

TIME WARNER CABLE: Following is information from Allison Martin regarding a possible way to help us save money for the District and put \$15,000 toward our *Vision 2020* strategies.

Each year, the District enters into a \$15,000 contract with Time Warner Cable to broadcast our board meetings on cable access twice a month. The coverage begins at 7 p.m. and ends at 9:30 p.m. — even if the board meetings last longer than 9:30 p.m., Time Warner stops broadcasting at 9:30 p.m. We receive many complaints about this because our coverage goes to black, and only audio is available for a period of time.

We have a Time Warner crew that shoots the board meeting. We also have a JCPS crew that shoots the board meeting. I propose we consider eliminating the Time Warner contract and solely livestream our meetings utilizing JCPS personnel. I have provided the pros and cons below:

PROS

- We are more efficient with the use of our employees' time
- We are adapting to changes in technology
- We can livestream the board meetings for free
- Money can be returned to the district
- There will be no interruption or drops in the board meeting coverage
- Is the viewership on cable worth \$15,000 – I don't have ratings data (and neither does TWC), but I am educating a guess that it equates to a very high cost per viewer

CONS

- We would no longer have the sign language interpreters
- The videos can be close captioned for our You Tube page. Transcription is \$1 per minute and an average turnaround of 24 hours.
- We would only have a one-camera shoot, which shows a constant wide shot of the board

Obviously, there are significant pros and cons, but I do feel like we need to begin the conversation about this issue. When we entered into the contract many, many years ago with TWC, there were no options for Livestream. Those options are now free.