

MARIN TELECOMMUNICATIONS AGENCY
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MEMORANDUM

DATE: October 14, 2009
TO: MTA Board of Directors
FROM: Barbara Thornton, Executive Officer
SUBJECT: AGENDA ITEM **I**: CMCM GOVERNMENT CHANNEL COMMITTEE –
MTA PARTICIPATION

Recommended Action: Discuss MTA participation and appointment options for the CMCM Government Channel Committee and provide direction to Staff.

Background:

The Community Media Center of Marin (CMCM) proposes the creation of an advisory committee for the purposes of facilitating the programming content and scheduling of the government channel. The advisory committee will be composed of individuals recommended by the MTA board and shall include representatives of county and municipal governments and/or their related agencies. The representatives may include MTA Board members, elected officials or staff members and the MTA Board should discuss the options and provide direction to staff regarding the appointments.

The role of the advisory committee is to:

1. Outreach to their local county/municipal agencies to create an awareness of the channel.
2. Solicit pre-existing relevant video content for use on the channel.
3. Refer production requests to CMCM as necessary.
4. Reach consensus on any programming/scheduling conflicts that might arise.
5. Ensure that content aired on the government channel is appropriate to the mission and guidelines of the channel.
6. Provide support and assistance to the CMCM in the facilitation of the channel.

The advisory committee will meet on a quarterly basis with additional meetings scheduled on an as needed basis. Primary communication will be handled via an email listserv to resolve the majority of questions and requests that may arise.

A description of the CMCM Government Access Channel Advisory Committee and its Operating Policy and Procedures is attached.