

LCTV Board of Directors Meeting

Thursday, April 14, 2011

In Attendance

Bristol: Dave Svens
Damariscotta: Laurel Cooley, Julie Clark, Ann Pinkham
Newcastle: Martha Frink, Chris Doherty
Nobleboro: John Emerson
Waldoboro: Alan Lowe, Hans Nicolaison
Wiscasset:
Station Mgr: Mary Ellen Crowley

Excused

Russ Lane
Susan Bickford
Barbara Johnson, Bobby Whear
Jack Swanton, Sean Rafter, Steve Wallace

Quorum. The President declared that a quorum was present.

Minutes of Last Meeting. Motion passed to accept the Secretary's March 10, 2011 minutes as amended and emailed.

Treasurer's Report.

As of March 31, 2011:	Checking account	\$13,645.82
	CD	\$ 2,500.00

Technology Committee Report (Dave)

Since Jack is at the NAB Show in Las Vegas (yes, I'm jealous), he asked if I would submit the Tech Committee report. As you remember, Jack's guest at last month's BOD meeting was Bob Boling from Los Angeles who is assisting Jack's company at NAB. Bob has generously agreed to donate some equipment to LCTV. What's truly amazing is he decided this *after* sitting through one of our meetings! The donated equipment includes:

- **Sony PVM-5044Q Monitor with field case.** This is a professional portable 5" color monitor that can be used in the field for accurate monitoring of video.
- **Spirit 6-Channel Field Mixer.** Not sure what model this is but it is a portable audio mixer that can be used in the field and also could be used as a sub mixer in the studio.
- **Electronics AM8 Automatic Mixer with XLR breakout panel.** This is similar to the audio auto mixers in use at some of our Town Hall venues for selectmen's meetings. This will be very useful for any panel discussion type programs we do in studio (including our own meetings if we decide to televise them.)

Many thanks to Bob Boling for this generous donation!

We are seeing the light at the end of the tunnel in our **Studio Remodel Project**. What began as "removing a few ceiling tiles" to permit hanging lights higher than our 7 ½ foot ceiling allowed, turned into an extensive renovation that involved removing some trusses, replacing them with rafters, moving wiring, boxing in areas, etc. In our work we discovered two 20-amp dedicated circuits that we will use for studio lighting. We previously thought we would need to call in an electrician to re-wire the studio. This was a great "Ah-hah" moment that Jack discovered. All that remains (we think) is putting up a background wall and some minor cosmetic work to hide/box in some wires, and the painting of the new ceiling area. Special "above and beyond" recognition goes out to John Emerson, Alan Lowe and Jack Swanton. It's been fun and inspiring working with these guys as they each plied their areas of expertise. Speaking of which, Nic Nicolaisen did a great job designing and building the supporting assemblies for the studio lights. They look wicked cool! Thanks, Nic...we called, and you answered.

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

Martha presented a current draft of the programming guidelines for board review. Mary Ellen had responded to this draft by email, and her comments were discussed. Martha advised that the other members of the committee had been unavailable and that she had time conflicts. Julie volunteered to take responsibility for the finalization of the guidelines. Thank you to Martha and other members of the committee for their work in getting the guidelines so far along. Julie will work with Mary Ellen to finalize and present the guidelines for board approval at the May meeting.

Public Relations Report (Laurel)

Press Releases

- (1) LCTV Plans July 30th Televised Auction, sent to an expanded media list
- (2) "Predators" Is LCTV's VOD Pick of the Month, sent to Lincoln County News and The Wiscasset Newspaper

Boy Scouts of America Service Project Research

Two uniformed Scouts provided community service during Town of Bristol annual meeting. After viewing the re-broadcast meeting, I researched the Maine Boy Scout Council and district office contacts as well as the Scout eagle rank project and Scout Cinematography Badge requirements and will provide Mary Ellen with this information to see if there is a fit in terms of community service projects at LCTV.

Televised Auction: Early Organization

The board of directors received a March 26 emailed auction planning update, listing committees and members, change of date, and also covering the silent auction, and committee organization and roles.

Televised Auction: Promotion Committee

I developed a: 4-month promotion plan; media list; and a sample solicitation letter, which came to be used as phone call script. (Letter sent to John Emerson, for Donation Committee.) A 4-color, basic flyer and black and white version were created by my son Matthew, who is deputy art director at Rolling Stone magazine. Committee members and Mary Ellen met with Greg Latimer, who oversees production of Lincoln County Summer Guides, May through September supplements and stand-alones, distributed to bed and breakfasts and other area locations. Prior to this meeting, the committee received a breakdown of area media and ad space costs and agreed that the Summer Guide is the best fit. [A non-event action item, based on meeting discussion, is to explore LCTV–Lincoln County News website linkage.]

Senator Olympia Snowe's office will be contacted to request a video promo. State Senator David Trahan has agreed to contribute a video promo. (See also Station Manager's report.)

Actual promotion costs to date are:

June Summer Guide issue @ \$150 (donation, Laurel Cooley)

July Summer Guide issue @\$150 (donation, Martha Frink)

Flyers design (pro bono)

4-color flyer on color stock, 500 copies, estimated @\$154 (donor TBD)

Correspondence

I receive and distribute Pumpkinfest monthly planning meeting minutes to Ann Pinkham. The Pumpkinfest pr coordinator has started to post on the Bulletin Board, seeking event volunteers, which will include volunteer videographers.

Station Manager's Report (Mary Ellen)

Classes

Lee Arnott gave lessons to one student in videography and Dave has given the same student lessons in using Pinnacle, the editing program we have installed on one of the PCs. Dave continues to provide support for past

students.

Facilities

Crew hard at work on studio upgrade. Dave will provide details in the technology report.

Programming Policy

Sent the following to the Program Committee as a suggestion for policy language for producers who want to acknowledge their show sponsors:

For Producers: Show Underwriting/Sponsor Credits Guidelines

A maximum 15-second visual and/or aural credit at the beginning and/or end of the show

Start with a clear visual identification of the funding organization by name or logo. If using audio, start with something like, "This program is made possible in part by ..." or "Show X would like to thank our sponsors, Bob's widgets..."

Allowed: picture of product and/or physical business, logo, trademark, slogan (examples; "serving the midcoast for 20 years", "family owned and operated", "manufacturer of widgets for the worldwide widget industry") telephone number, address, website

Not Allowed: calls to action, i.e. "buy from us"; inducements to purchase, i.e., "God will bless you for buying our widgets"; superlative descriptions or qualitative claims, i.e. "best in town"; direct comparisons with other companies, i.e., "our widgets are superior to Joe's widgets"; reference to value or price, i.e., "lowest prices in town", "on sale for \$1.99".

Removed the link to The Sunshine Foundation. Still have to remove link to Wikipedia's article on "Community". Videos are being played more and more; in the last 25 days, we have averaged 19 plays a day whereas the prior 25 days was an average of 15 plays a day. This is despite our overall site visit numbers going down which might be attributed to basketball season being over. That said, the government meetings are being watched more than any other videos.

Having an active website is very attractive to sponsors and we should be able to parley this into revenue by offering a link on our pages to a sponsor's business. Reciprocal links will also increase our traffic. The Sponsorship brochure should be revamped to include web sponsorship opportunities and appropriate pricing.

Public

Received a \$25 donation from a viewer in Newcastle who appreciates the "alternative media" programs we air, in particular the Thom Hartmann Live Show. She requested that we show the whole three hour program, but I explained that I rebroadcast this from Free Speech TV and they only offer an hour of the show.

Pam Gormley, the director of Skidompha, contacted me to see what was needed for her church to show their services on LCTV (that will make nine religious shows!). In same email she thanked LCTV for the recognition of Skidompha and Chats with Champions on our home page (April Video of the Month).

Government

Completed sending out requests for funding with attached financials, town reports and current list of LCTV board members to all ten towns. Spent several nights and one weekend day at town budget meetings and annual town meetings to present information and answer questions. Results:

1. Alna - Town voted to allot LCTV the full amount of the request, \$1085.00.
2. Bristol - Town voted to allot LCTV the full amount of the request, \$8000.00
3. Damariscotta - Selectboard and budget committee unanimously recommend the voters approve the full request of \$5884.00
4. Dresden - Selectmen are still deliberating warrant items
5. Edgecomb - Town will place LCTV's request for \$1718.00 on the town warrant to be voted on at their annual town meeting May 21.

6. Newcastle - The Finance Committee will vote on recommendations to the voters on April 27 and the Selectmen will do the same on May 2. Ron Grenier, Newcastle Town Manager, says, "I foresee no issue with both bodies voting in the affirmative [for the \$4480.00]."
7. Nobleboro - Town voted to allot LCTV 90% of the franchise fees collected for 2010 which amounts to \$2458.62 (our request was for \$3803.00).
8. Waldoboro - Majorities of both selectboard and budget committee recommend the voters approve the full request of \$11,301.00
9. Westport Island - Will meet with the selectboard to discuss request.
10. Wiscasset - Selectboard and Budget Committee unanimously voted to recommend the voters approve \$5000.00. LCTV is asking for \$9857.00

A special thank you to the volunteers - Alex Diamond, Alan Lowe, Hans Nicholaisen, Karen O'Bryan, Sean Rafter and Dave Svens - who taped multiple selectboard and budget meetings, a public hearing, a candidate's night, and an annual town meeting in the month of March; in all, a whopping 26 meetings!

Televised Auction

Met with Laurel, Alex Diamond and Greg Latimer of Lincoln County Magazine to discuss promotion. Laurel will supply details in her Promotion Committee report.

State Senator David Trahan has agreed to do a video promo for the auction promo and Dave has agreed to tape. In the process of arranging a time and place for the taping.

Wuzzup will also be doing a promo and will plug the event in all their shows between now and the end of July. Alex Diamond is working on scripts for promos.

After further investigation, I strongly suggest we use an online auction company for our website auction. We can also use some of the features to promote the live auction. It will mean spending between \$500 - \$900 up front, but I think it will be well worth it. We will get \$100 off on the Platinum package because I first discovered the product on an older website that offered same for \$497.

One-Time Shows:

Put the Mural Back! - Art Mayers

Bring the War Dollars Home - Art Mayers

Wiscasset Budget Workshops (March 17, 22, 24, 28 and 29) - Town of Wiscasset

Damariscotta Budget Meetings (March 23 and 30) - Town of Damariscotta

Waldoboro Budget Meetings (March 15, 17, 22) - Town of Wadoboro

Bristol Annual Town Meeting - Dave Svens

Bulletin Board, Promos and PSAs

Bicycle Safety PSAs - Bicycle Coalition of Maine

Support Group for Victims of Sexual Abuse - Sexual Assault Support Services of Midcoast Maine

Notice of Cancellation for St. Patrick Church, Newcastle events on March 25 (storm)

Stay off the Roads - LCEM (March 25 storm)

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

Board Vacancies. Julie raised the issue of non-represented Towns in the Franchise Area and proposed sending minutes and Bylaws to those Towns with an invitation for board members. This proposition was approved.

Televised Auction. The Televised Auction is scheduled for July 30 from 2pm-10pm. The Board discussed the general workflow that we should follow. Ann asks that we send a list of donations we have or intend to get. Julie asks that we send the names and relevant Talent info to her.

Mary Ellen described the services available through Charity Auction Today, and the Board discussed the cost without making a decision regarding this.

Future Meetings. Another meeting is scheduled for **Thursday, April 28** at 5:00 pm to discuss the Televised Auction in detail.

The next regularly scheduled Board meeting will be held on **Thursday, May 12th, 2011, at 5:00** at the LCTV studio at 29 Sheepscot Road in Newcastle.

Motion was passed and seconded to adjourn the meeting at 6:40 p.m.

The Televised Auction Donations Committee met after the regular Board Meeting adjourned.

Respectfully submitted,

Julie Clark

LCTV Secretary