

Telecommunications Advisory Board (TAB)  
Meeting Notes: April 11th, 2016 at 6:30 p.m.

**Board Members:**

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

Quorum: Yes

**Others Present:**

Board of Supervisor Liaison: Ken Snyder, serving in place of Ryan Manion

Board of Supervisors: Rick Colello

Township Manager: Stephanie Mason

Special Projects Coordinator: Autumn Canfield

**Guests:** Jean Laustsen

Derrick Morgan, Communications head for TMF

**Proceedings**

- **Meeting** called to order at 6:29 p.m. by Mr. Ebenbach.
- **Review and approve minutes** from 3/14/2016 TAB meeting – Approved unanimously.

**DTV Programming/Programming Projects**

• **Expanded Reach**

- Mr. Morgan reviewed the approach and benefits of utilizing YouTube to share video programming with the community.
- Mr. Ebenbach discussed his concept of linking web pages to programming such as the senior task force.
- Ms. Canfield met with Focus MX, Township Web Developer, who recommended two ways to link the township website to the programming. They suggested a button linking to the channel or to have web pages with a structure where you embed the code of the desired video.
- Mr. Morgan demonstrated the Travis Manion Foundation YouTube home page and how videos can be organized by playlist. Additional recommendations would be to disable the comment option, organize the playlist to permit minimal web site changes as new videos are uploaded.
- Mr. Krause provided a copy of the standard YouTube terms for review by the solicitor.
- There was consensus that following positive solicitor review of the terms, the approach for uploading and integrating videos with the web site will be defined leading to a proposal to the Board of Supervisors.

- **Mural project** – Ms. Laustsen presented the Mural video she created featuring Ms. Mason discussing the Doylestown Township scenes painted in the mural. All agreed the video/editing is excellent, and that Ms. Mason did an excellent job narrating the program. There was one minor update noted for accuracy which will be addressed and a few minor suggestions for improvement.
- **Who We Are/What We Do series** – a new segment was recorded for Public Works. Segments for the Environmental Advisory Council (EAC) and one on the Code Enforcement Department are now ready to be scheduled for cablecast. Mr. Peters reported that plans for future recordings are proceeding.
- **Doylestown Health Videos** – Mr. Peters indicated interest in proceeding with creating a program around DH Program “Walking with a Doc”. Next step will be to get approval to proceed from Doylestown Health. All agreed and Mr. Peters will take on the follow-up with Doylestown Health.
- **New EAC Videos** – Mr. Peters reported there are several videos ready for final review prior to scheduling. Mr. Ebenbach recommended consideration for expanding the EAC hour accommodate the increased programming content.
- **Bird Walk** – Mr. Peters reported that he met with Ray Hendrick and agreed that the next action is to test the equipment and shoot some B-roll footage.
- **Ready/Notify Emergency management**– Mr. Peters noted that a video is needed with TV-adapted presentation materials.
- **Amber Alert** - Mr. Peters noted that the quality of a recent amber alert on Comcast was very poor, although no issues were noticed with Verizon. Ms. Mason will follow up with Comcast.
- **Historical Society** – still pending. Mr. Ebenbach plans to work with DHS and the Laustsens’ to explore appropriate candidates for DTV's History timeslot
- **Fido Float** – Mrs. Mason reported that this project is currently on hold while the student-producers focus on schoolwork.
- **Moments in Time** – Mr. Ebenbach reported that he will download the videos for Ms. Mason to review.
- **Slide Updates** – Ms. Canfield reported that most of the remaining slides have been updated. Mr. Ebenbach recommended that an overall slide redesign be considered when time permits to refresh the design which has been in use for at least 6 years.
- **Audio level inconsistencies** – Mr. Peters noted inconsistencies in audio level from program to program. TAB agreed to investigate putting a compressor on the broadcast output for the channel. Mr. Laustsen noted it must accommodate a stereo feed. Mr. Krause will research and present options and a recommendation for an audio compressor/limiter.
- **Current Video Metric** – at 76.3%, up 9.6% attributable to longer Board of Supervisors and Senior meetings.
- **Consistent lead-in, lead-out program dividers** – pending

**Social Media Operating results** – Ms. Canfield reported the positive trend continues with an average of 2 likes per day with the most frequent click through is the board of supervisor meeting.

**Operational Issues/Control Room**

- **Staffing** – Mr. Ebenbach noted that the new staffing is working out well but more work needed on the schedule side of things.
- **Continued CG-100 problems** – The system crashed and did not recover gracefully. Mr. Krause and Mr. Ebenbach will arrange a time to rebuild the PCs and distribute the CG-100 function to the dedicated TABPC2 computer.
- **TABPC2** – installed. Configuration and rationalization remains pending
- **Other Projects/Spending** – none

**Verizon channel 31 viewer request** – Verizon declined to provide any details on channel viewership. Ms. Mason noted preliminary discussions with other townships with similar contract renewal timing may be interested in working as a consortium.

**Adjournment** – at 8:32PM, on a Motion made by Mr. Peters and seconded by Mr. Krause, the meeting was adjourned.

Meeting Notes respectfully submitted by Kurt Krause