

URBANA PUBLIC TELEVISION COMMISSION

MEETING MINUTES

January 13, 1999

MEMBERS PRESENT: UPTV Commission Members:
Ms. Barbara Gladney, Ms. Carolyn Kearns, Ms. Dana Mancuso, Mr. Jerry Landay

MEMBERS ABSENT: Dr. John Peterson, Ms. Angie Kingdon

OTHERS PRESENT: **Ms. Amy Rose, UPTV Coordinator**

The meeting was called to order by Ms. Kearns at 8:05 a.m.

The minutes were approved.

Correspondence and Communications None

Old Business

Ms. Rose distributed a draft copy of the viewer survey and cover letter. She explained the Commission had decided to do the survey mailing through the City of Urbana, rather than in the Time Warner billings. The mailing list would consist of a random list of Urbana cable subscribers. A self-addressed envelope for responses would also be included. Mr. O'Rourke had said 300-400 names would be enough to get a reliable response rate.

The Commission discussed the purpose of the survey and exact wording of the questions.

Mr. Landay stated he hoped we would not get negative responses from the survey.

Ms. Kearns said she felt it was more of a tool to better fill the needs of the community.

Ms. Rose stated she hoped Mr. O'Rourke would allow his class to assist in the tabulation of the responses.

Mr. Kearns and Ms. Mancuso stated the survey would help promote the Channel as well as provide valuable information as to where our efforts should be concentrated.

Ms. Gladney stated the survey and promotional materials were to separate things. Both will be necessary to increase viewership and access participation.

Ms. Kearns stated she views the survey as a first step to evaluate the public's awareness of UPTV.

Mr. Landay expressed his concern that negative responses might be misinterpreted by City administration, thus, hindering the development of public access.

Ms. Gladney stated the questionnaire results should be used to find out people's knowledge and understanding of Channel 6 and what they would like it to be. We are trying to build the channel and not decrease it. She added an informative brochure should also be developed.

Mr. Landay suggested sending a separate survey to non-profit organizations.

Ms. Kearns agreed with Mr. Landay's suggestion. These results could be used to increase use of UPTV by the non- profits.

Ms. Gladney stated the informational brochure should be included with the survey to non-profit organizations.

Ms. Rose asked the Commission's help in more clearly explaining some of the programming options.

A revised survey will be distributed to UPTV Commissioner and reviewed by Tom O'Rourke.

Meeting was adjourned at 9:05 a.m.