REGULAR MEETING OF THE
EDUCATIONAL TELEVISION FOR THE CONEJO (ETC)
BOARD OF DIRECTORS

AGENDA
Tuesday, May 16, 2017
11:00 a.m. Open Session

LOCATION
Conejo Valley Unified School District
District Office North Building
Conference Room F
1400 E. Janss Road
Thousand Oaks, CA 91362

If you wish to address the Educational Television for the Conejo Board of Directors, it is necessary to complete a speaker form (blue) and hand it to the recording secretary. If you would like to make comments about items not on the agenda, a speaker form should be completed and submitted prior to the Public Comments section of the agenda. If you wish to address an agenda item, please complete and submit your form prior to the Action section of the agenda. Pursuant to the Brown Act, the Committee cannot enter into a formal discussion nor can a decision be made in regard to public comments. The Committee may provide a reference to staff or other resources of information, request staff to report back at a subsequent meeting, or direct staff to place an item on a future agenda. Public comments will be limited to three minutes. On those occasions where there is an unusually large number of speaker cards, the Committee President may make the decision to decrease the time. Please present your comments in a factual, respectful, and dignified manner that models how we expect our children to participate in the democratic process.

If you wish to register your opinion on a topic but not speak, please fill out a public written statement form (yellow) and hand it to the recording secretary. Members of the Board of Directors will review these forms following the meeting.

Your input is greatly appreciated. The information on the speaker cards will assist the President in conducting the meeting and is needed for the official minutes. The information on the cards will become public record. Thank you for your cooperation and compliance with these guidelines. Please feel free to call the Business Services office if you have any questions (805-497-9511 x206).

AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS
CVUSD District Office, 1400 E. Janss Road, Thousand Oaks, CA
This serves as the main posting location pursuant to the Brown Act, Government Code §54954.2(a)

Additional Locations
Newbury Park High School, 456 Reino Road, Newbury Park, CA
Thousand Oaks High School, 2323 Moorpark Road, Thousand Oaks, CA
Westlake High School, 100 N. Lakeview Canyon Road, Westlake Village, CA
CVUSD Grounds and Mechanics Office, 750 Mitchell Road, Newbury Park, CA
District website: www.conejousd.org
I. 11:00 A.M. REGULAR SESSION

Opening Provisions

A. Call the Meeting to Order and Roll Call

B. Pledge of Allegiance

C. Announcements and Procedures

D. Approval of the Agenda

E. Introduction of New Director Appointed by the Board of Education: Sandee Everett

F. Board Vacancies

1. Election of President
   No need for a second when making nominations for office. The newly-elected President assumes leadership of the meeting.

2. Election of Secretary

G. Comments

1. Public
   Pursuant to the Brown Act, the Board members cannot enter into formal discussion with individuals making public comments to the Board. The Board members cannot take action on any issues raised during public comments that are not on the meeting agenda. Board members may respond to public comments during the Individual Board Members Comments section of the agenda (I.E.3).

2. Board President

3. Individual Board Members

4. Treasurer’s Report

5. Executive Director
II. ACTION ITEMS - GENERAL
(Each item requires a motion for approval)
   A. Approval of Minutes of Regular Meeting held October 18, 2016 (Section B of this packet)

   B. Approval of 2017-2018 Meeting Dates
      Tuesdays, 11:00 a.m. – 12:00 p.m., location TBD
      September 12, 2017
      January 16, 2018
      May 8, 2018

III. INFORMATION / DISCUSSION ITEMS
   A. NFHS agreement to broadcast either with prepaid access or pay as you go access for broadcast rights to CIFSS games (attachment). – Terry McCallum

   B. Reauthorization of budget expenses (attachment). – Terry McCallum

   C. Topics for the Next Meeting

IV. ADJOURNMENT

NEXT MEETING
Tuesday, September 12, 2017
11:00 a.m. – 12:00 p.m.
Location: TBD

AGENDAS ARE POSTED AT THE FOLLOWING LOCATIONS
CVUSD District Office, 1400 E. Janss Road, Thousand Oaks, CA
CVUSD Website: www.conejousd.org
This serves as the main posting sites pursuant to the Brown Act, Government Code §54954.2(a)

Newbury Park High School, 456 Reino Road, Newbury Park, CA
Thousand Oaks High School, 2323 Moorpark Road, Thousand Oaks, CA
Westlake High School, 100 N. Lakeview Canyon Road, Westlake Village, CA
CVUSD Grounds and Mechanics Office, 750 Mitchell Road, Newbury Park, CA
SECTION B: MINUTES

Tentative Minutes of the October 18, 2016, Committee Meeting
presented for action by the Committee on May 16, 2017
(Action Item II, A)
EDUCATIONAL TELEVISION FOR THE CONEJO, INC. (ETC)

BOARD OF DIRECTORS
October 18, 2016, 11:15 a.m.

Location: Conejo Valley Unified School District
1400 E. Janss Road, Thousand Oaks, CA 91362

MINUTES

OPENING PROVISIONS

A. Opening Provisions / Pledge / Announcements

Dr. Ann Bonitatibus, ETC Secretary, called the meeting to order at 11:19 a.m. She announced that Peggy Buckles has resigned from the ETC Board. She conducted the Pledge of Allegiance and made procedural announcements.

B. Roll Call

Dr. Bonitatibus called roll, as follows:

Board of Directors
ETC President (Vacant Position)
Ann Bonitatibus, Ed.D., ETC Secretary Present
Victor Hayek, Ed.D., ETC Treasurer Present
Sue Wells, ETC Director (Absent)
Denise Reader, ETC Director Present

Other Attendees
Terry McCallum, ETC Executive Director Present
Richard Blake, CVUSD Audio-Visual Technician Present
Cindy Goldberg, Executive Director, Conejo Schools Foundation Present

C. Approval of Agenda

Denise Reader moved to approve the Agenda as written, Victor Hayek seconded the motion, and the motion carried 3-0 with the President position being vacant and Sue Wells absent.

D. Board Vacancy – Election of President

After the last meeting, Peggy Buckles resigned from ETC. On tonight’s Board of Education Meeting agenda, the Board is being asked to appoint a new member to ETC.

Denise Reader suggested that the election of a President be postponed until after the Board of Education appoints a new ETC member. She added that Sue Wells had expressed an interest in assuming the ETC President position. There was a general consensus to defer the election of a new President until the next ETC meeting.

E. Public Comments

(None)
F. President’s Comments
   (None)

G. Individual Board Members’ Comments
   (None)

H. Treasurer’s Report
   Dr. Victor Hayek provided the following summary of ETC’s bank account at Wells Fargo:
   
   $8,342.50 Balance reported at ETC Meeting on August 16, 2016
   20.00 Refund from Franchise Tax Board of fees paid for Tax Returns 6/14 & 6/15
   (505.99) Paid to JVC for repair of camera #4 August 26, 2016
   70.00 Reversal of Wells Fargo Bank Fees (5 months) posted August 31, 2016
   $7,926.51 Remaining Balance October 13, 2016

I. Executive Director’s Comments
   Terry McCallum reported that a recent power failure resulted in an outage because the back-up battery did not turn on. Richard Blake worked with Fios and the system was operational within 24 hours. Time Warner and Charter have now merged and operate under a new name: Spectrum. Last April, Verizon sold Fios to Frontier and moved their tech support overseas; the level of customer support declined. Last month, tech support was moved back to the United States and it is much improved.

   Victor Hayek toured the TOHS equipment room with Richard Blake. The Fios connection is leased and the remainder of the equipment is owned by CVUSD. Much of the equipment located in the studio is owned by ETC.

   Terry reported that we were unable to work out the NFHS agreement terms. At this time, we do not have an easy way of streaming.

INFORMATION / DISCUSSION ITEMS

A. ETC Vision and Purpose
   Dr. Bonitatibus asked the Directors what ETC wants to accomplish. Terry McCallum provided a brief history of ETC. He said ETC was formed about 20 years ago as a non-profit organization involving the City of Thousand Oaks, California Lutheran University, Moorpark College, the Consortium for Advanced and Technical Education (CATE), and Conejo Valley Unified School District. At the time, the City was negotiating a Franchise Agreement with Storer Cable that included three channels for the City, Education, and Public Access.

   In 2008, Verizon requested a direct connection and after much discussion it was established in 2010 at Thousand Oaks High School (TOHS). Tapings were submitted to the school and reviewed by the TOHS teacher prior to posting on the educational television channel. Now, the ETC coverage may be viewed from Acton on Highway 14, to the San Fernando Valley, to the Ventura plain, up to Fillmore, but not including the
City of Ventura and the City of Oxnard. Currently, only CVUSD provides content for posting on the channel.

Dr. Bonitatibus asked what the purpose was of having a non-profit corporation. In 1996, the City designated Educational Television for the Conejo, Inc., as its designee to produce and provide programming for an educational access cable TV channel(s). Verizon cannot give CVUSD a grant, but can give the ETC nonprofit a grant. The original vision for ETC was that sponsors and grants could be applied for. ETC received $25,000 from Time Warner in 1998.

Dr. Bonitatibus noted that the vision and purpose was to provide educational programming; however, that was established long before the existence of social media, video streaming, etc. She asked what the vision of ETC is moving forward. Terry McCallum suggested that ETC can provide more public relations programming specific to CVUSD. About 5 years ago, a telephone survey was conducted and it was estimated that about 10,000 people viewed a game during one weekend.

Many years ago programming included Conejo Gold, Huell Howser, T. O. Today, and a satellite feed from the University of California. ETC is unable to show concerts because of copyright legalities (can do 6 minutes only), and is unable to show football due to CIF rules.

The Franchise Agreement allows “thank you’s” to be posted, but not paid advertising unless the ad is by a supporting business. Terry McCallum has spoken with the 3 high schools regarding co-sponsorship. Businesses advertising in the stadium can get an ad on the television channel, but only if we are airing the games. ETC would not have to go through NFHS. ETC can stream games delayed or live, if ETC uses its own equipment without using someone else’s service. The District does contract for their live streaming services. The District has a YouTube channel, but ETC cannot use that.

Regarding the vision and purpose, Terry McCallum suggests ETC show programming that people want to watch such as concerts, games, and College Night (last filmed in 2013).

Richard Blake reported that he is trying to fill time on the channel. Cindy Goldberg stated that the Mass Media classes used to create programming. Dr. Bonitatibus reported that Kim Gold is going to speak with the Newbury Park High School Mass Media Teacher to learn of programming possibilities.

Dr. Hayek reported that the ETC equipment is outdated. Terry McCallum said the City receives Franchise funding and ETC is supposed to receive one-third of that, but has not. The last conversation with the City was 5 years ago, but there are new City representatives since then. Terry expressed a desire to discuss cooperative programming with the City. Dr. Bonitatibus supported Terry McCallum moving forward with the discussion.
Denise Reader said ETC should showcase the wonderful activities that CVUSD students are doing, such as coverage of the annual Conejo Council PTA Reflections event.

Richard Blake said his role is to operate the channel 24 hours a day. His job is not to review the program; instead, he provides the technical support to air the programming that is provided. Richard works at the Board Meeting and then spends a couple more hours finalizing the programming.

Dr. Bonitatibus summarized that the vision and purpose is a program advisory role, financial review, and technical support.

Dr. Hayek suggested that ETC meetings be held at the beginning, middle, and end of the year. He asked Richard and Terry to inventory the equipment we have and determine what formats are needed (according to the cable companies) in order to have viewable programming.

Under the rules of the Brown Act, Terry McCallum can investigate and send information to the Directors, but cannot poll the Directors for their opinion. Directors may respond one on one as a point of clarification. They cannot discuss how they will vote on a matter.

Denise Reader expressed feeling that programming is not embraced by the schools and requested that the District Office convey their vision for programming and scheduling. Dr. Bonitatibus stated that the District’s primary role isn’t to determine programming; however, over time the District can map out a schedule of times allocated for specific programming. At this time, staff doesn’t have enough information to formulate a Districtwide schedule of programming. Dr. Hayek stated that the first step is to identify events to film. He added that Richard Blake will download a rolling ad of the District to run when there is no other programming on.

B. Preparation of Required Tax Filing and Organizational Documents
Dr. Hayek reported that Forms 199N, RRF-1, and SI-100 have been filed. By March 15th, federal tax Form 990EZ and state tax form 199 must be submitted. He has asked the District auditor to do the tax preparation for ETC. The original estimate was $500, but he believes it could be negotiated to a lower price.

C. Transmission Equipment at Thousand Oaks High School and the Current Programming Process
See Information Item A (above).

D. Topics for the Next Meeting
- Review the equipment inventory
- Major events list
- Draft a programming schedule
- Discuss Terry’s meeting with the City
- Welcome the new ETC Director appointed by the CVUSD Board of Education
ACTION ITEMS

A. Approval of Minutes – August 16, 2016
Victor Hayek moved to approve the Minutes as written, Denise Reader seconded the motion, and the motion carried 3-0 with the President position vacant and Sue Wells absent.

B. Repeal Memorandum of Understanding with Conejo Schools Foundation (CSF) Originally Approved May 18, 2016
At the ETC Meeting held on May 18, 2016, ETC and CSF entered into a Memorandum of Understanding, which established that CSF would provide the following services for ETC: accounting services, office services, website management, and business. Victor Hayek moved to approve repeal of the Memorandum of Understanding with CSF, Denise Reader seconded the motion, and the motion carried 3-0 with the President position vacant and Sue Wells absent.

ADJOURNMENT
Dr. Bonitatibus adjourned the meeting at 12:39 p.m. The next regularly scheduled meeting is Tuesday, January 17, 2017, at 11:15 a.m., in Conference Room A at the District Office.
ABOUT THE PROGRAM

The NFHS Network School Broadcast Program (SBP), powered by PlayOn! Sports, is a platform that allows your school to stream live events over the Internet and archive productions for on-demand viewing.

- Participation is free for schools
- Viewers purchase a subscription to watch live sporting events (Day, Monthly, Season, and Annual Passes) using a secure online platform
- Your school receives a portion of all revenue generated from your school-produced subscription events
- Students learn real-world broadcast skills

COMPONENTS

PLAYON! SPORTS PLATFORM

- Dedicated school-branded channel on NFHSnetwork.com to broadcast your live events and host your entire on-demand video archive
- All content is available on mobile devices and tablets, including the NFHS Network mobile app for iPhone and Android
- Create highlights to share across your social networks
- Web-based content management system allows you to manage your content and school channel

PLAYON! SPORTS SOFTWARE

- Laptop-based production software makes it easy to broadcast live events from any location on campus and at away games
- Integrates easily with existing video and audio production equipment
- Choose from 17 different overlay graphics templates to get the perfect look for every sport and activity
- Dynamic insertion of graphics and videos during your broadcasts, including clock functionality
- Advertising elements, such as commercials and sponsor logos, can be incorporated into your broadcasts
PARTICIPATION

NO COST SUBSCRIPTION PLAN

- School is responsible for providing their own PC laptop and video capture device
- School receives 50% of the net revenue of the passes purchased for their school produced content
- Funds are distributed on a quarterly basis
- Non-sporting events are free, no subscription required
- After 72 hours, sporting events are free of charge to watch on demand

*EQUIPMENT PACKAGES AVAILABLE FOR PURCHASE*

Sean Hennessy | Territory Manager – AK, CA, ID, NV, OR, WA

sean.hennessy@playonsports.com | NFHSnetwork.com

c: 619.408.2853

Powered by PlayOn! Sports
CIF SOUTHERN SECTION and NFHS Network
Expanding Relationship to include Student Broadcast Program

August 6, 2015

The CIF Southern Section is pleased to inform our member schools that you can now webcast most of your regular season home games via the NFHS Network website without having to pay a rights fee. The goal is to greatly expand your student audio/visual program opportunities and increase the exposure for many of your teams without the issues that come with having to use your own school/district web site.

Specifics:

• **STUDENT BROADCAST PROGRAM:** This opportunity is available for your campus student audio/visual program. You can do home games and, with your opponents approval, away games too. This program is specifically for student production and may not include pre-produced video advertising or non-student third-party game productions.

• **ALL REGULAR SEASON GAMES EXCEPT FOOTBALL:** Any regular season game, excluding football, qualifies for this program. Football rights are covered under other agreements and not eligible for this Student Broadcast Program fee waiver.

The NFHS Network has the ability to air a select number of football games per our existing NFHS Network agreement. If you are interested in broadcasting any of your football games please contact the NFHS Network for additional clarification on football availability.

• **CLASSIFIED LIKE A WEBCAST ON YOUR SCHOOL WEB PAGE:** Per CIF-SS Blue Book, all CIF-SS events are contracted via the CIF-SS office and include a rights fee with the exception of games webcast on the school/district owned main website. Under this agreement, student produced webcasts aired on the NFHS Network website will be similarly classified as those being webcast on the ‘school/district’ web site and will have any rights fee waived.

• **NFHS NETWORK VIEWING:** All webcasts under this program will be available on the NFHS Network web site and are subject to the NFHS Network subscription requirements for ‘live’ viewing and up to 72 hours of archived viewing.

http://us4.campaign-archive2.com/?u=876b38d70e27202ba94d85&id=b67a40592
hours after the event. Archived viewing /2 hours after the event does not require a subscription.

• **NO CHANGE TO OTHER WEB SITE DISTRIBUTION:** As in previous years, any other third party web sites used to webcast do require a per game rights fee. Examples of third party entities are, but not limited to, iHigh, usv.com, thecube.com, livestream.com as well as local newspaper or cable TV web sites. Only the NFHS Network has reclassified as comparable to a school web site.

• **ORDER OF PRIORITY:** Should an event be requested by a paying client, such as Fox Sports or Cox3, that request would take priority over a non-rights fee student broadcast. In the event the school declines the ‘paying client’, then that denial also eliminates all other broadcast options including the student broadcast for that game.

• **PLAYOFFS:** All playoff events, in all sports, continue to require a per game rights fee.

We are excited to open this easy webcast option for our members who have student audio-visual opportunities.

For more information or to schedule your games via the NFHS Network Student Broadcasting program, visit [www.nfhsnetwork.com/sbp](http://www.nfhsnetwork.com/sbp) or send an email to sbp@nfhsnetwork.com to find out how to sign your high school up and start broadcasting your high school events live. Interested schools can also contact Sean Hennessy directly at (619) 408-2853 or sean.hennessy@playonsports.com.

Should you have additional questions on the CIF-SS video rights policies, please contact John Costello, CIF-SS Director of Marketing, at johnc@cifss.org or (562) 493-9500.
CONEJOTV

Budget Request - May 16, 2017

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INVOLVED PARTIES

CVUSD

ETC/ CONEJOTV

CTE TEACHERS
  PAID BY CVUSD

ASCAP/BMI
  PAID BY ETC

STUDENTS
  INTERNS?

CIF
  PAID BY ETC, BOOSTERS

BUILDING SOUND
  PAID BY BOOSTERS/ SPONSORS
  FOR PROGRAM CREATION

SPONSORS
  PAY ETC

BOOSTERS
  PAY BLD SND FOR VIDEO