



BCTV COMMITTEE AGENDA

October 28, 2013

Meeting Coverage

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| Tuesday, November 5 th , Elections / Program a banner with results | <u>Derek</u> |
| Wednesday, November 6 th , Selectmen Meeting 6:30PM | <u>Derek – Terri – if past 9:30/10PM</u> |
| Thursday, November 7 th , Planning Board Meeting 6:30PM | <u>Vicky</u> |
| Thursday, November 7 th , School Board Meeting 7:00 PM | <u>Tom & Terri</u> |
| Tuesday, November 19 th , Selectmen Meeting 6:30 PM | <u>Lisa & Terri</u> |
| Thursday, November 21, Planning Board Meeting 6:30PM | <u>Vicky</u> |
| Thursday, November 21, School Board Meeting, 7:00 PM | <u>Tom & Tom</u> |

BCTV Logo Items – Via Deb & Duke

Tom – noted that many of the Maine television stations (Channel 6, 8, and 13) have LL Bean jackets with their logo on one side and the television station on the opposite side. He would like to make a phone call to LL Bean to inquire whether we might also receive some jackets for our small community station. The Committee agreed to have Tom call on this.

Derek went thru the catalog from Deb & Duke's. He separated by page #. He put together a listing of items which he would like to see the Committee purchase. Some of the items included a mock turtleneck, knit hat, and several other clothing pieces.

The Committee agreed to maroon as the background color. This keeps with the school colors and he believes represents our town. We also agreed our logo will look good on the white background attached to a maroon piece of clothing.

Tom will go thru the catalog and speak with Denis about our choices.

BCTV Projects

Needs editing

1. TriCentennial – Lisa
2. Puppet shows (2)
3. Fire Dept. Safety Day
4. Opening of Public Walking Trail for Great Works Land Trust at Grant's Meadow

Completed

1. Hussey School Project – Waiting for release from Linda
2. Soccer Game – Programmed crashed – may redo
3. PSA for Library
4. PSA for American Legion

5. New Entry / Closure for BCTV (The Committee approved these clips)

Budget

The budget has not changed from last month.

Derek indicated he would be glad once Maureen has changed how our budget is done. Then we will be able to create a capital budget and operational budget. Derek asked if anyone on the Committee would be able to create this. Terri said she could work on it.

Terri told the Committee that when she spoke with Maureen, she learned the Comcast billing had been corrected and money would be transferred back into our account for the amount of times it was removed.

Terri also asked for a monthly BCTV budget statement be placed in our folder in the front office.

Terri proposed that BCTV begin to offer stipends for Berwick residents willing to monitor biweekly meetings in the control room.

Both Terri and Derek shared what they learned at the Northeast Region Alliance for Community Media Conference. Most stations pay \$10-\$12/hour to residents who cover the meetings. They also pay up to \$80/video for editors. Many of these stations also pay for a full time Director/Coordinator and then have part time staff who take care of the paperwork and communications.

Terri believes that if BCTV is to grow and become an information resource for our community, we need to expand. Both Derek and Terri have been told that unless we consider paying for these services, we will not get the help. Terri recommends \$10/hour as a start off point.

Vicky remarked there should be a minimum amount for people who come to cover meetings that take less than 1 hour.

Tom asked what happens for people who are loading equipment, traveling somewhere and setting up. Derek said the person should be covered for that time as well.

Derek expressed concern about having more than 1 person videotaping – i.e., Tom and Terri do school board meetings – now we are getting into a larger amount. However, there are very few instances other than School Board meetings in which we would need 2 people. We would need to specify whether it is a Town event sanctioned by the Committee. If a submission is made without prior approval, it would not be covered.

Vicky suggested we create a chart of meetings/events and look at the time involved for each. We can then calculate how much it might cost us to cover this fee.

Terri noted – if this was successful, the Committee would need to insure training occurred for each new volunteer/contractor.

Tom said he spoke with Patrick about sub-contracting a person as the BCTV Coordinator. Their conversation centered around engaging the services of someone on a trial basis – a development period. If we go permanent, we would need to go before the Selectmen.

The time period might be 3-6 months.

The Committee voted to establish a stipend to recruit people to videotape meetings.

Derek, Vicky, Terri – Yes

We will continue to explore the option of a part-time and/or full-time Coordinator.

Terri will check with Maureen and Patrick to see how we proceed in the process.

BCTV Committee Structure

Derek spoke to the Committee about a conference workshop he attended. He said it ties into our previous conversation. However, this is for recruiting Committee members, rather than volunteers.

At some point, the Committee must separate from the work. We really need to recruit a full Committee.

Derek said he understood that many of the people he spoke with worked at larger stations than BCTV. They had a Board/Committee and then others ran the station. They had more in the way of resources which were obtained thru a greater percentage of cable fees negotiated by the community station.

Business Cards

Terri showed the Committee a sample of the Business Card she thought they should use. All liked it and agreed the picture of the Town Hall should be removed. Tom will make some calls to see what it would cost for cards for all who want them.

ACM Conference

Derek - Workshop on Legalities

Emergency Response & Peg Media – It went in many directions. They spoke about the ice storm in MA, and coverage. People had flip camera phones.

The community station placed 10-15 small handheld video cameras throughout the town - library & schools were on the list. People could check the cameras out – to - “Be the Media”. Because people had access to the little cameras, during the storm, a high school student grabbed a camera and was able to tape the Town Manager as he informed residents of where to go, what to do, and much more.

We might want to consider something like this in the future. If a storm hit, they could use the camera at the time. Then they would bring it to their access station which began generating the information online and over their channel. People could be informed quickly.

Derek said many Fire Dept./Police Dept. and other towns have Twitter accounts for notifying residents of major events – including road closures, major accidents, etc. Berwick baseball did this for rain delays and cancellations.

With a banner program, BCTV can only reach residents actually watching 22 all the time. If they are on the way to work, they will not get the information. The Town might want to look into Twitter and how we could use it for updates.

Derek also spoke about how he would like to see more safety videos done by our Fire/Police departments. Generator safety, food storage, emergency preparedness, etc. It would be really nice to see more of this on BCTV.

Drop lines – Towns are given a certain amount of drop lines in their town. Drop line is for the internet. The land is authorized so many. It is part of the contract.

If we streamed at NHS – we could do a live stream. We would need the equipment- Derek will look into this.

The second workshop dealt with legal complications for community access channels throughout the northeast and the country. This is controlled by Congress and the FCC. Many are questioning the lifespan for small community stations. Is there a need? With all the technology available today – U-Tube, Vimeo, live streaming online, and free sites, why would people turn on the TV?

There appears to be two camps – one that believes public media belongs to the public in all forms possible – U-Tube, Vimeo, PegCentral, streaming live. The other believes when you make the media available in all other locations, why would a resident turn on Channel 22?

The Committee discussed when our contract renewal comes up – ours is 2017. Derek said many start the process of preparing for negotiations several years in advance. Contracts today include things like where your channel will be – whether you get an HD channel and increase in fees to cover costs.

Comcast gives internet, phone, and cable. The gross revenue from the franchise is not the total, it is just cable.

Bandwidth – we need to negotiate the on-demand channel. If we do this, we would not need PegCentral.

We need someone with legal background, or we can contact the lawyers who negotiate all over New England. Derek brought home a copy of the steps we need to take in negotiating our contracts.

Terri attended a workshop on News Broadcasting and said she would like to see BCTV begin doing a monthly show on news and events around town.

Terri & Derek – Equipment /Emergency Alert System & Looping program for Town Office / Complete – portable system for outside broadcast from alternative locations.

Equipment

The Committee previously voted to approve a new computer (tower unit – with screen) to replace the Mac laptop. The laptop is not compatible with the Leightronix and all of our work must be converted prior to placement on the system. The steps involved add much time to our work and are unnecessary. Terri said she would like to begin seeking quotes on a new system. First she wanted to conduct a needs assessment for the computer upgrade and change to tower. Purchase locally or online? (Best Buy – Dell were chosen) The following should be taken into account.

- Processor Speed

- Graphics programs
- Software – Current programs include: MS Office / movie editor / Leightronix --- Recommend review and additions
- External drives – DVD/RW and CD
- Upgrade potential
- Size and space requirements
- Screen – space limited – basic 17"
- New Ergonomic Keyboard & Mouse
- By the Tower – MS Office services – touch screen with pad is portable. Surface
- There is a Dell place in Dover – go in and speak with them about how much we can do.
- Better rate as municipality

CTAM Meeting

October 29, 2013 in Sanford, ME. Tom & Terri will be attending.

Other Business

Next Meeting

Monday, November 18th 6:30pm

Adjournment