

Town of Trumbull
Cable Television Advisory Committee
Minutes of January 24, 2008

In attendance: John Annick, Marilyn Lord, Jim Lang, Ray Baldwin, Kate Donahue, Steve Wright, Peg Perillie, Tony Pijar, Gary Cialfi, Jim Somers, Deborah Cox, Shawn Tait

The meeting was called to order at 8:00 a.m. by John Annick.

John Annick announced that Patricia Zablocky has resigned from the committee. If anyone has suggestions for someone to replace Patti Zablocky, please let John know. Sue Horton, the town librarian, was suggested.

The first item of business was to make the committee a permanent committee (rather than an ad hoc committee) with an official list of seventeen members and a swearing-in. First Selectman, Ray Baldwin conducted the swearing-in and stated that the official name of the committee is the Town of Trumbull Cable Television Advisory Committee. A letter from Ray Baldwin is attached. All seventeen members (excusing Patricia Zablocky) will serve their term until December 8, 2008.

Debbie Owens will not be able to make it to the meetings this semester. John suggested that we try to keep at least one person on the committee from THS.

Kate Donahue made a motion to accept the minutes of the December 6th meeting and Jim Somers seconded. Motion unanimously approved.

Two thank you notes were shared with the committee that were sent to Shawn Tait and Leisa Taylor from the United Way of Easton, CT and the Kennedy Center for their video footage and editing that was done for their Days of Caring Event.

A sheet that contained two mission statements, one brief one and one broader in definition were distributed to the committee for review and updating for the next meeting. (see attached) A suggestion was made to rewrite this so there would be a short mission statement with core beliefs following the mission statement. Deborah Cox offered to do a review and rewrite.

The Board of Finance is planning to do an all day session and we plan to cover the all-day session with video coverage.

There are new programs in the works for Channel 17:

- 1) Neighbor of Note – Identifying unique people in the Trumbull community who have done something of note
- 2) A business tape – identifying a business and showing the career path to this business.

- 3) “Ask the First Selectman” –encouraging community members to submit a question for the First Selectman to answer. The flyers/forms that were created for this were distributed to the committee. These flyers have already been distributed to Town Hall and to the two libraries. It was suggested that a small sub-committee should collect these and go over the questions. The questions should then be given to the First Selectman before the program. It was also suggested that these flyers be given to third grade teachers and to the high school civics classes.

A new website is being developed for Channel 17. John met with the Town webmaster to get this started. It will be www.trumbullps.tv .

John pulled together a small group to meet with Mary Pat Healy, Area Mgr. of External Affairs for AT&T. Ray Baldwin wrote a letter to her that states “ Please be advised that the Town of Trumbull is interested in entering into negotiations for the provision of an Education Access Channel on AT&T UVERSE.” We are interested in getting our programs on UVERSE. AT&T will offer channel space (three channels) and communities will provide some funds. We would prefer not to pay for this directly. Perhaps some funds could come off of a bill for users.

Charter Advisory Committee – Jim Lang and Kate Donahue reported that the last meeting was longer than usual. Sixty percent of the time was given to discussing technical support issues. Steve Wright reported that there is a conflict between these meetings times and the Board of Education meeting times. The Charter Advisory Committee meetings meet on the first Tuesday of every other month. Something will need to be worked out about this. It is possible to get small grants from Charter.

Channel 17 Viewership Survey - A preliminary viewership survey was drafted by a subcommittee and distributed. The committee gave editing suggestions. The survey will go on Survey Monkey and hard copies will be distributed to the library and town hall. A suggestion was made to take hard copies to the senior citizen center. It was also suggested that we involve THS’s Marketing Class students as we did last time we created a survey. Tony Pijar will check to see if we can do this and then he will call Deborah Cox.

Budget – a budget has been submitted to Lynn Heim, Trumbull Town Treasurer that had the following suggested expenditures: \$15,000 for videographers, \$3,000 for editing and \$3,000 for the new Producer position. John is to meet with the BOF on February 4th .

Shawn Tait distributed the THS AV newsletter. THS students are now doing morning announcements on video. Students have the opportunity to be anchors, correspondents and reporters. Shawn is really trying to get kids interested and excited about the AV club.

Programming - Gary Cialfi distributed a list of educational programs that will be taped and played on Channel 17. Please see attached.
The police program videotaping is wrapping up and will be edited and shown soon.

Operations/Videographers status-Channel 17 was down for about a day due to a software issue. There is a need for videographers, esp. during daytime hours. It was noted that the quality of videotaping is improving. We need a producer position.

Copies – John and Patti met with Sue Horton, the Librarian, to discuss making copies of all board meetings. The copies would be held at the Library for a period of time. If people request copies, they can make a copy for \$20. It was suggested that we try this for six months to see how it goes. FOI allows people to come and make a copy. We are now videotaping eight commissions and Boards. We added the THS Building Committee and the Parks Commission more recently. It was suggested that a suggested donation of \$20 be asked of people who want to make copies rather than charging.

Measurement of Programs – Shawn Tait said that 55% of videographers' time went to our programming. Shawn will look at the 52 weekly schedules to determine measurements of programming.

Donna will take over announcements from John.

Misc. Discussion – A tour of the Senior Center renovation is on TV now at 8 a.m. On Feb. 7th, there is an event of “cutting the ribbon” of the new CES Performing Arts Center. Jim Lang made a suggestion that we possibly go to a rolling schedule, meaning that we provide the same program at different times so that people with different schedules can view a program. This is not an easy operational set-up. We will try this in the future.

Meeting adjourned at 9:12 a.m.

Respectfully submitted,

Marilyn Lord