

TOWN OF BEDFORD
BCTV BOARD MEETING MINUTES
April 8, 2010
BEDFORD MEETING ROOM

Present were: Coleen Richardson (Asst. Station Manager), Bill Jennings (Station Manager), Don Graff (School Bd Rep), Chairman Bob Thomas, Vice Chairman Mary Lou Wilson, Dick Rawlings, Kathy Bernuck, Gene Mackie, Katherine Potter, Jim Scanlon (TC Rep) and Mike Sills

Chairman Thomas opened the meeting at 7:07 p.m.

PUBLIC INPUT

Mike Currier (34 Right Acres Rd) I have been working here at the station and I produce and direct a program for a local church and my relationship with the station was such that I would drop by on Friday and pick up the equipment and return it on Monday. One day when I came to drop off the equipment Bill me asked if I wanted a tour of the station and I was totally amazed at what is behind these doors and walls. I was intimidated at first, but then I signed up for the filming class on a Thursday night. I was the only student and Bill and Coleen stayed to train me on the switches and on the lighting the routers and I have to tell you it is a long process, but every time I have an issue they are willing to teach me and I continue to learn something new. Then came my test, they sent me out in the field alone to do some sports filming and even though I was at a hockey rink and I have worked with coaches, musicians and artists in the past, but I wanted to share with you that this past March I produced and directed the hockey coverage for the Bedford Bulldogs hockey team they went to the Verizon Center and it was a close game and it was a difficult defeat but part of what I did after the game was to pan the crowd to see reactions and I saw a father with a sign in his hands for his son and at that moment the love this father had for his son that day you could tell after 14 years of spending most Saturday early morning hours or early weekday hours at a hockey rink, that Dad was watching his son's last hockey game and I caught that on film and it was because of the training and support I have received by Bill and Coleen over the past couple of months that I was not only able to capture it, but I was able to share it with the father and other residents of Bedford. I saw the agenda for this meeting and felt that this was the opportunity I had to come in express my thoughts and I want to especially thank Coleen and Bill for all their support.

Chairman Thomas said thank you I appreciate those comments, are there any further comments from the public.

APPROVAL OF MINUTES

Chairman Thomas asked if there were any changes and/or corrections.

MOTION made by Ms. Wilson to approve the minutes. Seconded by Mr. Rawlings. Vote taken – all in favor. Minutes approved. (Chairman Thomas abstained, Councilor Scanlon abstained)

Chairman Thomas said I would like to welcome our new board members, Kathy Benuck, Councilor Jim Scanlon and Don Graff who is our new School Bd liaison.

Chairman Thomas said we will switch the agenda and we will do New Business which is nominations at the end of the meeting. One of the things Mr. Jennings mentioned in his words of wisdom (i.e. Manager's Report) for the month is to have the Board review "Policies and Procedures" and it is my recommendation that the board members review the "Policies and Procedures" and we will discuss this at the next meeting.

Chairman Thomas asked Bill is there something specific that you would like us to look over? Mr. Jennings said we have a number of things to go through when addressing those policies and procedures and as we have new folks on board with Councilor Scanlon, Kathy Benuck and Don Graff and I'd like to show you the BCTV website and when we have meetings we are here to educate and then we can address the policies.

Mr. Jennings said one of the things I have is what the Boards strategic goals were and I want to put them up so you can get an idea of what we did in 2007-2008 and if you can all recall this and for the new people on the board what this board decided to do was to have a meeting once every quarter as opposed to every month and in lieu we would have subcommittees and I am reviewing what you gave us in 2007 and some of the challenges we had when once a quarter people were missing. I want us to look at these 2007 goals and then quickly look at 2008 and you will see there are similarities between them, but there was nothing done in 2009.

Ms. Wilson said I am trying to process all of this we went through this a couple of times. Mr. Jennings said this is not policies this is strategic goals. Ms. Wilson said we did an outline and I stand corrected we had the awards and that was a pressing issue so we took care of that and it wasn't that we didn't do our goals in 2009, it was that our priorities changed and we focused on the awards. Mr. Jennings said yes you are correct. Ms. Wilson said we have talked about the web surveys like Katherine presented to us. Mr. Jennings said this is a continuation we last met in January and we said let's update it.

Chairman Thomas said you jumped from Old Business to doing our last item on the agenda. Mr. Jennings said it was to have you guys take a look to re-familiarize and bring the new members onboard. Chairman Thomas said we have to elect a new Chairman, new subcommittee members.

Chairman Thomas said we are going to keep this screen up and postpone it to the last part of the meeting after we have our nominations for Chairman, Vice Chairman and Secretary. For the purpose of Old Business Chris Bandazian was the Chairman of the Policies & Procedures subcommittee and he has done a great job in reviewing the policies for legal issues. We will have to add Chris as an alternate board member so we will look

at updating the subcommittees later in the meeting. Does anyone else have an update from the subcommittees? Let's go down the list and we can reposition members.

AWARDS – Develop and review volunteers that was finished (Gene, myself and Mary Lou) we met biannually and we had the Awards Night in September.

WEBSITE & SURVEYS – (Katherine) Ms. Potter said we kind of got delayed with the Town's new website but we will talk about it this summer.

COMMUNITY INVOLVEMENT - (Gene, Mary Lou)

POLICIES & PROCEDURES (Chris)

SEASONAL POLITICAL COVERAGE (Mike Robinson)

Ms. Wilson said I have no update when we did the awards that encompassed the community communications as we opened it to the public so I wrapped that together hand in hand. I have not done anything else with that. Does anyone have any suggestions?

Mr. Mackie said Bedford always has new organizations and I believe the Library has a list. Ms. Wilson said they change so frequently they cannot keep it up. New Clubs have popped up. Mr. Mackie said at BOTD we have most of the clubs in attendance and in today's instant communication we are always updating lists. Ms. Wilson said we tried opening it up to clubs and organizations to do a PSA and we got some takers. Mr. Mackie said I do not know what it takes we just have to keep going after them and we have such a great facility here as the resident said this is a fantastic facility it is an unknown gem in this Town and some people don't know it exists.

Mr. Jennings said more are using the station than you think. The Rotary Club, Men's Club, Lion's Club we do regular things with them. Mr. Mackie said our subcommittee set a goal for our self of 5-10 clubs/organizations and that was some sort of measurement to go by.

Ms. Wilson said I would like to take the lead from Bill and Coleen and what would you like us to try? Do you want us to get some more of the clubs to come in or just want us to get the word out? Should we just do e-mail to these groups? Mr. Jennings replied in terms of marketing, we have advertised it in the local papers and we can do more of it. We have talked about constant contact and developing an e-mail list and we can put that information up on the mailing list. I think we need to constantly go back and visit them and you reach a point because there are new people in charge such as the Women's Club so a new person may be more adventurous with a video PSA. Look at how the Bedford Village Common has taken advantage of the station and doing PSA's and some of the others are content to have a service graph on like Bedford Little League and the Football groups in Town. Some people do not feel comfortable getting in front of the camera. Non-profits are quietly using it with our PSA packages. So it doesn't have to be in front of the camera. We do have the Men's Club that like being in front of the camera and they

want to do an update. The Lion's Club their biggest event is around Halloween and they come in and talk about their group and their events on camera.

Ms. Wilson said I will get the subcommittee together and we will have a meeting and see what we should do next.

Mr. Jennings mentioned when you sent out the letters and then follows up with a phone call that is the only way you can measure if the information gets out there; there is not any other way to see why the response has not been a positive. When you followed up with the phone call that is the way you could measure it. Ms. Wilson said the lists are getting longer and longer.

Mr. Rawlings asked in this letter was it structured in such a fashion so that there were examples of things BCTV and the station can do for the organization. Something that outlines this information to whoever the PR person is within the organization. Maybe some sort of idea if they got a letter to come down and see us the questions run through their mind where do we start. If in the document there are examples of opportunities that are available. Ms. Wilson said we offered the opportunity to advertise their club on BCTV and we would film it and we had 7-8 clubs/organizations that took us up on that. Mr. Rawlings said maybe once a year we send this letter out.

Mr. Jennings said just sending the letter is touching the residence and non-profit groups and it is keeping the BCTV name in front of everybody, we may not get a response, but our name is out there. Maybe the subcommittee wants to validate e-mail addresses so we are getting to the non-profit by identifying one e-mail address then you have your residence and spread that. I would love to have someone on the board that would like to do that.

Ms. Potter replied that there are software programs that show you how many looked at the e-mail and how many have hit the links it is feedback information i.e. like is your e-mail reaching the audience and are they reading it.

Mr. Jennings commented that with our dealing with the State Association we saved a significant amount of money by sending out a newsletter by e-mail. You can add a jpeg to it and attach the articles. My daughter uses it for a company in Portsmouth and that is her job and it is set-up and a great way. I think and I'll ask Katherine this, but if someone opens it on the other end you can identify who opened it when they opened and how many times they opened it. Ms. Potter said information just pops up it is not a difficult program Mr. Jennings said we need someone to manage it and then someone to do the distribution and the follow-up and is just my thought.

Mr. Sills said my idea for viewership increase was broken into more local events there was one summer that I did three and recently Ralph Wiggins had a testimonial at the cemetery and I did that one. That is traditional events and I would like to have an information board like they have at the library at have it on display at Harvest Market and show clips of programs. One of the clips would be the one that was described earlier this

evening by Mike at the hockey game and it is somewhat patterned after the movies. We have no electric bulletin boards up yet. I am hoping to work with the BHS now that I have time being retired.

Chairman Thomas said under New Business one of the things Bill asked us to review was to develop a 5 year plan. Mr. Jennings said we had a 5 year plan which we have revised it and that is where the strategic goals came out. When you have the changes that are taking place you may want to take a look at them. Do you want to bring somebody in or do we have the goals. We talked about managing the direction in terms of a committee and where the TV Station is going and everyone is in tune what the community is seeking or how best to communicate and I think we have that it came out of our Strategic Plan. The 5-year plan is coming out of the committee that we have set up. Is there anything that we should add to the current 5 year plan?

Chairman Thomas said to recap for the new members our 5-10 Year Plan was to update the facility with new lighting, cameras, chips and update the School Bd and get BHS up and rolling and we have notched that off the list. I think it would be an ideal time to have a separate meeting with Doug and what we did in this meeting was a list that all the members had to see what we wanted BCTV to be in 5 years and then the subcommittees come out of that.

Chairman Thomas said my personal feeling is that this is a meeting in itself and we should have Doug come in and chair it and he makes you think through things and have a meeting this summer instead of trying to for the 2007-2008 into our 2010 goals. Some of the goals and strategies were from past board members.

Mr. Jennings said that is great. Again the emphasis is we have gotten a lot of things done you see 2007 wow that is what came out of the 5 year plan and we got a lot done. In 2008 a lot of things done. In the past we didn't get as much. I have operational goals which I will set up which I review with my immediate supervisor but the operational aspect is when we lay out our goals and it correlates to how we justify our monies. We have to think outside the box as we are operational. I thought this was perfect example of a committee to say this is the mission and I am proud of what we have done in terms of improving viewership. BHS coming on line with sports, concerts, public awareness and that will continue. I think one of the biggest things was the Awards show that went out live. We are still getting people around Town who talk about seeing people getting the certificates. In the next 5-year plan do we continue it as we have a template in place. Do we take things off the list? As the viewership continues to grow we have gone up 10% in terms of actual households that subscribe to Comcast compared to 2 years ago the correlation to that is it is reflected in our budget and it has remained steady. The question that I throw out, is more or less, I am personally in support of bringing Doug back in and introduce the new people to the process and also when do we take this off the list and should we add this to the list. We have to understand the challenges as we go into the future. We are like any other department and we are an enterprise fund, but we have justified our existence. The best way to do this is to show the plans that are in place from the residential aspect you folks here representing Bedford and we as an operational

showing how we manage the responsibilities that the Town has given us to manage our budget, manage our goals and specific objections. It is also important with the Cable Committee, Mike Scanlon, Keith Hickey and a few other residents that with this strategic plan that we had Comcast saw we had this in place and that was a plus.

Chairman Thomas agreed we should review the 5 year plan. Ms. Wilson said if you look at the Strategic Goals i.e. increase the number of viewers you have done almost everything. Increased involvement, you need to work on a little bit, but we have done a fair amount.

Chairman Thomas said that is why we should bring Doug in. Let's have Coleen set up a meeting. Ms. Richardson asked is there a specific month? Mr. Mackie said he is gone July/Aug. Ms. Richardson said our next meeting is July 22nd do you want to try to set up something in May? Ms. Wilson said it is up to what everyone wants. Chairman Thomas said that would be a good idea. Ms. Richardson said new members are replacing old members on the subcommittees, reprioritize and drop off some things from the list and possibly add new things.

Chairman Thomas said can you call Doug and get a time and a location. Ms. Richardson said April or May? Chairman Thomas said some time in May.

NEW BUSINESS

Chairman Thomas said this takes us to the pre-Memorial Day parade is that something you want to do this year we did not do that last year. Ms. Wilson said I will not be here. Chairman Thomas said it involves getting a float, making it and being here. Ms. Richardson said in the past we have won. We need people to help put together a float and does the board have the willingness and time to do this? Mr. Sills stated he would not be here. Chairman Thomas said I can go either way.

Chairman Thomas said we can do something simple. Mr. Mackie said I can offer our VW bug convertible and we used it in the Manchester Memorial Day Parade. Chairman Thomas said lets go ahead and try to do this.

Chairman Thomas asked is there any more new business before we get to nominations. Every year we have three positions, Chairman, Vice Chairman and Secretary.

Chairman Thomas said I would like to make a nomination for someone to replace me. I would like to nominate Mike Sills as Chairman. Seconded by Ms. Wilson.

Chairman Thomas asked if there were any other nominations for Chairman. Any further discussion, can I have a motion to close nominations?

**MOTION to close nominations for Chairman made by Mr. Rawlings.
Seconded by Chairman Thomas. Vote taken – all in favor.**

MOTION to nomination for Mike Sills chairman has been made. Vote taken - all in favor – vote unanimous.

Chairman Thomas asked for nominations for Vice Chairman. I would like to nominate Dick Rawlings for Vice Chair. Seconded by Mr. Mackie.

MOTION to close nominations for Vice Chairman made by Mr. Rawlings. Seconded by Chairman Thomas. Vote taken – all in favor.

MOTION to elect Dick Rawlings for Vice Chairman has been made. Vote taken - all in favor – vote unanimous.

Chairman Thomas asked for nominations for Secretary. I would like to nominate Gene Mackie. Seconded by Ms. Wilson.

MOTION to close nominations for Secretary made by Mr. Rawlings. Seconded by Chairman Thomas. Vote taken – all in favor.

MOTION to elect Gene Mackie for Secretary has been made. Vote taken - all in favor – vote unanimous.

Chairman Thomas said congratulations to Mike, Dick and Gene. Now that that is done, Mike do you want to finish up this meeting. Mr. Sills replied no you can handle this one.

Chairman Thomas asked Bill would you like to review the Station Managers Report.

Mr. Jennings asked are there any questions. Chairman Thomas asked did we get to use our emergency backup. Mr. Jennings said we have the power and everything works, but there were issues the security board panel blew when the generator kicked in and it blew the panel. We had to wait a month for a new board so security access for the people on board they have 24/7 access to the facility they have a 4-digit code and we can go into our system and know when someone comes in and leaves, but it allows people to come in over the weekend to do editing. We can see how difficult it was for that one month. The other thing to from a communication aspect our main goal, one of the operation goals is to communicate effectively with the Emergency Service. That was a 2010 objective that we moved up to 2009 because Council saw merit and the Council allowed us to get that in at the end of December. The fiber connections between Town Office the hub was the library and they did some work with the informational system and other things took place so the further you get away from an emergency I called a meeting because to get sneak aware to get emergency I had no phone and no webs even though I had power I was unable to communicate with the Operational people and we had the web because we used Verizon and it is a fact of life when you are on fiber it does not require the fiber booster. There were some cases our programming was going out and our emergency crawls were going out it was getting to 82% of the people in the community so 18% of the people were getting information and our crawls were designed if you did not have electricity what was going on. We had a meeting here and now everything is in place that we will

have effective communications between the operation center and ourselves. Our plan is to put us live on both channels and they will be reporting to you down there and they will deliver the emergency information directly rather than calling us. The Fire Chief and I were sitting in my office and he was collecting the information and giving it to me. If we can address all those issues with the lack of emergency information BCTV is contributing.

Mr. Mackie asked about the low power FM what type of programming? Mr. Jennings said we started talking about this and we had gone to some presentations but the station had not evolved into what it is now. Sometimes you are driven by something like the storm in Dec 2008 we thought maybe looking into low power FM station it was not a priority. This last wind storm when all the trees came down Bill Dermody was able to pick up Londonderry on low power FM. I think a lot of people had battery operated radios. An interesting thing that happened low power FM a lot of licenses was available the National Broadcasting Association with the powerful lobby group convinced the FCC that it caused some disruptions and they shut down issuing licenses. Now part of the Obama Campaign is to improve communications and to provide low power FM radio for emergencies for entertainment, community information and that bill has passed the house and came out of the commerce committee and now it is with the senate and the hope is the president will sign in the spring. When they will open up for licenses I don't know. What kind of programming? When you have a low power radio station the FCC said constant communication so that it has to be up and operation you cannot go dead if you go dead you can lose your license. The way we do our video stream we are going out in the air and on the internet. We had this as part of our 5-year plan not just broadcasting on TV we are doing over the air. We can co-distribute your audio over the lower power FM. It opens an opportunity where the BHS wants to start a radio club they have to be well trained and you can have a radio show. The expense is not that much. The distribution of the signal can be 5-10 miles. It is nothing major. Again it is to complete what I call it the TV station and I would like to refer this as a Communication Center. We have our co located with our Town Meeting Room with the station so all our civic activity is taking place here our Town and government meetings. Why not be able to make sure that it is distributed effectively. We get it done with two channels and we are working on a third channel. We are getting it on the internet so why not the radio. You could have a Gene Mackie Show.

Mr. Mackie said you can have simulating because you are showing a video portion with no sound. I think if we can get a license and then if someone doesn't want to be behind a camera they can be behind a microphone.

Chairman Thomas said that would be a good thing to discuss. I can see the need for the BHS as they can develop new things with the facility and plays and even the games could be broadcast locally. Obviously it is not the same as seeing it, but it is like going backwards in time.

Mr. Jennings said for the people at home and the committee here the President has not signed it, the senate has not passed it, you know there is going to be some challenges, but I see it coming down the line.

Mr. Jennings said we need to review the first part as part of educating the community we have you go through the policies every once in a while I love the sports and routine programming, but I have been here 12 years and I can count on one hand issues that come up as far as what is our responsibilities, what is your and what about programming that is distributed on BCTV. In all cases someone has not like something that they have heard. Not that I necessarily like the program, but again I cannot, it is the first amendment and freedom of speech. If you disagree with someone's opinion everyone has the right to get on camera and disagree. You as a board, so you understand that it is in the policy because someone doesn't like something because they are offended, every producer signs a letter of compliance and spells out what they can do and cannot do. You as the governing body cannot pass judgment that is when attorneys get involved. The issue is if they have a concern you follow the procedure in there they contact me, if they are not satisfied with my answer then they can request a meeting with you folks. This protects you as a committee and Comcast. I want people to be aware of that because you as committee members may be asked why that program is on. It is freedom of speech. First of all most of the time ignore it and the second thing is if you are concerned then to talk the talk and walk the walk and tell everyone how you feel. This may be a good time to get into this to educate people on board to show people at home how to reference what is on our website. We are happy with what the Town has done. If you go into www.bedfordnh.org and you will get to us on the Quick Links with the menu on the side. You will see how Coleen designed the lay out and she is one of 10 people who are authorized to do a lot of the links and programming and you can see the pictures. Again addressing how you can communicate with the community. This is who we are and this is designed to let us know we are pretty popular and an attractive place to go. We advertise and audio and video class. What we did in comparison to the old website is to clean it up so people can access the video on demand. You can see the different department links and in this template you can go to the Policies & Procedures link and of course here is our revisions and this was updated in April 08. I cannot thank the previous board and committee members over the years Coleen and I were always put in an awkward position with the political. We still see where some changes can be made. I would encourage committee members to look at it and that subcommittee.

Ms. Wilson said if you and Coleen would send off notes as you deal with it on a daily basis. Mr. Jennings said that is an excellent idea. Ms. Wilson said make notes where so we can read it and then we can understand it. Mr. Jennings said there are forms in there for the public to use. The Compliance form is specific. With a new committee that is half our problem updating people. We are receiving a little bit of heat from people not understanding the process. I did not go to the committee so I made an operational decision and you should spend time to know what we can and cannot do. People can do pretty much what they want to do as long as they do not violate obscenity laws.

Ms. Wilson said send us that so we can note what areas and what the issue was. Mr. Jennings said it was resolved professionally and it was the matter of educating some of the people that were involved with it.

Mr. Mackie said if there are other areas you specifically want us to address. Send us a note saying this is where we need help.

Mr. Sills asked where the video on demand is. Mr. Jennings said Channel 16 & Channel 22 you come to the scheduling system and I had someone call me and was complimentary about the way they could watch these meetings. The schedule is the same on either side, but notice here on the left it stays the same and on the right where you see (VIEW) you can click and bring the program up. You get watch now. Windows media is the package we are using now.

Mr. Jennings said I will emphasize this I cannot fast forward, I go to a meeting and view right click and you will see save target as and I have a folder to download and I can hit save walk way and it will download and then you can go back and forth and fast-forward. Ms. Richardson said if you hit view you watch in the real live time.

Councilor Scanlon said this evening I went into video in demand and I fast forwarded double clicked arrow and held it down and watched “My Opinion”. Mr. Jennings said another question for Randy.

Mr. Sills asked can I use the search engine. Mr. Jennings said that is a good question I can type in town Council and hit go then you can see all the Town Council meetings that are out there. Notice the view if you go all the way down to February of '09. We keep hard copies in the library.

Ms. Richardson said Finance any questions. Ms. Wilson said none.

Councilor Scanlon asked do we get these quarterly. Ms. Richardson said I get them monthly. This was as of April 2nd year to date. We are on new financial software, but in the past I have given monthly reports.

Chairman Thomas said next meeting is July 22nd at 7 p.m.

Ms. Richardson asked do you want to move Strategic session to June. Ms. Wilson said beginning of June. Mr. Sills said if the parade is major let's not do it. Ms. Wilson said try for May.

Motion made to adjourn the meeting by Ms. Wilson. Seconded by Mr. Mackie. Vote taken – all in favor.

Meeting adjourned 8:40 p.m.

Submitted by Jane O'Brien
#26035