

What's your vision for community media in Missoula — now and for the next 10-15 years?

MCAT and the City of Missoula will host focus groups to explore community media, technology, and cable – we need your voice!

As part of the cable franchise renewal process between the City of Missoula and Charter (Spectrum), we are seeking residents, parents, educators, community groups, youth, elected officials, faith groups, media, cultural and arts organizations, nonprofits, businesses and local government staff to participate in a special focus group.

[Click here to sign up](#) for ONE of these 4 focus groups below

Tuesday, April 3

2:00 to 4:00pm – local government staff, department heads, elected officials, business and technology.

6:00 to 8:00pm – arts, culture and heritage organizations, staff, board and members.

Wednesday, April 4

10:00am to 12:00pm – community, nonprofit, civic, faith & service organizations, staff, board and members.

3:00pm to 5:00pm – Education (K-12 and University) teachers, administrators, staff, students and parents.

(Each focus group workshop will cover similar topics, but focus on different aspects of community life – feel free to attend whichever workshop best fits your schedule!)

All meetings will be held at the Missoula Public Library, 301 E. Main
(large meeting room -- lower level)

Your participation is invaluable...[Click here to register](#)

These focus groups provide a chance for interested community members to learn about franchise renewal and share your opinions about future services that could be available to our community through the Charter cable system and MCAT. The focus groups are part of a community needs assessment that the City and MCAT are undertaking to determine present and future needs related to cable and community media.

More about the cable franchise renewal process...

Once every 10-15 years, local governments have the opportunity to examine the past services provided by cable/video service providers and renegotiate franchise agreements. Given the enormous changes in technology and media over the past 15 years, the process of granting a new franchise to Charter deserves serious consideration and opportunity for public input. The cable franchise renewal process examines the past performance of Charter – as well as future services that citizens, schools,

community groups, businesses and local government would like to include in a new cable franchise agreement.

The focus groups will provide a chance for interested community members to learn about franchise renewal and provide their ideas regarding community access resources and services (MCAT) and future cable services that could be available through the Charter cable system that serves the City.

- Learn how the rights of the City and citizens during franchise renewal and opportunities for the future.
- Hear more about community media and public, educational and government access channels and services (MCAT) in Missoula.
- See examples of how schools, community organizations, local government and businesses throughout the country are using modern media technology to communicate, educate and distribute information in this digital age.
- Provide your ideas through brainstorming and completing a questionnaire.

The focus groups will be conducted by The Buske Group, a consulting firm assisting the City and MCAT during the cable franchise renewal process. In addition to the focus groups, residents will be able to provide feedback through an online surveys in the coming months. The focus groups are free of charge, and refreshments will be served. **Door prizes, too!**

People interested in attending should select the one that is most appropriate or convenient and [RSVP online](#).