

IOWA CITY TELECOMMUNICATIONS COMMISSION **DRAFT**  
MONDAY, SEPTEMBER 28, 2009--5:30 P.M.  
CITY CABLE TV OFFICE, 10 S. LINN ST.-TOWER PLACE PARKING FACILITY

MEMBERS PRESENT: Laura Bergus, Hans Hoerschelman, Gary Hagen, Robert Kemp,  
Saul Mekies

MEMBERS ABSENT:

STAFF PRESENT: Mike Brau, Bob Hardy

OTHERS PRESENT: Josh Goding, Beth Fisher, Michael McBride, Kevin Hoyland,  
Susan Rogusky

RECOMMENDATIONS TO CITY COUNCIL

The Commission recommended that the City Council approve the contract with PATV.

SUMMARY OF DISCUSSION

The Commission voted unanimously to recommend to the City Council that they approve the contract with PATV. Kemp asked what the rationale was for increasing the requirement that PATV commit 40% of their programming hours to community programming. Hardy said there was an interest in seeing more community programming produced or promoted by PATV. Hardy said that based on discussions with Bergus and Hoerschelman and the local access channels he entered into discussions with Mediacom regarding moving some of the local access channels to the digital tier. Hardy said the City's interactive channel 5, Kirkwood channel 11, the University of Iowa, 17 and the schools, 21, would be moved to the digital tier. Anyone with a digital television or a digital to analog converter will be able to receive the channels. Mediacom would provide a digital to analog convert box free until February 2012 when Mediacom goes to all digital transmission. Other items being negotiated include annual engineering reviews of the local access channels and free DOCSIS 3.0 for the local access channels. The agreement would last for 10 years. Discussions also involve getting new digital modulators/encoders for each channel, specifics regarding the amount of capacity that will be available for streaming video and copyright clearances for music. 28 hours of programming would be available for video on demand. Mediacom would be responsible for a media campaign to inform consumers of the changes. It is believed that having DOCSIS 3.0 would enhance the city's ability to attract high tech start up companies.

APPROVAL OF MINUTES

Bergus moved and Hagen seconded a motion to approve the amended August 24, 2009 minutes. The motion passed unanimously.

## ANNOUNCEMENTS OF COMMISSIONERS

Hagen said the support demonstrated for PATV in the public hearing was quite impressive. Hoerschelman noted an article in the meeting packet about the federal government's efforts to map broadband access and said that Iowa is listed as using Connected Nation, which is composed of telecommunications and cable companies. This is tantamount to the fox watching the hen house and said he had hoped the University of Iowa might have bid for the project.

## SHORT PUBLIC ANNOUNCEMENTS

None.

## CONSUMER ISSUES

Hardy referred to the complaint report in the meeting packet. Hoerschelman said he received a comment from a subscriber that there were a number of religious channels added and that they might have been offered as a tier of programming like the sports tier. Mekies said the placement of channels has been raised by the Commission in the past. Some adult-oriented channels are adjacent to those geared to children. While the Commission doesn't have any legal authority to control this and Mediacom is forced to purchase a package of channels from programmers, it is important that the concerns of the Commission be expressed.

## MEDIACOM REPORT

No representative was present.

## UNIVERSITY OF IOWA REPORT

McBride reported that the University channel will be dropping the foreign language news program SCOLA October 1. The program had been purchased with student fees and research has shown that students did not watch the program and got their foreign language news from the Internet. The homecoming parade will be recorded.

## KIRKWOOD COMMUNITY COLLEGE

No representative was present.

## PATV REPORT

Goding reported that PATV will hold their chili cook-off fundraiser at Old Brick, Oct. 8 from 6-9 p.m. Forty local restaurants have been asked to if they would like to participate. The event will be covered live. Local nonprofit organizations will be invited to distribute information. PATV hosted a delegation from CIVIC that lead to a program with 12 African women discussing their activities working for women's rights. New programs include a town hall health care meeting with Dave Loeb sack, the classy chassis care convention, events from the Land Locked Film Festival, a panel on the Iowa film incentives program, Prairie Lights readings, a cooking

program from New Pi, and a program featuring the Iowa City Ballet Company. A new series with Jean Lloyd Jones interviewing elected officials will start October 5. The next board meeting will be October 15 and the next guidelines workshop will be Oct. 4 at 2 p.m. PATV is considering offering workshops in the schools and other locations outside of PATV's facilities to enhance their outreach efforts.

### SENIOR CENTER REPORT

Rogusky reported SCTV taped the installation of an innovative feedlot water filtration system. The footage will be used by the developer of the process to instruct 4H participants on how to install the system. SCTV recorded the series of public forums on the Senior Center. Segments from the forums will be used as short commercial length episodes. A program on the Medicare Part D sign up process will be recorded soon.

### LIBRARY REPORT

Fisher reported that Banned Books Week is this week. In September, 16 programs were shot and 4 Community Television Service (CTS) programs were shot in the library. In October 18, programs will be shot and at least 4 CTS programs will be shot in the library. The library will be cablecasting local history programs shot by the City Channel for the Johnson County Historical Society.

### IOWA CITY COMMUNITY SCHOOL DISTRICT REPORT

Hoyland reported the school channel has been cablecasting a candidate forum they taped and one taped by the Community Television Service. New programs include the Northwest Junior High Jazz Band performance at the Jazz Fest and the most recent District Parents Organization meeting. Hoerschelman asked if there was any news about the schools hiring any staff to assist with the channel. Hoyland said has no knowledge of any plans to hire anyone and that it is expected that an additional \$2 million will be cut from next year's budget. Hoerschelman asked if there were any volunteer organizations that might provide content for the channel. Hoyland said efforts have been made to get student-produced programs from the City High and West High video production classes on the channel but much of the content and/or use of copyrighted materials often make them unsuitable for the channel. The schools have been working with PATV. A parent at City High tapes the music concerts. The City of Coralville works with West High to record a number of programs. Hoyland said the schools are open to any suggestions of people or groups the schools could work with. Bergus asked if the schools would like the West High football games that are taped by North Liberty. Hoyland said he would inquire of his supervisors but in the past they have not cablecast them due to a concern of fairness with respect to City High. Mekies said the school channel seems to suffer from a lack of leadership at the top. Letters from the Commission went unanswered. There was discussion of the Commission providing grants to teachers work with students to produce programs. Mekies said he talked with a City High teacher who was willing to work with students for a fairly small amount of money.

### CITY CHANNEL REPORT

Hardy reported that the Community Television Service recently completed the 18 years of taping the Friday Night Concert Series. A program for the Johnson County Livable Communities was recently recorded. Future programs include a candle light vigil held by the National Association for the Mentally Ill, and a city council candidate forum sponsored by FAIR! The Media Unit will be recording the Meet the Candidate program. A school board candidate forum was produced in August. A city council candidate forum will be recorded in October. Work continues on a program for the hazardous waste mitigation program. The Human Rights Commission sponsored a program on the Mayors Youth Employment Program. The Human Rights Award Breakfast will be recorded as will a program on public accommodation. A program on fire safety is also planned. An online tutorial for the Section 8 housing program is being developed for the Housing Department. The Community Voice program is developing a new program called "Focus on the City" which will feature discussions with department heads. The next IC People will feature photographer Sandy Dyas. The next Mayors Notable Nonprofit will feature the Crisis Center. Hardy said there was an allegation on a local radio station that the last City Council meeting was edited. In fact, a break in the meeting was edited out, as are all breaks. The recording was later modified to make it perfectly clear that there was a break. Hardy said that a copy of the Commission's annual report was distributed at the meeting and said he had to finish it and get it in prior to the meeting.

### PATV CONTRACT

Hardy said the PATV contract is on the city council agenda for tomorrow. Kemp asked what the rationale was for increasing the requirement that PATV commit 40% of their programming hours to community programming. Hardy said there was an interest in seeing more community programming produced or promoted by PATV. Hoerschelman moved to recommend to the City Council that they approve the contract with PATV. Bergus seconded the motion. The motion passed unanimously.

### ACCESS CHANNELS AND THE DIGITAL TRANSITION

Hardy said that based on discussions with Bergus and Hoerschelman and the local access channels he entered into discussions with Mediacom regarding moving some of the local access channels to the digital tier. Hardy said the City's interactive channel 5, Kirkwood channel 11, the University of Iowa, 17 and the schools, 21 would be moved to the digital tier. Anyone with a digital television or a digital to analog converter will be able to receive the channels. Mediacom would provide a digital to analog convert box free until February 2012 when Mediacom goes to all digital transmission. Other items being negotiated include annual engineering reviews of the local access channels and free DOCSIS 3.0 for the local access channels. The agreement would last for 10 years. Discussions also involve getting new digital modulators/encoders for each channel, specifics regarding the amount of capacity that will be available for streaming video and copyright clearances for music. 28 hours of programming would be available for video on demand. Mediacom would be responsible for a media campaign to inform consumers of the changes. It is believed that having DOCSIS 3.0 would enhance the city's ability to attract high tech start up companies. Hoerschelman asked about high definition transmissions for the access channels. Hardy said it is very expensive to produce programs in high definition. McBride said

the University channel looked into high definition and determined it would take four times as much storage capacity. Bergus said North Liberty's local access channel is in high definition. Bergus said video on demand could be in high definition and that needs to be looked into.

#### TRIENNIAL REVIEW

Hardy said he is continuing to look at service issues, including the cable operator's commitment to local service representation.

#### ADJOURNMENT

Kemp moved and Bergus seconded a motion to adjourn. The motion passed unanimously. Adjournment was at 7:00 p.m.

Respectfully submitted,

Michael Brau  
Cable TV Administrative Aide