

**Minutes**  
**Global TV Steering Committee**  
**January 15, 2021**

**Present:** John Haller, Cory Williams, David Kalaski, Abigail Fulton, Todd Cumiskey.

**Regrets:** Dennis Innes.

**Staff:** Elaine Allan.

**1. Committee Update**

The Global TV Steering Committee met to revisit the option of working with Global TV in 2021 to market and promote Skills Canada BC to broader audience.

**2. Current Situation**

Given that the Provincials 2021 will not be able to be held in cohorts around the province as earlier planned, the Committee discussed other options for working with Global TV to promote Skills Canada BC.

**3. Marketing Skills Canada BC in 2021**

The Committee agreed that it is important for Skills Canada BC to continue to market the organization to the public as the organization that puts on competitions in the skilled trades and technology sectors.

**4. Ideas for Working with Global in 2021**

- a) Organize a day where Global can go into a classroom/cohort that will be hosting a Regional/Provincial Competition and create footage for a news broadcast.
- b) Identify a competition that Global can film and show during a news hour.
- c) SCBC to provide video footage to Global that it can repurpose to create a monthly segment that can be added to the end of a new cast.

**Action item:** Elaine to identify a specific competition/event(s) that Global could film for a news item broadcast.

**Action item:** Elaine to identify connect with video/tv film tech chairs and/or alumni on providing and/or creating footage for Global that it can purpose/use for content that can be aired during a Global news program.

## **5. Next Meeting**

The Committee will plan to meet as soon as Elaine is able to complete the abovementioned action items for follow up discussion.