

Topsfield Cable TV / Town Website Committee

September 14, 2011

Approved 11/9/11

Executive Summary

A number of guests were invited to review and discuss the **New Cable TV / Town Website Committee Goals**. (Attached to Minutes). The Committee's goals include:

- Secure technical support.
- Upgrade equipment and systems.
- Increase programming content.
- Customize programming.
- Establish contact with MASCO High school and Endicott College.
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James White is a MASCO graduate and has a degree in Film/TV. He has offered his technical expertise and MASCO contacts to help the Committee. James will be producing a series of short videos in Topsfield that will help launch our video-on-demand capability. The Committee will use the Fair Parade as an opportunity to develop skills in video production. Joe McGuigan, a new resident who works for Fox TV will work with volunteers.

A major project to produce short video clips to augment information in the Town website was discussed. The ultimate goal of the project would be to capture and more or less summarize with video highlights - a series of PSA-type pieces, the rather massive body of material lodged on the Town website in the Community section. Offer as on-demand video from the Town website.

Members present: Bill Whiting, Kathy Curran and Jeanne Pickering

Members absent: Bob Ogden

Guest: Martha Morrison, Evelyn Hammond, James White, Joe McGuigan, Jerry Seaman, Rene Cloutier

Former Business:

Meeting opened at 7:40 PM in Town Hall

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

New Business:

See Executive Summary

The meeting was adjourned at 9:10

The next scheduled meeting is 10/12

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.

