

Virginia Public Broadcasting Board
Approved Minutes
June 9, 2009 Meeting

Members attending: Dr. Mark Emblidge, Robert Hofheimer, Robert Stein, Joyce Dodd, Billie Sue Musselwhite, Eliza Severt, Janet Muldoon, Suzanne Hall, Gene Damon

Staff attending: Deputy Secretary Richard Zorn, Secretary of Administration (SOA), Susan Siegfried, Office of the Attorney General (OAG), Mark Saunders, Department of Education (DOE), Dr. Lan Neugent, DOE, Christy Berry, Department of Planning and Budget (DPB), Nicole Mason, Department of Human Resource Management (DHRM)

Dr. Mark Emblidge, Chairman, called the meeting to order at 12:40 p.m. The Board approved the minutes with amendments shown below in quotes for the **September 2008** meeting.

- Motion at 2:05 p.m. by Dr. Mark Emblidge to recommend that the PBB be moved from the Secretary of Administration to the Secretary of Education. “Vote: 4-4-2 (Motions are defeated in a “tie” vote)”
- Motion made at 2:16 p.m. and seconded for Vice Chair election. Seconded by Suzanne Hall. Motion passed at 2:18 p.m. “Janet Muldoon nominated Buzzy Hofheimer for Vice Chair. Elected by acclamation.”
- Dr. Lan Neugent and Mark Saunders (DOE) presented Instructional TV Contracts (ITS) raising the following issues:
 - Inadequate funding for technical support staff although as teachers become more comfortable with the technology, they are able to facilitate troubleshooting the problems.
 - No mandate from the State supporting technology in schools
 - Monthly status reports for contracts are monitored by Mark Saunders, reviewed by DPB. An audit of each station can be called by SOA if deemed necessary.
 - RSCPC – Regional Schools Contract Planning Committee meeting occurs bi-monthly between TV stations and school district representatives. Evaluation surveys are used to measure the effectiveness of programming support.
 - Programming exceeds SOL requirements, reaches out to public, private (via VAIS), home-schooled, and higher education. Additionally pre-school programming is available.
 - Budget – Federal/State funds support programming (41% of ITS monies used for staffing the program), corporate/membership drives underwrite costs. Stations negotiate the price of leasing programs created nationwide generally from 1-3 years.
- Deputy Richard Zorn (SOA) reviewed legislative activity affecting public broadcasting funding.

- Additional funding cuts are anticipated when revenue forecasts are updated on or about August 18, 2009.
- Community Service Grants Contracts and Year- end Report samples were reviewed.
- Motion was made, seconded and passed unanimously to approve the allocation of grant monies with \$9000 held for administrative purposes. See attached motion
- Public Comment: John Heimel, WHRO
 - WHRO (which is owned by Hampton Roads education system) is developing an online high school. WHRO was encouraged to make this online system affordable and aligned with SOL standards. The new online high school will not just be a Virginia program but consist of a national repository of content. It sits on a system developed by the Department of Defense.
 - Nine classes are currently live. The goal is to have complete curriculum online by 2011.
 - Video was shown and website is: videoclassroom.org
- Public comment: Joe Bruns, WETA
 - Mr. Bruns wanted to emphasize how significant Public Broadcasting is to the Commonwealth of Virginia. A video was shown as a testament to how state agencies, local broadcasting associations and TV stations are taking advantage of the resources hosted in Virginia.
 - Mr. Bruns showed a video clip of programming provided by Virginia stations.
 - Susan Siegfried (OAG) summarized the requirements of FOIA, what constitutes a meeting.
- Travel Vouchers must be processed by June 30, 2009 as it is the end of fiscal 2009.
- New business:
 - Buzzy Hofheimer suggested stations discuss broadcast areas and their divisions.
 - Janet Muldoon suggested a subcommittee for specific topics.
 - Joyce Dodd expressed her concern that the board is not large enough to populate subcommittees.
 - Robert Stein would like to establish frequency of meetings.
 - Dr. Emblidge suggested that Board members submit their unresolved concerns to him or Buzzy Hofheimer directly in order to become more productive.
- The Board set its next meeting for mid- September, specific date to be determined.
- The meeting adjourned at approximately 2:00 p.m.

Respectfully submitted,
Nicole Mason