



## BCTV COMMITTEE MINUTES

FEBRUARY 12, 2018

6:00 PM

**PRESENT:** Chair, Lisa Huestis  
Sandi Keys  
Jody Puffer  
Ryan Moore  
Cloyd Tavenner  
Michele Tavenner  
Coordinator, Terri Wright

**MINUTES** DECEMBER 2017 were accepted – no changes

### FINANCES

BEGINNING BALANCE (DEC)	\$ 82,131.09
DEPOSITS	\$30,421.82
EXPENSES (JUL-DEC)	\$29,862.55
	<i>(Business cards, HDMI Switch/Connector, Comcast, Projector, Screen &amp; Audo, Electrical Work to install projector)</i>
<b>ENDING BALANCE (DEC)</b>	<b>\$ 82,736.36</b>
BEGINNING BALANCE (JAN)	\$ 82,131.00
EXPENSES (JAN)	\$ 6,4119.00
	<i>(Renewal Microsoft Office 360, Nova Music License, Comcast, Final payment for Projector &amp; Screen)</i>
<b>ENDING BALANCE (JAN)</b>	<b>\$ 76,325.17</b>

### BUDGET

Coordinator told Committee that she met with Town Manager and Finance Director on Jan 25<sup>th</sup>. It was determined by Finance Director and Town Manager that I should leave the budget as is for now with the anticipation that we will finish signing the new contract prior to June 1<sup>st</sup>. Currently the 2081-19 budget has a full time Coordinator and several additional stipend positions.

### CONTRACT NEGOTIATIONS

The Coordinator explained that the Town Manager received the Contract from Comcast – however, they changed several items. Tony Vigue has reviewed their changes and made several recommendations. Committee members asked what had been changed. Terri explained the payout schedule for the capital improvements grant, the language surrounding our channel location, requirements for future connections, and expansion to remaining roads.

### PROPOSALS

The Coordinator explained to the Committee that the BCTV budget averages between \$3000-\$3500/month for wages. As of 2/6/18 we had \$16,730 for wage coverage until June 30, 2018. It appears the contract may not be finalized for another month – or more. Coordinator recommended using Professional/Training budget of \$1820 to help pay for slide creation and videographers.

Slides take appx. 10 hours/month at \$10/hour for remainder of Feb – June calculates to \$500.

Videographers get paid \$40/event – this would cover 12 additional events which Michele said she has two people interested in covering sporting events their children are involved with.

Lisa asked if we had any future training needs. Terri said she did not believe there were any upcoming events or classes other than webinars which have been free to members. Lisa proposed we use the funds from Training Budget for videographers and slide creators. Ryan seconded and all approved.

Coordinator missed speaking with Committee on this section:

Comcast contacted us to say they have not been charging us for the phone service and it will be an additional \$30/month. The Coordinator spoke with Town Manager and we are now hooked into the Town phone lines. Our new number is 698-1101 Ext. 153. She also contacted Comcast to have phone service discontinued.

## **PROCLAMATION FOR MEDIA DEMOCRACY**

Coordinator shared the document with the Committee asking if they would be interested in adopting these tenants for BCTV? After reviewing, Lisa asked that somewhere in there we should state after proper forms are completed and training has been done. Sandi agreed stating people can twist out of context. Terri said she would add the wording and resend for Committee approval.

## **CHANNEL SLAMMING**

The Coordinator shared information from Tony Vigue and the Community Television Association of Maine regarding Time Ware “Spectrum” taking small access stations that have had channel 2 for 30 years and moving them to the 1300 range on cable. In some cases residents are unable – even with a basic cable – to access these high numbers.

A bill is being proposed to stop this, and it adds the ability to broadcast in High Definition as well as posting our program guide like every other channel. Terri created a sample letter she is asking members to send out to their representatives in the House and Senate. She offered to email the letter, which can be changed to reflect what they want it to say, along with the email address for our local representatives.

**PROJECTS** From late November to early February – BCTV covered more than 30 events, created 5 PSA’s and added multiple slides to our programming. Terri also shared a posting of the MSAD 60 webpage where they thanked BCTV for a great show.

## **EQUIPMENT**

The Coordinator told the Committee she took the Cannon FX 105 cameras to Hunt’s for repairs. One camera was beyond repair at more than \$960 the Coordinator determined it would be best to purchase a new camera. The second one was repaired for \$510 and should last us a few more years. She will pick both up this week.

Our Cannon XF100 cameras are working fine but will more than likely need to be sent out for repair within the next year or so.

**New - JVC HW200** – JVC District Sales Mgr, Ken Freed and Hunt’s Photo Pro Video Sales Mgr., Barry stopped by to give us a demonstration on the JVC camera. The one he brought was a different model to the one I asked for, but very similar. This camera will stream – with a booster from appx. 1500 feet from source. It will add a title and date to the video saving time when recording meetings, and it will work for games, events, and studio. It comes with a 3-year warranty.

The Coordinator recommends BCTV purchase 1 camera now – with a tripod and shotgun microphone. We can test it out and see how it works. If all seems good, we can later purchase the JVC camera that connects to the scoreboard. This has an additional cost.

## **TRIPODS**

We have (4) tripods – all made by Manfrotto. Manfrotto is a leader in the industry and these have worked well. Several need repairing and I wasn't sure if anyone knew someone that might be able to tell us what needs replacing. There are no shops for repairing these – you simply send out for the parts.

**CASES** – If we purchase a new camera, Coordinator recommends we purchase the foam and cut it to fit the case left empty by the discarded Cannon XF105 camera.

## **TRAINING**

Coordinator completed videographer training PowerPoint. This will be the BCTV Resident Training for Producers and Videographers. This includes an overview of public access stations and BCTV history, review of the policies and forms that need to be filled out, and training on using, caring for, and return of equipment. Michele mentioned we might want to include pay and explanation on paperwork.

## **ACM WEBINAR**

Terri talked with the group about "Closed Captioning." She has signed up for the ACM Webinar: A Legal and Technical Update on Closed Captioning for PEG Channels -Wednesday, February 28 at 3:00pm and will keep the Committee informed of any changes.

## **VISITORS**

BCTV was contacted by Somersworth Educational Access Station Instructor, Bill Rogers and by Rochester Government Access Station Coordinator, Celeste Plaia. They are both looking at the Telvue system which we currently use. Bill is looking to partner in the future on items of interest to both communities. Terri will be visiting his location tomorrow to see their set up and discover how we might work together.

Terri shared that Bill Rogers is also opening a small studio space for recording interviews or programs in Somersworth next to Tea Totalers.

## **VOLUNTEERS**

New volunteer – Michele Tavenner – has traveled extensively and has lots of enthusiasm regarding working with students and getting them involved. Currently working with the NMS Wrestling Team.

She is a member of the Next Level Church in Somersworth and would like to put their services on air. She thought we might exchange services having their youth come in and edit or work with the station for putting videos up on air.

Terri explained that with the newest changes in our BCTV Policies, it allows for residents to submit video recording's if all the proper paperwork has been completed. While having help would be nice, they must be a Berwick resident to borrow equipment.

Other ideas:

Michele's other ideas were - Cling on stickers for car windows. These are especially good for people who do not like bumper stickers or have rental/lease cars.

Magnetic signs for cars – can be applied when we send out a videographer to cover an event. Committee added their stamp of approval for each.

Historical Society – video presentation – Interview with Berwick, No. Berwick, and So. Berwick. Michele talked with the Committee on her idea regarding bringing the 3 Berwick historical societies together for a combined tour. She would like

to see the school kids involved and thought Historical Hops in each town would educate and entertain. She will be redoing the first interview and would like to set up the second with Berwick. Michele is having difficulties with So. Berwick – not as easy to access.

Michele also talked about video taping the wrestling meets, recruiting videographers to cover sporting events, and working toward educating middle school students about BCTV and how they can work with equipment to create their own PSA or show. The Coordinator said she would love to see a news program from one of the schools or perhaps a monthly update on events.

## **BCTV POLICIES**

Coordinator informed the Committee that the Policies written have been approved by the Selectmen. Forms have been updated and all have been added to the webpage.

## **BCTV OPERATIONAL PLAN 2018-2028**

Coordinator recommends we begin writing our goals for the next year, next 5 years, and 10 years out. This will be our guide for invigorating and hopefully growing BCTV.

Terri asked Cloyd if he might be interested in assisting with a operational plan. Cloyd asked a few questions about funding and Terri explained we had written a plan back in 2014 and she would send that along for him to see what had been done. From there, he said he can come up with the basic areas and information we will need.

Lisa recommended our next meeting be a planning meeting where we discuss these items. Committee members agreed. Lisa asked that the Coordinator keep the agenda short in order that we have time to work on the operational plan.

## **BETTER BUSINESS BUREAU**

We were contacted by Amy Schram with the Better Business Bureau. The Coordinator will arrange a time for short informational interviews on these two topics:

1. Fraud, & Identity Theft

This presentation covers the most common scams currently circulating the community, the major red flags to watch out for, and the tactics consumers can use to protect themselves and their identity.

2. Ethics & Youth

The goal of this presentation is to make your students feel comfortable speaking openly and honestly about the ethics that they are faced with in their social, professional, and personal lives.

## **PROGRAMMING BREAKDOWN – CHARTS**

November

- Locally Produced 64%
- Alternative 36%

December

- Locally Produced 69%
- Alternative 31%

January

- Locally Produced 65%
- Alternative 35%

## GOOGLE ANALYTICS

- June Streaming/On Demand Hits 36
- July Streaming / On Demand Hits 166
- August Streaming / On Demand Hits 533
- September Streaming / On Demand Hits 288
- October Streaming / On Demand Hits 610
- November Streaming / On Demand Hits 292
- December Streaming / On Demand Hits 365
- January Streaming / On Demand Hits 253

## VACATIONS

The BCTV Coordinator will be on Vacation March 3-10<sup>th</sup>. The station will be programmed and there is only one Selectmen meeting that week.

Ryan said he would push programming forward the night of the Selectmen meeting. He also said he will do it going forward for all meetings he records. Terri thanks Ryan and said she would appreciate that very much.

Next meeting March 14<sup>th</sup> at 6:00 PM