



Whitewater Community TV
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CABLE TV COMMITTEE MINUTES
Wednesday, February 3, 2010
402 W. Main St.
Whitewater WI 53190

- I. **Called to order at 7:07 p.m.**
- II. **Roll Call.** Board Members Present: Jim Winship, Mariann Scott, Jay Craggs and Scott Coenen. Also present, staff: Ryan VanLanduyt, Cameron Boydston and Alan Luckett (Cable TV Coordinator). Jim Winship made a motion to have Alan Luckett take minutes of the meeting. Jay Craggs 2nd the motion. All were in favor.
- III. **Approval of Minutes from September 28, 2009.** Minutes were approved by Jim Winship. Jay Craggs 2nd the motion. All were in favor.
- IV. **Report on Conference Attendances.**
 - a. WAPC Fall Conference in River Falls held October 2, 2009. Topics that were covered:
 - i. Wisconsin Remedial Legislation
 - ii. Federal Legislation
 - iii. FCC Petitions
 - iv. How to be an effective lobbyist from your hometown
 - v. How does your station stand to be affected by current law and remedial legislation?
 - vi. TriCaster Demonstration
 - vii. Tour of River Falls Community Television
- V. **2009 budget year was reviewed.** Budget totals were within 99.3% of the budgeted amount. **2009 Accomplishments and 2010 Goals were reviewed (see attached).** Jim Winship made a request that citizens be notified through the water bill that video content is available on-line at www.WhitewaterTV.org and www.ci.Whitewater.wi.us. Alan Luckett mentioned that more video content will be on-line soon to help promote city services. New equipment was shown and discussed. Jim Winship talked about the use of digital storytelling and the workshops he has taught. He encouraged the start-up of a class advertising "We'll help to make you a very short film-maker", emphasizing the 3-4 minute movie. Mariann Scott suggested videos for the Historical Society as part of their displays. Other cable committee members were very supportive of the storytelling class. Jim Winship encouraged the making of Public Service Announcement videos for the City's web site. Jay Craggs encouraged increased web presence to boost interest in the TV channel. Alan Luckett mentioned that he had one new computer that could be used as a mobile editor for the class. He also talked about an up-coming Seniors in the Park TV program that involved several volunteers. He showed the commission the newly installed lighting grid. He showed a list of the programs that were filmed within the year 2009. Alan Luckett said he was planning a documentary of the making of the POPs Concert to be placed on the web.
- VI. **2009 Franchise Fee review.** A breakout sheet was supplied.
- VII. **Website was reviewed.** Alan said he was going to begin maintaining the City's website with the management of videos on-line. The Cable Committee requested improved video presence on the city's web site regarding video. Suggestions were made of linking on-line content with Jim Stewart's Whitewater Banner.
- VIII. **Legislation Update.** Alan reported that he had the Common Council pass a resolution to support a bill from State Representative Hebl's office that supports Public, Education and

- Government Access Channels. The bill did not go to the state assembly floor due to lack of support. Alan reported that Hebl should have something in the future.
- IX. **Schedule Future Meetings and Topics.** Next meeting was planned in June. Storytelling and visibility issues will be the topic for the next meeting. Meeting three times a year was planned.
- X. **Adjournment.** Motion to adjourn was made by Jay Craggs and 2nd by Jim Winship at 8:33 p.m. All were in favor.

Submitted by
R. Alan Luckett
Community TV/Media Services Manager
Whitewater Community TV
Analog 98 and Digital 990

DEPARTMENT/FUNCTION:

Whitewater Community TV 98/990 (Whitewater TV) is a Public, Education and Government Access (PEG) cable television station operating on Charter Communications' Analog Channel 98 in the City of Whitewater and Digital Channel 990 in the City of Whitewater and surrounding communities. Whitewater TV broadcasts locally-produced, television programs 365 days per year. The Community TV/Media Services Manager, a City of Whitewater employee, develops programming, manages city TV broadcasting and media services, and monitors the cable television service provided within the City of Whitewater. Whitewater TV is fully funded by franchise fees paid by local cable television subscribers.

MISSION STATEMENT:

Whitewater TV's mission is to enhance and expand access to local government for Whitewater citizens, provide a television medium for the Whitewater Unified School District, and to provide equal access to local citizens interested in using video as an outlet for expressing their creative and intellectual freedoms. The purpose of Whitewater TV is to provide informational, educational, and entertaining programming reflective of the Whitewater community.

2009 Accomplishments

- 1. Will have recorded and produced over 175 televised programs by years end.*
- 2. Have made operational an interactive **WhitewaterTV.org** website that facilitates the distribution of local information and programming content, as well as facilitates communication between **Whitewater TV** employees and volunteers, employees of the City of Whitewater, and members of the UW-Whitewater and Whitewater communities. Documents regarding Whitewater TV have been updated and posted on the site. The site is nearing completion.*
- 3. Implemented remote channel access for emergency and non-emergency information posting and programming. This also allows our weekly broadcast calendar to be available on-line.*
- 4. Replaced and Upgraded Audio Cables and Cameras in the Community Room of the Municipal Building. The new system is faster and can handle two additional cameras.*
- 5. Cable TV Coordinator, Alan Luckett, was a recipient of the Wisconsin Music Educators Association's 2009 Community Service Award.*
- 6. Assisted the Arts Alliance with installing a sound system that will assist in future video recordings in their art gallery.*
- 7. Whitewater TV was awarded the Wisconsin Association of PEG Channels "Award of Excellence" for the documentary of "The Esterly Machine Company". The production involved many local and regional volunteers and talents. Cooperative funding came from Whitewater TV and the Whitewater Historical Society.*
- 8. With the help of Tim Nobling, installed network cabling for a computer in the council chambers. We now have a permanent computer for presentation use with the projector. It has a wireless keyboard that can easily be passed around, and it interfaces with our broadcast equipment.*
- 9. Received Basic and Advanced "Public Information Officer" Training through Wisconsin Emergency Management.*
- 10. Installed surveillance equipment in the Trippe Lake Shelter.*

2010 MAJOR OBJECTIVES/GOALS:

- 1. Initiate a Digital Storytellers group with the Public. In the works with Seniors in the Park.*
- 2. Install Lighting Grid in TV studio for lighting in-house video productions. Done.*
- 3. Wire semi-permanent receiver on top of city hall for events broadcasted live from the Cravath Lakefront.*
- 4. Build video editor for exclusive use of government programming and community room programming for municipal building (if office space is available). Done*

5. Create a video booth for staff to record presentations for on-line posting and individual video conferencing. Contingent upon line Item 4.
6. Assist in maintaining city website under the direction of Tim Nobling. In Operation.
7. Install third camera in Community Room of the Municipal Building.
8. Wire Community Room for advanced manual camera interface for special, non-meeting, TV programming.
9. Sell Blu-Ray discs of programs.
10. Equip and make operational new/used mobile video production vehicle. Done.