

**CCAB Additional Content Committee  
Meeting Notes**

**July 20, 2011**

**Members present:** Tony Shawcross, Laura Hoepfner, Lynne Sprague, Senator Steadman, Representative Todd (phone)

**1. Review purpose of committee**

Making decisions about how to use the funding line item in the CCAB budget for additional content

**2. Review financials**

Have approximately \$33,000 for this FY allocated for Additional Content projects

**3. Update on meeting with History Colorado**

Lynne Sprague and Senator Steadman met with 3 key staff; Sen Steadman felt good about the meeting, synergy, alignment around shared programming ideas. There is strong alignment with our shared ideas for youth programming that fits with both of our goals around creating civic engagement content

**4. Share in the Care campaign update**

Senator Steadman has given OMF the PSA created for the DOME project; CO Channel to air it on the channel

**5. Review/update/prioritize existing list of project ideas**

Group reviewed this list; prioritized the items; will bring the top-ranked ideas to the full board in August

**6. Other items**

Colorado Preservation, Inc reached out to Senator Steadman and offered video content that we could run on the channel. Subject matter: historic school buildings across Colorado; is it relevant enough to air on the channel?

This provides an opportunity for us to create the criteria for:

- 1) what WE produce
- 2) what we air that is given to us?

CRITERIA for things we produce:

- Building and strengthening strategic partnerships with allies
- Fulfills our educational goals
- Promoting engagement/access goals
- Promotes transparency around state government
- Shelf life (timeliness vs. timelessness)
- Is it interesting?
- Promoting the branding of the station (Colorado Channel)

CRITERIA for things we air (given to us?):

-What is the source of the content: (government or NGO vs. commercial/outside)

**7. Next meeting date/next steps?**

Group decided that this cmt would take the newly ranked list of projects to the full board meeting in August, report-back, and invite others to join the committee; next meeting will be schedule at the full CCAB Board Mtg in August

**8. Agenda items for the next Additional Content Meeting**

- a. Finalize criteria
- b. Finalize list of projects for fall 2011
- c. Bring list to August board meeting