

Rochester Government Channel

March 24, 2016 Meeting

Members Present:

City Councilor Tom Willis, Chair
Rick Healey - Resident Volunteer

Absent:

James Graham - Resident Volunteer

Others Present:

Celeste Plaia, Government Channel Coordinator

MINUTES

I. Call to Order

The meeting was called to order at **7:10 PM**.

II. Approval of minutes Feb.17 2016 meeting

A **MOTION** was made by Councilor Willis to accept the minutes of the February 17, 2016 meeting. The motion was seconded by Rick Healey. The **MOTION CARRIED** unanimous voice vote.

III. Public Input

There was no one for Public Input.

IV. Current Programming Report

The Government Channel Coordinator gave a summary of the Government Channel schedule, which included the number of meetings, the number of repeats of each meeting, and the number of bulletin board messaging and amount of running time of the bulletin board.

The Coordinator stated that with additional committee meetings and special programming playback, she is sometimes having a difficult time finding a consistent playback time in the prime time hours (6pm - 9pm) for the additional committee meetings added this year.

Councilor Willis asked if there was a consistent schedule followed. The Coordinator showed the schedule and that was reviewed. It was also discussed if that if

new committee meetings are added, will the schedule get full to the point where the School Department would be asked to air the School Board meetings on the Educational Channel.

Also discussed was whether some meetings are being repeated too much. Rick Healey mentioned the importance of having meetings play in all time periods, including overnight and early morning. The Coordinator will look at the schedule again to see if some repeats can be omitted to accommodate more programming and playback of new committee meetings.

The Coordinator also reviewed goals for programming, which included more City Manager's Corner episodes and versions of videos that would be able to be incorporated with various department websites and social media. The Committee noted the importance of maintaining an on-line presence in addition to the cable audience. The Coordinator's goal is to maintain production of 1 to 2 special programs a month.

V. Programming Policy Review

The Coordinator asked the committee to review and consider changing the policy regarding programming that recognizes underwriting. Under the last policy draft, (2012) the committee voted not to have programming that recognizes underwriting on the channel. This policy was in response to the concern of purposely showing large business banners on camera during the airing of the candidates forums in Council Chambers. The Committee discussed the benefits of programming such as the candidates forum, and that if an event is underwritten in order for it to occur, it is more of an incidental nature and should be acceptable. A third party cannot direct the video production to show more than what is standard framing of a shot, or to add business identification that is above and beyond underwriting standards.

Councilor Willis brought up an example of a program, "Storm Water Runoff", which was created by the University of New Hampshire and recognized its grants in the credits. This program was run on the Government Channel for several years and was of educational benefit. He also expressed that underwriting and grants enable the professionalism of the product and give the product credibility.

It was the consensus of the committee to re-word the policy to allow the Government Channel to air programming which recognizes underwriters, as long as it follows the standard guidelines for underwriting set by the FCC and practiced by Public Television and PEG (Public Educational and Government) entities.

Councilor Willis also pointed out another subject on the draft policy regarding "retention." He noted the phrase "It shall be a general policy to not retain all recordings of produced programs, meetings, and recorded events" (section F.2). Councilor Willis suggested holding on to media recordings of meetings for as long as the media is not obsolete. The Coordinator suggested there be at least a time limit for the practical space limitations and financial reasons of storage. Also in question was to whether this

should apply to the DVDs in the City Clerk's office and the digital files on the media server. The Coordinator will discuss options with the City Clerk's office and the City Attorney and look into the costs of a digital server archive system. The Committee will discuss this topic again and set a time limit for the retention of media.

The Coordinator brought up the programming policy regarding requests for programming that would fall outside the definition of municipal or government related programming. The Committee briefly discussed that this could possibly open up a door to nonprofits and decided to continue discussion at the next meeting.

VI. Other

The next meeting is tentatively set for Wednesday, April 20, 2016 at 5:30 PM.

VII. Adjournment

The meeting adjourned at 8:40 PM.

Respectfully submitted,

Celeste Plaia
Government Channel Coordinator