



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
SEPTEMBER 13, 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 June 7, 2021.
 - 4.2 Approval of Minutes from August 2, 2021.
- 5. OLD BUSINESS**
 - 5.1 Updated Submission form and All-Star form.
 - 5.2 Follow up from Launch Party.
- 6. NEW BUSINESS**
 - 6.1 Content production series.
 - 6.2 Scholarship program.
- 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.



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
JUNE 7, 2021
5:30 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

Roll Call.

Present: Julie Ferreira, Judie Mackie, Taylor Owenby, Megan Stewart.

Absent: Lauren Templeton.

1. **CALL TO ORDER** – the meeting was called to order at 5:32 P.M. EST
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **APPROVAL OF MINUTES**
 - 4.1 Approval of Meeting Minutes from April 5, 2021 – Julie 1ST on motion to approve.
Taylor 2ND on the motion to approve.
 - 4.2 Approval of Meeting Minutes from May 3, 2021. Judie 1st on motion to approve.
Megan 2nd on motion to approve.
5. **OLD BUSINESS**
 - 5.1 Launch Event on Thursday, June 24, 2021.

Taylor: Finished document highlighting program and scholarship. Mentioned Lauren was going to reach out to food sponsors and provide updates in this meeting. However, she is absent so Taylor wanted to know of any updates on food sponsors and how to have it covered? Bring someone out in exchange for recognition – any suggestions? Food sponsors?

Julie: Lauren's sister does food art and posts pics on facebook. That could be a good option. It was really nice presentation of finger foods. I can make lemon cupcakes and bite size food.

Judie: I can make dessert and finger foods too.

Megan: I reached out to several restaurants most are short staffed and unable to respond or sponsor.

Taylor: We need to have a game plan on food. I am okay with contributing financially, thoughts on purchasing food with a \$100 budget? I can cover bringing drinks (cans or mini bottles).

Megan: I will bring paper products, napkins, plates and forks. I'll also create a presentation that will run on a loop through the duration of the event.

Judie: I have 6 foot fitted tablecloths, ice and drink dispensers that I can bring, if needed.

Taylor: Remember our communication game plan during the event. Be mindful of communication amongst each other to ensure we stay within sunshine laws.

Julie: Do we have any handouts to share during the event? And do we need nametags? What about the form to create content?

Taylor: The submission form is online but we can have some handy at the event.

Julie: What are we doing for small businesses that can't give money? Discussion about what the value of sponsorship gets... does it scroll in between content or before/after content?

Taylor: This is a great opportunity to engage with the community, ask the community: What do people want? What are they looking for in a partnership?

Judie: Can we put the sponsorship form on PEG website?

Taylor: Everyone should have received the invitation and should personally send the invite out to their contacts and people we want to attend the event. I will send to the Commissioners as Chair of the PEG Committee.

Judie: I'll reach out to nonprofits like the Council on Aging.

Megan: I'll reach out to contacts including Habitat for Humanity.

Action Items for Katie: 1) Reach out to Lauren for update on food sponsor and 2) check with the airport on the availability of tables 3) Print 50-75 sponsor forms; same for printable submission forms 4) Bring nametags to the event 5) Have the sponsorship form added to the PEG website 6) Post public notice of gathering versus public meeting 7) Send list of nonprofits to the Committee

6. NEW BUSINESS

6.1 PR and Marketing Outreach

Taylor: Judie, you have PR skills, can you take lead on that? We could invite the press out; ways to collaborate with the community, making sure the community knows we are here. Then, I think we go back after the event, and generate some press around the event.

Judie: Sure, I will draft a press release and send out to the newspapers. I'll send out alert to invite media; then press release after event. Invite FSCJ film students.

Julie: We should capture footage of event to turn into launch piece on station. Someone take video to put together clips.

Taylor: Who would coordinate it?

Julie: How do we edit it? Who would put it on?

Taylor: If everyone films content that part is easy. It's the editing that can be costly plus closed captioning.

Discussion on creating a couple minutes of clips for a marketing piece on the PEG Channel as visual outreach.

Taylor: I met with Commissioner Kreger and discussed ways to collaborate. It was a very productive meeting. We discussed what's on the horizon for us is looking at the upcoming budget for the City and how we could potentially have the City as a partner as many other municipalities do, with next year's fiscal budget. We should look to fundraising with the government in the future. Most municipalities have funding from the government.

7. ITEMS FOR NEXT MEETING'S AGENDA

- 7.1 Content Production Training Series
Judie: we need iphone editing training
- 7.2 Scholarship Program/Video Submission
- 7.3 Updates to the Business Plan Quarterly Goals

8. PUBLIC COMMENT

Taylor asked for comments, there were none. Julie asked if anyone heard from Ms. Thompson.

Julie: This Saturday, we have a come together stand together event (racial coalition), and want to know about using it for PEG content. Task – send video releases to staff.

Taylor: I look forward to the kick-off event on the 24th.

Julie: Can we add a policy and procedure booklet to the next agenda.

9. ADJOURNMENT – the meeting was adjourned at 6:31 P.M. EST

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Roll Call

Taylor Owenby and Megan Stewart absent

Julie Ferriera, Judie Mackie, Lauren Templeton present

Old Business

Application Form:

Add verbiage about captions being embedded.

Make clear where money is going.

Say where to submit videos- maybe create a drop box and/or google drive.

All Star Form: Who to write the check to, where to send it.

Mary will research how to collect videos.

Add a line that we can create closed captions for them.

Julie will work on a tri-fold brochure.

Mary will send Julie the logo.

Mary will check with finance on documents regarding eligible ways to spend money (OK to write checks to students or write checks to entities).

Follow up from event:

Make sure Shonky Productions video is on PEG Channel.

Where is the sign-up sheet for the event? Lauren will draft thank you email and request materials.

Mary will follow up with Chris Yarborough re: Chamber Music concerts for PEG.

Take content from PEG and show previews on social media.

New Business

Content Production Training Series:

Speak with Taylor about providing a training to the public.

Scholarship Program:

Ask Megan to look through minutes re: scholarship.

Next Agenda:

Scholarship Fund (outreach to students, how money can be used, application form, flyer, who is qualified e.g. middle school, City residents)



City of Fernandina Beach PEG Access Channel 264 Program Submission Form

Please use this form to submit a program for broadcast. Channel 264 cannot accept any programming without this submission form. Please submit content ready for air only NO EXTRA BLACK, BARS, SLATE, OR COUNTDOWN AT THE BEGINNING OR END OF THE PROGRAM. Thank you for your contribution to your PEG Access Programming!

All programming videos submitted must follow the guidelines below.

1. Closed captioning must be provided. ***
2. Programs must be free of all commercial content.
3. Programs may not contain copyrighted materials. This includes most plays, television programs, motion pictures and music.
4. Programs should not contain slanderous or obscene material.
5. Preferred program lengths are 60 minutes, 30 minutes, 15 minutes and PSAs under 5 minutes.
6. Programs submitted in .MP4 or .MOV format OR JPEG, PPT, or PNG, are strongly suggested.
7. Programs of poor technical quality will not be accepted.
8. Programs with poor audio will not be accepted.
9. Priority is given to locally produced programming.
10. Channel 264 PEGTV representatives reserves the right to preview all programming.

Release

By signing, I certify that program material that I submit for cablecast will not contain:

1. Material primarily designed to promote the sale of commercial products or services.
2. The solicitation or appeal for funds for any purpose (unless specifically authorized by the City of Fernandina Beach).
3. Material that constitutes or promotes any lottery or gambling enterprise.
4. Obscene material or material that constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright, or that might violate any local, state, or federal law.
6. "Hate speech" or "fighting words," which are defined by the U. S. Supreme Court as 'those which by their very utterance inflict injury or tend to incite an immediate breach of the peace.'

Date:

Name:

Signature:



Today's Date:

Name of Producer:

Street Address:

City, State, Zip Code:

Phone Number:

Contact Email:

Title of Program:

Is this intended as a series? Yes No

Title of Episode:

Total Running Time (HH:MM:SS):

Program Description (25 words or less):

Dated Material: Yes No

If "Yes" please fill out beginning and end of broadcast date

Requested beginning date of broadcast:

Requested end of broadcast:

Do you own or have you secured copyright permission for this program and all of its contents? *If Creative Commons check "YES"*. Yes No

Organization (if any):

PEG Partnership: Yes No

***Closed captioning can be provided via www.rev.com. Please select "captions" and request an .srt file. For assistance, contact mhamburg@fbfl.org PEG Committee staff and volunteers are also able to provide captions for you, on request.



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ALL STAR PROGRAM

Our channel seeks to serve and engage the wider public as the City of Fernandina Beach Public, Education, Government Channel: Fernandina Television.

Our All Star Partner program creates community-building opportunities for local businesses, nonprofits and individuals.



The channel not only provides city and government updates, we also showcase our rich local history and natural beauty, and celebrate our vibrant and diverse culture. Our channel is unique because the programming is 100% based upon community interest and participation. We are truly the community station.

ALL STAR PERKS

- Each contribution is tax deductible
- On-screen credit will reach over 10,000 homes across Fernandina Beach and Nassau County and over 600,000 visitors every year.
- We offer programming support and guidance around content development
- Contributions are an opportunity to positively impact the community

ALL STAR IMPACT

- Content development
- Production and editing costs
- Closed captioning
- Resources for our student media education
- All Star Scholarship program
- Support for independent filmmakers
- Support for the Arts, History and Education

BECOME AN ALL STAR PARTNER TODAY!



CHECK ONE: Individual? ____ Business? ____ Date: ____/____/____

Name: _____

Organization / Business: _____

Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

Every All Star Individual Name or Organization Logo will be displayed on Comcast Channel 264. Executive Producer and Founder's Circle will receive a complimentary consultation from our team to develop content for the station. Please speak with a representative for details.

PLEASE CHECK AMOUNT:

____ ASSOCIATE PRODUCER: \$100+

Name or Logo shared onscreen under Associate Producer section for 3 months

____ DIRECTOR: \$250+

Name or Logo shared onscreen under Director section for 6 months

____ PRODUCER: \$500+

Name or Logo shared onscreen under Producer section for one year

____ EXECUTIVE PRODUCER \$1000+

Name or Logo shared onscreen under Executive Producer section for one year

____ FOUNDER'S CIRCLE \$2500+

Name or Logo shared onscreen under Founder's Circle for two years

PLEASE WRITE AMOUNT: _____

Checks should be made out to City of Fernandina Beach with PEG written on the memo line.

Would you like to designate an amount for the All Star Scholarship? _____

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.

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