



Legislation Text

File #: 19-284, **Version:** 1

Agenda Item Title:

Council Office recommending a contract with Deseret Digital Media, Inc. (DDM) for additional live and archived video service.

Presenter:

Mike Applegarth, Council Office Director

Description/Background:

Council Meetings are currently live streamed over the internet via our agenda management system (Granicus). Due to a hardware issue unrelated to the Granicus system, Council live streaming was severely disrupted for several weeks this summer. As a backup while working to pinpoint the cause of the disruption, the Information Technologies staff began live streaming Council meetings over Facebook Live. While this service filled a gap in live streaming service, Council staff also believes it creates unrealistic expectation for live interaction that the Council is unable to meet. As a social media site, users are accustomed to submitting comments or questions with the hope that each will be addressed or at least acknowledged.

However, the constraints of the public meeting and the plurality of the Council do not allow for this type of interaction. As individuals, Council Members are not able to adequately engage in a public meeting if also, simultaneously monitoring or responding to comments and questions on social media submitted randomly during a discussion. In addition, no staff person can adequately monitor and respond to questions or comments on behalf of the Council, as we are also engaged in the mechanics of the meeting, and also cannot speak for the Council as a whole. Council staff requested that a disclaimer be added to each Facebook Live live stream noting that the Council is unable to monitor or respond to comments.

While having a backup live video service is prudent in the event of a hardware or software failure, the Council Office suggests a partnership with Deseret Digital Media, Inc. as an alternative to Facebook or other social media sites. DDM will broadcast and archive the same video signal on live.ksl.com without charge to the City. The Council should be aware that a brief advertisement will run immediately before the Council video airs.

Fiscal Impact:

There is no fiscal impact associated with this item.

Further action to be taken:

Council staff will work with the City Attorney to finalize the contract for execution by the Chair.

Recommended Action and/or Suggested Motion:

Motion to direct staff to finalize the attached contract with Deseret Digital Media for execution by the Chair.

