



CITY *of* CALABASAS

COMMUNICATIONS AND TECHNOLOGY COMMISSION AGENDA REPORT

DATE: JANUARY 11, 2012

TO: COMMUNICATIONS AND TECHNOLOGY COMMISSION

FROM: DEBORAH STELLER, MEDIA OPERATIONS DIRECTOR

SUBJECT: AUDIO VISUAL PRESENTATIONS BY THE PUBLIC AT CITY MEETINGS

MEETING JANUARY 17, 2012
DATE:

SUMMARY RECOMMENDATION:

That the Communications and Technology Commission (CTC) recommend to the City Council a policy for audio visual (AV) presentations by the public at city meetings.

BACKGROUND:

The City Council requested that the CTC look into guidelines for AV presentations at city meetings during oral communications and public comment. To date there has been an unwritten policy that AV presentations by the public were not allowed due to the impact on CTV's live production crew and the potential for poor technical quality of coverage with no advance notice.

The Council asked that the CTC to come up with a policy for AV presentations by the public that can be accommodated by staff. At their November 2011 meeting, the CTC asked their Emerging Technologies subcommittee consisting of Candice Weber and Justin Slaten to review this issue and come back to the commission with a recommendation.

DISCUSSION/ANALYSIS:

The subcommittee and staff have looked at many policies from other cities and organizations as well as considering the current capabilities of the Calabasas Media staff and equipment. Following is the subcommittee's recommended procedure for AV presentations at City meetings:

- 1) Allow audio/visual presentations submitted in electronic format to the City Clerk and Media Department by 5:00p.m.two business days in advance of a meeting to provide staff with an opportunity to check the submissions for technical compliance and load the items onto a computer for projection during the meeting.
- 2) Media staff will load the items onto a laptop or computer which will be situated at the City Clerk's desk.
- 3) Members of the public who have submitted presentations will have the opportunity to show up in the hour prior to a meeting to double check their presentation.
- 4) A speaker card should be filled out for the item on which the presentation will be made. During the meeting when the speaker is called during public comment, they should announce their name and say "I have a presentation".
- 5) Media staff will bring the projector and dais monitor feeds up and the presenter will then run the presentation from a wireless USB remote control from the public podium.
- 6) Members of the public will not be permitted to sit at the staff or City Clerk's table.
- 7) If there are technical issues, the presenter should be prepared to give their comments verbally. There is no guarantee the presentation will be shown. Any time used to deal with technical troubleshooting will be counted against the speaker's allotted time.
- 8) Only one speaker or time slot is allowed per presentation. No serial presentations will be allowed. Presenters should assume they will have a maximum of three minutes for their presentation and possibly less if the Mayor or Chair of the meeting determines that time restraints are necessary.

9) Acceptable formats for electronic submission are .pdf, .ppt, .pptx, .pps, .ppsx, .wmv, .avi and .mov.. (Note that .pdf is the preferred format for Power Point presentations.) DVDs may also be submitted.

The City currently has a "A Guide to the City Council Meeting Process" pamphlet, available in the back of the Council Chambers, which outlines the procedures of a City Council meeting. Staff is recommending that the pamphlet be altered to apply to all City meetings and that a section be added to that pamphlet, which will also be available on the city website, outlining the procedures for making an AV presentation at a City meeting. Below is sample text for the pamphlet:

Public Presentations During Public Comment

This policy establishes guidelines for members of the public making a presentation to the City Council or a City Commission using audio/visual equipment during a public meeting. Members of the public are responsible for submitting their audio/visual presentations at least two (2) business days prior to the meeting. The audio/visual presentation and related comments are limited to three (3) minutes and may be less if the Mayor or Chair deems it necessary to place time constraints on public comment.

1. Members of the public may present audio/visual (AV) materials at City meetings utilizing the city's audio/visual equipment, provided that presentation materials are submitted to the City Clerk and Media Operations Department by 5:00 p.m. two (2) business days prior to the meeting. Advance submittal of a presentation will allow the City Clerk and Media Operations Department to plan for the use of the appropriate audio/visual equipment.
2. AV materials may be submitted online through the City's website at www.cityofcalabasas.com/AVpresentations or in person at the front desk of City Hall clearly marked ATTENTION CITY CLERK AND MEDIA OPERATIONS DEPARTMENT. All audio/visual materials submitted must have a label noting the name or group, contact person, daytime telephone number, email address, description/title of the presentation and agenda item title and number (if applicable). Acceptable formats for electronic submission are .pdf, .ppt, .pptx, .pps, .ppsx, .wmv, .avi and .mov.. (Note that .pdf is the preferred format for Power Point presentations.) DVDs may also be submitted.
3. Members of the public who have submitted presentations will have the opportunity to show up in the hour prior to a meeting to double check their presentation.
4. All audio/visual presentations must comply with established time limits for oral presentations. Only one speaker or time slot is allowed per presentation. No serial presentations will be allowed. Presenters should assume they will have a maximum of three minutes for their presentation and possibly less if the Mayor or Chair of the meeting determines that time restraints are necessary. The time limit includes the

time necessary for verbal remarks as well as presentation of any prescreened visual materials. If there are technical issues, the presenter should be prepared to give their comments verbally. There is no guarantee the presentation will be shown. Any technical troubleshooting will be counted against the speaker's time.

5. A speaker card should be filled out for the item on which the presentation will be made. During the meeting when the speaker is called during public comment, they should announce their name and say "I have a presentation".
6. Media staff will bring the projector and dais monitor feeds up and the presenter will then run the presentation from a wireless USB remote control from the public podium. Members of the public will not be permitted to sit at the staff or City Clerk's table.
7. In the event that the electronic format of the presentation is submitted on a timely basis, but does not run upon receipt, City Clerk or Media Operations Department staff will email or telephone the speaker/presenter to inform them that they will need to resend or re-deliver the presentation by 5:00 p.m. two (2) business days prior to the scheduled meeting. Otherwise, the material will not be presented at the meeting.
8. Once the materials have been submitted, they cannot be changed prior to the meeting.

REQUESTED ACTION:

That CTC recommend that the City Council do the following:

Allow AV presentations submitted in electronic format by 5:00 p.m. two business days prior to a City Meeting following the procedures outlined above. This policy should be added to a brochure entitled, "A Guide to the City Meeting Process" which will be available in the City Council Chambers and on the City website.

ATTACHMENTS: #1 – Grid of policies from other cities
#2 – A Guide to the City Council Meeting Process 2011