

Meeting Date	4/25/2016	Time	1:00-2:00pm	Location or Call In	Hearing rm 343 @ Capitol
Meeting Name	Public Records Task Force Sub-Committal				
Meeting Owner	Michael Kron		Minutes: Molly Manos		
Attendees	In person: Michael Kron, Molly Manos, Jeb Bladine, Keith Shipman, Noah Ellenberg, Christna Edmunson, Les Zaitz,				

MK –This is the public awareness sub-group of the Attorney General’s Public Records law reform task force, I’m Michael Kron with me is Christina Edmunson the AG’s Communications Director, she is going to be helping us get the word out about our work. If you guys could just introduce yourselves for the record.

Introductions (Keith Shipman- Oregon Association of Broadcasters, Les Zaitz- representing Society of Professional Journalists , Jeb Bladine- News Register, representing Oregon News Publishers Association)

MK- Passes out drafted press release. We’re going to focus on how to get public engagement and educate the public of the task force’s work. Public Hearings in Eugene and Portland May 9th and 26th. Encourages advertisement by word of mouth to increase public awareness/attendance at meetings and hearings. Open ended question on how to increase awareness.

LZ- What are we trying to achieve with these hearings. Generally make people feel like they’ve had a voice or something specific?

CE- Yeah, so people have a chance to weigh in. Previous public hearings have drawn low attendance. *Gives example from a couple months back*

MK- *Laments on previous low attendance.* Giving people the opportunity to be heard, hearing what the issues are to Oregonians who aren’t reporters. Outside of media maybe there aren’t a lot of public records requests, but I know there are some because I see them. I would be interested to hear from people who have had that experience, what the issues are.

KS- How many communities do you plan to reach out to along the I-5 corridor?

CE- Yeah, the reason we picked the U of O school of journalism is we were hoping that we may get some students that could potentially be interested and I think we've had the campus as an issue so that was really the whole, really particularly why we targeted the U of O.

KS- How about Bend, Ontario, La Grande what about eastern Oregon?

MK- We are wanting to do that. In the last meeting the AG mentioned wanting to do 2 outreach meetings every month. So the Portland and Eugene ones are probably the easiest ones outside of Salem, so I think we're going to do those.

CE- I think there was a talk of Medford as well.

MK- Medford is one that we've possibly thought about for June and maybe the coast.

KS- Your 4 largest media markets are Portland/Salem metro, Eugene, Medford and Bend. I would advise you go to all those that way you've reached the majority of the state and it passes the small test.

JB- This probably needs to get the end of this week.

MK/CE- Yes.

JB- Particularly if you're expecting the community and small papers to publish by middle of next week newspapers. *Meeting times need to be decided ASAP so it can be posted in the paper.*

CE- Oh yeah, that's fine with me, we have no, we're ready to roll. We've got the rooms locked down, the times.

JB- I assume that will go to local government people. I would hope so, because they're the other side. You want the media to come and to tell the public to come if they're interested and local government people to come if they're interested.

MK- I think they are reflected on our press list but honestly if all that comes out of this is: we should do the press release I will feel like we haven't accomplished very much as a group. I mean are there other ways we should be, you know, how else can we be reaching out to people?

KS- I'll go back to today's world. A blend of social media and a blend of engagement, how accessible is the attorney general willing to make herself to be on public affairs for broadcasting, to sit in front of editorial boards for newspapers, is she willing to avail herself for those opportunities.

CE- I think she's open to it. Especially I know we were particularly talking about Eugene since it is the one coming up most closely and I'd love to see her on some of the TV stations.

KS- So let's go back to Washington State, I went there for 4 years and it's kind of PR 101.

CE- Right.

KS- Do you plan to advance her? In other words, get on the market a week ahead of time.

CE- Probably can't do a week, unfortunately. Given her schedule, she might be able to do radio ahead of time. We have some pretty close connections with TLCC.

KS- Sure, well that's the public station but if you want to get on the commercial stations what I'm getting at is, if you really want to have participation there's got to be an effort on the part of government to do that. It can't just be you do this for us. If the Attorney General has made a commitment she has to be willing to get on the phone and do the press tour both radio and television and newspaper.

CE- Right, we have found that to be particularly successful in Bend. She did the day before, 2 TV stations up there and we actually got a ton of public campaign because she was...

KS- I would suggest that as you plan these in the future, the June or July or August meetings, get her out there a week in advance and do a half a day and do the advance work. Say, "we are going to be here next week and that's why it's important." Then you'll have people that can plan to attend.

Christina Edmunson agrees, "Great point."

MK- You're thinking just hit all the major media.

KS- Yes.

MK- Our twitter presence is fairly narrow, right? We mainly tweet about consumer protection issues.

CE- No, not necessarily, no. Twitter will definitely be part of it.

KS- The broadcasters do so I would look at Twitter, I would look at Facebook and if you don't have the database of broadcasters I'd be happy to share that with you so you can reach out. Most commercial broadcasters are consolidated so you can hit 6 of them in one fell swoop.

CE- Right, the other thing that we have is we have a pretty robust email list through our consumer protection folks so we're able to target based on zip codes and things like that, just really basic email list.

JB- Whenever you could move something from Monday ahead to Thursday you've added a week to the community Newspaper news cycle.

MK- You know what he means?

CE- Yup, I knew what he meant.

Group laughs

MK- I didn't follow that but she did.

JB- They...

CE- Publish on Thursday so yeah.

JB- You know Monday you can go down and talk to them but..

CE- It won't be till the next, yeah.

JB- And Monday is the worst because they probably wouldn't cover it for another week also. One thing one here, provide input on the work of the task force. Which to me kind of begs some kind of connection to well what is that.

CE- So yeah I think you're right, we need to be more specific there, it's really to provide input on exemptions.

JB- You can see that there is a significant records of things, minutes and all that but I'd see if you could some kind of readable synopsis. The task force is focusing on these areas, this is what, and so that people can sort of easily get a feel for what is and isn't happening. If they want to look it up.

Christina agrees

LZ- I agree with Jeb about press exposure. We're looking at fees, timing, public interest, the more we can give people to grab a hold of that might trigger their interest would be helpful. So we can rely on OLC to get it out to their membership as well, had you thought about that?

CE- I hadn't thought about that, but that's a good idea.

LZ- School board, you know all the government entities, special districts, AOC, OLC, school board, the bar association, lawyers all over the state that you know.

MK- The government law section people are actually very interested in this.

CE-Yeah, that's a good idea, ok.

MK-What about the messaging itself? I think I hear you saying more specificity and that's good but at the same time people don't really want us to get into weeds too much I'm assuming. Maybe these people would but...

JB- You could almost say that the Oregon law has, it's kind of generally recognized throughout this task force. Media and government recognizes that this law has grown to be very unyielding

in many ways and difficult. It has only grown over the years and has never successfully been studied in massive review.

LZ- The task force is looking for public input on reforms. What does the public want to see changed?

JB- If you want to have a good turnout just say the task force is considering implementation of 100% sunshine law with no exemptions.

Group laughs

LZ- and no fees.

JB- and no fees.

CE- Yeah just see what happens.

KS- You'll get lots of participants.

LZ- We'll get a minority report at least.

MK- I think we may be a bit little slanted on one side of this.

JB- I think a lot of people will come out.

CE- Ok, that's funny. I think that is very helpful.

KS- Is it the AG's position that she is trying to move transparency to the forward part of this conversation. Or is it more to create....

CE-I'll let Michael weigh in on that.

MK- I mean I think yeah! She would definitely like to see improvements in the law. One of the challenges the task force has talked about a lot. I know you're new to it and today will be your first full meeting (Keith Shipman). Is this sort of disconnect between the world of the 1970's in which this law was enacted and the reality of doing business by email, where most of the people who work for the state spend a good portion of the day in front of their computer sending and receiving documents. The goal is to make it work better and I think the challenge is that the volume of records we have now makes that complicated. But definitely we want to improve the situation surrounding deadlines. There is a few sort of vaguely phrased time frames and then we have 550 different exemptions which are scattered and we would like to get those all. At least so people know what they are and hopefully we can get rid of some of them with the legislature's cooperation of course. So I think improvements are definitely what she's looking for and the transparency of those.

KS- From the transparency standpoint I think you have a hell of a lot better chance of getting them to attend and provide input if they think this is just a way to craft legislation into making it more difficult to gain access I think you'll have a disinterest. So its all in the messaging.

CE- Yeah, very good point.

LZ- Michael, what do you recall Kroger did that provoked attendance at those?

MK- I have no idea sadly. There was a woman who worked on his campaign and was kind of like this, I don't even know what her job title was in the front office, but it was her job to make things like this work and she was very good at that.

JB- They had a lot more stuff on paper.

MK- Most of the time in those meetings we had nothing at all.

JB- Because the local government was all over those. The government bodies were all over those meetings. The one I was at. A lot of public came to the one in Salem too.

MK- The public showed up, definitely. I wish that I knew what their strategy had been but I was not involved in that aspect of it at all. We haven't really talked about...I guess talking to Ed. boards was your suggestion. Maybe talking to people on the broadcast side would be talking to the editorial boards, is that kind of the right way from your guys' perspective to get word out about this?

LZ- At this point I wouldn't think editorial boards because there's nothing to weigh in but on the news side certainly.

JB- On short notice like this you could go down and call a press conference and just have the Attorney General get the most mileage you could for the buck if you get her down there in advance somehow, even late in the week before you get some mileage out of it and some people would show up. Registered guard would show up, TV would show up.

MK- The two biggest take-aways I'm getting from this is, having the AG be more involved and we need to be more specific about what we're doing in the narrative that we're crafting. It sounds like you were kind of on a roll Jeb, hopefully we can go back to the recording and cut/paste.

JB- On the sunshine law?

Group Laughs

CE- I took some notes.

JB- Yeah I think what you just said...

CE- Great, well we will get on this, we will get this out to Eugene this week so that the community folks the community papers can get ahead it ahead of time. I'll work on scheduling some time on her calendar next week for radio. I don't know that we'll be able to get down to Eugene next week for TV but radio for sure, and I don't know anyone that has SEC capabilities so...

MK- SAC?

CE- Satellite, we unfortunately don't have those capabilities.

KS- Do you have the ability to Skype?

CE- Skype is actually banned at DOJ, welcome to the 21st century! Facetime, we could facetime!

KS- That's how a lot of television stations are doing their interviews now.

CE- Yeah, we could get around that, that's a good point though, yeah.

Meeting Adjourned