



MINUTES
K-23 ADVISORY COMMITTEE
Monday, September 28, 2009 – 7:00 p.m.
Keizer Civic Center

The meeting was called to order at 7:00 p.m. by Chair Heimerdinger. Those in attendance were:

Present:

Jason Heimerdinger, Chair
Daniel Sprenkle, Vice Chair
Charles Lewis
Randy Boeger
Doug Jones

Council Liaison

Cathy Clark

Absent

Roland Herrera
Jack Evans
Joel Stein

Staff

Rex Robertson, Ike Media
Mark Richert, Ike Media
Lance Inman, Keizer Police Department
Debbie Lockhart, Deputy City Recorder

Appearance of Interested Citizens ~ None

Approval of Minutes ~ Randy Boeger moved to approve the August meeting minutes. Charles Lewis seconded. Motion passed as follows: Lewis, Boeger and Jones in favor with Heimerdinger and Sprenkle abstaining and Herrera and Evans absent.

Review of Programming/Production Schedule from Rex Robertson with Committee Input/Suggestions: Rex Robertson reviewed a handout showing the programming and production schedule, Webus report, scheduled productions and new ideas. He reviewed the average monthly workload and the yearly workload. Chair Heimerdinger noted that he was interested in knowing the *capabilities* of K-23 staff rather than what they currently do. Discussion then took place regarding programming with the committee agreeing that since CCTV was covering all but one of the McNary games, K-23 should focus on other sports including soccer, basketball, swim meets, wrestling, volleyball, softball and track. Mr. Robertson noted that sporting events other than football were less labor intensive and could most likely be done with current equipment and staff by eliminating one of the video programs. Chair Heimerdinger urged Mr. Robertson to check www.highschoolsports.net for the scheduling of all McNary sporting events.

Discussion of Increased Programming and Expansion Proposal ~ Mr. Heimerdinger noted that the average monthly work load would define the work area and that he would like to see anything from increased programming to some kind of community outreach program. He would like to build an army of programming producers and educate the populace to go get their stories and submit them for publication. He noted that if Council wanted more variety then there would be a need for more producers who were willing to volunteer their time, but a volunteer coordinator would be necessary to manage the volunteers. Dan Sprenkle pointed out that it looked like staff was fiscally at their limit and in order for the programming to grow

Council would need to support the increased programming with funding. He suggested that the television station be approached as a business rather than as a volunteer committee adding that he felt increasing the sports programming would increase viewership. He added that perhaps the committee could put out feelers and get bids for this and, if the bids were reasonable, the committee could approach the Council for support. Additional discussion took place regarding alternative approaches, the logistics of the budgeting and coordination of production staff. Mr. Robertson suggested that perhaps a "Sports Wing" for K-23 could be developed.

K-23 Citizen Survey ~ Mr. Sprenkle reported that he had done nothing on the survey. Committee discussed questions and formatting of the survey as well as various options for getting the survey out to the public such as a press release in the Keizer Times, printed versions available at City Hall and an insert in the water bill. Mr. Robertson volunteered to develop something that could be posted on Survey Monkey and email it to committee members for their review. It was agreed that members would provide input and the final version would be offered for approval at the October meeting.

Other Business ~ Lance Inman reported that information regarding Nixle was going out in the next water bill and requested that the information be put on K-23 as well. Additional discussion took place regarding a program based on the true story of a McNary student who was killed in an automobile accident. He explained that a Keizer Police Officer is in the process of applying for a grant to work with the High School Media Department and recreate the event. Chair Heimerdinger added that he had shared ideas with the police officer and that the production would be aired at various locations with live portions as well and that he also hoped that eventually the live portions could be filmed and made part of the video so that the program could be shared over a wide spectrum of venues.

Members agreed that because K-23 was not filming the McNary football games, the \$4,000 request for funding should be retracted.

Doug Jones moved to retract the motion made at the previous meeting requesting \$4,000 from Council towards production. Jason Heimerdinger seconded. Motion passed as follows: Lewis, Boeger, Jones, Heimerdinger and Sprenkle in favor with Herrera, Evans and Stein absent.

Discussion then took place regarding the Webus Emergency Alert System. Mr. Robertson pointed out that the current version will not allow the Police Department to interrupt programming and do an alert; an upgrade would be necessary for that. He noted, however, that should the Police Department have an emergency, he and Mark were available 24/7 to put an announcement on immediately at their request. Lance agreed that this would be adequate for the Department's needs adding that he would like to be able to put out advisories or requests for assistance. Additional discussion took place on the desirability of having a "ticker" scrolling at the bottom of the screen to keep citizens informed. Committee members agreed that they would like to discuss this further at the next meeting.

Adjournment ~ Meeting adjourned at 8:16 pm.

Next Meeting

Monday, October 26, 2009, 7 pm – Civic Center Room A

Approved: 10-26-09