



Whitewater Community TV
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CABLE TV COMMITTEE MINUTES

September 29, 2011

402 W. Main St.

Whitewater WI 53190

- I. **Call to order.** 7:22pm
- II. **Roll Call.** Board Members Present: Mariann Scott, Roni Telfer, Christine Ponder and Jay Craggs. Also present, staff: Alan Luckett (Cable Coordinator)
- III. **Nomination of Officers: Chair, Vice-Chair and Secretary.** Mariann Scott was nominated by Roni Telfer for Chair. Jay Craggs was nominated by Christine Ponder for Vice Chair. Alan Luckett was nominated by Jay Craggs for secretary. All were in favor.
- IV. **Approval of Minutes from September 15, 2010.** Roni Telfer moved to approve the minutes, 2nd by Jay Craggs.
- V. **Manager Report**
 - a. **Video Taping Calendar Review.** Calendar was presented. Alan reported that most of the recent productions were done by Ryan VanLanduyt and himself. At the time they were short staffed. Within the past week he hired Peter Sobolewski (a High School Student) and Vincent Root (student at Madison Media Institute. Referring to the calendar, Jay Craggs was concerned about recording of copyrighted material (Concerts). Alan reported that Charter Communications holds licenses for rebroadcast of copyright material. Roni Telfer and Jay Craggs recommended that the school district receive a copy of the concert for their purposes and control over redistribution.
 - b. **Seniors in the Park: Park Bench Show.** Alan reported that the show has been recorded on a monthly basis and is very popular. Skip Grover is the host, additional host is Tony Giangreco.
 - c. **Digital Storytelling Class.** Class was taught with 2 students. Alan described the process of the class.
 - d. **WAPC Spring Conference.** WAPC changed their name to Wisconsin Community Media (WCM). Alan spoke at the WCM Spring Conference about digital storytelling. Alan was planning on establishing an interactive map with video/digital storytelling links on the city's website.
 - e. **Other City Related Media Manager Operations.** Alan reported that Ben Strand of UW-Whitewater was working on a grant for digital storytelling called "Our Town, Our Voices". The project would recruit PEG Channels for recording and instructing local citizens on creating their own digital stories. Alan has also been working on the city's website in addition to his regular TV channel duties. Alan had served as a Public Information Officer (PIO), assisting the police department during the

disappearance of the college student on Memorial Day 2011. Alan had been doing PIO training with the UW-W and the City on mock emergency drills.

- VI. **Franchise Fee review.** Jay Craggs asked if the UW-W's move to satellite TV impacted the TV Channels franchise fees collection. Alan wasn't sure about the impact. Alan commented that there wasn't much profit in Jefferson County which has the majority of student housing. Alan said the 4th quarter payment should indicate the loss. That payment would be received 45 days after the end of the quarter. 2010 received only \$105,000 in franchise fees. Alan reported that people were dropping cable. It was a downward trend, and everything was moving to internet content.
- VII. **2012 Budget Discussion and Action.** Alan presented two budgets. He stated that Common Council recommended that all departments trim their budgets by 4%. Alan mentioned that the administrative fee the city was charging was hurting the budget. He added that the channel was recording training and transferring VHS to DVD for wastewater as a free governmental service. The commission recommended a tally be created of the work that the channel was performing to give credence to their value of service. Jay Craggs recommended giving a value of \$100/hour for production and break it down based on department. Cable Commission recommended creating a budget at 5% less than the current year of 2011. Roni Telfer made a motion to create a budget at a 5% reduction, Jay Craggs 2nd. All were in favor.
- VIII. **Recommendation and Action regarding Mobile Recording Equipment.** Alan described the Tricaster video switcher he was recommending for purchase. He said that it would reduce setup time and post production. He said he could make the purchase work within the 2011 budget, and present it to the Common Council. The Cable Commission moved to recommend the purchase to the Common Council. Moved by Jay Craggs, 2nd by Christine Ponder.
- IX. **Schedule Future Meetings and Topics.** Spring 2012. Discuss sustainability and franchise fees. Create value per hour charts.
- X. **Adjournment.** Moved to adjourn at 8:45 pm by Roni Telfer, 2nd by Jay Craggs.

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