendra moved that CATS allot \$1000 for equipment and services needed to proceed with sales on KOOT Channel 8. Howard seconded the motion, which passed unanimously.

- ix. Todd was directed to draft a list of what services he is willing to supply for the sales contractor position and his fee to CATS before the Personnel Committee meets on Wednesday.
- b. Ben requested time to present at the next board meeting (Aug) a presentation on the renewal of equipment for faster operating and better usage. A timely item after the earlier operating system and Linux discussion. Will be added to Aug agenda and time allotted.
- V. **Membership-** Due to continued absenteeism over three meetings limit in bylaws this year Cissy will write a letter to Anna. A potential board member visited CATS, BJ who was recruited at BluesFest outreach. There was a request by Ben for prerequisites fro a board member. Willingness to work is the only one currently.
- VI. **Treasurer's report-** Cissy reported the balance in the account is \$66,424.52 very stable with equal out flow and inflow of cash. Budget neutral. Board has \$1 million in liability insurance that has been paid. Cissy said rent should be paid at same time as quarterly payment from Town, but already paid this year so the previous recommendation of paying rent quarterly can't be enacted until next year's rent.
- VII. **Manager's report-** Joe Kellerman
 - a. **KOOT-TV** transmitter is having a problem and we lack a backup transmitter. He is having trouble locating a repairman and a back-up costs roughly \$7,000. Kendra inquired into the use of the "equipment fund" previously tapped for the new cameras purchased earlier this year. The fund is only for CATS Cable Channel equipment. The Board asked if the funds in this account could be utilized for a printer for tear sheets for broadcast of CATS Cable TV channels to aid local and governmental broadcast times to help their community outreach efforts (interest expressed on this issue last meeting to aid in outreach to community and enhance grant applications and education opportunities by local entities). This is a possibility. Joe will look into tearsheet printer cost as program is on those channels to print tear sheets (KOOT Channel 8 lacks program to print tear sheets). Ben has volunteered to look into possibility of LINUX programmer.
 - b. **Radio good.** New hip hop mix with local youth working will with the youth picking up the production and programming quickly.
 - c. **Radio station expense-** need a phone connection/polycom for phone in interviews. Tod displayed some dismay as when he requested equipment previously was told to use his cell phone's speaker phone. Some discussion over favoritism and previous lack of staff to support request due to management. New polycom purchased nixed in favor of a direct line into production board (previously done and will allow for clearer signal).
 - d. **Shelves are up and in use.**
 - e. **Building inspection-** no report yet.
- VIII. **Document Retention and Destruction Policy-** Previously presented to the Board. Kendra moved to accept policy as presented. Lori seconded the motion, which passed unanimously.
- IX. **By Laws-** Cissy reported for Peg that they would be presented next month.
- X. **Committee reports**
 - a. **Administration**
 - i. The office assistant position job description had been reviewed by the board via email and revised. Lori moved the job description be advertised. Howard seconded the motion, which passed unanimously. Advertise in the Silver City Daily Press for one week including the Weekend edition and the deadline should be one week after that.
 - ii. Personnel committee meeting next week for contracts template, sales contract, and review complaints received. (See date below)
 - b. **Operations** - Lori discussed the need for more members on the operations committee- Joe and she are only members currently. Discussion on need for more CATS Members involvement in committees, not same board members in different pairings. Cissy said only requirement that committee has a Board member to report committee's work.
 - i. **Violation Form-** The Board reviewed the updated violations report and operations guidelines. Some changes including Board member witness signature and check box if via phone needs to be added/amended. Howard moved to ratify

the form and policy with the changes discussed. Kendra seconded the motion and discussion opened on this topic. Lori was concerned about ‘community standard’ clause in the policy. Who sets such a standard? Apparently Town has a set standard, and Mayor can cite this ‘standard.’ Kendra was seriously concerned about ‘equitable oversight’ (someone else used this description- Gwen?) and enforcement of policy. Cissy called for a vote after much heated discussion on freedom of speech, coverage of satire by the FCC and community standards. The motion was tabled due to lack of a quorum on vote—as Joe expressed conflict of interest and Lori voted against the motion.

- ii. This brought up the live radio vs. live TV violations including the ability to verify them; thus, the board was informed the live radio programs weren’t being recorded as the TV channels live feed is recorded. This makes monitoring the sponsorship on the KOOT-FM nearly impossible lacking archival recordings. This sparked a serious debate on why violations are not applied fairly between the two media mediums. Lori moved to purchase equipment to begin recording live radio programs to enable better monitoring. Howard seconded and the motion passed unanimously. Joe said he might be able to locate a portable hard drive to begin recording immediately and save money.
- iii. Production Training Policy – Not addressed.

c. **Finance** (See Treasurer’s report)

d. **Outreach & Marketing** –

- i. Kendra reported she is waiting on inquiring about a new front door sign until Building Inspector report received in case a move is imminent.
- ii. Lori discussed that the County Manager had expressed is interested in moving CATS equipment in Commissioner’s Board Room to County Business & Conference Center and County would purchase new equipment for Commissioner’s Board Room to be able to record anything they want with their staff. Lori recommends Cissy attend Commissioner meeting to discuss issue and seek input. Cissy will meet with County Manager first.

e. **Franchise Agreement**-Cissy will check into this for an update for next meeting.

- XI. **Other- Sponsorship length.** This is a repeated issue as sponsorships were originally 15-seconds, but for last few years have been 30-seconds, with an inexplicable move recently to cut sponsorships to 15-seconds without notification to members. There was a long and intense discussion on merits of time and requirements for sponsorships (a long list of what can and can’t be said because of FCC Guidelines). KRWG in Las Cruces offers 15-second spots for about two-weeks for \$300, but they have a much larger market share and population base to draw from. What was fair to our members and fair to our viewing and listening public. Offer a balance between support for community programs and audience programming. Some discussion about communication of real ‘airtime’ or broadcast times so producers know that an hour show is actually 55 minutes because of “Top of the Hour” sponsors for radio or TV. Also this discussion includes the problem with ‘call to action’ violations when a producer or a personality says “go, visit, and such” on sponsorships which has proven problematic of late. Discussion included policy of only airing sponsorship at beginning and end of program in blocks within so many minutes of a program starting and stopping. Lots of discussion on the issue. Finally, Howard moved that the sponsorship spots be allowed a maximum per sponsor of 30-seconds with dispersed sponsorship run time for CATS radio and television stations with all sponsorship scripts required to be approved prior to airing. Joe seconded the motion. Open discussion was around prerecorded sponsorships and difference required for live programming that voices live scripts of sponsors. The vote was called by Cissy and the motion passed unanimously.

XII. **Adjournment** – 8 p.m.

--UPCOMING MEETINGS--

- **Personnel Committee** scheduled for Wed. July 14, 2010 @ 5-ish p.m. in Cissy’s Reality office

- Topics: Contract template for filming, contract for sales position (Todd will supply proposal), and review and respond to complaints.
- **Outreach & Marketing Committee** scheduled for Sat. July 17, 2010 @ 1 p.m. in Javalina's.
 - Topics: Marketing Outreach Sheet for Sales, KOOT-FM Member Mixer planning, Member outreach, Reports on BluesFest airing of call letters and shorts, and contacting people from survey who expressed interest in being involved.
- **CATS Board meeting scheduled for Friday, August 13, 2010 @ 5:30 p.m. in the CATS office.** Remember to add Ben's proposal to Operations Committee presentation time!