

LCTV Board of Directors Meeting
Thursday, August 11, 2011

In Attendance

Bristol: Dave Svens
Damariscotta: Laurel Cooley, Julie Clark, Ann Pinkham
Newcastle: Chris Doherty, Susan Bickford
Nobleboro: John Emerson
Waldoboro: Alan Lowe
Wiscasset: Jack Swanton
Station Mgr: Mary Ellen Crowley

Excused

Russ Lane

Barbara Johnson, Bobby Whear
Hans Nicolaison
Sean Rafter, Steve Wallace

Quorum.

The President declared that a quorum was present and asked that we remain silent for a minute to note the passing of Michael Frink, who died unexpectedly in July.

Resignation of Directors. The Board reluctantly accepted the resignation of Dave Svens and Russ Lane, our two reps from Bristol. We wish them well in their new ventures. The Board expressed its appreciation for their valuable contributions to the Station while they served on the Board.

Minutes of Last Meeting.

Motion passed to accept the Secretary's July 14, 2011 minutes as amended and emailed. The minutes will be sent to each of the Towns in the franchise area.

Auction. Mary Ellen reported that preliminary figures show that we brought in over \$4,000 in donations. John suggested that we each make a list of 10 things that need to be improved in the next auction and bring the list to the next meeting. John expressed his appreciation for the commitment of all the volunteers who worked on the event. Laurel announced that she is handing off information she used in PR to Julie. She also suggested that next time we need to have a budget for advertising already in place prior to the event.

Treasurer's Report (Jack)

As of July 31, LCTV had \$11,168.15 in the checking account and a \$2,500 CD.

Budget Committee Report (John, Jack, Mary Ellen, Ann)

- The Budget Committee distributed a draft Profit & Loss Budget Overview for July '11-June '12 for review. Jack walked us through the Overview line by line and discussion ensued regarding the following:
- It was noted that the Town money will not be paid out until the end of the year, so this money is not available to us yet.
- Mary Ellen pointed out that expenses for the auction were made in June (last year's budget) and the income was made in July (this budget)
- We are looking for used studio cameras. Tony Vigue of CTAM sent out an email announcing our search.
- Incandescent lighting in the studio uses up a lot of electricity, so we are looking for LED lighting panels.
- Personnel costs were raised. The Station Manager is now being paid for 20 hours a week and an Assistant Station Manager position has been created for 8 hours a week. Both positions earn \$15 per hour. Mary Ellen noted that she particularly wanted the

Assistant to have teaching skills. It was noted that we will have to advertise this position.

- Laurel suggested that the budget should include funding for public relations to cover the design and production of a logo, website, business cards, stationery, etc.

Motion passed to amend the budget to include \$500 for public relations.

Motion passed to amend the budget to move \$15 from the Studio Lighting expense to cover the increase of CTAM membership from \$35 to \$50.

Motion passed to accept the amended Budget.

Tech Committee Report (Dave)

Auction

- Well, the dust has settled and here are some thoughts regarding the technical side of the telecast. First, overall, *it worked!* We got on the air when we were supposed to, and stayed on. Most everything worked. Audio functioned almost flawlessly throughout. Our old wired lavalier mics ran just fine and the earpiece that Jack provided to cue the MC worked without a hitch as well.
- Video was not without its problems. The studio cameras are a weak link. They aren't meant to work in a studio environment and are "clunky" to use as such. After 17 years the quality just isn't there anymore. Tough to hold white balance, iris and focus settings.
- The green screen part of our show didn't work despite Jack's best efforts at making the switcher pull it off. Proper lighting is essential in pulling off that effect and we just didn't have it. We tried it once at the beginning of the telecast and didn't go back to it.
- I wasn't real happy with the final results of our pre-recorded segments. Although the initial recordings of them were OK, the process of editing and then converting them into a file format that would accommodate the switcher proved to be a problem.
- But many thanks to all our volunteers who ran cameras, audio, etc.

Pumpkinfest

Mary Ellen and I met with Andrew Fenniman and David Moore of the Lincoln Theater regarding live streaming of some events at the Pumpkinfest in Damariscotta in October. There is even going to be an ROV to provide coverage of the underwater pumpkin carving contest! The theater would like to show them on its big screen for people who don't want to or can't fight the crowds at the actual event. They need to get the programming feed from the Landing to the Theater. I'm meeting with Andrew at the Theater on 8/11. LCTV would take the feed and broadcast it later. If we successfully pull off this project it will be another feather in our cap and another opportunity to show the community what LCTV can do.

Equipment Purchase

A decision has to be made as to how to spend our auction proceeds on equipment. Despite our dire need to upgrade the studio cameras, \$4,000 isn't going to cover it, at least not new stuff. We've got to start looking online for studios that may be upgrading to HD and dumping their Standard-Def systems. I still think getting 3 or 4 new field cameras (that match!) and an upgraded computer for editing should be at the top of the list. I know Mary Ellen would like to get a DSK unit that would allow crawls, bugs, etc. to be put on our programming signal, but I think there's a very good chance we might be able to get one through Homeland Security

since it would have the capability of alerting all our viewers of any impending storms, school announcements, road closings, etc.

Public Relations Report (Laurel)

Press Releases/Advertisements

- *LCTV Live Auction Set for July 30*, with captioned photo, sent to extended media list
- Display ad listing auction items placed in Lincoln County News
- *Preparing for LCTV's Online Auction* with captioned photo of Jack Swanton in control room, placed in Lincoln County News
- Auction Thank-You Letter-to-the-Editor, sent to Lincoln County News

Schools

- I spoke to Steven Bailey, incoming AOS 93 Superintendent, about making a brief presentation to teachers at the August 31 teacher's workshop at the Jefferson School. Ann and I will make the presentation.
- Mary Ellen noted that Bobby Whear is doing a Wuzzup show at the new Jefferson School.

Correspondence

- Mary Ellen Barnes, Director, Economic & Community Development, Lincoln County Regional Planning Commission emailed [and I forwarded to LCTV board members/Mary Ellen] a request for input regarding a Lincoln County arts and culture proposal. Mary Ellen Barnes requested feedback by August 15.
- Jay Robbins emailed Jack Swanton and me regarding the 250th Anniversary of the Pownalborough Courthouse in Dresden. Gary Getchell of Dresden has his own equipment and has volunteered to help if needed.
- The Maine Supreme Judicial Court has asked to sit at the Courthouse and hear arguments on Wednesday, October 12. One camera is permitted in the courtroom and an audio record of the session is needed.

September 10 is the 250th Celebration of Opening of the Courthouse, which includes events such as colonial crafts, 18th century encampment, colonial children games, artists, and music, including Bath Municipal Band. Castlebay will play and call an authentic colonial dance on the front lawn from 5-7 pm. Also includes opening of new trail system across Rt. 128.

Station Manager's Report (Mary Ellen).

Facilities

- Kyle mowed lawn.
- Ann has a secret weapon to use against the rust stains in the toilet, but it's highly toxic and only works for a couple of days.

Website

- The home and auction pages have been updated to give thanks and credit to everyone involved with the auction - close to 200 businesses and individuals.
- The auction brought us visitors - total visits were up 32.91% in the last 30 days over the 30 days prior. Average number of visits per day was 35, with a peak of 63 visitors

on July 30. The exit rate on the home page was up 28.31%, directly attributable to the auction.

Public

- Dresden Summerfest/Pownellborough 250th is being held on Saturday, September 10. I would like to table the event, so need volunteers from the board so we have someone at the table all day. I've also sent out a call to producers to tape the event. Susan, Laurel, Mary Ellen and Julie volunteered to table the event.
- A couple came by to take a look at the studio. They are interested in taking classes and taping their band for airing on channel 7. I'd like to begin classes in the fall, using the music show that Alan is planning on producing as a vehicle for teaching studio production.
- As Dave mentioned in his tech report, we met Andrew Fenniman of the Lincoln Theater and David Moore, the gentleman in charge of the techs for the underwater pumpkin carving, to discuss ways of getting a video/audio feed to the Lincoln Theater. Depending on what works, LCTV may be able to go live with these same events. At the least we will get a DVD of events we can show at later date. Regardless of what we will get for programming, working with other organizations is good way to increase our recognition factor among groups and individuals in the community.

Televised Auction

- With no experience and lots of hard work, we did it - and with no major catastrophes! I've gotten lots of positive feedback on the online auction - most people felt the site was easy to use - and the show itself - "surprised at the level of technical sophistication", "smooth," "informative (the interviews)." I'm still collecting money, but it looks like we will net a little over \$4000.00. I'll send out a complete report when the final item has been paid for. It was a great start to what I hope will become an annual event; I've read it takes from 3-5 years for a fund raising event of this nature to reach its potential.
- I think the auction succeeded in involving varied sectors of our community and increasing LCTV's profile in the community in a positive way, but we still have a long way to go before we are a "household name."
- I suggest the board form an "auction committee" to plan next year's event and do it as soon as possible. One thing we learned was the need to approach potential sponsors @ year end, before they have finalized their budgets.
- Most of my waking moments in the last two weeks before the show were spent on the show, in particular working on the boards. What a job - thank goodness for Julie who helped create paper boards with item descriptions for the readers. Julie also provided help with scheduling the production crew for the live show. And thanks to Ann for helping to organize all the items and bringing in (and out) her tables. We had two run-throughs with the production crew (they were marvelous!), but could have used more. There were problems with the system devised by Charity Auctions Today for handling call-in bids; thank goodness we weren't busy with calls.
- Speaking of Charity Auctions Today, not sure I want to use them again. Everything was left to the last minute (they were making adjustments to programming in the middle of the auction!) and changes they said they would make weren't made or didn't work. To cap it off, the day after the auction, no one could access their site to look at invoices and make payment. I notified them first thing that day that there was a problem, but it didn't get fixed until late in the afternoon. Their programming was "bidder friendly," but "store owner unfriendly."

- All in all, it was an incredible learning experience; next time it will be much easier.

Equipment

- We were having problems with satellite reception because the pole it was mounted on moved in the wind. The satellite guy installed a metal pole with a concrete footer and attached the dish to that, but the pole needs an extension; at its current height it could easily get covered with snow. I'll contact him to do that.
- I was notified by viewers in Waldoboro and Bristol that they had no sound when watching channel 7 on their TV's with digital boxes (converters). I contacted Time Warner and they adjusted their digital encoders. Fix seemed to work, but have since received a complaint that audio is garbled on a TV set with converter in Damariscotta. Contacted TW again, but have not heard back from them. Could everyone please report on the audio on channel 7, specifying which feed you have, regular and/or digital? Thanks!
- We are also having a problem with going off the air every Sunday at 12:33pm. I've diagnosed the problem as the Leightronix Pro router and am investigating a fix.

One Time Shows

Pirate Rendezvous - Michael Christopher, Jr.
 Aging at Home with Bob Hardina - Holly Haining Zulieve
 Great Salt Bay 2011 Graduation - Ann Pinkham
 Information Stories - Peter M. Shane and Liv Gjestvang
 Round Pond July 4 Parade: From the Inside Out - Mary Ellen Crowley and Beriah Wall
 Round Pond July 4 Parade: From the Outside In - Mary Ellen Crowley and Russ Lane
 Whitefield July 4 Parade - Art Mayers
 Wiscasset July 4 Parade - Lee Arnott
 Waldoboro Special Town Meeting - Town of Waldoboro
 LCTV Auction - LCTV

Series

World Music - Link TV
 The Stream - Al Jazeera (Free Speech TV)

Bulletins, PSA's, Promos

LCTV Auction promo - LCTV (Driftwood Puppet Theater)
 Pemaquid Watershed Concert
 Pemaquid Watershed BBQ
 Brick School House Museum
 Chi Tea promo
 Share the Road PSA - Bicycle Coalition
 Castlebay
 Willow Grange Public Supper
 Waldoboro Girl Scouts event
 Lincoln County Marriage Equality
 Heartwood Theater
 Art Show to Benefit DRA
 Chapman Hall House fundraiser

Formation of Youth Advisory Committee. *Motion passed* to form a Youth Advisory Committee to perform outreach to educators in the Franchise Area who can take advantage of the Studio and our equipment. Susan, Julie, Ann and Laurel volunteered to be on this committee.

Conflict of Interest. Laurel asked attending Board members if they wanted Ann and her, as Bylaws committee members, to develop a conflict of interest bylaw. *Motion passed* to have Laurel and Ann submit a draft proposal of a conflict of interest bylaw and statement to the Board at the next meeting.

Next Meeting

The next regularly scheduled Board meeting will be held on Thursday, September 8th at 5:00 at the LCTV Studio at 29 Sheepscot Road in Newcastle. Ann announced that she is bringing a guest from Wiscasset who may be interested in joining the Board, and Mary Ellen has invited the Damariscotta Business Association to make a presentation to the Board.

Motion passed to adjourn the meeting at 7:15 p.m.

Respectfully submitted,

Julie Clark

Secretary of LCTV