



BCTV COMMITTEE MINUTES

MAY 14, 2018

PRESENT: Lisa Huestis, Chair
Sandi Keys
Terri Wright, Coordinator

MINUTES March 2018 Approved

FINANCES - (Handout #1)

APRIL 2018

BEGINNING BALANCE	\$82,131.09
REVENUE	\$60,638.12
EXPENSES	\$(52,226.21)
BALANCE	\$90,543.00

CONTRACT UPDATE

Terri informed Committee Members that the contract was signed by our Selectmen on April 3rd and returned the next day to Comcast. After many emails, phone calls, and frustration, we received their signed copy of the contract mid-week. On Thursday, we conferenced called with Tony and Bryan Christensen (Comcast).

Lisa told the Committee that she and the Town Manager talked at length about when the Coordinator would start full time. It was decided Terri would start full-time on Monday April 9th. The position will include 37.5 hours/week at \$20/hour along with paid medical, retirement, and vacation/sick days.

CAPITAL IMPROVEMENT GRANT – September 2018 (\$30,000)

Terri talked about the Datavideo Switcher. She told the Committee the current switcher which is responsible for changing cameras and location for broadcast) has only 4 inputs. Three are taken by the cameras in the meeting area and the 4th is taken by the desktop connection for the overlay. There are 2 additional inputs for upstairs and for the Epson projector. We added another switcher which takes those inputs but this is only a temporary fix. Terri has been researching switchers – looking for a minimal of 8 inputs and 4 outputs.

Newtek Tricaster – HANDOUT #2

She went on to talk about the Hypercaster B100 which is only set up for one feed only. This piece of equipment is the hub for recording, uploading, and relaying our videos 24/7. When the 2nd channel is installed this coming fall, we will need a switcher that can handle 2 channels (Government and then one for all other town and school events).

Initial talks with Charles from Telvue Sales, anywhere from an additional \$5-10 thousand to either upgrade and trade in, or add on to what we currently have. They have an expensive option for almost \$40 grand. Terri will research with Access AV and put out questions to the ACM community.

B2000 Hypercaster – HANDOUT #3

NEW OFFICE EQUIPMENT RECOMMENDED (Estimates)

- CHAIR

\$300

• MAC LAPTOP	\$2000
○ Mac – Final Cut Pro	\$299.00
• PC LAPTOP	\$1500-\$2000
○ Adobe . (2 licenses Adobe-all apps)	\$34.99/mo
Discussion on this vs. what we currently use.	
• DESKTOP - UPGRADES IF POSSIBLE (INCREASE SPACE / ADD VIDEO DRIVER)	\$500-\$1000
○ NEW DESKTOP IF ADDITIONS CANNOT BE MADE	\$1500
• 2 ND JVC CAMERA (WITH SPORTS HOOKUP)	\$5000.00
• SWITCHER	\$5000-\$7500
• 2 ND CHANNEL (HYPERCASTER)	\$10,000-\$15,000
• Monopod for recording off site	\$300.00
TOTAL –	\$25,600.00 (APPX)

NEW JVC CAMERA

Terri was asked about the new JVC camera. She said it is easier to handle when setting up and breaking down. Takes good pictures, and the title program has saved time.

BCTV had to spend \$100 for the graphics (Logos) for the camera. This was not mentioned prior to purchase. We went through Eric at Access AV with a company our of PA called “Kingdom.” They convert 7 logos for \$99.

Editing the BUMC services this last week took only 15-20 minutes on sound and then off to rendering for adding to station.

STREAMING SITE – TERADEK

Most usage times are from 4 am – 10 pm question posed - will stopping streaming channel from 11pm to 4 am each night to save on the system. I spoke with a person on Teredek and they said most do not use this 24/7. I will do more research on this to see if we need to change our times.

ALLIANCE FOR COMMUNITY MEDIA

WEBINAR

4/25/18 – VOLUNTEER RECRUITMENT AND RENTENTION

5/30/2018 - SIGNING UP FOR - MAT: Ask Me Anything Technical

We’ll assemble technical minds in the community media world to answer your technical questions – ANY technical question. Ask Anything! Our goal is to cover the universe of possibilities so email your questions ahead of time to AMAT@creativsj.org, and tune in for answers!

Have application for their Mentor Network – review (HANDOUT)

Have joined their listserv group – discussions on various topics.

SIGNAGE

Terri spoke with a variety of people about signage for BCTV. She recommended Portsmouth Sign Company for outside entry way sign - The metal sign is appx. 18” X 36”

Cling On Stickers

Sticker Giant 4” X 3” (250) \$135.44

Stick You 4" X 2.5" (250) \$135.70

Car Magnet – 18" X 24" = \$25.00

BOARD COMMITMENT & RESPONSIBILITIES

Regarding discussion on meeting practices and Committee responsibilities – here are the BCTV's Policies

In original Policies:

The BCTV Committee: Refers to a six-member committee consisting of Chairman, Secretary, and Four members responsible for the management and operation Of BCTV.

New Policies passed in January 2018:

The Berwick Community TV Committee refers to a (5) five-member committee consisting of a Chair, a Secretary, and (3) three members responsible for the management and operation of BCTV. This Citizen Committee is appointed by the Board of Selectmen to propose policies, set guidelines, and advise the Coordinator on the operation and management of access and programming to the Community Access Channel(s) provided to the Town under the franchise agreement.

The BCTV Committee is responsible for:

- 1. Reviewing and monitoring compliance with the Franchise Agreement between the Town and Comcast Cable.*
- 2. Reviewing the operation of the Community Access Channels allocated to the Town and recommending to the Town Manager/Board of Selectmen any regulation concerning the use of the channels.*
- 3. Developing recommended policies that will govern the nature and extent of access to publicly managed community Access Channels including:*
 - a. The structure for long-term management of Community Access Channels*
 - b. Types of Access allowed on Community Access Channels*
 - c. Resolution of programming priority conflicts.*
 - d. Use of Town owned production equipment and facilities managed by Coordinator*
 - i. Qualifications for use and operation of equipment*
 - ii. Procedures for use of equipment*
 - iii. Storage of equipment*
 - iv. Maintenance of equipment*
 - v. Movement of equipment*
 - vi. Training procedures for operators*
 - vii. Priority use of equipment (if conflict arises and Coordinator cannot resolve)*
 - e. Review of yearly budget and recommendations to Coordinator*
 - f. Review of programming (Locally produced, submissions by residents, and governmental meetings)*
 - g. Approval of large budget items over \$3000*

There are no rules surrounding length of time served by Committee members nor any set schedule for meetings. There are however restrictions on budget items – something the Director feels is a safety net. This could be revised to include an and/or statement like:

Approval for large budget items, over \$3000, may also be obtained through the Town Manager

MEETINGS

Committee Members present discussed benefits of meeting more regularly and at a set time. However, it was felt that it might be more attractive to residents if we meet quarterly. This way, it would be an oversight committee and meetings can be called if needed. The Coordinator will keep members abreast via emails.

PROGRAMMING BREAKDOWN – CHARTS

Month	Locally Produced	Alternative
January	65%	35%
February	70%	30%
March	69%	31%
April	71%	29%

GOOGLE ANALYTICS

- January Streaming / On Demand Hits 253
 - February Streaming / On Demand Hits 699
 - March Streaming/ On Demand Hits 494
 - April Streaming / On Demand Hits 561
- (1ST TIME THE LARGEST HIT WAS ON A VIDEO – NOT THE STREAMING CHANNEL “BERWICK FIRE STATION – WHY WE NEED TO BUILD”)

FACEBOOK ANALYTICS

BCTV is reaching almost 3000 people and we had just over 587 video views on this page.

YOUTUBE - BC TV

The Coordinator began moving videos from the On-Demand site over to YouTube. After much thought, it was decided to go back to beginning of 2018 and added 50 videos so far. These include Selectmen, Planning Board, Appeals Board, School Board and Town/School events.

BCTV has (3) subscribers at this time although Terri believes that will increase as viewers find the videos are not available On-Demand. And we have had 197 views.

Since posting, our videos have had over 600 views

VOLUNTEERS

Tammy Cole has produced 7 videos at this time and is creating some wonderful memories for The Historical Society, The Berwick Library, and the Schools. She learns quickly and is not afraid to try different things. She especially likes the “Undo” button.

Ralph Morang has been recording all of the Library events. He does an excellent job and delivers high quality video for editing.

Kevin Gray – new person who moved here from NY. Worked for local access station there and had his own production studio. Kevin will be taping the Memorial Day parade with me and perhaps other events as he has time.

Jody is taking time to prepare for her mother to move in this fall. She said she may revisit recording in the fall, but is not certain she will have the time.

Other

Adjournment/Next Meeting