

### Challenge

Revitalize their website and streaming media solution to increase the public accessibility of legislative information.

### Solution

Deploying a streaming solution that integrates with their existing legislative systems and infrastructure and that provides an automated environment for capturing, indexing, encoding, and distributing their audio/video streaming content over the Web.

### Results

- Received over 30,000 hits to its on-demand content and is attracting an average of nearly 4,000 hits to the content per month.
- Reduced the time it takes to encode and distribute content by 50%.
- Has drastically increased the stability of its streaming operation.

# Tennessee General Assembly

## Granicus Helps Increase Transparency Through Streaming Media and Integrated Legislative Data



### Granicus Technology:

- MediaManager
- MediaVault
- StreamReplicator
- Outcast Encoder
- Granicus SDK/API

### Overview

Tennessee has a population of over six million and is ranked the 14th fastest-growing state. According to the Tennessee Constitution, the legislative authority of the State is vested in the General Assembly, which consists of a Senate and a House of Representatives. This governing body is comprised of 33 Senators and 99 Representatives who are elected by popular vote. Generally, the functions of the Legislature are to enact, amend, and repeal the laws of Tennessee.

### Challenge

#### Transparency & Web Modernization

In the summer of 2008, the Office of Legislative Information Services of the Tennessee General Assembly was tasked with redesigning its website to improve performance and usability. According to Steve Kriegish, Director of Legislative Information Services, the website had outlived its HTM-coding and the navigation needed an update to align with the information requirements of Web 2.0 sites.

With this project came the need to modernize the agency's existing streaming video operation. Their issues were twofold: 1) video content was neither presented nor organized well on their website, and 2) the process for encoding and publishing streaming content was manual and time-consuming. The Tennessee General Assembly has over 60 House, Senate, and Joint committees as well as Floor Sessions, which translates into streaming 150 public hearings per month. "Because of the volume of events we were recording, we couldn't keep up with the media posting schedule," says Kriegish. It sometimes took between 24-48 hours per week to keep streaming content up-to-date with their rigorous meeting schedule. Staff also had to frequently re-encode data. This was a lengthy process because the raw video had to be re-digitized in real-time, meaning it took the entire length of the meeting to re-encode before publishing to the Web.

**"The goal was to improve transparency in government and to provide a positive experience for citizens of Tennessee when visiting the legislative website."**

- Steve Kriegish, Director of Legislative Services

## Solution

### Next Generation Information Access: Tight Systems Integration, Cross-Linking, & Search

The agency needed a system that would automate its encoding and distribution processes. Also, in order to improve the accessibility of legislative information, it needed audio/video tagging or timestamping capability. Timestamps create chapters in the streaming media so that viewers can “jump-to” specific policy discussions in the video recording.

Another imperative was the ability to add value to its existing, homegrown solution for capturing bill data and action called “Committee Automation”. “We were adamant about maintaining our existing architecture. One component of that was using our in-house application, not purchasing a new system,” recalls Kriegish. Granicus’ open platform allowed the Office of Legislative Information Services to use a Software Development Kit (SDK) to easily exchange data between the Granicus MediaManager platform and the committee automation system.

Due to the tight integration between two systems, the Clerk of the Committee is able to perform video indexing live during the meeting—without changing her existing record keeping process. As a result, the agency could add timestamping functionality to the existing meeting process.

“Using Granicus technologies, we were able to create a seamless Web environment for finding legislative info and viewing integrated streaming video,” explains Kriegish. The technology workflow creates an integrated public record on the Tennessee General Assembly’s website containing audio/video streaming media and integrated meeting related documents, including: agendas, minutes, calendars, journals, bills and resolutions—all cross-linked and keyword searchable. As a result, citizens can instantly retrieve information pertaining to a House and Senate Committee meeting

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### End Result: Committee Automation and Granicus Integration on the Tennessee General Assembly Website

Tennessee General Assembly Website

Bill History | Amendments on Bill | Video Clips

Videos containing keyword: SB2211

Windows Media Player is required to view the videos. This can be downloaded for free from the Microsoft website. The minimum system requirements for watching the Archived video are available here. Streaming video support.

Search Again: SB2211

Search Results for "SB2211"

Item	Date	Time
Senate Session-21st Legislative Day	Apr 8, 2009	6:58:40pm
Senate Floor, Votes and Hearings	Apr 1, 2009	6:28:15am
Senate Floor, Votes and Hearings	Mar 23, 2009	6:58:40pm

Tab to view complete bill information or keyword search the bill item you are interested in.

Click on the search result to watch bill item discussion on-demand.

Use the scroll menu to jump-to and view other meeting discussions that have timestamped in the recording.

using simple keyword-search or quick navigation options.

## Results

### High Video Usage, Risk Reduction, & Time-Savings

Since the implementation of Granicus, the agency has grossed nearly 30,000 hits to its archived video content and it is averaging nearly 4,000 hits per month. In fact, it has achieved a record-breaking 1,400 live hits to the House session streaming video. These numbers illustrate the vast improvements it has made to the accessibility of public information. Due to their integrated public record of meeting information and streaming media, citizens can keep aware and informed of proposed legislation anytime, from any location.

Beyond transparency and citizen involvement improvements, the Tennessee General Assembly has increased operational efficiency with the Granicus system. “Management and organization

of video over our previous practices were improved significantly. Because fewer people are involved in the process there is far less error in the scheduling, recording, and posting of events both real-time and on-demand,” says Kriegish.

Also, Granicus’ multicast functionality, called StreamReplicator, has enabled the agency to minimize bandwidth consumption on its internal network. Secondly, video storage is a much simpler process. “With Granicus MediaVault, we’ve achieved more time savings. Our previous method for storage was manual and relied on a person to accommodate the workflow,” says Kriegish. With on-site media servers, the staff has been able to automate its internal streaming and media storage process, freeing-up the staff time that was previously required for systems monitoring and processing information. Working together, the MediaVault and StreamReplicator architecture has enabled the Tennessee General Assembly to preserve bandwidth by reliably delivering streams to citizens or staff according to their position on an internal (LAN) or external (WAN) network.

### Contact a Granicus Sales Representative

Write [sales@granicus.com](mailto:sales@granicus.com) or call **(877) 889-5495** for details or an in-person demo.