

Telecommunications Advisory Board (TAB)
Meeting Notes: May 9th, 2016

Board Members:

Present: Ed Ebenbach, Chairman, Kurt Krause, Member, David Laustsen, Member, and Keith Peters, Member

Quorum: Yes

Others Present:

Supervisor Liaison: Ryan Manion

Special Projects Coordinator: Autumn Canfield

Guest: E. Ron Watson, Director Communications & Gov't Affairs at Doylestown Health

Proceedings

- **Meeting** called to order at 6:30 p.m. by Mr. Ebenbach.
 - **Review and approve minutes** from April 11, 2016 TAB meeting – Approved unanimously.
 - **DTV Programming/Programming Projects**
 - **Doylestown Health Videos** – Mr. Watson and the attendees viewed a draft of the “Walk with a Doc” project. Mr. Watson said he and Stephanie Weaver (our contact at DH communications department) were happy with the footage viewed. Further discussion on the nature of a tour of the facilities in the Township followed. Mr. Peters will put together a rough plan of the project and present it at the next meeting. The VIAA documentary is premiering on June 1 at Delaware Valley University and he thinks that after some time elapses, the Township will probably be able to air the documentary. Mr. Watson said that he expected the documentary would run about 25 minutes, and cover the 120 year history of the medical institution.
 - **Mural Project** – the “B” roll items are resolved (old photos of wall and artist). Mr. Laustsen indicated there still needs to be decisions made on the opening and closing credits. This led Mr. Ebenbach to initiate a discussion on standardizing the openings, closings, and graphics used during programs the Township produces. Mr. Ebenbach showed three examples of the styles in current use to demonstrate how inconsistent things are now. Mr. Peters will bring a proposal to the next meeting to examine possible solutions on this issue.
 - **Expanded Reach** – Mr. Ebenbach said that the proposed YouTube Terms and Conditions are currently in the hands of the township solicitor. He also discussed whether uploads could be in the township’s current file format (MPG) or would require some other format. Mr. Krause that indicated our current format is best for uploading, and that YouTube would make any changes needed for display; all that we needed to do was to upload the programs we wanted. A discussion was held about how the township website would link to these videos and it was decided to embed these links in the appropriate township website pages. Mr. Ebenbach agreed to discuss this impending addition to our communications informally with the Board of Supervisors to be sure that they had no objections.
 - **Who We Are/What We Do series** – Mr. Peters explained that Code/Fire Marsall segment is ready to air and that the Roads segment previously recorded needs to be edited to include the roadwork “B” roll footage he shot. Mr. Laustsen agreed to do this upon being provided with all video files associated. Mr. Peters reminded everyone that four new segments are now scheduled to be shot on Wednesday, May 25, as set forth below.
 - 2:00 PM Ready Notify (Robert Fink)
 - 3:00 PM Bike and Hike (Tom Kelso)
 - 4:00 PM TAB (Ed Ebenbach and Keith Peters)
 - 6:00 PM Way and Means (Brenda Bray and Ed Ebenbach)
- The Board expressed their opinion that a summer break from recording new Who We Are

sessions is probably advisable.

- **Bird Walk Video** – Mr. Peters reported the recent bird walk was recorded, the weather was good, and that despite few birds being present for the walk, Ray Hendrick was able to entertain the attendees by discussing other issues, such as mowing. Mr. Peters was able to shoot some “B” roll and test the “Madonna” headset on Mr. Hendrick on Thursday April 28th. Mr. Peters indicated he hopes to have a draft ready by the next TAB meeting.
- **Update Program Schedule** – Ms. Canfield stated she hopes to insert some of the newer offerings soon. This will address the fact that the channel’s programming lineup has remained largely static over the last few months, as shown by the Video metrics.
- **Ready Notify Emergency Management Video** – Mr. Peters discussed this earlier as part of the Who We Are topic, stating that Mr. Salisbury's Powerpoint presentation is basically unairable.
- **Historical Society** – Mr. Ebenbach felt these activities should be paused at this time.
- **Moments in Time** – Mr. Ebenbach explained this project is currently deferred.
- **Slide Update/Potential Redesign** – Mr. Ebenbach observed this is not a high priority and while under consideration, could be deferred in favor of more pressing issues.
- **Current Video Metric** – at 66.8%, down 9.6% from last meeting's 76.3% attributable to changes in the length of the Board of Supervisors meeting and the Senior Taskforce
- **Social Media Operating results** – Ms. Canfield reported the Township’s market penetration remains unchanged from where it has been in the recent comparisons.
- **Operational Issues/Control Room**
 - **Audio Level Compression** – Mr. Krause reviewed two pieces of equipment that he believes will address the audio differences between regular broadcast and the township's government access channel. He also noted that broadcast channels have their own variations and the attendees agreed that commercials tend to be very loud. Upon motion by Mr. Peters and seconded by Mr. Laustsen, the Board approved spending not in excess of \$350 total for the purchase of these two devices, a compressor and an audio distribution amplifier.
 - **CG-100** – Mr. Ebenbach stated the CG-100 graphics software is not cooperating with the current demands being placed on that computer. He also showed that the alternatives are too expensive for current consideration. He believes that the best near term solution is to dedicate a separate computer that has the appropriate graphics card installed to solely run this software.
 - **TABPC2** –
 - **SuperTAB cleanup/RAM expansion** – the Board agreed this is not a preferable option in comparison to a new computer.
 - **Return old iQm2 encoder** – the Board agreed that without documentation stating otherwise, this equipment should be returned to iQM2.
 - **New PC purchase for SuperTAB replacement** – Mr. Ebenbach presented a cost and justification. The Board agreed. The township currently buys HP computers. Mr. Ebenbach explained there may be better options and he will present these at the next TAB meeting.
- **Other Projects/Spending** – additional clips will be purchased for the table skirt.
- **New Board Member** – Ms. Canfield reported no applications have been received.
- **Adjournment** – The meeting was adjourned at 8:15 PM on a Motion made by Mr. Peters and seconded by Mr. Krause.