

Governor's Council on Blindness and Visual Impairment (GCBVI)
AT Outreach Workgroup Meeting Minutes
July 16, 2021

Members Present

Bea Shapiro, Chair
Bob Kresmer
Janet Fisher
Christine Tuttle

Members Absent

David Steinmetz

Staff Present

Lindsey Powers

Guests Present

Andrea Pasquale

Call to Order and Introductions

Bea Shapiro, Chair, called the meeting to order at 1:04 pm, Phoenix, AZ. Introductions were made and a quorum was present.

Approval of the June 25, 2021 Meeting Minutes

Bob Kresmer moved to approve the minutes of the June 25, 2021 AT Outreach Workgroup meeting. Janet Fisher seconded the motion. The minutes were approved by unanimous voice vote.

AT Outreach Discussion

Bea Shapiro stated the workgroup had some questions regarding the Program Development Plan for the Committee's podcast and had invited Andrea Pasquale from Sun Sounds to provide additional information. Bea Shapiro stated the form indicated that the podcasts would be recorded. Andrea Pasquale stated that staff were not in the studio and that all shows were being recorded and could be edited as needed. Bob Kresmer inquired whether Sun Sounds preferred that Sun Sounds record the podcasts or whether the presenters would record them. Andrea Pasquale stated that as long as the shows sounded clean, they could be edited as needed. Bea Shapiro inquired whether the Committee should prepare shows for 6 months. Andrea Pasquale stated she would prefer that the show be 30

minutes and be recorded monthly instead of weekly, which could be difficult to produce a weekly show. Janet Fisher inquired whether the Committee could record a podcast monthly, but have it played more often. Andrea Pasquale stated that she had open time slots in different times, so the podcast could be played one week during the evening and another week during the morning. Bob Kresmer stated that it would be helpful to replay the show at different times to reach different audiences. Bea Shapiro stated the workgroup had discussed the need to reach out to Arizona Talking Book Library patrons and to provide information regarding topics such as BARD. Ms. Shapiro inquired whether Christine Tuttle or other library staff could cover those topics in 30 minutes. Christine Tuttle stated that 30 minutes would be enough, and she could cover different aspects of BARD for several shows. Andrea Pasquale stated that a listener would likely only be able to absorb a certain amount of information and that 30 minutes would be sufficient. Ms. Pasquale stated that an interview show with questions and answers with 2 people speaking would be preferable. Bob Kresmer stated that it would be easy for library staff to record 3 shows about library topics. Christine Tuttle agreed that more than 1 voice would be good, and that the interviewer should have follow-up questions prepared. Andrea Pasquale suggested the interviewer send the questions to the interviewer ahead of time so the individual had time to prepare answers. Christine Tuttle inquired who would be asking the questions during the podcast. Bea Shapiro stated that either she, Bob Kresmer, or an AT Committee member would likely be the interviewer.

Bea Shapiro inquired whether the Committee would have enough time for the first show to be played in September. Andrea Pasquale stated the overall schedule had been in flux the past year, and the Committee's podcast could be played in September. Bea Shapiro noted that if the podcast could be played twice a month, it could reach potentially reach more individuals. Andrea Pasquale stated she was looking forward to the podcast, which would be about local resources. She noted the podcast could be played on demand on the Sun Sounds website as well. Bob Kresmer inquired whether Sun Sounds had any similar shows about AT. Andrea Pasquale stated that Sun Sounds currently played a show, AT Update, which was out of Indiana, and was not local like this podcast would be. Bea Shapiro stated the Committee could invite someone from the Arizona Technology Access Program (AzTAP) to speak during a show also. Andrea Pasquale agreed that the Committee could choose the topics or interviewees.

Bob Kresmer inquired whether the podcasts should be recorded through a platform such as Zoom or over the phone. Christine Tuttle stated that Zoom audio from a computer or laptop sounded good, although phone conversations were not always as clear. Andrea Pasquale stated that as long

as an individual had a good microphone, and the sound was clear, it was OK and she could edit as needed. Christine Tuttle inquired how much time Andrea Pasquale would need to edit the podcast prior to playing the podcast. Andrea Pasquale stated she would need a couple of days to edit a podcast. Ms. Pasquale noted that Sun Sounds was working on an option for individuals to stream the show from their phone, which would be beneficial for individuals in rural areas without Wifi access. Bob Kresmer inquired about the music for the podcast. Andrea Pasquale stated the Committee could use any music. Bea Shapiro stated the Committee would find free music that could be used on the podcast. Andrea Pasquale stated there was a website with royalty free music that the Committee could use.

Janet Fisher inquired whether the Committee should have more than one show recorded to be ready to be played. Andrea Pasquale stated that would not be necessary if the Committee would be recording monthly, although she would accept additional shows. Bea Shapiro stated the Committee had a couple of questions regarding the Program Development Plan, and then she would send the plan to Ms. Pasquale. Andrea Pasquale stated the plan was a guide to help individuals to plan their podcasts. Andrea Pasquale noted the Committee could mention other resources such as EyeKnow.AZ during shows also. Bob Kresmer inquired whether EyeKnow.AZ could be added to the Sun Sounds website. Andrea Pasquale stated that EyeKnow.AZ was on the website, and she would be adding information about the Vision Rehabilitation and Assistive Technology (AzTAP) soon as well.

Agenda and Date for Next Meeting

The next meeting of the AT Outreach Workgroup was scheduled for August 6, 2021. Agenda items are as follows:

- AT Outreach Discussion

Announcements

There were no announcements.

Public Comment

A call to the public was made with no response's forthcoming.

Adjournment of Meeting

Bob Kresmer motioned to adjourn the meeting. Janet Fisher seconded the motion. The meeting was adjourned at 1:50 pm.