

TOWN OF BEDFORD
BCTV BOARD MEETING MINUTES
January 7, 2016
BEDFORD MEETING ROOM

In Attendance: Dick Rawlings, Chairman, Jim Aguiar (TC Rep), Chris Bandazian (TC Alternate), Bill Foote (SB Liaison), Mike Sills, Dave Watson, Barbara Jago, Bob Thomas, Bill Jennings, BCTV Station Manager and Coleen Richardson, Assistant Station Manager.

Absent: Bill Greiner, Pete Macdonald

Chairman Rawlings opened the meeting at 7 PM. Seeing no public, there will be no public input. Next item is Approval of minutes, does anyone have any changes?

OLD BUSINESS – Approval of minutes of October 15, 2015

MOTION made by Jim Aguiar to approve the minutes. Seconded by Mike Sills. Vote taken – all in favor. Minutes approved.

NEW BUSINESS – Introduction to Radio Station Manager - (Harry Kozlowski)

Bill Jennings said I am very proud to introduce the Town of Bedford's new Radio Station Manager, Harry Kozlowski. I was glad that I could find him. He is a sports writer for the Union Leader, but he has extensive background in radio broadcasting. I am introducing him to this board primarily because this board participated in the Radio Station bylaws. He has been working with us as a consultant for the last month or two, but now he is contractually with us as of the first of the year.

Harry Kozlowski said I thank you for welcoming me. My background in broadcasting goes back to 1978 when I first started and I have been involved in all facets to being on the air, to being a manager, to building two additions of the same station Classical NH, first classical LPFM and then a full power noncommercial station by Highland Broadcasting which turned it over to the NH Public Radio. For the last 3 years I have been a freelance writing for the Union Leader doing sports, so I have a strong connection with the people and the organizations here in Town and I am very excited to put that to use on WBNH 105.1

Bill Jennings said our station letters are WBNH 105.1 FM Public Safety Radio and more. We are discussing this with our Radio Board and we have Chris who is our liaison and Bill Foote who is the School Bd liaison until things change in March or they may remain the same. We have community programs to get people involved and the radio station board. It is not a community radio station it is a Town owned and FCC controlled, so the Town has more discretion in the operation. We do not have the Radio board establishing policies we are using an attorney who works closely with the FCC. This is a radio station

that will be entertaining, educating and the primary services are safety services. We do play sweeps 3.5 minutes of music. We have a presentation that we will give to the Town Council on January 27th and by then the radio station should be completely constructed. The radio station will be different mission wise from the community television station as they will have some FCC controlled restrictions. Harry is the guy who is going to sail the ship. Again from an operational perspective the BCTV has the overall operational responsibility that is we handle the funding and I work with Harry so if there is something he needs or something we need to get to the Town Manager he will report to me. He will be his own department. We can call this a Media Center, but getting off the ground, we wanted to create its own identity with Harry as the radio guy and radio manager. It has its own footprint over there and its own identity.

Chairman Rawlings said we are glad to have you on board. Does the radio station start at certain time in the AM and end at a certain time at night or 24/7? Harry Kozlowski said broadcasting 24 hours a day.

Chairman Rawlings asked will it be just music. Harry Kozlowski we will be adding other programs as well they could run from sports, to talk shows, to whatever the community or individual citizen want to produce. It is an open book right now. It will be my job to incorporate all those other ideas into a programming mission.

Bill Jennings said by FCC rules we have to have 8 hours of original programming daily. So the challenge on Harry's part doing a number of different things. This meeting or a Town Council meeting or School Board meeting where we can cover it out on WBNH 105.1. We have good coverage and we have been testing it a couple of hours a day for a test. Chairman Rawlings asked so it is on now? Bill Jennings said no just for testing.

Harry Kozlowski said we will have messages in between the music, safety at home, safety in the car and also to remind people to turn to this station when there are emergency conditions.

Bill Jennings commented the sky is the limit.

Chairman Rawlings asked how we are promoting the station. Bill Jennings said we have subcommittee the first meeting December 14th and they will have their third subcommittee meeting before their next Board meeting. They have a mission statement committee and marketing committee and a policy committee and we are working with the FCC Attorney. At the next meeting we will be trying to get the Radio board members pictures and we will post it in the paper.

Dave Watson asked, are we going to be able to broadcast sports live? I mean will we be able to use the broadcast voice from the TV. Bill Jennings said yes, you could have your broadcast team down at a game and you do not have to bring the camera. It is easier with radio than TV.

Dave Watson asked, how would you broadcast it back here? Harry Kozlowski commented we are experimenting at first, but we could use skype or if you have 4G internet connection with a tablet as long as there is Wi-Fi.

Bill Jennings said we will have a better feel when we present to the Council on the 27th. It is just like opening up a restaurant I want to make sure everything works.

Dave Watson said it will be nice to get the feed out their live. Harry Kozlowski said whether it be a Little League or American Legion team in tournaments there is no reason we cannot get out there and do a live feed.

Bill Jennings said our marketing subcommittee is going to offer the high school students another opportunity to get involved with the radio station. I am looking for students who have an interest in radio. Chairman Rawlings commented that I would think there would be a high interest.

Bill Jennings aid in terms of the radio station/television station we may be able to draw from the students interested in the radio station into the television station. At West High School when there was not as much distractions we would have a high school crew in the television station all the time. I know some will want to get behind a microphone and that is one area of the radio station, but Harry has some ideas that he will look for a serious commitment from these students. The television station is still working with students and right now we have a sophomore managing this Board's broadcast. We get a little discouraged when you present to a class of 75 and you only get 2 kids with an interest, but it can lead to a paid position like the student broadcasting tonight. I see us working hand and hand to get into the Media side of broadcasting.

Chairman Rawlings asked if there was a major emergency like a road blocked by a car accident, how we would get that information over the air. Harry Kozlowski said if we get that news and if I am in the building we can get that news out over the air immediately, but we can also use what is called RDS (Radio Data Systems).

Bill Jennings said all the public safety PSA that the television station does and the public relation firm that the Police Dept. is using, they are now available on the audio file as well. It is just safety complex contacting us and not just going to the Union Leader. I swear by Nixel and that is how we get that information in and then broadcast it out over the air waves.

Chairman Rawlings said thank you that is very information looking forward to see this move forward. Bill Jennings said we are targeting for February we will be applying officially for the FCC license as we only have an FCC construction license.

Chairman Rawlings said Bill you are up next with your BCTV Station Manager's report.

Station Manager's Report – Bill Jennings

BCTV presented a 2016 budget to the Council that will be 28% less than 2015. Construction and repairs for the radio station and the BCTV roof made up a large part of our 2015 budget.

In 2016 we will complete our SDI/HD upgrade with the replacement of our old analog digital environment with SDI/HD hardware. We did receive our new SDI encoders from Comcast but we cannot broadcast in full SDI until the upgrade is completed. We have ordered some of the

infrastructure equipment already but the balance of the equipment will have to come out of the 2016 budget. We cannot order anything until the budget is approved on March 9th at the budgetary hearing. In the meantime we have to stay with our old analog environment. We have had some broadcast audio issues with the new encoder because we aren't in full SDI mode. Audio wasn't being distributed on an equal level throughout our distribution environments. TV broadcast, TV streaming, and VOD. Comcast assisted us in rebalancing our encoders to accommodate the mixed environment. We also ordered additional audio distribution equipment that will help us in this crossover phase.

Franchise revenue fees continue to increase from year to year at an average rate of approximately 3.5 – 4%. This is primarily due to cable subscriber rate increases as well as subscribers ordering additional services.

Comcast increased their rates on December 20th. This appears to be a significant increase with Triple Play packages going up a dollar a month; Double Play packages are going up \$3.00 per month and DTA and HDTA devices going up a dollar a month as well. There is also a fee called the Broadcast TV Fee. It's jumping from \$3.25 to \$5.00. What is a Broadcast or "Retransmission Fee?" Retransmission fees have to do with how much Comcast and other cable operators get charged to carry the signals of broadcast stations, which they are required to do. Comcast wanted to show it as a separate line item to be more transparent with customers about the factors that drive price changes. I'm sure I'll be getting some calls from residents but the town has no control over annual price increases. We can only get involved when there is a service issues.

Switching gears now to local broadcast programming. Some program highlights include shows with School Superintendent Chip McGee. One was an overview of the BHS senior class project program highlighting five student presentations from last year. Another show with Chip was a "State of the School District" update presented to the Parent Teachers Group in the BCTV town meeting room and broadcasted live to the community.

Division I football and soccer for both BHS and competing Division I teams appeared regularly on Channel 23 with some exciting post season high school action between Bedford, Bishop Guertin and Goffstown finishing out the fall sports season.

Government and school programming was expanded to include budget workshops which were held by both the school and town on Saturdays, many of them lasting six to eight hours. The school also added several additional budget workshops to their Monday schedule as well. All budget workshops were rebroadcast and are now available on video on demand.

Speaking of town and school government programming, we hired two additional government production people. Both are sophomores at BHS and they are a great addition to our team. Their names are Grant Mangan and Stephanie Ropes.

Dave Danielson resumed his show the Longview and his guest was New Hampshire State Librarian Michael York. Mr. York talked about the future of the Library. Dianne Bzik returned with her show Around Town and her guest was Bedford resident Tracey Tullis, a certified hypnoterapist. One other program note of interest was a presentation sponsored by the Bedford land Trust on Moose and Bears. We uploaded the program to our state server and community television stations from Vermont, Massachusetts and New Jersey downloaded the piece as well. Unfortunately we cannot list all our programming here, nor are you able to see the schedule in the paper because of newspaper restrictions. Hopefully you'll take the opportunity to

check the schedules on line for the three channels by going to the BCTV website; www.bedfordtv.com

We also created a holiday greeting featuring our town departments which was well received by viewers. It ran as a public service announcement and it was a great way to bring our department staffs closer together and introduce many of them to the community via BCTV

BCTV, as well as the town, will be undergoing a website “Facelift”. The town has selected a company called Civic Plus to redesign the town’s website. The first phase has already begun with input being provided by a representative from each department. A tentative launch date is scheduled for some time in late May or early June.

BCTV will be changing its own website look as well. We will maintain a quick link access from the town’s Civic Plus software to our own cablecast system. The broadcast vendor that we use has announced a major software upgrade that will not only help us to improve the productivity process with our broadcast and digital signage system, but also our website look. We will have to wait until after the 2016 budget is approved at the budgetary hearing on March 9th before we can implement the upgrade and start the redesign process.

MOTION to adjourn made by Jim Aguiar. Seconded by Mike Sills. Vote taken – all in favor.

Meeting adjourned 8 p.m.

Submitted by: Jane O’Brien