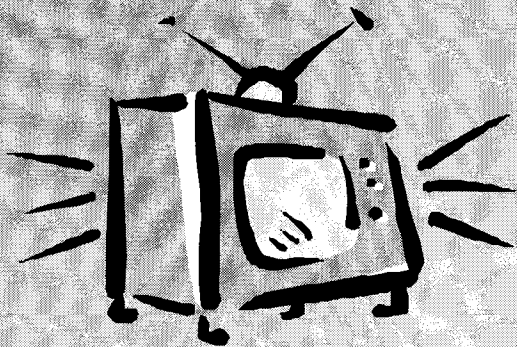


Televising the Legislature: Bright Idea or Dim Prospect?

Stephen Maly, Legislative Research Analyst

Montana Legislative Council
HJR 18 Interim Study



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Study Goals

- ◆ Examine economic feasibility.
- ◆ Develop recommendations re: programming, production, broadcast, transmission, distribution.
- ◆ Develop governance and administrative structures.

Staff Goal

- ◆ My goal is to give you a clear picture of what the study will entail and offer a slate of options and decisions that will guide the study through the interim.



Decisions, Decisions: How to conduct the study

- ◆ How much Council involvement?
- ◆ Subcommittee or Working Group?
- ◆ Field trip(s) to witness other states' operation(s)?
- ◆ How to maximize public input?

The Basic Feasibility Formula

- ◆ **People:** to do the job; to guide the process; to administer and manage production & distribution of the television program.
- ◆ **Technology:** the necessary equipment, infrastructure, and delivery systems.
- ◆ **Money:** to fund the start-up, sustain the operation, and provide for growth and development as needed.

Down the Road: Determining...

- ◆ What to cover: hearings, floor debate, interim committees, exec. & judicial branch activities
- ◆ How to deliver legislative proceedings to various viewer groups
- ◆ Who will actually produce the programs (in-house staff, contract employees, independent nonprofit teams)
- ◆ Who will pay the costs: taxpayers, cable companies, corporations, foundations
- ◆ When to get started (phases from start-up)

More Policy Options

- ◆ Gavel-to-gavel coverage
- ◆ Time-delayed delivery to accommodate home and school viewers
- ◆ Interactive programs (e.g., live call-in to legislators)
- ◆ Edited programs, summaries, news magazine format, video minutes
- ◆ Structural relationships between production teams, interest groups, nonprofits, and local governments

Recommendation

- ◆ Decide approach now (See pp. 3-5 of preliminary plan)
- ◆ Plan to send delegation to TVW
- ◆ Establish meeting schedule asap; inform interested persons
- ◆ Consider benchmarks of feasibility, and how to evaluate success of this type of civic venture