

EDUCATION CHANNEL COMMITTEE MEETING MINUTES
TUESDAY, April 10, 2007
Nashua School District Office Conference Room 1

A regular, monthly meeting of the Nashua School District Education Channel Committee was held Tuesday, April 10, 2007 at 9:00 a.m., Nashua School District Office, Conference Room 1.

Chair Stacy Hynes, Director, Grants and Community Development presided; Dana Naas, Secretary, Grants and Community Development, recorded.

Committee members present:

Cecile Carlton	Nashua School District
Robert Cioppa	Nashua School District
Bernie Del Llano	Community Volunteer
Rick Farrenkopf	Nashua School District (CTAB)
Stacy Hynes	Nashua School District
Charlie Matthews	Nashua Public Library (CTAB)
Patricia Snow	Nashua School District
Diane Vienneau	Nashua School District

Other attendees:

John Barker	Information Technology Director, City of Nashua
Jeff Poehnert	PEG Manager, City of Nashua
Thomas Vaughan	member, Board of Education

Stacy opened the meeting at 9:00 a.m. She took attendance through a roll call and introduced herself and Dana Naas, Secretary, Grants and Community Development. Handouts for this meeting included:

- Copy of e-mail from Kathy Vitale, Subject: Ed Channel 03.20.07 meeting minutes, outlining corrections to last month's minutes
- Draft, Education Channel 99 Mission Statement, dated April 10, 2007
- Sample copies of three initial slides to be on Channel 99
 - 1) mission statement
 - 2) Summer Reading Program Kickoff announcement
 - 3) High School graduation announcement
- Draft, Selection and Airing of Programming, dated April 10, 2007

Review of Minutes from March 20, 2007 Meeting

Stacy made a correction to last month's minutes: Kathy Vitale sent a March 20 email to Stacy to clarify a statement she made at the March meeting. Kathy said "In the paragraph regarding (my comment about) the announcement of the other two channels being made on Channel 16 as part of the contract. What I was trying to say was *As part of our contract with Comcast are we able to have a flyer or notice put in the billing invoices that are mailed to all Nashua area subscribers.*" Bernie Del Llano motioned to accept the March minutes as corrected; Pat Snow seconded.

Status of March 29 Test at NHS North Lecture Hall to Broadcast Live

Stacy began the meeting by stating that on Thursday, March 29, in the lecture hall at Nashua High School North, a test was run for the Education Channel and she asked John Barker and Jeff Poehnert to provide an update.

John Barker said the video portion of the test was successful, but the audio portion was not and it is not clear if there are ports to feed into the modulator. They have asked for vendor proposals to set up the audio and they hope to have both audio and sound by the end of the week. In anticipation of a successful audio test, the Board of Education meeting next Wednesday will be broadcast live. Jay Harding will need to change the modulator settings at the high school. After the test is finalized, John Barker and Jeff Pehnert will talk to Jay about making final setting changes.

Draft Guidelines for Selection and Airing of Programming

Stacy said it is time to start to look at guidelines for the Education Channel. She said most of the members are new to television broadcasting and it is important to establish guidelines for program selection. She first read a draft mission statement from a copy of a proposed slide. Committee members discussed and made suggestions for changes and clarifications. A copy of the final mission statement is attached.

Bernie Del Llano asked if the same logo as Channel 16 will be used. John Barker said it will be used for now. Rick Farrenkopf said that probably next year a different logo will be used for Channel 99, and possibly the graphic arts students at the high school could be assigned the project for a new logo. Stacy said she will definitely pursue that idea.

Stacy then reviewed the draft of the Education Channel 99 Selection and Airing of Programming, dated April 10, 2007.

John Barker wants to add two things: A submission form for program approval that would include title, format, length, objective, and adherence to mission. He also said that because the Education Channel Committee meets just once a month, there must be a way to review program requests between meetings. The guidelines need to provide clear objectives so the committee can act as the access manager until one is in place.

Tom Vaughan said that we should look at the Bedford, NH, education channel form that is very good. He said the channel will be much better off if the committee can focus on very good guidelines.

John Barker said he does not want an approval process that is cumbersome. Rick Farrenkopf said that at least in the beginning Stacy wants to see every minute of programming to get started and she agreed. Diane Vienneau said there needs to be a step to be certain the programming meets the guidelines. Rick Farrenkopf said the purpose of the committee is to determine content. Stacy said she is proceeding in a purposeful manner and understands the enthusiasm of everyone to get the channel up and running.

The committee members discussed the draft. Stacy rephrased the draft statement and all agreed. This page of guidelines is a preamble as to how the channel guidelines will be followed. A copy is attached.

John Barker said clear guidelines need to be established about appropriate language in the Channel 99 programs, and possibly a subcommittee could be formed to do research on this. Bernie Del Llano said other communities have established forms and guidelines we can use. Stacy will research with Jeff Poehnert about appropriate language review procedures for the next meeting.

John Barker asked if it is decided not to air a program, what the procedure is for the access manager. Stacy said at the next meeting the committee will look at the review process.

There was discussion about how to handle current programming available now. Over time the committee will develop a program guide to fill with content and all of the technical details will be defined by fall. For now program slots will be filled with this available programming. The ultimate goal is to have consistent programming designated for set times with expeditious approval of programs. John Barker said that filling slots with current available programs now is a good way to exercise the channel to be fully operating by fall.

Diane Vienneau asked if students have guidelines they use when making their programs. Stacy said it is in the curriculum. Rick Farrenkopf said it would be a question for Jim Pfeiffer.

There was a question about who will make programming decisions for start-up at this time. Diane Vienneau motioned to establish Stacy Hynes and Jeff Poehnert to make the decisions on start-up programming. Bob Cioppa seconded.

Stacy mentioned the website www.myfoxboston.com, part of the Boston FOX news channel. Nashua High School North students are one of ten finalists for Best Student Newscast. You can vote for them on the website until noon, April 11. The winner will be announced by 5:00 p.m. the same day.

Stacy asked what committee members thought of the slides she had done about the Nashua librarians' summer reading program and the high school graduations. John Barker suggested there needs to be listed on the slide a way to find out more information about the events such as a website reference or telephone numbers.

Charlie Matthews asked if the Nashua Public Library announcements currently on Channel 16 can be also on Channel 99. Stacy and John Barker said as long as the announcements were educational in content.

All members agreed the mission statement slide should be on the channel.

John Barker said there needs to be a quick process for announcements with simple guidelines for approval. He said they will use discretion about appropriate announcements and the announcements will be aligned with the mission.

Stacy will talk with Acting Superintendent Chris Hottel about a back-up person to decide about program approval in case she is not available.

Publicity of the new channel was discussed. In the short-term a link can be put in e-News and The Telegraph. John Barker said he spoke with Comcast and they do not assist with publicity in municipal communities.

Public Comment

Tom Vaughan asked if the committee is going to consider broadcasting NHS North and South graduations live. Stacy said it has been discussed but financially it is unlikely. John Barker said Comcast would have to assist with live broadcasts and Stacy said we will pursue it. There was also discussion about sponsors, and John Barker said they could possibly only accept donations and not advertisements.

Stacy closed the meeting by saying she felt a lot of progress had been made in this meeting. She closed at 10:15 a.m. Charlie Matthews motioned to adjourn; Rick Farrenkopf seconded.

The meeting closed at 10:15a.m. The next meeting will be on Tuesday, May 8, at 9:00 a.m. in the District Office Conference Room 1.

Dana Naas, Secretary
Grants and Community Development
Nashua School District