



Request for City Council Committee Action from the Department of Communications

July 23, 2012

To: The Honorable Betsy Hodges, Ways & Means/Budget Committee Chair

Referral to:

Subject: Staff report: additional information from Minneapolis Television Network (MTN) about hours of original programming produced and broadcast, demographic information about contributing producers, training and utilization of studio space

Recommendation: That the Minneapolis City Council receive and file additional information from MTN about hours of original programming produced and broadcast, demographic information about contributing producers, training and utilization of studio space

Previous directives: Staff Direction Report from Communications Department:
12/14/11: "The Communications Department is directed to request from MTN additional information about hours of original programming produced and broadcast, demographic information about contributing producers, training and utilization of studio space, and to report back to the Ways & Means/Budget Committee."
06/11/2012: Action Taken: Postponed to July 30, 2012

Prepared by: Bridgette Bornstein, Communications Deputy Director, X3763
Approved by: Sara Dietrich, Communications Director, X2101
Presenters in Committee: John Akre, Minneapolis Television Network (MTN)

Financial Impact

None

Community Impact

- City Goals – Many People, One Minneapolis
 - Family-friendly opportunities and amenities abound
 - New arrivals welcomed, diversity embraced
- City Goals – A City That Works
 - Transparency, accountability and fairness are our hallmarks
 - 21st century government: collaborative, efficient and reform-minded
 - Shared democracy empowers residents as valued partners
 - Strong partnerships with parks, schools, government, nonprofits and private sector

Background/Supporting Information

During the 2011 budget discussions, The City Council directed the Communications Department to request from MTN additional information about hours of original programming produced and broadcast, demographic information about contributing producers, training and utilization of studio space and to report back to the Ways & Means/Budget Committee. Minneapolis Television Network (MTN) has collected this information and will present it.