

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: PUBLIC, EDUCATION AND GOVERNMENT MEDIA LAB
UPDATE
STAFF PRESENTER: JENNIFER PHILLIPS, ASSISTANT CITY MANAGER
CITY MANAGER
AGENDA ACTION: NO ACTION REQUESTED

BACKGROUND

The purpose of this study session is to review the results of collaborative community discussions associated with the Public, Education and Government (PEG) Media Lab, specifically identifying the interests of key stakeholders, collaborative opportunities currently present in the community, potential funding sources and the results of several community workshops focused on media needs assessment. In addition staff will highlight recent organizational and mission changes at the Community Media Center of the North Bay, the City's current PEG provider.

This study session will also be used to identify structure and funding guidelines to be implemented within any long-term agreement with a PEG provider.

Author: Jennifer Phillips

Attachments:

- NONE