

## **LCTV Board of Directors Meeting**

Thursday, July 26, 2012

### **Final Minutes**

**Present:** Chris Doherty, Hans Nicolaison, John Emerson, Mary Ellen Crowley, Alex Diamond, Ann Pinkham, and Jack Swanton; **Guest:** Lee Arnott, Wiscasset;  
**Excused:** Alan Lowe.

### **Quorum**

The President declared that a quorum was present.

### **Minutes of Last Meeting**

Motion and a second to accept the Secretary's June 14, 2012, minutes as emailed. Vote passed to accept the minutes. The minutes will be sent to the Towns.

**Treasurer's Report** (Jack). The Finance Committee met on Monday, August 6<sup>th</sup> to finalize the proposed 2013 budget. Jack explained in detail many of the various line items on the proposed budget for FY 2012-2013.

### Discussion of Wiscasset's Funding :

After much discussion of the Wiscasset Selectmen's proposal to reduce the request for funds to \$5,000 and the Wiscasset Budget Committee's vote to not recommend, our Board feels that we need to continue the effort to educate the Budget Committee and the general public. The Wiscasset Selectmen continue to support LCTV's requests. There will be a Town vote on Tuesday, Sept 11 for 5 items (which includes LCTV) in the budget that were not funded at the regular Town voting.

**Action:** Jack Swanton will follow up with the Town Manager and write a Letter to the Editor to be included in the local newspapers. This is an effort to educate the voters of Wiscasset. Jack will e-mail letter to the Board members for approval prior to submission to the newspapers.

**Follow up: August meeting.**

### **Station Manager's Report June/July 2012**(Mary Ellen)

#### Government

Damariscotta audio is working well as long as board members keep mics 6"-12" from mouth.

Newcastle audio was a simple fix – increase gain on the switcher.

Wiscasset voted down the warrant item for LCTV. The select board decided to place it before the voters again, but for \$5000 (what the town approved last year) instead of \$7000. The special election will be held in September.

#### Equipment

The Canon Optura could not be fixed, so I bought a replacement, used, for \$50.00.

The hard drive on the office computer bit the dust, so had a new one installed. Spent many hours reinstalling programs. Had to purchase new versions of QuickBooks, SmartFTP (used for updating website) and AVS Video Converter.

We ordered three new internal hard drives for file storage in the editing computers and servers. I purchased the Versimation Downstream Keyer and will work with KJ on installing it next week.

#### Press Releases

Lee Arnott wrote an article about the strides made by LCTV over the last few years.

#### Training

Stephen Dayton, the person who videotapes Spectrum Generation's Lunch and Learn program, is taking editing classes in order to create better quality video, complete with titles and credits.

I had two responses to the press release about creating a studio show; one from an organization in Knox County and the other from an organization in Bath.

#### Miscellaneous

Attended the CTAM meeting in Belfast on June 26. Their scheduled speaker didn't make it, so didn't learn anything about sponsorships or fund raising, but I did pick up some advice on what cameras to think of buying in the future.

Using the CTAM list of PEG stations, I went to every website listed looking for information on sponsorship programs and made a few calls to stations for clarification on their programs.

Unfortunately, there is little for us to go by. Attached is a synopsis of what I discovered and suggested language for sponsorship brochure with two pricing options for board to consider.

### **New Programming, June 12 – July 11**

#### One Time Shows:

No Place Like Home - Age in Place, Bathroom Modifications (Holly Haining-Zulieve)

Lincoln County Animal Shelter (Lee Arnott)

Newcastle Annual Town Meeting (Mary Ellen Crowley)

Night of the Living Dead (Requested by resident of Edgecomb)

Whitefield 4th of July Parade (Art Mayers)

Round Pond 4th of July Parade (Art Mayers)

The Rehearsal (PegMedia – Round Point Movies)

The Evolution of the Maine Lobster Boat (PegMedia – Belfast Community Access)

Family Organizations (PegMedia – Thrive System of Care and Round point Movies)

#### New Series:

Generation Innovation (PegMedia – Maine Technology Institute)

#### Bulletins, Psa's, Promos:

Waldoboro Day promo (Caren Clark)

Efficiency Maine Home Energy Savings Program - Homeowner Stories (PegMedia)

Efficiency Maine Refrigerator Recycling Program (PegMedia)

LCTV promo (Art Mayers)

PWS IAP Field Workshop

PWS Barn Sale

American Legion Damariscotta Texas Hold 'em Fund Raiser

LCCME Father's Day Bridge Vigil

(above are just my BB posts, does not include other user posts)

To get an idea of what we should charge, here are some **examples of Maine PEG stations sponsorship/underwriting:**

Bulletin Board Sponsorships:

\$125 a year

\$75 for 6 months

\$50 a month

Station Created Programming Sponsorships:

\$50 to \$100 a month

Station Underwriting:

\$50 a month for up to three slides

\$300 a year for a 10 second slide

\$500 a year for a 20 second slide

\$1000 a year for a 30 second slide

Membership (no slide):

\$20, \$35, \$50, \$125, \$300, \$500 (yearly)

There is no consistency in what is included in any of the above programs.

Language for LCTV Sponsorship Brochure with two pricing options for board to consider:

### **LCTV Sponsorship Program**

LCTV's primary source of funding comes from residents of the towns that share the public access channel, but in order for LCTV to fulfill its mission and meet expectations, LCTV needs the participation and financial support of our business community.

#### **Sponsorship Advantages**

LCTV programming reaches approximately 12,000 residents via channel 7. Our website attracts an average of 28 visitors a day, 70% of which reside in the midcoast area.

By sponsoring LCTV, you will

- Create a bond between your business and residents
- Create a positive image and goodwill within the community for your business
- Build name recognition through repeated exposure

#### **Sponsorship Levels (Option 1)**

For \$250 a year, your 10 second slide will be seen on our televised Bulletin Board a minimum of 8 times in a 24 hour period. You will also get a link on the Sponsor Page of our website.

For \$500 a year, in addition to your slide and link on the Sponsor Page of our website, you get a prominent link on every page of our website.

For \$750 a year, in addition to your slide and web links, you get a 20 second slide show with voice over that is strategically aired 8 times a day, just prior to our most popular shows.

#### **Sponsorship Levels (Option 2)**

For \$375 a year, a 10 second slide show with voice over will be strategically aired 8 times a day, just prior to our most popular shows. You will also get a prominent link on every page of our website.

For \$750 a year, a 20 second slide show with voice over will be strategically aired 8 times a day, just prior to our most popular shows. You will also get a prominent link on every page of our website.

You may make your own slide, web link and/or slide show, or, for an extra one-time fee, LCTV will do it for you. Slides and slide shows must include mention of your LCTV sponsorship and may include a business logo, a statement of services offered or type of business, phone number, address, web and email addresses, pictures of your establishment and/or examples of your work. Overt product or service promotion, price reference, call to action or inducement to buy, comparative or qualitative products or service descriptions and third-party reviews are not permitted.

If you would like to be a sponsor for LCTV, please contact Mary Ellen Crowley at 563-6338 or [lctv1@lctv.org](mailto:lctv1@lctv.org) to discuss details.

LCTV is a 501(c3) organization that manages Time Warner Cable Channel 7, the public access channel, for the towns of Alna, Bristol, Damariscotta, Dresden, Edgecomb, Newcastle, Nobleboro,

Waldoboro, Westport Island and Wiscasset.

Interested residents, businesses, organizations, schools and governments in our service area are provided free training, equipment and technical support to produce video for airing on Ch 7.

Programs are non-commercial. The focus is on community events, sharing of information, personal expression, and issues of local concern. LCTV makes it possible for local voices to be heard in a media dominated by global and commercial interests

### **Floor Plan- Teaching Area:**

John explained the mock set up that was set up in the open area.

**Board Discussion:** It was decided that a 3<sup>rd</sup> plan should include 4 set ups for students & should be modular and could be moved easily. Each station should be 2 X 4 feet and adjustable chairs should be included for the work stations. John has spoken with Steve Case about looking at the wiring and perhaps Arthur Waltz should also be asked for some type of cost estimate. John to follow up with both electricians about wiring needed and obtain their input soon. Needs improvement prior to improving teaching area.

**Water Cooler** John will purchase a water cooler that is for both hot/cold water. Water will be purchased also.

**Water Filter System:** John received a quote from Midcoast Energy for a water filter system. The price is just under \$3,000. Keep this in mind when budgeting. Presently water is not going into the toilet. So, John will get in touch with plumber to take a look – seems plugged in the line.

## **Discussion Items**

### **On-line Auction:**

- Will be held from Friday, November 23 12:01 a.m.to Friday, December 7, 2012 midnight
- Forms reviewed for solicitations and amended; thank you letter finalized
- Need much publicity – signage, newspaper advertising, flyers, and promos (Alan?)
- Alex & Lee will work on the flyer for solicitors; Lee will get 100 copies made after approval and handout at August meeting
- Mary Ellen and Ann will complete solicitation, thank you and tracking forms
- Solicitations to begin after August meeting. Remember seasonal businesses will need to give us donations that can be used in 2013.
- Assignments to be made at August meeting
- Mary Ellen to input items into the auction software as appropriate

**Equipment purchase money return** Jack still pursuing this; F/U next meeting

### Curtain in Studio

- Hung in studio but needs some type of curtain rod
- Nick will see what type of conduit rod he can manufacture for curtain hanging
- F/U at August meeting

### Training curriculum

- Qualifications, testing, etc. needs further work. Certification discussed.
- Need students to go out in the community for some taping/producing
- Stipends for those taping and producing was discussed in general

Marketing Plan beyond press releases

Logo Contest –

Sponsorship -

Grant Research Committee

Use of studio: Seems to be Ok at present

### Employees' Job Descriptions and Performance

Discussion: If we wish to provide raises, we probably should be doing some type of evaluations

Consensus was to review Performance evaluation forms and Jack is to forward samples to Board Members for review

Action: Further discussion needed and a committee needed for completing reviews

F/U: **August** meeting

The next regularly scheduled Board meeting will be held on Thursday, August 9, at 5 p.m. at the LCTV studio at 29 Sheepscot Road in Newcastle.

Motion to adjourn at 6:35 p.m.

Respectfully submitted,

Ann Pinkham

Secretary Pro Tem for LCTV