1. OLD BUSINESS
   A. EATV REPORT
   Arthur Pine presented a report on EaTV’s expanding programming. Several new series provide up to date educational content with no commercials. The current Spanish language series entitled, Destinos, allows viewers the chance to learn Spanish while watching a dramatized telenovela. Destinos is on twice a day Monday through Friday. It has received good feedback. Habitable Planet explores the effect of human activities on the earth's environment. Topics include population growth and climate change. The pre-eminent annual international AIDS Treatment Conference was aired live from Montreal, Canada on Feb. 11, 2009. Three new series will be previewed this summer and aired in the fall: 1) Mathematics Illuminated; 2) Economics USA; 3) Power of Place: Geography for the 21st Century. Other series being previewed for fall include two cultural heritage series on Hispanic American and African American contributions to the United States. Additionally, the channel is looking into streaming video; however, streaming raises the issue of additional costs associated with online rights.

   Of significant importance is federal legislation that will impact San Francisco's Public, Education, and Government Access Television (PEG) funding that takes effect on June 30, 2009. Starting July 1, funding awarded to San Francisco's access channels from local cable providers can be used for capital improvements only and may not be used to fund operational costs. The San Francisco Board of Supervisors unanimously passed a resolution on Tuesday, March 3, urging the Federal Communications Commission to allow access channels nationwide to use these funds for either capital improvements or operational costs. San Francisco is joining cities, colleges, and universities across the nation to pass similar resolutions and forward them to the Federal Communications Commission in Washington, D.C. proposing that the FCC approve a rule change. City College of San Francisco supports the SF Board of Supervisors’ resolution. Locally, ATT opposed the resolution and also opposes the FCC rule change. Francine Podenski from CCSF-BEMA-EATV-Ch27 & 75 worked with San Francisco’s Department of Technology staff to propose that language be added to the resolution specifically naming City College of San Francisco and the San Francisco Unified School District in San Francisco's PEG Funding resolution. A copy of the Board of Supervisors' "PEG Funding Resolution" will be presented to the CCSF College Advisory Council on March 5th, 2009.

   B. INTEGRATED DISTRICT MARKETING PLAN
   Under the umbrella of the Communications Committee, a work group of some 18 members including Associate Vice Chancellor Joanne Low, Associate Dean Laurie Scolari and Dean
Martha Lucey has held two meetings. The work was then divided and recommendations for the comprehensive marketing plan were developed. The recommendations have as an attachment student data provided by the Research and Planning Office.

Committee discussion ensued about the lack of district-wide branding for the college and the desirability of a new logo. Earthbound Media Group (EMG) is interested in developing the CCSF logo since the company designed the new college website. EMG has already conducted research on the college as a whole that would be useful for designing a new logo. The discussion of branding for the College brought up questions regarding the trademark issue and what processes and policies exist for acceptable use of logos, the College Seal and trademarked items. The committee recommended reviewing the issue of CCSF trademarks and would like to invite Vice Chancellor Mark Robinson and representatives of Strategic Marketing Affiliates, the company overseeing the CCSF Trademark Program, to a future meeting of the Communications Committee.