

COMMUNICATIONS COMMITTEE MEETING

Thursday, July 21, 2011
6.00 p.m.
Hampden Town Office

1. Minutes from 6-16-2011
2. Old Business
 - a. Review Local Program Development Plans...Status and Update – Councilor Cushing –
 - b. Newsletter Update – Town Manager
 - c. Ideas for Webstreaming – lower cost version – Town Manager
3. New Business
 - a. Recent resident ideas/Website Updates
 - b. Hampden Local Channel Request – Rick Cochrane
 - c. Changing regular meeting date
4. Public Comments
5. Committee Member Comments
6. Adjourn

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COMMUNICATIONS COMMITTEE MEETING MINUTES
June 16, 2011

Attending:

Councilor Kristen Hornbrook
Councilor Jean Lawlis
Town Clerk Denise Hodsdon

Sally Leete

The meeting was opened at 6:05 p.m. by Co-Chair Councilor Hornbrook. There was a quorum present, however Manager Lessard and Councilor Cushing were unavailable to give updates on their agenda items.

Motion by Councilor Lawlis, seconded by Councilor Hornbrook to postpone all agenda items until the next meeting on Thursday, July 21, 2011.

The meeting adjourned at 6:07 p.m.



Denise Hodsdon
Town Clerk



Susan Lessard <manager@hampdenmaine.gov> 2 C

Web streaming of gov access channel

1 message

Matt Thomas <mthomas@hampdenmaine.gov>

Sun, Jun 12, 2011 at
9:16 PM

To: manager@hampdenmaine.gov

Hi Susan,

I had a chance to watch the council meeting tonight and heard you speak about web streaming of the TWC access channel. You may already have a plan for this, but I wanted to offer a cost-effective idea for a possible solution.

It would seem that the simplest and cheapest way to do this would be to simply stream the channel 7 audio/video feed via a free video streaming service such as ustream.tv. From my research (for a web project for a client) I've discovered that many colleges and other organizations that need to deliver lectures and meetings are using the service. It is fast and ustream makes apps for all major platforms allowing it to be viewed across a variety of computers and mobile devices. It is ad supported, like the email system we set up, which has both advantages (no cost) and disadvantages (potentially annoying). One big advantage, however, is it would not result in any extra effort other than what is now being done (no long web video uploads, video editing, etc.)

Implementation would require an old computer, a \$100 video input device, a network connection, a standard cable TV coax connection and that's about it. It would be similar to the radio feed we stream at the fire dept. to give Hampden firefighters access to radio traffic feeds via their phones (<http://www.radioreference.com/apps/audio/?action=wp&feedId=7644>).

I think that no matter what solution you decide to use, it will be a nice service to have. Please let me know if I can provide you with additional info or other assistance.

Matt



Susan Lessard <manager@hampdenmaine.gov>

3-b

Hampden Public Access

10 messages

Susan Lessard <manager@hampdenmaine.gov>

Thu, Mar 10, 2011 at 1:06 PM

To: rickycochrane@gmail.com

Good Afternoon-

Former Hampden Mayor Matthew Arnett forwarded me your email question about what the Town does with its cable Franchise fees.

First, while the Town is eligible to collect a maximum of 5% as the Franchise Fee amount that can be added to Cable viewer's bills for certain cable tv services, the Town of Hampden several years ago requested that the percentage collected from Time Warner users be reduced to 3%. The reason that the Council did this was because the amount collected was considerably more than was needed to both pay the membership fee to the Penobscot Cable Consortium and to operate the local Government Access Channel. While it is legal to use those fees to simply defray the bottom line of a municipal budget - since they are collected from a discrete segment of the community (Cable tv users), the Council felt that the fees collected should not be more than needed to actually fund the Cable TV equipment and programming costs. Franchise fees from Cable users are used to purchase equipment, and pay student interns to tape meetings of the Town Council and Planning Board and to produce shows related to government operations, projects, etc. - in short, to maintain government Cable Access programming on Time Warner Cable Channel 7.

Please call/email if you have additional questions.

Sue Lessard
Town Manager

Rick Cochrane <rickycochrane@gmail.com>

Thu, May 19, 2011 at 3:23 PM

To: Susan Lessard <manager@hampdenmaine.gov>

Hi,

While the actions of the board are noble, I'm not sure it makes much sense.

Subscribers pay franchise fee no matter what. Really all the town is doing is passing up on money that is rightfully theirs and putting it into Time Warner's pocket. Not to mention Time Warner is benefiting by towns not fully utilizing their channels.

Just out of curiosity I'm trying to learn how much towns collect annually from Time Warner, and if there is any ballpark figure of total fee's collected in the past 5 years or so.

Thanks,

Rick

----- Original Message -----

[Quoted text hidden]

Rick Cochrane <rickycochrane@gmail.com>
To: Susan Lessard <manager@hampdenmaine.gov>

Thu, May 26, 2011 at 12:00 PM

Hi,

Just wondering if it's possible to get the figures of how much Hampden has paid into the Penobscot Downeast Cable Consortium? over the past 4 or 5 years?

Thanks,

Rick

----- Original Message -----

From: Susan Lessard

To: rickycochrane@gmail.com

Sent: Thursday, March 10, 2011 2:06 PM

Subject: Hampden Public Access

[Quoted text hidden]

Susan Lessard <manager@hampdenmaine.gov>
To: Rick Cochrane <rickycochrane@gmail.com>

Thu, May 26, 2011 at 12:24 PM

Mr. Cochrane,

The following are the payments made to the Downeast Cable Consortium from 2007 to the present:

6/14/07 - \$5,290.87

6/26/08 - \$5,290.87

10/21/09 - \$3,054.00

08/4/10 - \$3,380.00

These amounts were for the annual dues to the organization.

Sue Lessard

[Quoted text hidden]

Rick Cochrane <rickycochrane@gmail.com>

Thu, Jun 9, 2011 at 2:34 PM

To: Susan Lessard <manager@hampdenmaine.gov>

could I get the email of whoever manages/operates the Hampden channel(s)

Thanks,

Rick

----- Original Message -----

From: Susan Lessard

[Quoted text hidden]

Susan Lessard <manager@hampdenmaine.gov>

Thu, Jun 9, 2011 at 2:43 PM

To: Rick Cochrane <rickycochrane@gmail.com>

Good afternoon-

Hampden only operates one channel - Government Channel #7. The Town operates the Channel. Our Town Clerk posts slates and schedules programs to run. Her email address is clerk@hampdenmaine.gov

We utilize interns from the New England School of Communications who do the taping and production of shows and the video work for live meetings (Council, Planning Board, etc.).
Sue Lessard

[Quoted text hidden]

Rick Cochrane <rickycochrane@gmail.com>

Fri, Jun 24, 2011 at 3:03 PM

To: Susan Lessard <manager@hampdenmaine.gov>

Hi,

I hope you can offer some insight.

Myself and another individual would like to get a channel turned on and operate it. We would like this channel be seen in Hampden, Bangor, and Brewer. (these towns are all on the same hub)

I understand channels have been off the air and not used for years. I understand that the towns have been collecting franchise fee's and using it however they want. (usually general fund or tech. department) Not of that would change. The towns would not lose any rights to PEG channels.

Basically, towns have rights of up to 5 PEG channels but are not using any. Instead of letting these channels continue to sit idle. We would like rights to operate one. I don't see any disadvantage to the city's. in fact, they are getting public access for nothing.

Of course a traditional "franchise fee" funding channel would be great, but for now getting a channel on the airs is most important. There are other options for a channel to 'support and

fund itself' these examples are currently being done on Time Warner systems.

I've been in touch with people from Bangor. They are being helpful, and they have been in touch with Time Warner to learn their options, etc. Brewer is different. They are not very helpful. The manager wrote a brief history of PEG and wished me luck. when I asked specifically how to move forward he said he had no other info for me and I should contact cable. Time Warner has nothing to do with PEG, they tell me to contact and deal with towns. As Time Warner simply has to provide the channels per the agreement.

Just wondering if you might have any advice on how to move forward and provide this resource that would benefit the towns first, and provide local programming to cable subscriber who up until now has not been getting anything in return for their monthly franchise fee payment.

Thanks,

Rick

Rick Cochrane <rickycochrane@gmail.com>

Wed, Jul 13, 2011 at 12:31 PM

To: Susan Lessard <manager@hampdenmaine.gov>

Hi,

Still trying to gather some info about local PEG (Or lack of it)

I'm just wondering what the process is for an individual or group to formally request rights to operate a channel?

Thanks,

Rick

----- Original Message -----

From: Susan Lessard

To: Rick Cochrane

[Quoted text hidden]

Susan Lessard <manager@hampdenmaine.gov>

**Wed, Jul 13, 2011 at
12:49 PM**

To: Rick Cochrane <rickycochrane@gmail.com>

Cc: Andre Cushing <andrec@roadrunner.com>, Kristen L Hornbrook
<hornbrooktowncouncil@gmail.com>, Jean Lawlis <lawlistowncouncil@gmail.com>

Good Afternoon Rick -

The channels available to the Town through Time Warner are for Government (we have activated that one), education (still not active - we do a limited amount of education stuff on the government channel) and the public access channel. The Town cannot 'lease' its public access channel to private individuals for private use. The Town's membership in the Cable Consortium once included the regional operation of the Public Access channel by a designated operator who handled the programming and training for people. The Consortium itself had a list of guidelines for what programming was allowed and what was not. That did not work well at all. Both quantity and quality of programming was sketchy at best.

The Town Council's Communications Committee meets on the third Thursday of each month. The next meeting of it is at 6 p.m. on Thursday, July 21st. I would be happy to put this subject on the agenda for that meeting if you wish to come and discuss your ideas with the Communications Committee members.

Sincerely-
Sue Lessard

[Quoted text hidden]

Rick Cochrane <rickycochrane@gmail.com>

**Wed, Jul 13, 2011 at 1:39
PM**

To: Susan Lessard <manager@hampdenmaine.gov>
Cc: Andre Cushing <andrec@roadrunner.com>, Kristen L Hornbrook <hornbrooktowncouncil@gmail.com>, Jean Lawlis <lawlistowncouncil@gmail.com>

Thanks for the reply.

Yes, I remember when the (shared) public access channel was on the air, it was a joke. My personal feeling is that operator took money for a service that he simply didn't provide. However, with my limited dealing with the consortium over the past year and a half, I have to cut him some slack, there are two sides to every story and defiantly two sides of communication.

I do realize that the town cannot 'lease' the channel but there certainly are options, especially ones that are currently being done on the same cable system.

While, I personally feel that 'franchise fee's' are paid by subscribers and should go towards PEG, I understand towns can use the funds how they wish. Given the history of PEG, I understand any proposal requesting funds would not go very far.

Getting the channel on the air, and providing the resource to people in the area is the most important thing. There are other ways to (fund) the channel.

Subscribers in this area have been paying franchise fee's month after month, until now they have not been getting much in return.

I will discuss with another individual, he has equipment/experience in running a channel. I'll let you know if we wish to be included at the next meeting, thanks.

-Rick

----- Original Message -----

From: [Susan Lessard](#)

To: [Rick Cochrane](#)

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