

**CHAMPAIGN-URBANA CABLE TELEVISION AND  
TELECOMMUNICATIONS COMMISSION  
SPECIAL MEETING MINUTES**

**DATE:** March 24, 2009  
3:30 p.m.

**PLACE:** Urbana City Council Chambers  
400 South Vine Street, Urbana, IL

**MEMBERS PRESENT:** Barbara Gladney, Karen Walker, Chris Foster, Kate Brickman

**MEMBERS ABSENT:** Rick Atterberry, Giraldo Rosales, Ken Pirok, Durl Kruse, Peter Resnick, David Gehrig

**STAFF PRESENT:** Jeff Hamilton, Kate Gorman

**OTHERS PRESENT:** Kristin Pollack - Comcast

**Peg Channel Marketing and Promotion**

The meeting was called to order at 3:40 p.m.

Commissioner Gladney stated that the purpose of the meeting was to see how the four PEG channels could work together to promote PEG as a whole to the community and to make a preliminary report at the Commission's Study Session meeting on April 8<sup>th</sup>.

The PEG insert was discussed, and Jeff Hamilton gave a summary of the Commission's finances. He reported that last summer, 39,000 PEG inserts were printed for C-U cable customer bills. The cost to print them and ship them to Florida to be inserted was \$800. Comcast now will charge us to insert these (\$650), so to do the PEG insert will cost approximately \$1450 from now on. The Cable Commission budget has \$1200 earmarked for the PEG Insert annually, though the money could be used for other PEG marketing and promotions. For FY 2008-09, the Cable Commission has about \$2000 remaining. This has to be spent, or encumbered by mid-May. The Cable Commission will need to authorize the expenditure at their 4/15 meeting (or hold a special meeting before mid-May).

Discussion ensued over the merits of continuing with the PEG insert. The major concerns against the inserts included the high cost, the number of people that just throw them away, and the inability to gauge how successful the insert is in educating the public. It was decided that it would be more advantageous to try other promotional methods with the money this year.

A PEG website was suggested as a place to start. Commissioners Walker and Foster expressed a willingness to work on creating a basic site. Commissioner Gladney asked

about the costs associated with starting and maintaining a website. Commissioner Walker stated the hosting and maintenance costs would be minimal if the site was initially well-constructed. Commissioner Brickman stated if the site was constructed on a CMS (content management system) that allowed for multiple administrators, each station could update information on the site, effectively spreading out the work burden.

Commissioner Walker stated a domain name could be obtained relatively cheaply, that the site could be hosted by a city, and someone could be paid to give the site some initial polish. Kate Gorman said she would look into whether the City of Urbana would host the website.

Discussion ensued over scheduling feeds, particularly TV Guide's A-List and the digital cable listing. Kristin Pollack stated she would look into Comcast's practice and see about getting UI-7 on TV Guide's A-List (or at least changing the information currently on channel 19) and the charges paid by Parkland College.

Commissioner Walker suggested looking into hiring a grant writer to raise money for future promotional projects.

Ms. Gorman suggested hiring someone to create a logo for all the PEG stations as a whole. Discussion continued over concerns about what could make up the logo, since the number of channels might change and the channel numbers could change as well. Mr. Hamilton stated that it wouldn't be necessary to get bids from marketing groups to access the funds, but approaching a few would be beneficial. The City of Champaign would need a name of the firm and the quoted price to encumber the funds into next year. Commissioner Foster suggested approaching a Parkland College design class for logo and design creations. Discussion ensued over using students. Commissioner Walker stated she would search for domain name availability and suggested looking into bookmarks and magnets as promotional giveaways.

Commissioners Foster and Brickman recommended paying a professional and getting the work completed in a timely manner. Commissioner Walker offered to look up three marketing consultants that could create a web site, logo and slogan for the PEG stations. Commissioner Brickman suggested the selected consultant provide some training for the PEG coordinators on how to update the site. It was agreed that the website would be recommended to the Commission as the promotional method on which to spend the PEG Insert funds.

Commissioner Gladney asked if there was anything Comcast could do to assist with PEG promotions. Commissioner Walker suggested coop advertising on bookmarks, etc. to promote Comcast and the PEG stations. Promotional spots would be useful for each station to put on Comcast channels as well. Ms. Pollack stated she would look into each suggestion.

Commissioner Gladney asked if the UI and Parkland would share their resources more with the community and between the stations for PEG training. Discussion ensued about the situation surrounding renting Parkland or UIUC's studios. Commissioner Foster recommended more crossover programming and promotions between the stations.

Commissioner Walker recommended using Urbana Adult Education classes as well for training and promotions.

The meeting was adjourned at 4:45 p.m.