



LEGISLATIVE COUNCIL PRESENTATION
LEGISLATIVE SERVICES LIST OF IDEAS FOR EXPANDED USE

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BACKGROUND

- At Strategic Planning, many legislators and staff mentioned ideas for TVMT :
 - More programming
 - More support and resources
 - Educational videos; videos on process, training
 - Get money's worth for TVMT
 - Need discussion regarding equipment
 - Options like YouTube, Skype
 - More content
 - A way get out more information
- Also: Interim & Session Meetings outside of Helena (will cover under Remote Testimony Presentation)

GOALS OF VIDEO OUTREACH

- Main Goal: **Use TVMT and You Tube to have a comprehensive education program about the Legislature**
- Communicate complex issues clearly
- Strengthen Legislature and public image through visibility
- Translate complexity of the Legislature and process to the public
- Foster public participation
- Maintain a public presence between sessions

MAXIMIZE CURRENT RESOURCES

- To the extent rooms are available in Capitol, encourage use of Capitol Rooms for other governmental programming, continue to broadcast current boards, etc, in Capitol or recorded elsewhere.
- Use time in-between segments ("short spots") to provide additional information.
- Review current videos created for training, orientation, etc. to see if any are "TV quality" or "web worthy".
- NCSL

SHORT VIDEOS

- Short videos could be used on TVMT and also on legislative website
- INTRODUCTION TO LEGISLATORS
 - Could be done at orientation and early in session with existing resources (some already in production)
 - Start with 30 second clips based on basic questions
 - Evolve to 5-minute Legislator Profile Videos
- Session Highlights of the week video (3-5 min) for TV and You Tube
- FAQ segments of what's going on in the Legislature and where to find information (webpage, info desk, print shop)
- Caucus information forums
- Back to School Program
- Navigating the Website

LONGER VIDEOS

- Longer videos could be used on TVMT, web, and social media,
- From 10-15 minute videos to Full-length programs
- Views on Policy Topics (5-7 minutes, 1 legislator from each caucus)
- Longer videos would require more time and more resources for planning, shooting, and editing.

TRAINING FOR LEGISLATORS

- Who is Leadership? i.e. What do Whips do?
- What is a Caucus?
- Understanding the Budget Process
- Understanding the Subcommittee process
- All About Bills
 - Where do ideas come from?
 - How is a bill drafted?
 - How to follow a bill through session.
 - What happens after a bill passes the Legislature?

CIVIC EDUCATION

- How to Contact a Legislator
- Citizen's Guide to Legislative Committees: How to participate
- How a Bill Becomes Law
- How to Run for Office
- Introduction to Montana Legislature (facts, makeup, MT Leg 101)
- How Interim Committees Work
- Montana Constitution
- Montana Capitol Building

FULL LENGTH PROGRAMS

- Interim Committee Showcase
 - Highlight work of several committees in beginning of Interim, expand on each as interim progresses
- Town Hall Shows/Panel Discussions with Legislators/Forum Shows
 - Issue Focus – (Ex. Coal Legislation in WA and Montana effects)
 - Legislator Forums
- Modified Versions of pieces listed above – (ex. Compilation of education videos called “Capitol Classroom”)

ENRICH “SHORT SPOTS”

- Schedule of upcoming meetings & events – publish a weekly schedule, fill short spots
- Legislative Historical Highlights
 - <http://leg.mt.gov/css/About-the-Legislature/history.asp>
- Legislative Facts and Statistics
 - <http://leg.mt.gov/css/About-the-Legislature/Facts-and-Statistics/Default.asp>

HOW TO GAIN MORE INFORMATION

- Legislator, Staff, and Public Survey
 - "What would you like to see on TVMT?"
 - Use *The Interim Newsletter* to direct legislators, staff, and public to survey
 - Post link to survey on Legislative Homepage
 - Social Media buttons: TVMT Facebook, LB Twitter
- NCSL
- NAPAN – National Alliance for Public Affairs Networks – Legislative Services & HCTV are members
- Other Legislatures & States

TVMT
Legislative Council
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- Questions???
- Next Steps
- Directions to Staff