



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
MARCH 1, 2021
5:30 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. APPROVAL OF MINUTES**
 - 4.1 Approval of minutes from January 26, 2021
 - 4.2 Approval of minutes from February 1, 2021.
- 5. OLD BUSINESS**
 - 5.1 PEG History, Guidelines, and Future
- 6. NEW BUSINESS**
 - 6.1 2021 Programming Schedule
 - 6.2 Strategic Partner Outreach
- 7. PUBLIC COMMENT**
- 8. NEXT MEETING DATE**
- 9. ADJOURNMENT**

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the City Attorney.

1. CALL TO ORDER – Meeting called to order at 5:30 PM EST.

2. ROLL CALL

Julie Ferreria
Judie Mackie
Taylor Owenby
Megan Stewart

3. PLEDGE OF ALLEGIANCE

4. APPROVAL OF MINUTES

5. OLD BUSINESS

6. NEW BUSINESS

6.1. Elect Chair, Vice Chair, and Recording Secretary

Motion: Julie motions to have Taylor serve as Chair. Judie seconded the motion. All in favor, the ayes have it.

Motion: Judie motions to have Julie serve as Vice Chair. Taylor seconded the motion. All in favor, the ayes have it.

Motion: Julie motions to have Megan serve as Recording Secretary. Judie seconded the motion. All in favor, the ayes have it.

6.2. Establish Regular Meeting Date and Time

The committee agrees to have the regular meetings on the first Monday of each month at 5:30 pm. To gain momentum the committee will meet the first and third Monday for the first couple of months and then reduce to meeting once a month.

Motion: Julie motions to set meeting for the first and third Monday for the first few months. Judie seconded. All in favor, ayes have it.

6.3. Sunshine, Public Records, and Ethics Laws

6.4. PEG Channel Broadcast Policy

The committee expressed interest in having Tammi Bach (City Attorney) join the next meeting to clarify items within the broadcast policy.

7. BOARD APPOINTMENT

7.1. One Appointment - Ms. Lauren Templeton and Ms. Patricia Thompson submitted Advisory Board/Committee applications expressing interest in serving on the PEG Channel Committee.

Taylor recommends Patricia Thompson serve as an honorary chair, acting as a community ambassador / liaison on behalf of PEG to the broader community. Taylor recommends Lauren Templeton to join the PEG committee as a voting member.

Ms. Thompson is thrilled to see the progress of the current PEG committee and would be honored to serve as an honorary chair.

Ms. Templeton is excited and eager to offer support, skills and resources to the committee. Both are able to meet on Mondays at 5:30 PM EST.

Motion: Julie motions to have Patricia Thompson serve as ambassador and Lauren to the request committee appointment by the Commission. **Amended motion:** Taylor amended the motion by clarifying Patricia Thompson's role as honorary chair. Megan seconded the motion. All in favor, the ayes have it.

8. PUBLIC COMMENT

Patricia Thompson: You all are very organized compared to when I served on the committee but I'm confused about it being a public access channel and how someone else will pay. When I was on the committee in the past, people would submit content and we would actually put time slots because we received so much content but I don't ever remember anyone giving money or donations.

Taylor Owenby: I'm going to answer your question, but first do you remember the gentlemen that would regularly submit content and when closed captioning costs came into the picture, he no longer submitted content? Was closed captioning a part of the equation during your time on the committee?

Julie Ferraira: No, closed captioning was not a factor back then. It became a law fairly recently.

Taylor Owenby: Closed captioning created a different definition of free public access, someone has to pay for closed captioning. We should strive to make sure there's an allocated budget for closed captioning to remain in compliance with federal regulations of what this channel is supposed to be. Independent filmmakers should have equal opportunity just as larger organizations.

To answer your question, we want strategic partners to facilitate growth of the channel and resources to have a greater impact of the community, to not only grow content but also educate the community. I do not believe we will be charging people to be on the channel. We want to work with strategic partnership for cost coverage to be able to do more work throughout the community. Our hope is to work with larger organizations to offset some of the costs.

9. NEXT MEETING DATE – Monday, February 1, 2021

10. ADJOURNMENT – Meeting called to order at 7:12 PM EST.

1. CALL TO ORDER – Meeting called to order at 5:30 PM EST

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Julie Ferreria
Judie Mackie
Taylor Owenby
Megan Stewart

4. APPROVAL OF MINUTES

We will review and approve the meeting minutes in our February 15 meeting.

5. OLD BUSINESS

5.1 PEG Channel Broadcast Policy

This discussion is postponed until Tammi Bach (City Attorney) can join the meeting.

5.2 Procedure and Submission Documents:

The committee agreed to make several edits to the video/content submission form including:

1. Change channel 261 to channel 264 throughout the form
2. Remove “remember H.264 or SD codes greater than 3.75Mbps”
3. Add language that we “strongly suggest .mov or .mp4 file formats”

Motion: Julie motions to make the edits to the submission form. Judie seconds the motion. All in favor, the ayes have it.

The final version will be published on the website for easy access to members of the public.

6. NEW BUSINESS

6.1 Review Q1 2021 Goals

The committee assessed progress on the Q1 2021 goals and are on track to complete the goals in March. Judie will create the first draft of a programming schedule (Goal 6) inclusive of annual events and city meetings and will share at the next meeting.

Regarding strategic partnerships the comptroller provided feedback – since PEG is not in the city budget this year, funds could not be held by the city. Committee members would have to open a bank account and be responsible for the accounting. Alternatively, partners could hold those funds or pay directly for services/production.

6.2 Strategic Partnerships

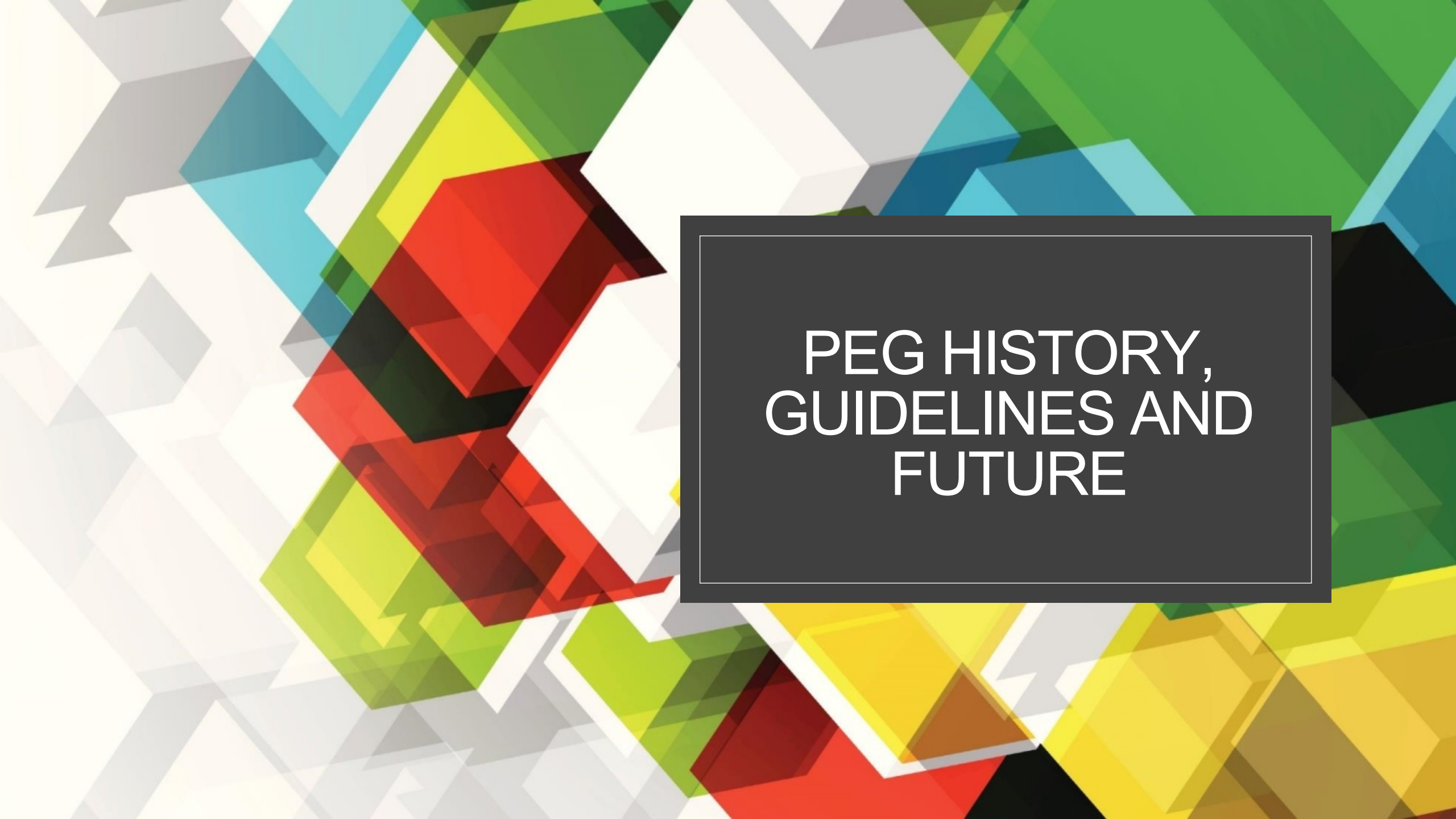
Committee members discussed their progress on engaging strategic partners. Judie shared a list of potential community partners. Taylor discussed a proposed partnership agreement framework to clearly outline what PEG offers its partners (e.g., content development, etc.) and the expectations of partners (e.g., closed captioning costs, etc.). This discussion is postponed until Tammi Bach (City Attorney) can join the meeting.

7. PUBLIC COMMENT

Lauren Templeton comments on potential strategic partnerships with the Amelia Island Dance Festival and the Young Patrons of the Amelia Chamber of Music.

8. NEXT MEETING DATE – Monday, February 15 at 5:30PM

9. ADJOURNMENT – the meeting was adjourned at motion to adjourn at 7:01 PM EST.



PEG HISTORY, GUIDELINES AND FUTURE

HISTORY & PURPOSE OF PEG CHANNELS

- Public Access TV began in the late 1960s
- As cable companies sought local franchises, local governments added in provisions to require operators to set aside public, educational, and governmental access channels, pursuant to Section 611 of the Communications Act
- PEG Channels are varied in structure throughout the country – some have multimillion dollar budgets and tv studios, many are run by nonprofits and some are run entirely by volunteers
- PEG Channels are supposed to reflect the special interests and character if their community.
- PEG Media Centers can provide learning experiences in production and media technology, as well as journalism

What's the difference between P – E – G ?

- **Public access channels** are available for use by the general public and usually administered by the cable operator or third party.
- **Educational access channels** are used by educational institutions for educational programming; usually administered by local schools or colleges.
- **Governmental access channels** are used for programming by local governments, and in most cases the governments control the channel directly.

Guidelines from the FCC

- Rules may be adopted for allocating time among competing applicants (other than on content)
- Minimum production standards may be required
- US Supreme Court struck down a law that allowed operators to censor based on content.

Florida Statute 610.109

- Allows for PEG Channels in cable franchise agreements
- “Activated” channels are defined as having at least 10 hours of programming per day, with 5 hours of non-repeat programming as measured on a quarterly basis

Fernandina Beach PEG Channel

The guidelines established in 2009 are as follows:

- All content must comply with applicable Federal, State, and local laws.
- Content is considered unacceptable if it contains:
 - advertising material designed to promote the sale of commercial products or services; including advertising by candidates seeking public office
 - Obscene or indecent material, including but not limited to sexual content
 - Advertisements or information concerning lotteries and games of chance
 - Use of unauthorized copyrighted material
 - Any solicitation of funds
 - Material that defames any racial, ethnic, sexual, age, or religious group
 - Material designed to promote a specific religious organization or causes; or to promote membership in political, racial, ethnic, age, or sexual advocacy groups
 - Avocation of violence or “fighting words”
 - Any slanderous, defamatory, or libelous materials
 - Any deliberate misinformation, unfair competition, invasion of privacy, or publicity rights which may result in harm to any individuals or organizations

Feb-21	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	2:30pm	3:00 PM	4:00 PM	5:00 PM	5:30pm	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
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FRWN February 2021 Luncheon

Fri Feb 12 2021 at 11:30 am to 01:30 pm

Fernandina Beach Golf Club

Amelia Island Chamber Virtual Music Festival

Sun, Feb 14, 11 AM

[1405 Park Ave Suite 101](#)

Men on Boats

Feb 5 – 20

Amelia Community Theatre

BIG BAND BASH Benefit Gala

Sat, Feb 13, 6:30 – 10:00 PM

Omni AIP

Those Who Fall in Love

Sat, Feb 20, 8 PM

Amelia Community Theatre

Brown Bag Lunch

Wed, Feb 3, 12 PM

Amelia Island Museum

Sip & Shop

Fri, Feb 12, 4-7pm

Pocket Park near AI Coffee

Become a Friend of the Fernandina Beach PEG Station

We are very fortunate to live in a community where business, education, and citizens of all ages can work together to create unique opportunities for community media producers via the local Fernandina Beach PEG Channel 264. Through becoming a PEG Channel sponsor and partner- local businesses, non-profits, and individuals can promote community media access via the Fernandina Beach Public Education Government (PEG) Television Station.

We invite you to join the Fernandina Beach PEG Channel Advisory Board to successfully help the Fernandina Beach PEG Channel 264 to become known as “the place to turn” for community information, community events, the arts, school sports, special features and government information. Our station is unique in that all of the programming is based upon community interest and involvement.

The PEG Advisory Board strives to expand Channel 264 into a community access station whose goal is to provide not only channel access for programming but also trainings to the community for video production and to support volunteers in the creation of locally produced television. It’s exciting to think of local programming which will be public interest based. Potential programs could be a stay-at-home exercise routine, kids putting on puppet shows or plays, making a favorite recipe, how people have been staying busy during the lockdown, or other entertaining programming possibilities. The Fernandina Beach PEG Advisory Committee wants to encourage inclusion opportunities by offering learning opportunities for volunteers to create human interest programming to be delivered to other community members via the Fernandina Beach PEG channel.

The Fernandina Beach Pubic Education Government (PEG) Channel Advisory Board also wants to sponsor young people and students from elementary to college age to create video material. It could be a poetry reading, a student play, musical performances, community outreach programs, a parade or sporting event. The possibilities are endless; however, in order to comply with ADA requirements, we will need a pool of money to help cover the costs of closed captioning the vocal components of youth programming.

Channel 264 has a potential for a wide variety of programming. You can help us sponsor the purchase of more PEG equipment to create programming, to sponsor closed captioning for young people, or to help cover the costs of trainings. The future is exciting and as we said before, the possibilities are endless. For more information call:

_____ at _____.

According to our by-laws, the Fernandina Beach PEG Channel cannot sponsor or promote political opinions, religious programming, commercial advertising or commercial products. We are proud to serve the community of Fernandina Beach and surrounding areas. Please support us in our endeavors.

Friend of the Fernandina Beach PEG Station DONATION FORM

Donor Information:

Date:

Organization/Business:

Name of Individual:

Address:

City/State/Zip:

Phone:

Email:

Donation Amount: _____\$20, _____\$50, _____\$75, _____\$100, _____\$150, _____\$200, _____\$500, _____Other

Payment Method:
