

Town of Trumbull
Education Channel Committee
Minutes of December 2, 2010

In attendance: : John Annick, Donna Cassidy, Deborah Cox, Kate Donahue, Peg Perillie, Jim Lang, Marilyn Lord, Jeff Hackett, Vince Fini, Byron Campbell, Sue Horton, Bob Mincieli, Gary Cialfi, Tom Kelly, Amy DeZenko, Shawn Tait

Absent: Ken Mayo, Anthony Pijar, Donna Girot (videographer, Frank Derak (ex-officio), Jim Somers (ex-officio)

The meeting was called to order at 8:03 AM by John Annick.

Minutes: Minutes of August 19, 2010 minutes reviewed by members. Changes notes to attendance list. Motion to accept amended minutes made by Kate, seconded Marilyn. All members were in favor.

Updates:

- Police Commission meetings are now being taped. 9 meetings have been taped so far for airing.
- Sue has had increased requests for DVD copies.
- The Town is looking for new webmaster with capability to upload meetings and have live streaming. Byron asked if town has media server to upload and stream. Comment made that Town will most likely be charged by the server to host this. Meeting will be held Wed. @ 1pm @ Town Hall to discuss this. Jim stated not having enough personnel to perform uploading & streaming might be problematic to performing this.
- John met with First Selectman Herbst and Dan Nelson to talk about equipment needs @ Town Hall- sound system, projector, and screen. John was at Town Hall yesterday and no progress has been made regarding equipment.
- 3 football games have been broadcast. Project is student driven
- Patch.com internet news was invited by John to assist with coverage of programs.
- John met with members of Senior Citizen Center (10 people, 3 commissioners & 7 members of the public) to discuss concerns and seek suggestions. Members stated not having schedule of airings is a problem. Jim suggested building an e-mail list which can be used to send seniors schedule. Shawn is now sending Senior Citizen Center schedule of airings. Kate suggested sending the general schedule to them. John received little negative comments. Members stated they would like to get info regarding Channels 17 & 99 into their monthly newsletters. Members stated they would like to see more broadcasts of Senior activities and more info on services that are available to seniors. Some comments were made regarding camera & audio quality. Members asked if it was possible to develop new directory (visual) of what is available in town. John told members Senior programs that have or will be aired (i.e.: Purple Heart Show). Members suggested having a history of Trumbull program, possibly using Trumbull student. Leadership of the committee will review meeting and meet again with John after the new year.
- John would like to develop Twitter and Facebook pages to share info of 17 & 99 with public. Suggestion was made to use students to develop this. Kate will be meeting next week with THS people and will discuss this with them. Byron suggested using Tweakdeck and will discuss this with Kate after the meeting with THS.
- John would still like to hire Producer. Byron suggested developing class at THS and/or St. Joseph's to create, produce and show programs. Byron stated a class like this would be extremely beneficial to students.

- John asked Gary to review and report back whether curriculum is valid and appropriate and meets today's needs. Gary may want to include professional in area to assist with this. Gary will set up meeting with Deb Owen, Byron & Bob.

- Bob will be meeting with video production class @ THS in next few weeks.

- Health and aging program, aired on 17 & 99, in which John Chiota was a panelist became an issue when Chiota's opponent in the past election was offended she did not have equal air time. Donna & Marilyn reviewed broadcast and felt there was no political conversation or activity. Chiota was one of many panelists that presented during broadcast. John offered opponent equal air time, but opponent did not use. John asked if Policy Committee could review policy to create more clarification. Kate stated this has been discussed before and committee felt every situation could not be covered in policy so policy was left more general to deal with situations as they arise. Jim stated we should possibly be more specific about election issues and broadcasting of candidates. John will review policy and send comments to members.

DPUC: No report

AT&T UVerse: Studio still cannot review shows at station. Jeff will follow up on this.

Videographers and responsibilities: Shawn met with videographers. Videographers were paid for attending meeting. All but one attended. Some issues discussed were broken microphones, lighting... Shawn will e-mail list of topics discussed to Donna to distribute to members. Shawn will meet again with videographers in a few months. Bob M. stated he would like to attend next meeting. The experienced student videographer pay has been increase to \$18.00/hr.

Comments:

- John asked Gary to give update regarding career opportunities at next meeting.

- John would like members to attend Media Alliance Group meeting to see what other stations are doing. John will send info regarding this to Donna to distribute to members.

Shawn stated students at THS are making commercials that are being aired during morning announcements. Shawn will send U-Tube clips to members.

PR & Marketing:

Suggestion has been made to use magnetic sign on Driver Education car to advertise 17 & 99. John would like members to develop this. Marilyn suggested using sign already developed by Deb Cox. Byron suggested sending him any info and he will develop sign. Amy asked about using billboards in Main Street/Lake Avenue area to advertise as well as announcement box on corner of Town Hall. Suggestion was made to keep all advertisement consistent with wording.

Donna will send out new membership list with e-mail to members.

Suggestion was made to utilize Greg Van Antwerp at Charter to assist with taping in which we may not be able to cover. Comments were made stating this would be a nice goodwill gesture. Marilyn will meet with Shawn to discuss this. Jim suggested reaching out to other groups in town (i.e.: Rotary) to become trained and to assist with taping. John stated what we need more of are writers.

Meeting adjourned 9:20 am.

Next Meeting January 13, 2011 at Helen Plumb Building

TO-Dos

- ▶ Shawn will keep sending weekly schedule of 17 & 99 broadcasts to Senior Center
 - ▶ Kate, Byron and John will discuss using Twitter & Facebook to advertise
 - ▶ Gary will meet with Deb Owen and Byron to review and report back whether curriculum is valid and appropriate and meets today's needs
 - ▶ John will review policy regarding political broadcasts and send comments to members.
 - ▶ Jeff will follow up with AT&T Uverse issue (reviewing shows at studio)
 - ▶ Gary will give update regarding career opportunities at next meeting
 - ▶ Member will attend next Media Alliance Group meeting to see what other stations are doing.
- John will send info regarding this to Donna to distribute to members
- ▶ Bob M. stated he would like to attend next meeting Shawn has with videographers
 - ▶ Shawn will send U-Tube clips of THS morning announcements to members.
 - ▶ Byron will develop ad sign for driver educ. cars
 - ▶ Marilyn will meet with Shawn to discuss possibly using Greg Van Antwerp of charter to help with tapings.