

Topsfield Cable TV / Town Website Committee

October 12, 2011

Approved 11/9/11

Executive Summary

The project to videotape the Fair Parade was discussed. This project will help develop skills needed to add “video clips” to the town website. The \$53,500 check from Comcast negotiated as part of the license renewal has been received. The Purchase Order for new equipment to improve the quality of our audio/video productions has been finalized. A discussion resulted from the announcement that the Highway Dept. has opened Social Network connections on their website. The use of Twitter / Facebook / etc. may become part of the Town Network strategy to communicate with citizens. MASCO has completed a makeover of their website. Boxford has purchased “Virtual Town Hall” as a vendor solution to their town website needs. A number of “new applications” are available which should be evaluated for use in Topsfield, (Example: “Taxpayers will be able to send messages directly to one or all of the Selectmen”.)

Members present: Bill Whiting, Kathy Curran

Members absent: Bob Ogden and Jeanne Pickering

Guest: Martha Morrison,

Former Business:

Meeting opened at 7:40 PM in Town Hall

The minutes of the 7/13, 8/10 and 9/14 meeting could not be approved due to a lack of a quorum.

New Business:

See Executive Summary

The meeting was adjourned at 9:20

The next scheduled meeting is 11/9

Respectfully submitted, Bill Whiting – Chairman

New Cable TV / Web Committee Goals

9/14/11 Draft

1. **Secure technical support** (video technologies and introduction of “new technologies”) to aid in the upgrade of equipment and systems.

2. **Upgrade equipment and systems:**
 - Portable audio/video recording. (In progress)

 - Proctor School Library live broadcasts. (In progress)

 - Cable TV infrastructure. (Specifications required ASAP):
 - o Leightronix:
 - Event scheduling and playback
 - Video server
 - On-demand video from the Town website
 - o Character generator
 - o FTP server

 - Public Meeting spaces: (Future)
 - o Proctor School Library
 - o Proctor School cafeteria
 - o Town Library (Live broadcasts)
 - o Gould Barn

3. **Increase programming content**, attract new viewers:
 - Train volunteers on basic video production skills.
 - Identify training options at other cable groups

 - Support a standard Mac-based video editing software = Final Cut Pro X (new)

 - Trade “generic programming” with other cable groups

 - Create new video projects

 - Use FTP to receive programming from: Boxford Cable, MASCO, others

4. **Customize programming:** (Volunteer opportunities)
 - “Bookmark” video-on-demand Selectmen and School Committee Meetings so viewers can find content of interest.

 - Research TV subscribers to determine interest in types of programming not currently available.

 - Research available sources of free, generic programming.

5. **Establish contact with MASCO High School and Endicott College** and take advantage of facilities, staff and student resources.

