

LCTV Board of Directors Meeting

Thursday, February 10, 2011

Attendance:

Bristol:	Russ Lane, Dave Svens	
Damariscotta:	Laurel Cooley, Julie Clark	Ann Pinkham (exc)
Newcastle:	Susan Bickford	Martha Frink (exc)
Nobleboro:	John Emerson	Barbara Johnson(exc), Bobby Whear (exc)
Waldoboro:	Alan Lowe	Hans Nicolaison (exc)
Wiscasset:	Jack Swanton, Sean Rafter	Steve Wallace(exc)
Station Mgr:	Mary Ellen Crowley	

Quorum. The President declared that a quorum was present.

Comments by the Public. None

Guest Speaker. Lee Arnott, of Boothbay Regional Community Television, joined the Board to share information regarding telethons they have done in the past to raise money for the station. The Board was enthusiastic about running a telethon in August of this year.

Minutes of Last Meeting. Motion passed to accept the Secretary's January 13, 2011 minutes as emailed.

Treasurer's Report. The Station received \$644.99 in donations in January. As of January 31, 2011: Checking account \$18,243.88 and CD \$2,500.00.

Program Committee (Susan, Martha, Mary Ellen, Steve)

- Mary Ellen asked how a programmer should give credit to a sponsor of a show. She said that Wuzzup has a commercial for their sponsor in the middle of their show and she told them that wasn't acceptable, but we need it in writing, in the policy, that the programmer can only give a verbal recognition of the sponsor.
- We also need to define "local."
- Mary Ellen questioned the merits of her personal choice of what currently amounts to about half of the programming and wondered if we should just show locally produced and requested shows more often than we do now rather than her chosen programs. The Board did not consider this a problem as long as there isn't local programming that is being set aside. Jack suggested that programming is preferable to showing only the Bulletin Board because it pulls the public in. He also mentioned that if we showed programs more times in the week than we do now, viewers would complain about seeing the same shows too often and that variety in programming was a good thing.

One-Time Shows:

Ecumenical Choir Festival 2010 - Tom Handel
Nobleboro vs GSB Girl's basketball - Ann Pinkham
Lincoln Academy Basketball Games of Yore - Girl's v. Richmond Bobcats 1996
The Tale of Mrs. Tittlemouse - PegMedia
Bristol v. GSB Boy's Basketball - Ann Pinkham
GSB v. St George Girl's Basketball - Ann Pinkham
The Tale of Flopsie Bunnies - PegMedia

Community Supported Fisheries, Parts I, II and III - Tam Green and BRCTV
Amnesty International Concerns in Haiti - Amnesty International
Silent Screams, the Impact of US Drone Attacks – PegMedia

Serial Shows:

American Legion Supper Talks - Gregory Singer

Bulletin Board, Promos and PSAs

Vote for Wiscasset as Coolest Small Town in America
New Habitat for Humanity Donation and Restore slides
If you experience problems with channel 7...
Winter Weather Driving Tips and Storm Preparedness from LCEM

(above are only what I have posted - does not include user postings)

2011-2012 Budget and Municipal Funding.

- Wiscasset and Waldoboro don't have a Town meeting. Wiscasset newspaper picked up the Funding Formula piece a week later than the Lincoln County News.
- Chad Hannah made a favorable comment regarding LCTV at the Bristol Budget Committee meeting, trying to raise the \$8,000 as requested. In the end, they voted for \$5,000 for LCTV.
- Nobleboro is giving 90% of the franchise fees to LCTV.
- Laurel developed balance of customized annual reports that include general information and town-specific data or references. Julie received Alna, Edgecomb, Waldoboro, and Westport Island reports for distribution, and we are on track in delivering annual reports to the Towns by the deadlines.
- Laurel place funding petitions at the Edgecomb Post Office and at Edgecomb Congregational Church.
- The 2010 Franchise Fee reports have just been sent out to some towns. Mary Ellen made three requests to Time Warner - two to our government rep Shelley Winchenbach and one to the TW person in charge of sending out the reports - that LCTV receive copies, but have yet to receive a reply. On Feb 8, Mary Ellen requested same from some of the towns directly. The only one so far received is the Waldoboro report; their numbers are up for subscribers and revenue.

Public Relations (Laurel).

- Ann Pinkham made business cards to pass out to the community, and Board members applauded her design.
- Laurel created a Press Release regarding Video On Demand appeared in Lincoln County News, Jan 20, page 2, and submitted the Funding Formula which appeared in Lincoln County News on Feb 3, page 13.
- Laurel sent follow-up email, with attached videographer promotion flyer for library bulletin board, to Betty Welt, Skidompha Library board member and Chats with Champions committee chair. Pam Gormley, library director, responded saying the library would post the flyer and put the announcement on the library website and on Facebook. A second email from Pam advised that Allen Corson volunteered to be Chats series videographer. (Allen received LCTV training and will borrow equipment.)
- The Marketing Director of Mid-Coast Energy Systems discussed LCTV inclusion in Mid-Coast's marketing plan with owners. Outcome: Mid-Coast has become a sponsor.

- Emailed Video On Demand announcement letters with attached VOD press release to LCTV-broadcast area select boards.
- Provided LCTV services information to a planning committee member of Coastal Senior College, a University College at Rockland affiliate.

Station Manager's Report (Mary Ellen)

Classes:

- After attending a CTAM meeting and hearing from several people about how they do their training and what seems most effective, I have decided to offer one-on-one classes. People will be able to schedule according to their and the instructors availability and receive instruction depending on their needs. Having more volunteer teachers than in the past makes this a viable option. I'll be getting together with Laurel to do a press release on this.

Equipment:

- We have another equipment rack for the cost of picking it up! Bill Kunitz hooked us up and John will be going to get it, just have to pay his gas costs. What a deal!
- The DVD player we use for some broadcasting has trouble understanding the commands from Cablecast. It will play the first time, but gets stuck on the menu when asked to play again. I'd like to try a different machine and see if I have the same problem - does anyone have one they can loan me for a few days to a week?
- Alan, Dave and John are hard at work on studio improvements -- raising the ceiling for lights and building a wall for backdrops.
- The studio needs some electrical work done, primarily two new dedicated circuits for the studio lights for the purposes of safety and reliability. The money we had in the budget for electrical work on the studio was spent fixing the heating problem. I suggest to the board we take some of the money we allocated for fill for the parking lot to install the dedicated circuits. We can continue to look for free fill as we have been doing.

Facilities:

- The heat tape device that keeps our pipes from freezing bit the dust; leaking electricity and no way to fix it. The pipes froze, but, thankfully, no broken pipes. It cost us \$660 to replace, most of it for the device.
- We lost the shovel that was on the porch. It disappeared between snow storms the last week of January, first week of February. Anyone know where it might be? Anyone have an extra one we can borrow for the rest of the season or should be just buy one? Barbara Johnson volunteered to replace the shovel. Thanks Barbara!

Public:

- With Laurel's urging, Skidompha's "Chats with Champions" recruited a volunteer to tape their lectures. These are very popular and I often get requests that "LCTV send someone" to tape them. He contacted me two days before the lecture, so I gave him a crash course in using the camera, microphone and tripod and sent him on his way. Unfortunately, the lecture was canceled, but he will be back next month. He will need instruction in editing and will get that after he tapes his first show.
- Was contacted by a board member of the Lloyd Davis Anadromous Fish Trust of Waldoboro about using the studio to produce a one-time show about what they do. Told him it is "under

construction," but should be available by the end of February and we would do everything we can to help them with their production.

- A gentleman from the Lincoln County Health Department is going to take videography classes with Dave starting next Monday. This is so they can get the word out through LCTV and their website about their programs.
- Waldoboro Recreation department signed up as a user of the bulletin board
- Made of copy of a LA basketball game for a resident of Belfast

Government: We have a request relayed to us by Waldoboro to tape the SAD 40 budget meetings. SAD 40 covers Waldoboro, Union, Warren, Friendship and Washington. Good opportunity to get Medomak HS involved; does anyone know anyone there?

Anyone interested in joining me at the Boothbay transfer station to petition Edgecomb voters to get LCTV on the ballot? Planning on going this Saturday, February 12, weather permitting.

CTAM Meeting: Alan and I attended a CTAM meeting on January 25 in Gray. Highlights:

- It is very important that station policy be clearly defined, especially in regard to programming. Content can never be vetted - the only time a show's content should be reviewed is if a member of the public makes a complaint about it.
- All shows have to be treated equally in terms of scheduling, with the *possible* exception of showing video with "adult content" only between certain hours. This does not mean guidelines cannot be established regarding who we accept programming from and qualifications on length, quality and scheduling. LCTV has done a good job in this regard and we are working on clarification, but we have one major gap that needs to be addressed - how a show sponsor can be credited.
- A discussion ensued about responsibility for content in regards to sponsorship, as most "request for airtime" forms hold the sponsor responsible for content. The consensus was this is legally nonbinding; only the producer can be held responsible for show content.
- If a complaint is made about a show, it is up to the station manager to make a decision on it. If the complainant and/or producer is not happy with that decision, it goes to the station's board of directors. If their decision is contested, it then goes to the courts and a judge makes the decision. Local governments have no say in the matter.
- The shows that are the subject of the most complaints are religious shows.
- There was talk about how new technology, primarily the internet, has changed the environment for public access. Questions were raised about how we present ourselves to remain relevant and how we go about fulfilling our mission.
- The CAP Act is the process of being rewritten with a republican co-sponsor, so keep your eyes peeled for updated version. If you are interested in lobbying Michaud on it, let me know.
- I volunteered LCTV to host the CTAM meeting on June 28. We are responsible for food and drink for about 25 guests (plus us).

Miscellaneous: VOD on the LCTV website is looking good, if I do say so myself! We have 652 plays on Vimeo in 1.5 months.

Next Meeting. The next Board meeting is scheduled for **Thursday, March 10th, 2011, at 5:00** at the LCTV studio at 29 Sheepscot Road.

Respectfully submitted,

Julie Clark

LCTV Secretary