

TAB Meeting Minutes for September 8, 2014

Board Members:

Present: Ed Ebenbach, Kurt Krause and Joe Salvati
Absent: None
Quorum: Yes

Others Present:

Supervisor: Rick Colello
Township Manager: Stephanie Mason
Township Special Projects Coordinator: Sam Byant

Proceedings:

- Meeting called to order at 6:35 p.m. by Ed Ebenbach
- **Minutes:**

Meeting Minutes for 08/11/14 were approved unanimously.

- **Comcast Franchise Renewal:**

Mr. Ebenbach reported that Jeff Garton had prepared a fresh markup of the proposed agreement with Comcast which:

- kept the side letter covering future HD service pretty much as-is
- added a side letter providing the Township with no-charge internet service for up to six new Township building sites
- adopted many of the more advanced protections found in the Lower Merion agreement, and more robust support funding.

Mr. Ebenbach went on to say that the first redraft needed fairly significant changes to remove redundant and conflicting provisions, so the agreement was now back in Mr. Garton's hands. No date had yet been set to review a second pass and then pass the draft over to Comcast. Mr. Ebenbach will keep the committee informed as this matter progresses.

- **2014 Projects/Spending**

- **2014 spending** –Mr. Ebenbach stated that only \$380.25 of the committee's 2014 funding had been spent year-to-date, leaving \$2,619.75 available to complete projects this year, after the \$4,500 long term savings provision is removed at the year's end. Since there is only a limited amount of time left in the year the group needs to quickly determine what its priorities are for 2014 and get those items on order. Mr. Ebenbach proposed that each committee member come prepared to the October meeting to discuss and vote on which items to proceed on and which to defer. He then presented an initial list of project prospects which were discussed in varying amounts of detail:

- Replacement iQM2 Encoder - \$1,050
- SuperTAB replacement ~ \$1,200
- Portable video shoot gear – including wireless microphone accessories, another Go-Pro, I-Pad (as camera)
- Nexus hardware refresh/upgrade - ~\$500
- Video Editing software
- Wired stand microphone
- LED side screen replacement - \$2,000 - \$3,000
- Programming

- Other cameras
- Data subscription to DropBox

The committee agreed to purchase another Go-Pro camera and accessories in support of upcoming Bike & Hike events, and to revisit this topic at the October meeting.

- **2015 Budget submission** – was for \$7,500 as per the committee’s request. No Supervisor budget decisions have yet been made.
- **Emergency Management network reconfiguration**
The Township’s IT consultant Ron Rossi is working with Sinclair Salisbury to schedule and coordinate a test of a new dual internet connection backup resource that will be setup to help keep the Township’s internet communication active during a power or internet provider loss.

- **Programming**

- **Program Library**

Mr. Ebenbach presented a recently completed catalog and summary of all of the programs DTV currently has in its library – 196 files totaling 116 hours of programming. A copy of the Summary is attached at the bottom of these Minutes. The examination of the library was illuminating and pointed out many problems:

- No consistent file naming strategy – scheduler can’t tell what is what
- Inconsistent operating/recording procedures with intro overlays missing, poor sound quality – many programs are defective in one technical aspect or another
- Some files are bad, need to be discarded, or re-encoded to meet Nexus input specifications
- Many files are out of date – e.g. there are no files regarding police issues or concerns that are current.

- **Library Remediation Plan**

Mr. Ebenbach proposed a multi-step remediation plan to get the video library into better, usable shape:

- Rename the files using a consistent naming practice that will quickly identify the Type of programming contained therein, the date of its creation or focus, and a free form description to identify the content. The details of the proposal are contained in the attachment below for comment by the committee, then adoption.
- Clear out irrelevant files with no historical significance. Archive those that we want to keep for historical purposes.
- Develop a new approach to scheduling which makes better use of the library and which guides us in relevant directions to obtain more and better programming. An example of such a proposal is included in the attachment below (“Theoretical Allocation of DTV Capacity by Program Type”), which highlights in Red our current lack of Police information programs, and lack of Township Event ads.
- A discussion of the technical means to schedule was postponed as Mr. Krause couldn’t be present for that portion of the discussion.
- Work to make the use of designated time slots for specific subjects more focused, consistent and professional by assigning the time blocks, using intro and connecting slides to open, bridge, and close a designated section, eliminating the distracting slide show/bulletin board interruptions that now occur between programs. For home produced videos, we would also strive to have clean opening overlays and title slides. (See Programming Questions/Issues section of attachment)

- **Video Content metric**
A report on the percentage of video, non-billboard programming carried on DTV during the 6 am to 12 midnight period was presented by Mr. Ebenbach. The metric came up from 54% to 61% mostly due to airing a longer BOS meeting than in the past.
 - **Event Ads** – Sam Bryant agreed to review the past ads, and perhaps with the intern’s help get going again in this category
 - **EAC Hour** – videos are fine now. Sam Bryant will see to changing these out on at least a monthly basis.
 - **Bike and Hike Trail Event** – we will create an event ad (interview style) at the next B&H meeting (9/16). Sam Bryant and Stephanie Mason will be present at the event and take video footage. Other B&H committee members will also be given access to cameras to contribute to this effort. The object will be to create a Trail documentary from the footage acquired.
 - **Moments in Time** – Stephanie Mason indicated her willingness to review the existing footage, and using a time recording app that Mr. Ebenbach will develop, mark up the footage to find sections that can be clipped and used as-is. Mr. Peters agreed to edit the footage so identified to try to obtain usable material from this resource.
- **Social Media penetration update**
Mr. Bryant presented the latest Follower and Likes statistics covering the Township’s social media penetration – there has been slow and steady growth over the past few months. The most-viewed posts in August were mosquito spraying, a Police announcement, and Parks/Rec program guide. Mr. Bryant also presented an analysis comparing the Township’s penetration with 35 other Bucks County municipalities. We rank 7th in the county. The comparison clearly shows that success, as measured by penetration, does not correlate directly to population size or length of time in service. The report is attached below. The committee liked the addition of photographs where possible to Township posts, and suggested that the newsletter and Park/Rec guide content might also provide engaging posts. Lastly, the committee suggested that sharing Public Works photos and announcements might also provide useful and engaging materials for posts.
- **Operational Issues / Control room** – tabled
 - **New Items**
 - It was suggested that Doylestown Township weather information might be a good addition to the channel information/billboard sequence. Mr. Ebenbach agreed to look into it.
 - The committee also discussed keeping the slide rotation “fresh” – Mr. Bryant agreed to set a tighter review cycle.
 - **Adjournment:**
On a motion made by Mr. Salvati and seconded by Mr. Ebenbach the committee adjourned at 8:55 p.m.

Meeting Attachment: Documents

DTV Video Library Summary		
Category	Number of files	Length (in hrs)
Background Audio	9	0.35
BOS	74	65.44
Boards/Commissions	3	4.71
EAC	13	3.67
Emergency Preparedness	3	0.55
Event Ad	15	0.44
History/General	1	0.72
Logo	4	0.02
Medical	1	0.25
Moment in Time	11	3.58
Parks	9	2.38
Police	4	2.94
Seniors	31	23.43
Stormwater	10	5.48
TechTest	2	0.07
Traffic	6	1.60
Total:	196	115.63

September 7, 2014

THEORETICAL ALLOCATION OF DTV CAPACITY by PROGRAM TYPE

Program Type	Hours	Slots	Total hrs/Day	Comments	Library Hrs	Library Pgms	Avg Length
Bd of Supv	2.00	2	4.00	Current Meeting	65.44	74	0.88
Boards/Comm	0.20	1	0.20	Only 1 pgm currently available	4.71	3	1.57
EAC/Stormwater	1.25	2	2.50		9.16	23	0.40
Emerg Preparedness	0.25	2	0.50	Only 1 pgm currently available	0.55	3	0.18
Event Ad	0.03	9	0.30	No current ads available	0.44	15	0.03
History/General	0.75	1	0.75	Only 1 pgm currently available	0.72	1	0.72
Medical	1.00	1	1.00	Only 1 pgm currently available	0.25	1	0.25
Parks	0.25	4	1.00		2.38	9	0.26
Police			0.00	All pgms out of date	2.94	4	0.73
Seniors	0.75	6	4.50		23.43	31	0.76
Slide Rotation	0.25	9	2.25	9 rotations @ 15 minutes			
Traffic	0.50	2	1.00		1.60	6	0.27
	Total Available:		18.00	6 am to 12 midnight			
	Remainder/Unused:		0.00		111.61	170	

PROGRAMMING QUESTIONS/ISSUES

1) How to restore use of Event Ads	4) Increasing available content for
2) Establishing consistent use of schedule time blocks	- Boards/Commissions
- for topics/types of programming	- History/General
- for station breaks/DTV logo	- Emergency preparedness
3) Within time blocks	- Medical
- Introduction and Connecting slides	- Traffic
- eliminating slide rotation interruption	- Police
	5) Increase professionalism for non-BOS shoots
	- audio quality
	- title slides/name overlays

File-Naming Proposal

DTV Video Files

File name structure of XXXYYMMDDZ.....Z.mpg where

1) XXX is three character Type descriptor based on:

Background Audio	BAU
Board of Supervisors	BOS
Boards/Commissions	BOC
EAC	EAC
Emergency Preparedness	EMP
Event Ad	EAD
History/General	GEN
Logo	LOG
Medical	MED
Moment in Time	MIT
Parks	PAR
Police	POL
Seniors	SEN
Stormwater	STW
Technical Test	TET
Traffic	TRA

2) YYMMDD is six character date in the order of

YY is two digit year, MM is two digit month, DD is two digit day

Examples of date to use would be

- Meeting date for BOS and Senior meetings
- Event date for Events
- Date put into library for other items

3) Z.....Z is free form description up to 18 characters, no spaces, or blank

Examples: BOS140106ReorgMtg.mpg Board of Supervisors 1/6/2014 Reorg Meeting
 SEN110506RepQuinn.mpg CBRAT meeting 5/6/2011 with Rep Quinn
 SEN121003Alzheimers.mpg CBRAT meeting 10/3/2012 regarding Alzheimers
 EAD131026KidsCastHalloween.mpg Ad for Kids Castle Halloween 10/26/2013
 BOS111004.mpg Board of Supervisors Meeting 10/4/2011

Social Media Statistics

Name	Population	Facebook	Twitter	Youtube	Facebook, Twitter, and Youtube	Earliest Account	Other Notes	Legend
		Likes	Followers	Subscribers	Combined	Creation		
BEDMINSTER TWP	6,574	17	4		21	1-Jan-14		Black
BENSALEM TWP	60,427	274	102	98	474	1-Feb-13		No account found
BRIDGETON TWP	1,277				0			Blue
BRISTOL BORO	9,726				0			Green
BRISTOL TWP	54,582	1,271		7	1,278	1-Nov-12	township website only lists facebook and youtube, no twitter	
BUCKINGHAM TWP	20,075	170			170	1-Feb-10		
CHALFONT BORO	4,009	47	170		217	1-Nov-10		
DOYLESTOWN BORO	8,380	1,551	1,698		3,249	1-Jul-12		
DOYLESTOWN TWP	17,565	656	752		1,408	27-Aug-13		
DUBLIN BORO	2,158		278		278	1-Jan-12		
DURHAM TWP	1,144	186			186	1-Oct-11		
EAST ROCKHILL TWP	5,706		211		211	1-Jul-12		
FALLS TWP	34,300	3,006	315		3,321	1-Apr-10	twitter is township; facebook is park and rec	
HILLTOWN TWP	15,029	47			47	14-Jun-11		
IVYLAND BORO	1,041				0			
LANGHORNE BORO	1,622	209			209	9-Jan-14		
LOWER MAKEFIELD TWP	32,559	165	335		500	22-Dec-10	only police has twitter; facebook hasn't posted since 2012	
LOWER SOUTHAMPTON TWP	18,909	739			739	19-Sep-11		
MIDDLETOWN TWP	45,436	342	77		419	19-May-10	facebook is only for park and rec; almost never tweets	
MILFORD TWP	9,902				0			
MORRISVILLE BORO	8,728				0		unofficial facebook page has ~1,000 likes	
NEW BRITAIN BORO	3,152				0			
NEW BRITAIN TWP	11,070	196	86		282	12-Feb-13		
NEWTOWN TWP	19,299	2,060	842		2,902	5-Feb-12	police dept accounts township only has twitter; facebook numbers are police	
NORTHAMPTON TWP	39,726	1,073	50	1	1,124	3-Apr-14		
PERKASIE BORO	8,511	766	175		941	1-Dec-12		
PLUMSTEAD TWP	12,442	305	101		406	1-Aug-13		
QUAKERTOWN BORO	8,979	650			650	6-Jul-11		
RICHLAND TWP	13,052		947		947	1-Aug-12	twitter is for police	
SOLEBURY TWP	8,692	1,175	466		1,641	8-May-13	only police have accounts	
UPPER MAKEFIELD TWP	8,190				0			
UPPER SOUTHAMPTON TWP	15,152	170			170	1-Oct-13		
WARMINSTER TWP	32,682	1,026	387		1,413	14-Mar-11		
WARRINGTON TWP	23,418	757	364		1,121	1-Sep-11		
WARWICK TWP	14,437	453	410		863	9-Jan-13		
WEST ROCKHILL TWP	5,256		180		180	1-Jul-12		

Counts are as of August 26th, 2014