

**MINUTES OF CABLE TELEVISION COMMISSION  
OF THE CITY OF LOS ALAMITOS**

**REGULAR MEETING – March 3, 2015**

**1. CALL TO ORDER**

The Cable Television Commission met in regular session at 7:00 p.m. on March 3, 2015, in the Council Chamber, 3191 Katella Avenue, Los Alamitos, Chair Underwood presiding.

**2. ROLL CALL**

**Present:** Commissioners Clayton, Hammond, Singer, Underwood

Student Commissioner Ellison

**Absent:** Commissioners None

**Present:** Staff Bret Plumlee, City Manager  
Catherine Howard, Police Department Secretary

**3. ORAL COMMUNICATIONS**

Chair Underwood opened Oral Communications

Seeing no one, Chair Underwood closed Oral Communications.

**4. MINUTES**

Approval of the minutes for the Cable Television Commission meeting of February 3, 2015.

Motion/Second: Singer/Underwood

Unanimously Carried: The Cable Television Commission approved the February 3, 2015 Cable Television Commission meeting minutes.

**5. PRESENTATIONS**

Doug Wood provided an overview of LATV programming, scheduling, how programs are delivered to LATV on DVDs, formatted, loaded onto the server, and scheduled for broadcast based on priority for prime time scheduling, community relevance, content, and interest level. Local interest programs include *Winter Wonderland*, *Honored Citizens*, Council Meetings, LAUSD meetings, religious programming, South Coast Air Quality Management District meetings, and sports. He tries to accommodate community requests for specific time slots and age appropriate programming. Public Service Announcements (PSA) avoid call to action or hard sell issues, focusing more towards information on charity fundraising,

seat-belt reminders, gun-safety tips, sporting events, water conservation, etc. Mr. Wood adheres to the *LATV Policies and Procedures* Guidelines, mindful of the appearance of censorship. The concept of "Safe Harbor" means age appropriate programming is geared towards specific time slots. He rotates prime broadcasting times between Government, Public Access, and sports programs.

There was a brief discussion about the quality and quantity of Direct Community Video's coverage of Los Alamitos sporting events. While the sports coverage is condensed, the overall community response is positive.

Commissioner Clayton stated that broadcasting sports is an excellent tool to cross-promote other LATV programming.

Commissioner Singer asked if the City could measure viewership numbers and/or high volume timeslots. Mr. Wood said that both Charter and Time Warner are unwilling to share those demographics.

Mr. Wood stated that PSAs also include Community Calendar slides, and he fills the silent audio with a classical musical feed from KUSE. Jazz, hip-hop, Pandora, Swing, Big Band, and other music options were discussed. He is cautious regarding Obscenity, Profanity & Indecency (OPI) laws in conjunction with radio stations that may play songs that include profanity. He would be able to alternate different styles of music during the week.

Student Volunteer Ellison proposed consideration of playing CDs of the Los Alamitos High School band; he will check with the school.

Mr. Wood stated that he schedules specific programs, Council, Rossmoor, and LAUSD Meetings, etc., at locked-in, consistent timeslots, so residents can rely on watching those meetings; he adjusts other programming for viewership variety.

Commissioner Singer suggested that the commissioners watch several hours of LATV per week to formulate a personal assessment of the overall programming.

Chair Underwood suggested that prior to making any programming modifications; a review of the Policies and Procedures guidelines would be worthwhile.

Vice Chair Hammond expressed dissatisfaction that the LATV programming schedule is not fully or consistently published in the *News-Enterprise*; a 24-hour schedule would be helpful for residents to plan their viewing. Mr. Wood replied that the LATV Guide provides information on all upcoming programming.

Discussion ensued on the pros and cons of 24/7 programming. Does 24/7 programming benefit residents; if so, how many? Or should the server be down and resting during the middle of the night? Is the wear and tear on the equipment or server worthwhile? There is no definitive "cost per hour" calculated for running programs.

## 6. STAFF REPORTS

### A. Requests from February 3, 2015 Meeting

**Item 5:** Review and discuss LATV Fund 28 Year-to-Date Activity Report.

This item was taken out of order as it was briefly discussed during the Presentation. City Manager Plumlee summarized the Year-to-Date activity as of January 31, 2015. There is not much activity unless capital funds are spent.

**Item 1:** Discuss direction regarding LATV workshop plan.

Commissioner Singer stated that detailed review and discussion of an LATV Workshop did not appear to be practical at this time, given that the RFQ was still pending; it might be prudent to wait until the Council announces a General Manager, who would presumably have his/her own plans on the issue.

City Manager Plumlee suggested discussion of Item 4, as a connection to the Item 1 discussion.

**Item 4:** Discussion of the present status of the RFQ process for the hiring of a general manager/consultant for LATV.

City Manager Plumlee stated that the City is in the middle of conducting interviews with the RFQ applicants, with the anticipation of presenting a recommendation to the March 23<sup>rd</sup> Council meeting. He suggested workshop plans could be presented and discussed with a General Manager, should the Council appoint one.

These two items were tabled to a future meeting.

**Item 2:** Discussion of the value of inviting a representative from Alliance for Community Media (ACM) or from American Community Television to apprise the LATV Commission and the council of the progress of the CAP Act, and possible action to forward our request to the Council to authorize a presentation by one of the above reps at an upcoming Council meeting.

Chair Underwood provided a history of this issue, recommending that the commission receive a presentation about the CAP Act, its current legislative status and future impact for LATV.

Commissioner Singer inquired as to the purpose of such a presentation. He stated his preference for an unbiased, non-partisan presenter, rather than by a lobbyist with an agenda. He questioned whether this was the proper forum for such a presentation.

City Manager Plumlee suggested an alternative educational presentation to the commission, similar to what Doug Wood just provided.

**Item 3:** Discussion of initiative to record commission meeting beginning with pilot recording of Planning Commission, with potential to expand to other commissions.

City Manager Plumlee provided a brief summary of this item; the Planning Commission, who just moved their meetings to the third Wednesday of each month, will be the pilot commission program. Mr. Wood will facilitate this broadcast and the cost will be determined using his billable hourly.

Commissioners Singer and Clayton expressed their concern as to the value to or interest from the community. They questioned how this could benefit the station or increase viewership.

Chair Underwood believes this is a valuable tool for the community.

Vice Chair Hammond expressed his objection that Item 4 was not discussed sufficiently. He strongly objected to not discussing the RFQ further. City Manager Plumlee clarified that the item had been discussed earlier and that the commission had had several opportunities last year to provide input on the RFQ process. The City has conducted their due diligence and the Council appears satisfied with that process to date.

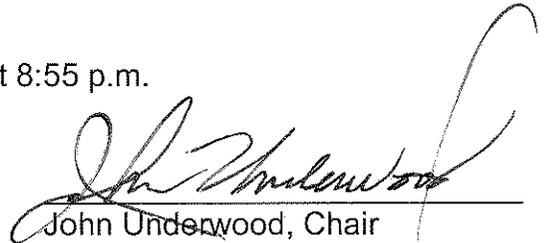
## 7. COMMISSIONER REPORTS

Commissioner Clayton requested that the commission stay "on track" with the agenda, and not discuss issues not on the agenda.

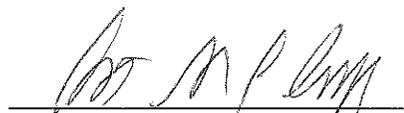
Chair Underwood stated that LATV had many successful productions to date; he spoke briefly about filming the *Americana Awards* the Saturday before.

## 8. ADJOURNMENT

The Cable Television Commission adjourned at 8:55 p.m.

  
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John Underwood, Chair

ATTEST:

  
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Bret Plumlee, City Manager