



TOWN OF NORTON

Norton Media Center

MINUTES

Date: November 3, 2017 Time: 11:00AM

Location: Norton Media Center
Norton Crossing 184 West Main St – Suite 8 2nd Floor

Members & Staff Present: Jason Benjamin, Michael Kramer, Ellen Kane, Charlene Fisk, Paul Driscoll

Members Not Present: Ray Cord

The meeting called to order at 11:10 AM.

Meeting Motions / Actions and Summary of Discussions:

Review of October's Meeting Minutes

Motion made by Charlene to accept the October's meeting minutes
Motion seconded by Paul Driscoll

Motion approved unanimously, without discussion.

Treasurer's Report

No Treasurer's report

Station Manager's Report

Summary of Event Coverage

Jason provided a list of events covered throughout October. There were 31 events in total that were covered.

Facilities update: Painting and general maintenance was performed to the studio. This included small repairs and painting.

New Program: Principal Hayward from the middle school has begun a biweekly show featuring guest segments and reports from the middle school.

Training: The purchase of the new training material has been a wonderful and enriching program that has inspired the staff and will result in improvements in production. This will add value to the output of the studio.

New Equipment: The new camera and stabilizing rig has arrived and the staff has been actively testing and learning how to use these new pieces of equipment. So far the test footage has been excellent.

Capital Plan: Jason is currently working with Marty Feldman to formulate and work out the projections for the 2018 capital plan.

New Identity Graphics: Jason proposed the purchase of new identity graphics for the studio. These graphics will be added to the playlist. Each content area would be given its own identity which will give a more polished look to the broadcast. Each package will cost \$500.

Motion made by Mike to to purchase several (6) of these packages for the studio. The amount will not exceed \$4000.

Motion seconded by Paul Driscoll

Motion approved unanimously, without discussion.

New Business

A discussion about how the editing of the last town meeting cut out small segments was brought up by the board. There were a few complaints made by viewers asking, why parts of the broadcasted version of the meeting were cut out? Jason explained that the post processing for such a long video made it very difficult broadcast. A complete version of the meeting is on file at the studio so the public can view the meeting in its entirety. The decision to edit out parts was made so that the broadcasted version of the meeting could be posted quickly. The board will be looking into a process that will allow the broadcast to be complete in the future. This will require a balance in the speed of original recording to a broadcasted format. The quality that the broadcast that will viewed in by the public might be affected.

Old Business

Charlene gave an update on the grant cycle and how the new format was working. This new format is working great.

Meeting adjourned at 11:51AM.

List of Documents and Other Exhibits used at Meeting:
Directors report