

CAM Public Hearing 6/20/18 7pm Minutes:

Members present:

Thomas Kane – Chairman

Steve Ryerson – Vice Chair

Jamie Tedeschi

Michael O'Connor

Tom Kane called the meeting to order at 7pm.

Colleen Smith-station manager presented report. Report as follows:

PEG Access Cable License Renewal Operating Needs

The Town of Hanover's Public, Educational, and Government Access station (HCTV) has seen exponential growth over the past 9 years. HCTV started with 1 part time employee in 2009 in the basement of the Schools Administration building, and has now grown to 3 full time staff members located inside the studio at Hanover High School.

HCTV was fortunate to have some of studio build out cost covered when Hanover built its new High School allowing for HCTV to build up a small savings account. Also, only having 1 full time staff member for the first 3 years allowed HCTV to save on salary benefits and other expenditures that come with more staff members. However, with growth comes expenditures and this savings is now being depleted each year to equipment upgrades, staff expenditures, and on going maintenance to equipment.

The Town of Hanover and its residents have come to expect a high quality level of coverage of Town and School events. We continue to look for ways to improve our coverage quality and provide our residents with a product that they can be proud of. In order to stay relevant within the digital world we live in, we have outlined our needs below that will allow us to provide high quality content.

Operational needs:

Full time staff: HCTV currently has 2 full time staff members, with a 3rd full time to be hired this summer, and 1 part time as need camera operator, covering the station Monday thru Friday 9am until roughly 9pm and on weekends as needed for event coverage. The need for another full and part time staff member has become apparent over the course of the last year as employees are continually using overtime to cover events and day to day tasks. Along with event coverage, the need for more specialized staff, such as marketing, web design, and graphic design is apparent in order to stay current and relevant in this ever changing digital world. By employing a staff member who has specialized training in any of these areas will save money and time using vendors to supply products that can be created and produced in house.

Additional Training for Staff: Within the ever changing digital world, the need for additional staff training is a large expense that we need to address within this next

contract. HCTV currently does not provide any official training to staff, other than regional conferences that are attended. Over the course of the next few years it will be important for staff members to have the ability to attend in depth trainings or courses to enhance their skills that will also benefit HCTV and quality of programming. This will not only benefit the quality of programming for HCTV, but also allow HCTV to offer high quality workshops for town residents to benefit from.

Increase of meeting Coverage: The Town of Hanover prides itself on their open and transparent government, and have used HCTV as a tool to educate and inform the residents. Residents consistently turn to HCTV for both live and re-broadcasting of meetings and also government content to stay informed. At this time we currently cover all Board of Selectmen, annual and special Town meetings, and School Committee meetings live. We on occasion also cover the Advisory Committee meetings. On request we will cover any of the Committees meetings based on staff availability. One of the ongoing goals of both HCTV and the Town of Hanover is to cover more committee meetings on a consistent and regular basis to assist in keep the residents informed of the ongoing workings of the Town of Hanover.

Educational Access and School Participation: One of our greatest partnership has been with our School Department. We are extremely fortunate to have a great administration in our schools who have welcomed HCTV into their day to day workings. We currently partially fund a Broadcast journalism course at the High School and the content is broadcasted on our Educational Channel regularly. We have also built a small studio inside of our Middle School that all of the eight grade student pass through during the school year. Along with the students having a great opportunity to have access to a studio setting, this allows HCTV to have a second studio to utilize for filming small productions. As the Town of Hanover builds a new elementary school in town, we would like to expand our services into this school and supply these students with high quality production equipment that is age appropriate. HCTV's goal is to eventually have an education channel that consists of all student produced content of all ages running on it 24-7.

Community Outreach/marketing: Although HCTV has been operating for over 9 years now, many residents are unaware of what they actually have access to. They understand that they have a public access station, and they know where to go to watch programs, but they don't always know where the studio is located, that they have access to equipment, or that we provide training in digital media content. We are continually looking at ways to educate the residents of Hanover on the uses of HCTV and are expanding our public outreach. We have started hosting events in the studio, produced PSA's about our facility and services offered, and ordered apparel to be worn by staff while filming events. One of the main tasks of a fourth full time employee would be to focus on community outreach and community engagement.

Senior resident programming: The need to increase event and program coverage that is relevant to our senior residents is a focus of HCTV currently. The Town of Hanover has a very active senior center and HCTV has seen an uptick in events and programs that have a large community interest coming out of the senior center. We are looking to add a live broadcast point of access to the senior center based on feedback from the centers director. Many of the Senior Center members have expressed interest in being involved in HCTV, but are intimidated by the use of the studio equipment. By bringing equipment into an environment that they are comfortable in we hope to see an increase in participation. Many of these residents are extremely involved in the town, so giving them this platform to utilize will only increase the transparency of town government, along with bringing publicity to events that are important to all residents in town.

HD Channel upgrade: HCTV currently only broadcasts in Standard Definition even though we record in High Definition. Many residents have expressed frustration with the broadcast quality of our video do to being in SD on their HD TVs. The addition of HD channels will keep HCTV competitive and relevant with the current broadcast standards.

Electronic Program Guides: A constant frustration that residents express is the lack of Electronic Program guides for the PEG Stations. In order for residents to find out what is airing on HCTV's 3 channels they would need to go online to our website or other social media platforms to find out what is playing at a particular time. In this day in age when everyone wants information at their fingertips it is frustrating that they cant turn on to the program guide on their cable box to see what is actually playing on the PEG stations. They also do not have the ability to pre-set their dvr's to record a specific program. Because of peoples busy schedules they tend to watch On-demand and DVR'd programming just as much as live TV if not more. Not giving PEG stations these options sets us behind the bar in technology.

Audrey Barresi spoke:

Town Employee and Co-host of Healthy Hanover Show.

- Impressed with the amount of coverage HCTV provides for the town.
- Crucial for Emergency management to utilize to share info
- A go to location for residents to get info about town happenings
- Great for catching up on school events and uses it for sports, music, graduation
- Public TV brings a lot of value to the community
- She would like to see HCTV continue to provide services for the town
- HD and program guide would be a big plus for the town
- Could use more part time staffing for remote production

Kenton Greene spoke:

Resident of town for 86 years Past cable advisory committee member

- Producer for HCTV
- Improvements can be made
 - Staff members for each channel exclusively rather than general staff members
 - Multi-language programming
 - Increase government meeting coverage
 - Increase volunteers

- Remote production- increase the amount of production as well as the equipment for it.
- Is there role in cable TV to help combat the Opioid crisis

Joseph Colangelo spoke:

Hanover Town Manager and Resident

- Bring it up to HD capability
- Live stream is working properly
- Increase the programming
- There is a demand and need for PEG Access in this community

Meeting Adjourned at 7:26