

CCTV Center for Media & Democracy

MINUTES

14 December 2021 - 10:15 a.m. - 11 a.m.

CCTV HQ - 294 N. Winooski Avenue BTV

Board Package

Upcoming Meetings: 1/25/22, 2/15, 3/15, 4/12, 5/17, 6/14 - Confirm

Attendance: Shay Totten, Mary Simons, Bryan Davis

Financial Report - [November 2021](#) - FY22 Budget reflects addition of Vt Language Justice Program - \$1M! (First time we have crossed this threshold). Approved.

Minutes - [November 2021](#) - Approved.

General Update (see Below)

Board Development Update - Checking on Kaelyn Murray - LG
Mohamad Jafar - ST, Jeetan - MS - Mohamad will introduce us to potential new people (he has a new job at the City/ Racial Equity and Belonging so he is pretty busy), Jeetan - willing to be a connector/ let's figure a project to do together.

Development Discussion - New Development/ Marketing Coordinator likely to come on board in January. Will build her skills, and add work with consultant starting in February/March with goal of completing a coherent development plan.

VT Language Justice Program - We have several opportunities to generate funds for this project (and start to cover the \$40K in admin costs gap). Funders that are likely to be interested in this work. Follow up on United Way Mental Health efforts, Vermont Community Foundation is launching a Community Health initiative, DOH next conversations plus a UVM Medical Center Collective Impact Planning Grant. Thinking to bring in Diane Meyerhoff, grant writer, to help us develop a template and build muscle memory to work on development of this project.

Community Media Centers - There is growing interest in the “new” public media center. See this short article: <https://www.niemanlab.org/2021/12/the-local-rise-of-public-media-centers/>

There are several potential grant sources to research, including the Democracy Fund and other foundations with an interest in this realm (Shay will share with LGD). Discussed the next gen of community media center and ways to share information, for example fliers for the VT Language Justice Program to supplement electronic communications.

Research focus for January 2022.

Succession Planning: Executive Director Job Detail - [For Review](#). - Reviewed the Detail of ED job description. Suggestion to add hours spent in these realms. Discussion of next steps. LG plans to prepare budget drafts reflecting addition of senior staff to support visionary leadership. This is likely to include senior development officer, chief financial/ operations officer. Budget to follow in January for discussion.

[October 2020 - September 2021 Labor Detail](#) - “30 hour” position

Development/ Advocacy - 44% of labor (714 hours - .35 FTE)

Administrative/ Finance - 40% of labor (604 hours - .3 FTE)

Content Production (CCTV Prod/ Content) - 18% of labor

Budgeted as a 30 hour/ week position, work required plus CTO/ Hols = 36 hour/ week position (90% FTE).

| | | | | | | | | | | | | | |
|--------------|------------------|-----------|-------|------------|-------|---------|------------|-----------|---------|-----|------|----------------|-----------------|
| FTE | | | | 44% | | | 40% | | | | | | |
| 80% | 16% | 2% | 25% | 19% | 6% | 12% | 2% | 9% | 8% | | | | |
| 1640.5 | 264.75 | 28.5 | 407.5 | 307.75 | 106.5 | 194.25 | 38.25 | 155.5 | 137.50 | 102 | 120 | 1,862.5 | T Hours |
| TOTAL | Content Election | CCTV Prod | Dev | Adv/ VAN | Board | Finance | HR | Staff Mtg | Admin * | CTO | Hols | | 90% |
| | | | | | | | | | | | | | 36 |
| | | | | | | | | | | | | | <i>actually</i> |

Discussion: What does Free Speech Mean Today and How to Talk About It

For Discussion: [The Paradox of Free Speech in America Today - Higher Education Today \(higheredtoday.org\)](https://higheredtoday.org)

Agreement that “Free Speech” is being redefined at this cultural moment. Think about new ways to talk about what we do, which is to support norms of “civil discourse”. While the First Amendment prohibits the government from abridging the speech rights, but does not control what private entities/ businesses do. We promote curiosity about other points of view, active listening and provide a platform for civic discourse. Can we get beyond debate as “spectacle”? Are there ways we can demonstrate these values? Suggestion to prepare a series that: highlights prior differences of opinions (e.g., Point Counter Point, election forums), puts students in the position of debating controversial opinions (e.g. St. Mike’s class that could debate, be the audiences and run the show).

General Operations Update

CCTV - Audit for FY21 is underway. See Board letter, attached. Need Treasurer to Complete Fraud Assessment.

Advocacy efforts moving ahead with [a \\$900K FY23 VT Legislative Ask](#). We are having positive results with our calls to legislators and an invitation to submit an FY22 request to House Appropriations for FY22. The Alliance for Community Media has reissued the Preserving Community Media Act with a host of co-sponsors in Congress including Peter Welch and Bernie Sanders. The bill It clarifies that franchise fees are monetary only, thus eliminating financial disincentives for local government to advocate for PEG channels and resources, and for the cable industry to siphon off financial resources through so-called "in-kind" support.

Town Meeting TV - We are close to finalizing a new contract with Comcast. They will not include HD channels and have set this aside for later negotiation. Meghan has been meeting with local municipalities to generate continued financial support for Town Meeting TV (5% increase) with another bump in the Burlington stipend as their demand for coverage is increasing. Municipal support for the Trustees budget has increased in meaningful ways over the past several years. [Here is a link to the FY22 budget](#). This is the breakdown of municipal contributions.

| PROJECTIONS Our Budget Year | FY19 (7/19) | FY20 (7/20) | FY21 (7/21) | FY22 (7/22) | FY23 (8/23) | FY24 (8/24) | FY25 (8/25) | |
|--------------------------------|-------------|----------------|-------------|-------------|-------------|-------------|----------------|--|
| | | | | | | | | |

| | | 50% | 0% | 5% | 5% | 5% | 5% | 5 years |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| City of Burlington | | | | | | | | |
| City of Burlington | \$12,000.00 | \$24,000.00 | \$24,000.00 | \$25,200.00 | \$26,460.00 | \$27,783.00 | \$29,172.15 | \$156,615.15 |
| City of S Burlington | \$10,000.00 | \$20,000.00 | \$20,000.00 | \$21,000.00 | \$22,050.00 | \$23,152.50 | \$24,310.13 | \$130,512.63 |
| City of Winooski \$1K/ year | \$6,000.00 | \$7,000.00 | \$8,000.00 | \$9,000.00 | \$10,000.00 | \$11,000.00 | \$12,000.00 | \$57,000.00 |
| Town of Essex | \$6,000.00 | \$12,000.00 | \$12,000.00 | \$12,600.00 | \$13,230.00 | \$13,891.50 | \$14,586.08 | \$78,307.58 |
| Village of Essex | \$6,000.00 | \$12,000.00 | \$12,000.00 | \$12,600.00 | \$13,230.00 | \$13,891.50 | \$14,586.08 | \$78,307.58 |
| Town of Williston | \$6,000.00 | \$12,000.00 | \$12,000.00 | \$12,600.00 | \$13,230.00 | \$13,891.50 | \$14,586.08 | \$78,307.58 |
| Annual Increase | \$46,000.00 | \$87,000.00 | \$88,000.00 | \$93,000.00 | \$98,200.00 | \$103,610.00 | \$109,240.50 | \$579,050.50 |

VT Language Justice Project is off and running with the addition of Dhari and Pashtun (Afganistani translations) and a growing interest and demand for the program’s services. We will be working on grant proposals to cover the administrative costs (\$40K) not covered by the DOH/ CDC grant and to expand to other content areas, namely mental health public service announcements.

Archives - The Northeast Document Conservation Center is here this week to lay the groundwork for a first report on how we can become a trusted digital repository. We are able to apply recent gifts/ grants to cover almost half of our Archivist’s labor. Jordan Mitchell is doing a fine job.

CCTV Production - As expected business slowed down in November and December. We will need to spend some time on business development. Although we are also commodifying more of our municipal meetings, not covered by the Trustees contract, such as NYEBTV, Redistricting Meetings and Winooski Budget Hearings.

CCTV Development - We are standing by to learn if Emily Brewer will accept the new [Development Communications Coordinator position](#). The job description may be found here. Annual Campaign is being organized “Why We Give” + promotion of sustaining giving options.

Don’t miss the Virtual Solstice Party and Democracy is an Art Auction! [Solstice Celebration & Democracy is an Art Auction - Join us on December 16th | Center for Media and Democracy \(cctv.org\)](#)

Succession Discussion - LG is working with MO to develop scenarios for continuity of operations and leadership for Board consideration in January. [Materials from recent webinar that may be of interest.](#) I will attach a detailed Job D for ED by Monday for review.

Strategic Planning Continued: [Strategic Planning Document To Dos.](#) Staff ["What it takes to Work" Results](#)

