

Minutes

Missoula Civic Television Advisory Commission

September 16, 2019

Commission Members in Attendance: Ginny Merriam, Chris Badgley, Toffer Lehnherr, Hatton Littman, Heather Harp, Megan Robson and Anne Hughes

Commission Members Absent: Hatton Littman, Lisa Mecklenberg Jackson, Stacie Anderson and Jen Sauer

Others in Attendance: Mike Painter (MCAT Board), Joel Baird (MCAT), and Heidi Bakula (Mayor's Office)

1. The minutes of August 19, 2019 were approved as submitted.
2. Public Comment – None
3. Commission Member Comment
4. Old/Continuing Business
 - a. Review current programming schedule that has been recorded/is being recorded

Old

See attached list for previous programming

New/Proposed Ideas

- Randy Krastel – People breaking the law in broad daylight – drugs, etc.
- Parade of Homes
- Developing in Missoula – Trends/Changes – Maybe a community discussion instead – what is your neighborhood willing to do for affordable housing?
- Tiny Home Development
- Approaches to Affordable Housing
- Candidate Forums for Council Candidates – no live streaming per Joel Baird
- City Council Rezone Refresher
- Commercial Real Estate Updates
- Local Option Tax Explainer
- Extra Patrols for Crime in Missoula
- Storm Drain Issues Explainer
- Homepages of Different Divisions or News Items on City Website
- Fall Harvest Festival at the Historical Museum – September 22nd
- Missoula Together at Caras Park – September 22nd
- Zootown Derailleurs Bike Skills Group
- Summer Programming for Kids – magazine show in the future on what's new
- Haz Waste Days – September 20th and 21st

5. New Business

a. Approve the annual MCAT report – Ginny Merriam

- Comment was made to add “livestreaming through Escribe” to last paragraph of Ginny’s introduction to the report.
- More content was still needed to use up the city’s hours.
- Still a problem to find staff willing to go on camera for shows.

Megan Robson made a motion to approve the 2018 MCTAC annual report, Toffer Lehnherr seconded the motion. The motion carried unanimously for approval.

Respectfully submitted,
Heidi Bakula
Executive Assistant



Follow Up From August 19 2019 MCTAC Meeting for September 16, 2019 MCTAC

Pending Projects

- A look at Downtown Community Policing with Dedicated Downtown Police Officer Randy Krastel
- Chris Behan, Karl Englund, Bryan Von Lossberg to do a TIFF educational show
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City of Missoula

- Citizen's Academy interviews for Heather Harp
- Unveiling of Flagship Mural at Millennial Building Parking Structure
- Candidates' Forums organized by Office of Neighborhoods, Sept 19 for Wards 5 and 6,
- September 24 Candidates' Forums for Wards 3 and 4, September 25 for Wards 1 and 2
- Stories & Stones Historical Tour September 15, 2019

University of Montana Media Assistance Grants

- President's Lecture Series, Cornell West live streamed from The Wilma
- State of The University Address
- It Takes a City, Recruiting and Enrolling Students at UM (City Club Presentation)
- **University of Montana Geosciences/UM BRIDGES, Lecture at the Nexus: Pete McBride**

Missoula County Public Schools

- High School Sports Started:
- **Big Sky 08/30/19** Fri. Billings West 7:00pm
-
- **Sentinel 09/03/19** Tue Glacier at Sentinel 7:00 PM
-
- **Hellgate 9/5/2019** Thurs Helena at Hellgate 7:00 PM
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- **Double Header: Hellgate 9/6/2019** Fri Skyview 4PM
- **Sentinel Vs Billings Senior** 7:30pm
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- **Big Sky 09/13/19** Fri. vs. Hellgate 7:00
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- **Sentinel 09/17/19** Tue Capital at Sentinel 7:00 PM
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Missoula County

- Interview with Emily Fair Director Emily Brock
- Historical Museum at Fort Missoula Doc's Return: A Combat Medic Returns to Vietnam 50 Yrs Later

Annual Report 2018
Missoula Civic Television Advisory Commission

Missoula Cable Access Television's government channel, Channel 190, is an electronic pipeline that enriches civic life for 20,000 Missoula households. It brings local government and civic affairs from City Hall, the Missoula County Courthouse and the Missoula County Public Schools' boardroom and schools to the citizen's television or computer screen and makes it possible for everyone to be involved in government. Serving as the City of Missoula's civic channel, it also brings feature programming and public events coverage to its viewers.

The MCAT staff works on government channel programming with the guidance of the 10-member Missoula Civic Television Advisory Commission (MCTAC). Its appointees represent interests across the community: City and County government staff members and elected officials, Missoula County Public Schools District, the University of Montana and citizens at large. The commission manages 1,400 hours contracted for City government coverage each year. Commission members and the MCAT staff strive for a broad mix of programming types and subjects.

Meeting broadcasting, live and archived, has been the bread-and-butter of civic channel programming. The commission and MCAT and City staff members have worked during the past few years to conceive and produce more magazine-style feature programs and City projects and initiatives. In 2018, MCAT staff worked 161 hours on feature, magazine-style programs, a number the commission works to increase. Their subjects covered a wide range, including the State of the Community event, housing policy forums, historic preservation walking tours and park dedications and ribbon-cuttings, as well as multiple enterprise interviews with City staff.

In 2018, staff and recording time went to 591.25 hours of meeting recording and broadcasting. Of those, 329 hours went to City meetings, 70 hours to County meetings and 37 hours to MCPS School Board meetings.

This year's total civic TV hours, including time spent by staff members on management, came in at 997.25 hours, short by 402.75 hours of the 1,400 hours contracted. Trends that emerged during the past few years have continued. Meetings are shorter. Demand for enterprise programming and magazine-style features and news features is increasing. MCAT general manager Joel Baird and members of MCTAC are aware of these trends and are working to meet the demand. The most significant impediment to increasing production of non-meeting video programming is availability of funds to pay for in-house and freelance professional editing.

In technology improvements, MCTAC members encouraged and worked with MCAT leadership in their acquisition of equipment that enables live streaming from remote locations (outside of meeting places wired for MCAT, such as City Council Chambers). Online access to civic programming as well as streaming is available on the City of Missoula website and is now robust on the MCAT website.

Also in 2018, the commission added regular coverage of the Missoula Redevelopment Agency board and the Missoula Local Emergency Planning Committee. Expanded coverage of high school sports has drawn widespread public viewership. A wide variety and strong mix of subjects on MCAT talk shows is also of interest to the public.

The Missoula Civic Television Advisory Commission has 10 scheduled meetings a year. Its membership of 10 people consists of four at-large citizens, two appointed by the mayor and two by the City Council; two City Council members; one City staff member; one University of Montana representative; one member designated by Missoula County Public Schools; and one member designated by Missoula County. They look forward to another year of guiding the government channel as an integral part of free speech and open government in Missoula.

Respectfully submitted,

Megan Robson
Heather Harp
Ginny Merriam
Anne Hughes
Chris Badgley
Hatton Littman
Lisa Mecklenberg Jackson
Bruce Tribbensee
Jen Sauer
Stacie Anderson