TOWN OF NORTON

Norton Cable Access Corporation

MINUTES

Date: <u>January 8, 2016</u>   Time: <u>11:00PM</u>

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

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

Members Not Present: Victor Rodriguez,

The meeting called to order at 11:07 PM.

Meeting Motions / Actions and Summary of Discussions:

Review of December Meeting Minutes

Motion made by Paul Driscoll to accept the December meeting minutes
Motion seconded by Ray Cord

Motion approved unanimously, without discussion.

Treasurer's Report

The current treasurer's report was not ready since the monthly meeting was so early in the month. During the next meeting we will be reviewing two reports.

Important notes; The town's digital sign is paid up and the quarterly check from comcast was deposited

Station Manager's Report

Summary of Event Coverage
Twenty Two (22) events were covered

Upcoming Town Meeting
During the upcoming town meeting NMC will use the same microphone configuration as they did for the last town meeting held at Norton Middle School. There will be wireless microphones placed at all the necessary location. The rental of the additional equipment and hiring of an audio technician will come from ATR Audio

New Server Setup

Jason created and automated server to help improve the expediency the studio able to add videos to the server for playback on all channels. By using existing equipment and open source software Jason saved the studio over $20,000.

In addition to the update on the server Jason reviewed the workflow that is required to broadcast every video on the studio's network. This was a very valuable lesson to the board since this is the work done behind the scenes and very few people know about this process.

Wheaton Alliance

Jason met with Wheaton's Film Studies professor Patrick Johnson to discuss collaborative plans between the studio and Wheaton College. Formal plans have been made for students to begin working in the studio on set development. Also, the work from the students will be broadcasted on channel 15 in the upcoming months.

Projects planned for 2016

Jason reviewed seven goals he has set out to accomplish during 2016. Goals such as; expand social media presents, more collaboration with Wheaton College, additional interns from the High School, increase content, increase more target specific demographic groups in town to assist in offering the NMC as a resource, increase community partners online and build a new branding for the media center.

Motion To approve: Paul Driscoll
Seconded by : Ray Cord

Old Business

Town Sign Status
A photo of the new sign was presented to the board. Everyone was very impressed with Keith Silvers craftsmanship on the surrounding structure of the sign. We look forward to seeing the sign lit up with information for the town to read.

Town Meeting Requirements
Jason reviewed the plans for the additional microphone for the next town meeting. The results of this setup worked in the previous meeting at the middle school. Paul also informed the board that high school is continuing to work with consults to improve the audio setup for future town meeting.

Wheaton Alliance
This topic was covered during the station manager's report.

Three Grant proposals

Norton Middle School, 6th Grade ELA
The first grant proposal was from Norton Middle School's Chris Cummings. Mr. Cummings requested funding for Ipad minis and additional equipment to support a one to one classroom. This equipment was based on piloting several lessons in his ELA class and realizing the potential benefits to his students if he was able to move his program to a one to classroom. Mr Cumming's explained various lessons he would use the equipment with and included a demonstration of students work.

Three levels of funding were requested; $8,399, $6,309 and $4,219. Each level included a list of equipment that would be used by the students in Mr. Cumming's Class. The main difference was the amount of equipment.

Norton High School, Video Production Program

The high school Business and Technology Dept. requested funding for equipment to support their Video Production program. Two students from Norton High showed the board some the the equipment they were using to record their video's. The equipment was eight years old and in disrepair. The equipment requested will greatly improve the quality of the recordings. Each student demonstrated a passion for the work they are doing at the high school. Equipment requested included tripods. headset, boom mic and a camera. final cost requested $1,253.70

Norton Public Library
The Norton Public Library is requesting $4,611.91 to fund online programs that will be used by the community. These additional resources will give members of the community 24/7 access to Freegal, video and music streaming service, Cypress Resume, online resume builder, Rocket languages an online language program and Worldbook online, an online encyclopedia. The Norton Library is a past recipient of NMC grants and has shown they are a great resource for the entire community.

After the three applicants reviewed their grants the board agreed to fund all three grants 100%. With an additional $2000 for the high school. This program has shown great progress with their Video Production Class and was presented so well by the High School students the board saw an opportunity to help improve the program beyond their request. The additional money is designated to an editing station with enough memory to help speed up the editing process.

Training on Carousel Message Board Operation for Town

The board was notified the Ray and Charlene will be trained on the operation of the message board.

Sources of New Programming
As part of the 2016 goals, Jason outline several ideas for new sources of programming for NMC. In addition it was pointed out that the Dr. Beata is conducting and a new program entitled " Superintendent's Corner" This is just another example of the collaboration between NMC and Norton Public Schools

Projects for 2016
This was outlined in the station's manager report.

Executive Meeting Request
A member of the community requested an executive board meeting to be conducted at night. This option was discussed with the board and it was agreed not to change our current board meeting schedule. Several of the board members live outside of town and it would be too difficult to accommodate this request. It would set precedent that anyone could request a meeting time change. Charlene will inform the community member that they will have to attend a scheduled meeting.

Fire Department Union Sponsorship
Two members of the Norton Fire Dept presented sponsorship information for their union. After reviewing all the options the board agreed to fund $1000 sponsorship.

Motion to accept the sponsorship Ray Cord, Second Charlene Fisk
Motion approved unanimously

With no further business before the board, Charlene Fisk made a motion to adjourn. Paul Driscoll seconded the motion.

Next meeting is scheduled for February 12th at 11am.

Meeting adjourned at 1:11 PM.

List of Documents and Other Exhibits used at Meeting:
- **Station Manager's Report**
- **3 Grants**

Minutes Approved by Committee on: _____.

Respectfully submitted,

Signatures:

Secretary _____
    Mike Kramer, Norton Media.

Chairperson _____
    Charlene Fisk, Norton Media

Director's Report January 8th, 2015

Summary Of Event Coverage

Selectmen 1/07/16

Addiction Intervention Profile 1/07/16

Norton Schools Sports - Norton vs. Medway 01/05/2015

Youth Figure Skating

Animal Shelter Opening

Festival of Lights Show

Scrooged

School Committee 01/04/2016

Superintendent's Corner 01/04/2016

Norton Soccer Senior Night

Gobble Wobble 5k

YMCA Fall Festival

JCS winter concert

Selectmen 12/22/2015

Selectmen 12/3/15

Planning Board 12/01

Norton Middle School Holiday Concert 2015!

NHS Holiday Concert 2015!

Selectmen 12/17/2015

Planning Board 12/15/2015

Special Town Meeting - Dec 9th 2015

School Committee 12/07/2015

22 Events Total

Upcoming Town Meeting at NMS

There will be a town meeting on January 25 at the Norton Middle School auditorium at 7pm. This meeting will be covered live and we will use the same configurations and microphone setup that was used at last month's meeting held in the same venue. We rented supplemental wireless microphone channels and mixing equipment from ATR Treehouse, and will source from them to facilitate this upcoming meeting accordingly.

New Server Setup

Inspired by a recent in-studio demonstration of a Linux-based broadcast automation server from Access AV, I was able to assemble a similar server playback architecture using one of our existing iMacs along with available open-source software that enables us to now playback many new popular video codecs. This has improved the expediency with which we are able to add videos to the server for playback on our channels.

Our former playback system was limited to playback of proprietary Mpeg-2 profiles that required a 3:1 ratio of encoding time and additionally required us to convert the ingested footage to separate formats for uploading to our online on-demand platform and the playback server respectively. With the new system configuration and the new software we are able to playback many of the latest codecs natively without having to reconvert each file. My innovation in this area of engineering has provided the studio with a system that is largely equivalent to the system that was being demonstrated, but at a cost savings of $20,000!

The workflow that is required to get a video to air involves many steps that each add time to the cumulative work load necessary to get videos to air. For each video that airs on any of our three channels, the following steps must occur:

1. Each requested event must be coordinated for acquisition. Staff must be scheduled and equipment allocated for each taping.
2. Once video footage is acquired in the field, footage is then uploaded to our Dropbox. The typical video can have audio and video files of upwards of 10-20 gigabytes.
3. Footage must then be downloaded from Dropbox and edited on our non-linear

editing systems

4. The final cut of the edited footage must then be encoded into two separate file codecs for each platform that it is to be delivered to.

5. The finished encoded video files are then uploaded to our online and broadcast servers.

6. The broadcast automation system must then be programmed with the new video playlists for each day and the necessary routing switches must also be programmed.

The above multi-step process is repeated 20-30 times for all of the locally originated content that this studio produces on a monthly basis.

Additionally we have begun to incorporate regional and non-commercial national content that also must be downloaded, reviewed, and scheduled for each program that is part of the daily scheduling rundown.

I wanted to review this process with you to give you a background behind the labor involved in outputting all of the locally originated content that we produce here. I am involved in all aspects of this process on a daily basis in addition to my managerial, operational, and training tasks.

Wheaton Strategic Alliance

I met with Wheaton Film Studies Professor Patrick Johnson this week to discuss on-going collaborative plans between Wheaton Film Studies students and the Norton Media Center. We have made formal plans to have the Media Center host several of Prof. Johnson's Production I and II classes beginning next month. This will involve the construction of production sets to be setup in the main studio to enable students to expand the scope and scale of their current production projects. We additionally scheduled a taped interview regarding our recent underwriting and sponsorship of the Wheaton Video 360 project to be included in an upcoming profile that will include all recent Community Grant recipients and showcase the outcomes of their funded initiatives. We will also be airing highlights of recent film student work for broadcast on Channel 15.

Projects For 2016

-In 2016 we will expand our social media presence online to continue to encourage utilization of studio resources.

-We will form a strategic alliance with Wheaton College to increase our presence on campus and gain additional content creation capabilities.

-We will add additional interns from the high school and post-secondary levels to develop and enrich our community talent base.

-We will increase our content offerings to incorporate more programs from local, regional, and non-commercial sources.

-We will create a special video series to target specific demographic groups in town that may have an interest in the offerings and resources that Norton Media Center can provide.

-We will recruit community partners from local non-profits and engage them systematically via online awareness campaigns

-We will build new branding and identity graphics packages to add to the aesthetic appeal and continuity of our broadcast presence

purpose.

Complaint From Gretchen Stalters

Since Gretchen sent her letter of complaint about her son's involvement in the coverage of the Harlem Wizard's game, I have spoken with her and met with her and her son to find out what her issue was. I have written a timeline of events to describe the situation from my perspective, my stringer's perspective, her perspective, and her son's perspective to give you a balanced representation of the circumstance. (See attached)

Special Town Meeting

The special town meeting that was held in the NMS auditorium went very well. We rented additional wireless microphones and an audio technician to give us a mixed feed to the camera. The live signal looked and sounded good except for when the meeting participants did not speak directly into the microphones.

Town Digital Sign Update

The Highway department accepted delivery of both of the LED signs yesterday afternoon. Keith Silver will now install the signs in their permanent location.