

Santa Maria Community Television  
**Minutes**  
SMCTV Board of Directors

Mark van de Kamp – Chair  
Bob Morrison – Director  
David Cross – Director

Alan Sutterfield – Clerk of the Board

Meeting  
December 9, 2009  
6:30 PM  
City Council Chambers  
110 East Cook Street  
805-925-0951

**1. Call meeting to order**

The meeting was called to order by SMCTV Board Chair Mark van de Kamp at 6:30 p.m. Also present were directors David Cross and Bob Morrison and SMCTV Station Manager Alan Sutterfield.

**2. Pledge of Allegiance**

**3. Public Comment**

There was no public comment.

**4. Approval of June 10, 2009 minutes.**

**ACTION:** Motion to approve by Mr. Cross, seconded by Mr. Morrison. Motion passed 3-0.

**5. New Business**

**a. ACTION:** Proposed amendment to Policies and Procedures, Section 12

Mr. Sutterfield explained that block programming is common at many PEG centers. He proposed that priority be given to Inspirational/Church and Spanish-language programs on Sundays on the Public Channel 25. A three-hour block of Spanish-Language already exists, with Sundays having the most number of programs of any day of the week. He mentioned that any producer of inspirational/church programming would want Sunday placement and that 2 media consultants recommended Sundays as the most popular day for Spanish-language viewers. These two categories of programs would have priority,

but that other types of programs would not be moved unless a request was made by priority Sunday programs. Mr. Cross asked how this proposed change had come about and Mr. Sutterfield responded that Sunday's schedule was packed, with only two, thirty-minute timeslots currently available. Some timeslots had already been freed up on an informal, voluntary basis to make room for inspirational/church programs, but Mr. Sutterfield preferred it to be in the SMCTV Policies and Procedures. Mr. Cross indicated that schedule flexibility was desirable and he supported the change. Mr. Sutterfield said many PEG centers employ various methods to periodically free up competitive timeslots for new producers. Veteran producers value their existing timeslots, but block programming builds viewership by providing similar types of programs over the course of several hours. Mr. Morrison inquired what percentage of new series producers join SMCTV each year, and Mr. Sutterfield estimated the figure to be 10 – 15%, almost all programs being part of a series, with the SMCTV staff encouraging producers to supply a series rather than a single program. Mr. van de Kamp indicated that block programming had been considered since SMCTV's first year of operation. Mr. Cross made a motion to authorize the change to the Policies and Procedures and Mr. Morrison seconded the motion. Motion passed 3-0.

#### **b. INFORMATION: CAP Act and FCC Updates**

Mr. Sutterfield explained that the Community Access Preservation Act (CAP) was introduced in the US House of Representatives by Representative Tammy Baldwin of Wisconsin and that the bill had 7 co-sponsors to date. Santa Maria Mayor Larry Lavignino had written to Representative Lois Capps, encouraging her to co-sponsor the bill as well. The Cap Act seeks to protect PEG organizations around the country that have been damaged or eliminated by recent state franchising legislation. Mr. Sutterfield cited newspaper reports that the benefits promised by state franchise legislation, such as lower cable bill rates, have not materialized and that some cable providers refuse to share their data with regulatory agency. He indicated that SMCTV's relationship with Comcast Cable has been positive, unlike some other areas of the country. Mr. van de Kamp indicated that the staff of Lois Capps assured him that she was a PEG supporter. Mr. Sutterfield said that the new FCC chairman has not yet dealt with any PEG issues and that the FCC is concentrating on broadband build-out and net-neutrality issues, despite several lawmakers and organizations petitioning the FCC for relief on PEG channel placement disputes. Mr. van de Kamp mentioned that the past administration's FCC was not PEG friendly.

#### **6. INFORMATION: Report from PEG Station Manager**

Mr. Sutterfield reported that SMCTV offers services to over 50 local nonprofit organizations. Programming was up on the Government Channel 23, the Education Channel 24 programming was unchanged, and the Public Channel 25 had a small drop in programming after several months of posting record numbers of programming. He also indicated that SMCTV would be impacted by city-wide mandatory time off the third Friday of each month, and that its budget would be trimmed by 5%, which would make

any potential large-scale repairs to equipment difficult. Mr. van de Kamp thanked Mr. Sutterfield for keeping informed about PEG issues. Mr. Morrison asked about funding availability for a local video competition project, with Mr. Cross indicating he would support the idea and Mr. Sutterfield said he would consult with SMCTV members. Mr. Morrison expressed a desire for the board to receive more input from the membership, and Mr. Sutterfield said that the next board of directors' meeting could be held at the SMCTV Media Center, to encourage membership feedback. Mr. Sutterfield said that many of the membership services and practices that he had initiated were a result of his employment at Olelo Community Television, which is very pro-active concerning the rights of community access members. Mr. van de Kamp encouraged having the next board meeting at the media center. Mr. Morrison motioned to adjourn, which was seconded by Mr. van de Kamp.

## **6. Adjournment.**

Mr. van de Kamp adjourned the meeting at 7:15 pm.