



Communications Advisory Commission

July 6, 2020, 6 p.m.

Regular Session

Zoom meeting platform

Due to the COVID-19 pandemic, public health and safety concerns require City of North Liberty public meetings to be held electronically, so as to limit the spread of the virus. The public is invited to submit questions and comments in advance of the meeting for consideration submitting them to the City Clerk Tracey Mulcahey via email at tmulcahey@northlibertyiowa.org.

This meeting may be accessed live by the public on the internet at northlibertyiowa.org/live, on Facebook at facebook.com/northliberty or on YouTube at www.youtube.com/channel/UCrCw6ipAPjJnd-olpRgPJcg. You can also attend by phone; call 1 (312) 626 6799 with a touch-tone phone and enter the meeting ID 817 4181 7281 and meeting password 46608210. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Election of Chair and Vice Chair, terms through June 30, 2021
5. Public Comment
6. Staff Report
7. Public Access Provider Policy Update
8. Working Title: I Am North Liberty
9. Old Business
10. New Business
11. Adjournment



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **July 2, 2020**
Re **Communications Staff Report for June**

COVID-19

After weeks of low new-case numbers, the end of June saw a spike of new positive cases. We've ratcheted back up our reminders to the public about mask wearing, hand washing, spacing and lower-risk activities. Meanwhile, we've continued to communicate recreation and library programming adaptations, including the by-appointment services such as swimming and computer use.

Social Justice and Racial Equity

Staff worked with police and administration to help increase transparency around current policing policies and disproportionate contacts, and had conversations about further action needed. We published resources from the See Me! Hear Me! event, are working with the library to put together a larger collection. We've recognized the need for us to build a platform specifically to amplify more diverse voices and share experiences, and revisited a project based on Denver's I Am Denver project to help tell people tell their own stories in their own words.

Blues & BBQ

We will hold the 14th year, socially distance, on July 11. Jillian and Derek have organized 12 hours of music and interviews that will be live-streamed through the day, set up T-shirt orders, worked with local restaurants to provide family style meals and mixed craft beer options and free kids' activities. We're partnering with the North Liberty Community Pantry to provide meals and activities to families they serve. Details at northlibertyblues.org.

Project Open House

We hosted our first Virtual Project Open House to talk about the future realignment of Front and Dubuque streets as a Zoom webinar, including a Q&A. The format was successful and easily repeatable (we'll plan to do another around Ranshaw Way yet this summer).

Other Items

We produced City Council meeting and submitted them to the Iowa City government channel.

We worked to replace some signage bearing the city's old logo with the new mark at the City Hall campus.

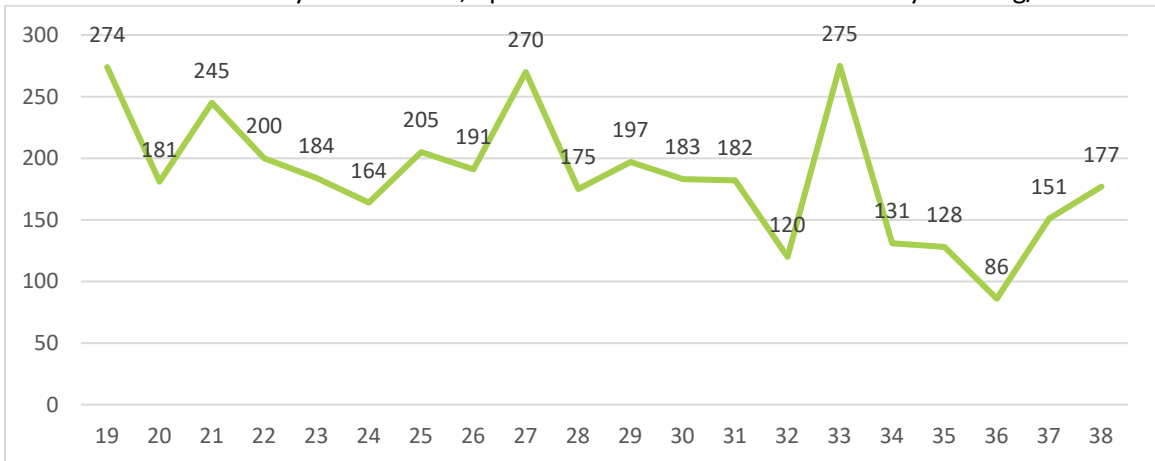
We sent news releases about city programming and service changes, COVID-19 issues, police policy and data, holiday hours, fireworks and more.

Completed Videos

Title	Requested By	Completed	Duration
City Council	City Administration	June 9	0:58
Project Open House	Communications	June	0:26
Library Board of Trustees	City Administration	June 15	0:36
City Council	City Administration	June 23	1:22
SRP: Dragon Eggs	Library	June 16	0:10
SRP: T-shirt Cape	Library	June 16	0:17
SRP: Fairy Wand	Library	June 16	0:09
SRP: Greek Pottery	Library	June 26	0:09
SRP: Pan Flute	Library	June 26	0:11
SRP: Bicycle	Library	June 30	0:05
Eye on: Community Center	Communications	June 30	0:06
Total completed productions: 11	Duration of new video: 4.5 hours		

52317 Podcast

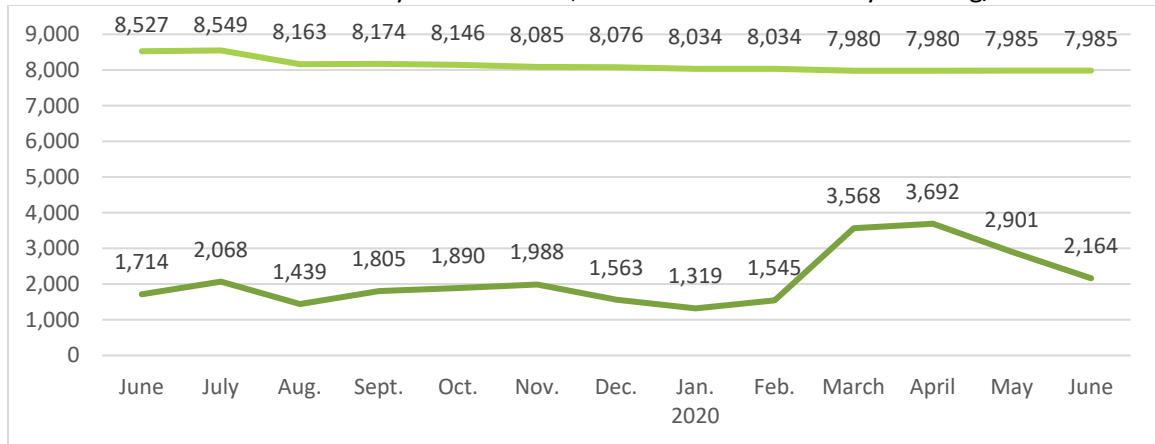
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 38: Vanilla Beans & Daydreams; 37: North Liberty Fire Department; 36: ; 35: Realtor Ashley Bermel; 34: We Run; 33: South Slope (archive); 32: Heat Yoga Studio & Spa; 31: New Pioneer Co-op; 30: Learning Begins; 29: Bluebird Café; 28: GEICO; 27: Smash Juice Bar; 26: All the Way Up Studio; 25: Stoakes & Fell; 24: The Leaderboard; 23: Frontier Co-op; 22: Café Muse; 21: Heyn's Ice Cream; 20: North Liberty Aquatics; 19: Citywide Garage Sales

North Liberty Bulletin Email Newsletters

Release schedule is first Thursday of the month; subscribe at northlibertyiowa.org/subscribe.



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp.

Subject lines June: Stop and listen; May: How's everyone doing?; April: This is something else; March: Smell that smell; Feb: Mythbuster; Jan: New decade, new us.; Dec: Dreaming of a non-polar vortex winter; Nov: Pretty sure you didn't listen/Let's try this again; Oct: Between a rock and a soft place; Sept: Live your best lawn; Aug: 🇺🇸 🍷 Let's show 'em what we've got; July: Decade-long forecast; June: What about jetpacks?

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
June 2020	95	37,016	53	81,200	2,080	4,522
May 2020	98	14,541	8	51,800	2,044	4,487
April 2020	43	15,703	25	73,500	1,996	4,455
March 2020	84	25,857	26	47,500	1,961	4,404
Feb. 2020	31	16,868	17	23,800	1,911	4,340
Jan. 2020	72	25,797	34	42,100	1,901	4,321
Dec 2019	34	11,762	12	34,100	1,868	4,280
Nov 2019	73	42,067	24	46,400	1,840	4,240
Oct 2019	104	36,908	23	49,700	1,820	4,219
Sept 2019	81	42,951	7	36,800	1,780	4,143
Aug 2019	72	18,317	8	40,000	1,760	3,993
July 2019	59	32,810	21	47,100	1,732	3,946
June 2019	97	36,203	27	31,500	1,691	3,845

Facebook new likes is the net number of new users liking the city's Facebook page; it does not include new *followers*.

Facebook reach is the number of unique users who saw any of the city's Facebook content, reported on a 28-day period. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown to a user. **Instagram new follows** is the net number of new users liking the city's Instagram account. **Nextdoor members** is the number of verified North Liberty residents who are users and able to receive our agency messages.

Website Statistics

Month	Sessions	Users	Pageviews	Pgs/Session	Avg Session
June 2020	22,535	15,909	44,379	1.97	1:22
May 2020	14,669	11,451	39,087	1.90	1:10
April 2020	18,727	13,796	34,990	1.36	1:10
March 2020	26,268	18,454	46,350	1.76	1:01
Feb 2020	14,211	10,558	29,875	2.10	1:18
Jan 2020	21,993	15,082	47,300	2.15	1:46
Dec 2019	17,879	12,571	38,918	2.18	1:23
Nov 2019	17,947	12,622	35,334	2.14	1:25
Oct 2019	20,233	14,122	43,473	2.15	1:24
Sept 2019	17,656	12,738	37,830	2.14	1:23
Aug 2019	20,191	13,891	44,800	2.22	1:30
July 2019	27,821	18,649	58,879	2.12	1:27
June 2019	30,713	20,378	65,434	2.13	1:19

Sessions is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. **Pgs/Session** is the number of pages loaded per session. **Avg. Session** is the average length, in minutes and seconds, of user interactions. All stats are monthly.



To **Communications Advisory Commission**
CC **Communications Specialist Derek Blackman**
From **Communications Director Nick Bergus**
Date **July 1, 2020**
Re **Requiring a “local sponsor” for public access programming**

Our PEG (Public, Education and Government Access) channel and its policies started when it and other channels were one of the only ways to get independently produced video in front on the public.

This has changed with the rise of YouTube, Facebook and dozens of other online video platforms. Now, producers are readily able to distribute their shows and build their audiences outside of the network of our public access channels. Understandably, many long-time providers have stopped distributing DVDs and VHS tapes altogether.

The internet has also made it much easier for far-flung producers without a connection to our community to seek out North Liberty Television and request we play their program using the online forms we’ve implemented to make it easy.

While we don’t receive an overwhelming number of requests, they come regularly and every submitted program comes at an incremental cost of storage space and staff time to transcode, schedule and catalog them. These programs also crowds out other shows, sometimes without a clear benefit to the community we serve.

Staff is recommending a simple solution through a policy update: require a “local sponsor” for public access programming. This change will be invisible to our current local producers, while ensuring regional or national programming is of some interest to our community.

The current requirements for public access programming (in addition to the FCC-compliant prohibitions on certain content such as obscenity, advertising and misrepresentation) included in our policies and procedures are:

A. PUBLIC ACCESS:

1. Any member of the public may produce and/or submit a program for cablecast, by completion of a Cablecast Request form.
2. Requires personal identification and sponsorship:
 - a. Must run at least twenty (20) seconds.
 - b. A DISCLAIMER (which is the DISCLAIMER referred to throughout this text) will be added by Communications Staff:

“THE VIEWS EXPRESSED IN THE FOLLOWING VIDEO PRESENTATION ARE THE SOLE RESPONSIBILITY OF THE PRODUCER(S) AND THUS DO NOT NECESSARILY REPRESENT THE VIEWS OR OPINIONS OF THE CITY OF NORTH LIBERTY, THE MAYOR, CITY COUNCIL, OR CITY STAFF”.

3. Public Access programs will be scheduled at the discretion of Communications Staff based on the following ranking of priority, from highest to lowest:
 - Locally-produced programs with timely subject matter

- Regional or imported programs with timely subject matter
 - Locally-produced programs of any subject matter
 - Regional or imported programs of any subject matter
4. Communications Staff shall attempt to resolve conflicts. (See Section V, “Formal Grievance Policy and Procedure”)

Staff is recommending the addition of a fifth requirement:

5. Each program must identify a local sponsor; the submission must provide the name of this resident of Johnson County, Iowa, and their contact information on the Cablecast Request form.

This allows us to continue offering public programming without implementing something like memberships or fees or impacting long-standing local providers, while making sure the programming we manage and play is of local interest.

I REMEMBER WHEN...

Racial or Social Injustice Series

I Remember When...(title TBD) is a storytelling project that aims to share unheard stories of North Liberty residents.

North Liberty Communications will record participant's stories in video, audio and photo, and archive and share them on northlibertyiowa.org and on the city's social media channels to inform, inspire and challenge viewers to put themselves in their neighbor's shoes.

This first season of I Remember When... will cover social injustice. Future seasons may include topics such as:

- LGBTQ
- History of North Liberty (stories before the population boom)

Project Timeline:

7/6 – 7/12

Solicit stories:

- news post on website
- share news post on Facebook, Twitter and Nextdoor
- Personal outreach

7/13 – 7/17

Select and contact participants

- aim for six stories
- hold zoom call with each participant to fine tune story

7/20 – 7/31

Record and produce video series

- one location shoot
- each edited to less than 3 min
- Example: https://www.youtube.com/watch?list=PLRNWh80X1hAPDNCIX-ky8IU-3cTeRpPur&time_continue=1&v=mlbeTC1MT90&feature=emb_logo

8/3 – 8/?

Publish stories

- create page on website to host all stories
- post one story per day on social media, linking back to page with all stories
- highlight project in the August 6 North Liberty Bulletin

Prompt for Social Injustice:

Think of a crucible moment in your life when you felt treated unequally.

What is a crucible moment? A transformative experience through which an individual comes to a new or an altered sense of identity. These are times when our character is tested. These are times of adversity where great strength is shown.

Focus on that moment:

- Where were you?
- How old were you?
- How did you feel?
- How has the interaction/event stayed with you?

Possible Project Names:

- I Remember When...
- 52me17