

# MINUTES

## Meeting of the CCTV Board of Directors

Time: **Wed. 9 October 2019 - 8:00 - 9:00 a.m.**

Location: **CCTV/ Channel 17 HQ**

**Present:** Erin M., Jane, Julia V., Mary

**Staff:** Kathleen, Meghan

*The mission of CCTV Center for Media & Democracy is to open the door for democratic social change to happen. We aim to be a trusted provider of free speech training, tools and channels. We serve activists, civic leaders, nonprofits and community members who want to increase their reach and impact.*

**Approval of CCTV Minutes:** Sept 2019 - Approved.

**Approval of CCTV Financials:** budget- Approved.

## Discussion

Underwriting of programs

Goal to: match donations from last year

PEG study committee

October 21 public hearing 10 am - 12

Branding - visual history of ch17 - how people see it, when people see it - brainstorm about where we are going to go.

- local journalism angle - how do we do it
- We don't have to meet the same niche as media factory
- cooperative for local media
- Enterprise platform is complicated - not an easy move for CCTV to cooperative local media platform
- what is cctv's mission
- conversation can be around branding, staff, programming, etc. many playing fields that may not be visible to the public
- decentralized media landscape
- partner with organizations outside of public access
- we share tech core and advocacy
- in January we are going to open a new channel and we need to brand it (tell people that ch 17 is gone and channel 1087 is the new place)

## Board strategy session

- Strategic board meeting to discuss trends and big ideas - time tbd
  - step 1 - what are we interested
  - step 2 - what projects do we want to work on
  - step 3 - TBD

### **PEG Funding**

- Public hearing at statehouse Oct 21 for PEG Study Committee

### **Fundraising**

- Met fundraising goal
- underwriting for internship program
- next steps - reach out to businesses who benefit from our content - lawyers, architects
- loyal inner circle of supporters
- year end fundraising - two pronged, one online and one mail version
- three point campaign - archiving, internships - education, advocacy
- highlight reel from 35th anniversary - make an emergency fundraiser video about archive for email fundraising campaign.
  - video needed for imaging and visuals
- Board Goal

### **Next Meeting**

TBD

### **Adjourned**