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

A regular, monthly meeting of the Nashua School District Education Channel Committee was held Tuesday, July 10, 2007 at 9:00 a.m. in the 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:

Rick Farrenkopf	Nashua School District (CTAB)
Stacy Hynes	Nashua School District
Ed Lecius	Nashua Police Department (CTAB)
Charlie Matthews	Nashua Public Library (CTAB)
Karen Weidner	Bishop Guertin High School

Other attendees:

Jim Pfeiffer	Nashua High School South Television Production Teacher
Jeff Poehnert	PEG Manager, City of Nashua
Thomas Vaughan	Board of Education

Stacy opened the meeting at 9:00 a.m. and performed roll call.

Review of Minutes from June 12, 2007 Meeting

Ed Lecius motioned the minutes be accepted; Karen Weidner seconded.

Preparing for September Launch of Channel 99

Stacy said that as of this date, Education Channel 99 has been broadcasting in test mode, broadcasting live as many BOE meetings as possible, and student-produced programs under Jim Pfeiffer's tutelage. Programs for summer broadcast are limited but there is a stock-pile of programs including Superintendent Christopher Hottel's Roundtables, three student programs "On Education" with radio host and newspaper columnist Jennifer Horn, Turkey Bowl 2006, and five hours of student-produced vignettes.

Jeff Poehnert said he has a Milford high school student intern working with him for the summer, Antonio Sanchez. Antonio is a senior in the TV production program, and Jeff plans to have him digitize all identified programming for Channel 99. Also, all server components have been ordered for Channel 99 to replace the present one. He described how he set up a method to automatically replay programs.

Stacy said that the Education Channel Committee has come to a certain juncture and we need to build on the work of the PPP Committee. She distributed a copy of a draft form to submit programming content or an announcement for broadcast and asked Rick Farrenkopf to ready for posting on the Nashua School District website. Karen Weidner suggested that the programming guidelines precede the form on the website.

Rick Farrenkopf asked about status of where the Education Channel will be in September because he felt we do not have firm guidelines now or a process to approve or disapprove content. Stacy said basic content guidelines were established in April, and also said further development of the guidelines will be evolutionary. In the meantime, she and Jeff Poehnert are working together to approve content.

Jeff Poehnert said they are trying to set up a process to be ready for the beginning of the school year and are not so much focusing on the scheduling at this time.

Stacy said we need to identify a cohort, possibly two elementary teachers and two secondary teachers, to work with the Education Channel Committee during the first semester of school to help with developing programming generated at the classroom level.

Rick asked if there will be pertinent and timely announcements such as bus schedules, school times, and if so, line this information up for broadcast before school starts. All agreed this would be a good idea. Ed Lecius said posting this information would get the public accustomed to looking at the Education Channel. It was decided that the information should be posted by August 1 to include information such as transportation, food services, confirmation of the first day of school, registration, kindergarten. Karen Weidner said she will solicit that information from all of the Catholic schools in Nashua. A notice will be put into The Telegraph that this information is appearing on Channel 99.

Stacy said that even though technically Education Channel 99 has not been launched there is need for an Access Manager to manage the day-to-day operations of the channel and to manage the bulletin board and additional programming.

Rick Farrenkopf said that information parents want to know should be posted. Stacy said she has been watching various area school programming and some include a school profile that includes a picture of the school principal as well as general school information. Rick said he would be able to include principal photos. Jeff Poehnert said right now he is handling all programming, but as the volume of programs increases an Access Manager will be required. Also for now Jeff said he can post basic PowerPoint slides obtained from schools. There was general discussion about what can be broadcast now using current equipment, including PowerPoint. Slides can be ready for August 1 and should be sent directly to Jeff Poehnert and Stacy Hynes.

Stacy said the increase in programming should be in line with the rhythm of the school year and there is not the reliability or staff to broadcast all of the programming. Jeff said the new server should solve this problem and the equipment should be here in a few weeks, but for now, the PowerPoint can be put on the Channel. Karen Weidner suggested that a tag line be put at the bottom of the slides.

Action items:

1. PPP Form – Rick will make up the programming/announcement form for the web
2. Rick will provide school and principal photos to Jeff Poehnert's intern to produce slides for each NSD school
3. Stacy will talk to the curriculum team to identify a cohort of teachers (i.e., two elementary and two secondary schools) to jump-start student and classroom programming for fall.

Stacy is on the agenda for the Friday, July 13 CTAB Committee Meeting. She distributed a copy of her letter to Andrew Cernota, Chair, CTAB, dated June 26, 2007, to request the hiring Education Channel Access Manager. Rick said he has heard comments that part of the reason an Access Manager has not been hired is that Policy & Procedures have not been established. Stacy said again that basic guidelines are in place, final guidelines will evolve as programming is submitted.

Stacy distributed copies of an email from Alderman-at-Large and CTAB Liaison Fred Teeboom, Subject: Hiring of an Access Manager, where he stated reasons why hiring an Access Manager at this time is premature. The points in the email were discussed among members. Stacy said that now there is a need

for someone with expertise to manage day-to-day operations of Channel 99 to deliver identified and approved content.

Rick said Education Channel Committee members should be documented and there should be representation of all schools in Nashua. Ed Lecius said something should be put together to establish where the committee is at this point.

Additional action items:

1. Karen Weidner will contact the five Catholic schools
2. Jeff will have slides posted by August 1.

Re-soliciting Colleges and Parochial Schools for Committee Membership

To follow-up with Ed Lecius' initial inquiries, Stacy asked if anyone had contacts at specific schools. Charlie will call St. Christopher's. Karen suggested board members at the private schools would be good contacts. Karen will contact the other three Catholic Schools, plus Daniel Webster College and the NH Vocational Technical Center by Wednesday, July 18, inviting representatives from all of these schools to be on the Committee.

There was some discussion about how to submit these initial slides and Jeff said he will format them if necessary, and as time goes on, a standardized appearance format will be established. Schools logos can be included. According to Karen Weidner, a listing of all schools can be obtained from the Nashua Chamber of Commerce.

Karen asked about whether an introductory letter should be sent to all schools to tell them about Channel 99. Stacy will send a letter describing Channel 99 purpose within the next two weeks. The letterhead will include a list of the Education Channel Committee members as well.

Rick asked if there is space on the City of Nashua website for information about Channel 99. Stacy said that she hoped there is space on the CTAB page.

Review of suggested announcements and programming

None received.

Public Comment

Tom Vaughan discussed in general some of the feedback from the letter Stacy sent to A. Cernota. A videographer did not come to the BOE subcommittee meetings and the BOE was not quite sure how a videographer is scheduled. Jeff Poehnert said he thought only BOE meetings are videotaped and did not realize the subcommittee meetings were included. Stacy clarified that all BOE and its four subcommittee meetings are taped. Rick said if a BOE meeting is at District Officer rather than NHS North, it can be broadcast live with the proper set-up of equipment. Tom said he is not sure the committee meetings are in the ordinance. Ed Lecius said he will bring it up Friday at the CTAB meeting.

Tom said there may be a resource problem with all videographers and is it possible to enlist South television students to tape the meetings, possibly pay them the educational rate? Stacy clarified that it is not the roll of the Education Channel Committee to hire videographers because Jeff Poehnert hires them. Jim Pfeiffer said previously \$50 was offered to students to tape a meeting but no one took the offer, presumably because students already had other jobs or could not change their schedules. Stacy said it should be remembered that these are students and not hired employees. She understands the need but is guarded about asking students to attend the often long and late BOE meetings.

Rick said he received feedback that the audio on the microphones at the BOE meetings was not working. After discussion, it was concluded that members were not turning their microphones on before speaking. The equipment was checked and it is working properly.

Recognition of Ed Lecius Elected Director of International Lions Club

Stacy announced that Ed Lecius, Education Channel Committee member and CTAB liaison, was elected Director of the International Lions Club and showed everyone the article in today's The Telegraph. She offered congratulations on behalf of the committee.

Stacy asked for a motion to close the meeting at 10:16 a.m. Karen Weidner motioned; Charlie Matthews seconded. The next meeting is on Tuesday, August 14, 2007, Nashua School District Office Conference Room 1.

Dana Naas, Secretary
Grants and Community Development
Nashua School District