

Trumbull Community Television Committee

Agenda

Thursday, August 20, 2015 at 7:45 AM

Community Room, Trumbull Library

- I. Minutes of July 2015 meeting Cassidy

- II. Updates – Old Business
 - a. Administrative
 - i. Membership appointments Annick
 - ii. Policy
 - 1. Government meetings Subcommittee report
 - iii. Strategic Plan for approval Girot
 - b. Programming Girot
 - i. Upcoming highlights
 - ii. Issues/questions
 - c. Technical Campbell
 - i. Council Chambers A/V system
 - ii. Grant equipment – DNR estimate
 - iii. Auditorium line – converter status Tait
 - iv. THS-TCT Connectivity Tait/Hackett
 - d. Miscellaneous TCT
 - i. THS sign – need to note new channel number Cialfi
 - ii. 501C3 status Donahue
 - iii. Senior/Community Center Annick
 - e. Status of cable television in Trumbull
 - i. State legislation – PEGPETIA funding
 - ii. Alliance for Community Media Girot
 - iii. Charter Advisory Council Lang
 - iv. Community Access Provider

- III. New Business

2015 meeting schedule: September 30 (Wednesday), November 12, December 16 (Wednesday)

RSVP: Donna Cassidy at dmcassidy39@gmail.com

Trumbull Community Television 2015-2016 Strategy

PROGRAMMING

“On TV” Goal: Keep a full, on-air schedule of interesting local educational and governmental programming.

Strategy:

- Schedule a full 24 hours of on-air TV programming.
- Update community bulletin board information regularly.
- Polish edit the audio & video of educational shows for improved quality.
- Increase educational show quantity to reflect community activity and interest.
- Determine a “governmental meeting” shoot criteria and apply budget accordingly.
- Shoot debate coverage leading up to the election.
- Shoot live election night coverage.
- Continue development of a general community show “Healthy Town” that explores town and area services.
- Explore the new senior tax credit incentive as a possible way to get skilled or semi-skilled help with the station administrative and programming.

“On Website” Goal: Drive residents to the website to use VOD programs tool.

Strategy:

- Determine if a “VOD-only” programming criteria is useful to both increase programming and drive viewers to website.
- Evaluate the technical capacity & limits of the VOD system. (How many shows can be stored?)
- Increase VOD viewers by delivering video excerpts on Facebook, with website VOD call to action.
- Increase Facebook viewers through relationship building with other town organization Facebook pages, which increases exposure to TCTV website VOD call-to-action.
- Analyze website viewership data regularly.

SCHOOL & STUDENT INVOLVEMENT

Goal: Support the students' "21st century education" by increasing student involvement in TCTV.

Strategy:

Curriculum

- Get TPS to reintroduce Advanced Videography into the THS program curriculum.
- Examine the curriculum and make recommendations 1) to incorporate use of the AV studio into the learning process, and 2) to bring the curriculum closer to real world professional skills standards.

Extra curriculum

- Invite THS students to help create a teen magazine-style prototype show.
- Air show to students and push to create a teen team who can deliver three shows a year.
- Invite students into AV club as a conduit to become working TCTV videographers.

Goal: Improve THS technical infrastructure to accommodate live shoot possibilities

Strategy:

- Facilitate estimates & plans needed by administration to push for physical technical improvements to the high school that would provide working connections and equipment that connect the in-school TCTV studio and McDougall field, a baseball field and the auditorium.

Goal: Involve local public & private schools

Strategy:

- Continue regular outreach and relationship building to encourage student involvement with the station and to encourage that the schools provide footage to air on TCTV.
- Continue to have representative board appointees from all town public and private school systems. *(Current members of the TCTV board include a strong mix*

including: THS house principal, Christian Heritage rep, St Joseph High rep, Board of Education rep and the Trumbull public school system superintendent).

COMMUNITY OUTREACH

Goal: Increase community awareness of TCTV's services.

- Determine at which community events TCTV can have the greatest impact with its presence (ex. Senior Health Fair, Fall Arts Festival, Trumbull Day...) and what kind of impact is most effective to relate TCTV channel numbers and convenience of the VOD library.
- Immediately prior to events being filmed, ask the presenter to mention to the attendees that it is viewable on TCTV, with channel numbers and web address.
- Work with new library programming coordinator and Facebook manager to find public relation efficiencies to advertise the library events that are filmed by TCTV.
- Determine ways to increase media exposure to students 1) to volunteer or work as a paid videographer for the station and 2) to volunteer as part of the team that will produce the teen show.
- Determine if budget can support branded tee-shirts and laminated videographer badges.
- Continue existing community event outreach with student videographers:
 - o February: "Poetry in Us" Town-wide Reading Fest
 - o September: Town Arts Festival "Say Hello" Project
- Explore the new senior tax credit incentive as a possible way to get TCTV station ambassadors to work these community outreach events, to have work as volunteer videographers and to volunteer clerical or social media skills to the station.

COMMUNITY TECHNICAL IMPROVEMENTS

Goal: To provide technical input into planning stages of the community / library building project to deliver a center that is filmable friendly.

- Get estimates immediately and go before BOF to fix or replace the broken chamber camera system.
- Create a subcommittee to address what exactly TCTV wants the new building to be capable of doing.
- Get rough estimates for planning purposes on wiring, equipment etc.
- Get a TCTV board member or advisor on the planning committee
- Get a TCTV board member or advisor on the building committee if building is the outcome of the planning.

- Address & create 2016-17 equipment needs list for possible PEGPITIA grant application.
- Write 2016-17 PEGPITIA grant application.