

CEAP Planning Committee Meeting; August 13th 2008

Attending:

Walt Hays
Bryan Long
Wendy Hediger
Lorna Fear
Frank Welte
Karen Adams (Media Center)
Annie Folger (Media Center)
Bill Cutler

Discussion: Media Center Proposal for Monthly CEAP Series

Annie: would like to understand what we want to accomplish today. Have been working with Lorna.

Lorna: What we want to do is review proposal for pilot episode and get buy in from CEAP planning committee.

Lorna led review of proposal for CEAP Pilot episode:

SUGGESTIONS FOR CEAP PILOT

INTRO--Layered, effects driven open w/"new green" content (content not necessarily thought of as green; e.g., eco-friendly bars). (Check out Jeff McGinnis' "Media Center Demos" on our blog at http://www.communitymediacenter.net/about/news/blog_feed.php <http://www.communitymediacenter.net/about/news/blog_feed.php%3e> for examples of effect-driven opens)

SEGMENT 1, NEWS (studio & field footage)--Need news input from CEAP members on following topics:

- Renewable Energy
- Energy Efficiency
- Waste Reduction
- Green Buildings
- Sustainable Landscaping
- Transportation
- Agriculture & Food
- Water
- Pollution and Toxins
- Education
- Lifestyle

SEGMENT BREAK (full-screen graphics)-Green Events Calendar

[Comment from Frank: Please consider vision-impaired, and use voice-over for important calendar events and direct viewer to wiki calendar.]

[Comment: Need to make sure we coordinate calendars, what is noted on video and what is on wiki]

SEGMENT 2, FEATURE (studio & field footage)-Could involve following topics:

Pioneering Green Non-Profits, Businesses, Schools, Gov.,
Neighborhoods, Individuals, etc.

Transportation & the Environment

Politics & the Environment

Arts & the Environment

Habitat Restoration

Environmental Awardees

SEGMENT BREAK (full-screen graphics)-Green Business Directory or Green Reads
or

[Comment: Non-commercial status requires no “call to action” or comparative statements.]

SEGMENT 3, GREEN TECH & TIPS (studio & demos, graphics)-Could involve
following topics

New green products & technology

Green recipes

Green gardening

Green fashions

Reduce, Reuse, Recycle tips

Energy efficiency tips

Eco Travelbran@energyforamerica.ux

(see status report email to Walt from Lorna)

Will create a Pilot with identified segments that the larger organization can feed into.
Ten minute chunks are easy to translate over to web.

Media center will take on expense of developing opening; a 30 second layered graphic
video signature piece. Content something fresh, green buildings, other. CEAP needs to
provide input on what our “message” is.

Lead Producer (Lorna) would take input from CEAP and funnel into media center
production.

Media center has field equipment as well as studio equipment we can rent at highly
subsidized cost. Carroll has ideas for raising funds we would need. Media center has
many volunteers who are always looking for projects they can contribute to.

Frank: Consider visually impaired in production. Ask yourself as producing it whether people with visual, hearing, or cognitive disabilities get something out of this. Calendar crawl not good for visual impaired. Close captioning good for hearing disabilities.

Annie: but we don't have that capability .

[Side comment: Use web consortium design guidelines for visually impaired including alt text for graphics.]

Someone in CEAP needs to organize which calendar events get announced, which get listed, and make sure all are on wiki.

CEAP needs to have a news committee or group to help put things together. Or segment leaders can be tapped. Non-profit environmental groups probably have tons of content. Could invite all environmental non-profit organizations to send CEAP a copy of the press releases. Paolo of BAG also a resource, as are Daily News and Weekly.

This series might be one strand of media content that CEAP provides. Separate from this can also go out and record talks and sponsor those. CEAP presents.... Can also have a forum discussion taped. Inexpensive.

Studio series estimate: \$30 studio slot, feed the crew \$75, \$15 camera rental, volunteers sometimes have cameras. Can have underwriters with acknowledgement. Ballpark is about \$200-300 per show. Can also apply for grant. 32,000 cable subscribers 12 times per week, and broadcast on Internet. Runs 3 times each 24 hour period.

Can also offer the show to regional affiliates. Alliance for Community Media.

Consensus: We should proceed on this plan.

CEAP Action Items:

- Call on CEAP members who previously indicated interest (Lorna)
- Call for volunteers on Yahoo group (Lorna)
- Establish media group and get it going (Lorna)
- Define content of intro, which brands organization. What is the message, what do you want the audience to think about? Media center can tackle once given some content. Think about where movement is going, and how to represent. (Lorna, Planning Committee, media group)
- Define content of first show. (Media team)
- Contact Liaisons for news items (media team)
- Contact Greenlight music video winner to see if we can use. (Annie Folger will forward contact to Lorna)
- Find funding (Lorna, Carroll)

Discussion: Next Meeting at Stanford

Success Story: Stanford
Presentation on CEAP media series. - Lorna Fear
Open discussion on series (see below discussion)
[Action: Wendy will send agenda outline to Walt]

Other Items

October CEAP meeting is @ Roche. Wendy sent email to liaisons to propose meeting locations for future dates.

How to get non-profits more involved? Need something similar to CIPL with experts talking about what they can do. CEAP could get a crew of people to help them. YMCA considering using Acterra's Act Green program, which will be good model.

Bill Cutler's upcoming trip to Colorado, trying to make trip solely using public transit. Document and use in media effort, also as presentation to CEAP. Take pictures!

Email from Millie on BringLight and Green Neighbors. Got impression they were interested in looking for contributions. If looking for more activities, maybe, but not as an appeal for funds.

Lorna: Could link to their website from wiki page on non-profits.

Walt: Could let them know about additional projects, and how to get listed.

Consensus: Appropriate for them to make a 5 min presentation, not focused on soliciting funds.

Discussion: CEAP Organization and Cross-Segment Initiatives

[The following summary captures our discussion without specific attribution to speakers, as the discussion was quite interactive and flowing.]

An email discussion has been underway regarding what CEAP's role is, and in particular whether CEAP should be providing feedback to the city on things like the CPP cost benefit analysis.

The City Council did not establish a Environmental Commission to provide analysis and feedback to the city, nor have they yet hired an Environmental Action Coordinator who would be part of such a commission. That might yet happen, but CEAP was not established for that purpose. CEAP's mission is to stimulate the various segments to pursue environmental action initiatives, particularly on climate change.

However CEAP is self-defined and self-organizing. An Environmental Commission would be a more closed group, whereas CEAP is open to all the talent in the Palo Alto community, so we could pursue GRTF-type efforts if we chose to and organized appropriately.

A problem is that since we are an open organization, it would be very difficult to reach a consensus on an official CEAP position for recommendations to the city. Not impossible, but very difficult. Particularly on controversial policy issues.

However there is some frustration building within the CEAP membership about not being able to use this organization to do cross-segment initiatives or discuss city policies.

Could a person who is interested in analyzing and providing feedback on a policy issue make an announcement about that at a CEAP meeting to invite others to join them in that effort? Consensus: Yes, that would be ok.

Are segments ready to co-mingle on initiatives, or do they need to focus on getting their own segment activities underway? We could easily come up with many such initiatives, but that might be more disruptive than productive.

Are there one or two cross-segment activities that we could focus on that would allow cross-segment activity? Could we focus a CEAP meeting on a topic like reusable bags, and have a combined brainstorming session on that topic? Each segment would get informed about what other segments were doing, and share ideas. We could pick one initiative to focus on for a month or two, and then move to another.

It is always a question how best to organize to address problems. CEAP is organized by segment, but we could organize by topic (e.g., transportation), or by project/initiative (e.g., reusable bags). We are a fledgling organization. We shouldn't mess with what we have at this point, but we should look at what directions we might want to grow in based on project or action, e.g. a cross-segment reusable bags initiative. The key is to define how initiatives that require multiple segments would be coordinated.

How do we select cross-segment initiatives? What are the highest impact initiatives? How do we define highest payoff projects? Another criterion is whether it is easy to implement, another is interest level, and another is how it provides leverage for other initiatives.

The video series discussed previously is itself a cross-segment initiative. It engages from all the segments, has a high interest level, and will highlight other initiatives, so it has good leverage.

What about the City composting issue? This is a controversial issue that we won't be able to easily organize around, nor reach consensus on. Not a good thing to start with.

Consensus: The CEAP video series is an excellent first cross-segment initiative. It is on the agenda for the September meeting anyway, and we will be reaching out to the segments on this issue before that meeting. We should reserve some of the next meeting for an open, cross-segment brainstorming exchange on the video series. We should also

present the concept of cross-segment initiatives, and discuss how we might solicit proposals, and filter those for ease and impact.

Project ideas → filter → Planning & org → Initiatives

4 pm: Meeting adjourned