



# Community Television Association of Maine

Spring/Summer 2011

## NORWAY-PARIS HOSTS SPRING CTAM MEETING

Steve Galvin and the gang at NPC-TV graciously hosted the Spring 2011 CTAM meeting. The session kicked off with a presentation by Ned Lightner on how to jazz up “interstitials” on your channel. At his station, these in-between show breaks began as just basic station ID graphics or announcements. However, they have evolved into a type of programming that stands on its own. Ned showed the audience a sample reel with a wide variety of spots that, according to Ned, create identity and “feel” about the station. The station pulls in art galleries, poets and storytellers, along with a wide variety of music, to set the station apart from the usual commercial fare. There are even spots from station underwriters as well as “coming up next” announcements. To mix things up a bit they also use old commercials and “soundies” from Archive .org. Ned’s presentation gave the audience lots to think about and a wealth of new ideas to help viewers connect with their stations. Following Ned’s presentation Tony gave an update on the CAP ACT status and efforts to enlist Senator Snowe in sponsoring the legislation. See separate *Capitol View* article for more information.

### TWC UPS & DOWNS

An interesting fact about so-called “cord cutting” by cable subscribers: Although Time Warner Cable lost 400,000 cable TV subscribers, their profits are up. TWC has increased the number of high-speed internet subscribers and has had success in selling more higher-priced packages. While these new internet customers may be watching television – including streaming Access Stations - on



their computers, every lost cable TV subscriber means a decrease in cable franchise revenue for towns, and their access stations.

There was a discussion about changing CTAM’s ACM status to “affiliate.” Maintaining our relationship with ACM is important. In addition to providing networking opportunities the ACM provides a voice on the national scene for small access stations to ensure that they are heard on matters of public policy and regulation. See the following article with more on the changes.

### MEETING EVENTS

CTAM members continue to discuss ways to make our meetings more informative, and more attractive. Some topics discussed at the Sping meeting were “Running a Station on a Shoestring” – sharing ideas and useful tools for program directors and managers; “Programming Philosophy” – how often do you repeat shows, theme nights, programming blocks vs random “shuffle” and where to get new shows from.

### ARCHIVE PROJECT

Brian Knoblock raised the issue about the \$5,000 in Grants that CTAM received in 2000 to archive selected videos from access stations. The original tapes were lost and the question was raised about whether CTAM should return the money or try

and revive the project. Brian agreed to investigate the matter and report at the next meeting.

### RAFFLE DRAWING

There was a brief break in the action for a prize drawing. Eric Nelson of Access AV provided a \$50 gift certificate and Steve Galvin of NPC-TV was the lucky winner. Congratulations to Steve and many thanks to Access AV for their generous prize.

### AD RATES

The group discussed advertising rates for the Newsletter and Website. The proposed one-year rates were:

|               |       |
|---------------|-------|
| Business Card | \$120 |
| ¼ Page        | \$190 |
| ½ Page        | \$360 |
| Full Page     | \$640 |

The rate proposal will be voted on at the Summer meeting.

### MEETING SCHEDULE

Brian Knoblock raised the question of the annual meeting schedule for CTAM. The current schedule is January, April, June and October. That schedule is somewhat uneven with only two months between the April and June meetings but then four months between June and October. While the annual meeting must be in June, it was suggested that three meetings per year would be more regular and reduce travel costs for CTAM members. After some discussion the decision was made to keep the current meeting schedule as it is.

The meeting adjourned with an eye towards the Annual

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Ned Lightner

meeting schedule as it is.

The meeting adjourned with an eye towards the Annual Meeting in June at LCTV in Newcastle.

~ We Need Your Meeting Ideas ~



What do YOU want to talk about?

# LCTV PULLS OUT ALL THE STOPS FOR THE ANNUAL MEETING



An early summer Bar-B-Cue was the highlight of the CTAM annual meeting at LCTV in Newcastle with pulled pork, chicken and a host of other sides and goodies.

The meeting began with a vote to re-elect the current Board members for another term.

The audience members then talked about some of their favorite shows on their stations. One popular program is an animal adoption show done in connection with a local animal shelter. Parades are also always very popular along with shows about the history of the area.

Nancy Richards said that her station had given "Flip Cameras" to the local Senior Center. After a bit of training the residents are shooting and editing their own shows for the stations. Although it took a while to get the quality up to standard they are now doing a great job.

The ability of "citizen journalists" to post material directly to a station's URL – or do a "live" show via SKYPE was also talked about. Such content can certainly increase the range and reach of the station by providing live broadcasts of events but the issue of vetting the material prior to or as it airs remains a question.

Tony Vigue mentioned "miro community" which is a video link aggregation website. They don't host videos but allow stations to put in a link to community TV-related content, including a thumbnail of the video. For more information check out their website: <http://mirocommunity.org> and the CTAM page at <http://ctam.mirocommunity.org>.

If you have video content hosted elsewhere but would like to post the link to share with other CTAM stations, send us a note at [info@ctamaine.org](mailto:info@ctamaine.org) and we will send you the Miro username and password for CTAM, or you can create your

own!

Membership Director Ned Lightner led a discussion about how to maintain, and perhaps increase CTAM membership. Who are the current members and what does CTAM need to do to support them? Many members are not renewing their membership and we need to find out why. An increased effort to send out reminder notices will be made to alert those stations who may simply have forgotten to renew.

## **MEMBERSHIPS EXPIRE ANNUALLY ON JUNE 30**

### **RENEW YOURS TODAY!**

Special thanks to the following stations & individuals who have renewed their memberships already this year: LRTV, Mt. Blue TV, New Gloucester TV, Cape Elizabeth TV, Town of Durham, and Brian Knoblock.

## **WEBSITE UPDATE**

Bill Severance walked us through several changes proposed for the CTAM website. The site will be move to a new hosting provider. The new provider is expected to provide better service – especially tech support – and more robust service. When that move happens the site will be down for 24-48 hours.

Bill also talked about ways in which we could make the site more attractive and interesting. Suggestions included more frequent content updates, a "wiki" type information/chat section, announcements about new shows, vendor banner ads and direct links to video content

## **NEWSLETTER ADS**

The group discussed ad sizes for the Newsletter and decided to eliminate the Full Page ad. It was also decided to offer both the Newsletter and the Website as a package deal for the first year to gauge interest.

## **ACM BY-LAWS**

The CTAM board voted at their June 28th meeting to become affiliated with the ACM for IRS Group Determination purposes and incorporated the required paragraph into our By-Laws. What does this mean for CTAM members?

The following summary is from Sylvia L. Strobel, Esq. Executive Director for the Alliance for Community Media. Please let the Board know if you have any questions.

"First, the ACM presented new Bylaws to the membership at the Annual Member Meeting

last week, and they will be mailed out for vote by the entire membership the week of August 12th. The ACM is making changes to its bylaws for several reasons, including the need to have more flexibility for regions and chapters, technology needs, and IRS requirements. We are "splitting the baby" so that the ACM will keep its current 501c3 (for educational and charitable activities) and set up a new 501c6 (for professional membership and public policy work), based on the recommendation of our attorneys and auditors. Our day-to-day operations will not change, but we will account for our work using two structures instead of one.

"What does this mean for you? CTAM is probably better-positioned than most chapters now as the ACM revises its Bylaws. If the new ACM Bylaws are approved, all regions and chapters can become "affiliates" under the new 501c6, and we will revise the handbook accordingly. Those regions and chapters that do not have 501c3 status but wish to fall under our group exemption will need to provide additional material to us and will also have "subsidiary" status under our 501c3 structure. So -- it will be easier for every group (regions/chapters) to be an affiliate, and the subsidiaries will be a smaller subset group under an "opt in" option.

"Once the ACM Bylaws are approved, we will be working to revise the affiliate handbook, and provide time and training to all of the regions and chapters that may need to "bulk up" on bylaw revisions, etc. CTAM appears to be well ahead of the game.

"We will also be looking at revising membership dues, and distinguishing between affiliates (and benefits) and members, as we know the information sharing that really needs to happen between ACM, regions and chapters is a two-way street and critical to all of our needs. We would certainly welcome your membership now, and as an "Org" member, one individual will be the "contact" and you can name four more individuals to receive member benefits."

## **CTAM ARCHIVE PROJECT**

After much discussion it was decided to try and revive the CTAM tape archive project. Much has changed in the 11 years since the original grants were received. Web-based servers such as Peg Media and Archive.org make saving a small number of programs on DVDs and lending them out somewhat

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DVDs and lending them out somewhat obsolete.

Ned Lightner agreed to send some suggestions to Brian Knoblock who would then approach the two Maine archive departments who provided the grants to see whether we could repurpose the project and take advantage of new technology.

### UPCOMING CONFERENCE OPPORTUNITIES

The Maine Grassroots Media Conference will be held September 9-10 at Unity College. The event will emphasize grassroots and creative media strategies through panels, workshops, talks, skill sharing and networking. This is the initial conference but, if they continue next year, it could provide an opportunity for CTAM to host a session, have an information booth and find ways to foster creative partnerships.

FMI go to: [mainegrassrootsmedia.org](http://mainegrassrootsmedia.org).

The Media Educators of American (formerly the Video Educators of New England) have approached CTAM about hosting their 2012 conference. The MEOA is a group of education professionals representing institutions throughout New England who share a commitment to providing instruction for students interested in using communication technologies as a medium for instruction, entertainment and information sharing.

The conference has workshops and a big vendor show. There was some interest in pursuing the invitation further and it was agreed to get more information about what would be required of CTAM. To find out more about the MEOA go to their website: [videoeducators.org](http://videoeducators.org)

### MANP

Finally we explored the possibility of CTAM becoming a member of the Maine Association of Non-Profits. If, for example,

CTAM members could get discounts to MANP activities, including their Skillbuilder sessions, that would be a key benefit to MANP membership. More information to come

### 2011-12 MEETINGS

**October 25**  
**January 31**  
**April 24<sup>th</sup>**  
**June 26**

- KENNEBUNKPORT
- SOUTH PORTLAND
- FARMINGTON
- HARPSWELL

(Tentative)

CTAM is *your* organization. One way to show your support is to attend the meetings. They're a great way to keep in touch with fellow members and to check out the latest in technology, trends or policies that will help you run your station better.

## ACM ANNUAL CONFERENCE

by Sally Ann Hebert

The Alliance of Community Media held their annual Conference & Exhibition in Tucson, Arizona at the JW Marriott Starr Pass Hotel & Resort from July 27-30, 2011. The title of this year's conference was Innovate. As Debra Rogers and Sylvia Strobel mentioned in their welcome letters to the conference program the ACM members provide critical services and programs, deliver local news and information. The centers are leading the way in using technology and developing new partnerships. There is still a lot of work to do with the reintroduction of the CAP Act, publication of the New America White Paper, "Full Spectrum community Media and the report from the FCC "Information Needs of Communities".

There were six tracks with numerous workshops to attend. With as many tracks and workshops it was hard to decide which track to attend. So I decided to mix the tracks and try to get something from all. So What is Capital: An In-depth Explanation; Special Session I Digital Storybooks online: archiving and aggregating community videos. Tell your story roundtable, Franchise Renewal 2011, Keeping your community in the loop.



Pictured:

**Jim Horwood:** over 40 years of practice specializing in matters covering a wide range of energy and communications law. Serves on Board of ACM as Special Appointee - Legal affairs since 1990.  
**Sylvia Strobel:** Executive Director of the Alliance for Community Media in Washington, DC.  
**Sally Ann Hebert:** Chair of WGLT TV 7 Greene and Chairman of CTAM. Involved since 1989.  
**Gerry Lederer:** Counsel to Alliance for Community Media

### CTAMESSENGER CONTRIBUTORS & CREDITS

CAPITOL VIEW: Painting by Charles Codman, Maine State Museum;  
CTAM MEETING: Photos: Brian Knoblock.

### BECOME A CTAMESSENGER CONTRIBUTOR

We welcome your story suggestions and ideas  
**CONTACT US AT:** [newsletter@ctamaine.org](mailto:newsletter@ctamaine.org)  
Editor: Brian Knoblock  
Newsletter Design: Jen Scholz



State House in 1836 (The Original Bulfinch Design)  
from a painting by Charles Collins (1800 - 1843)

## Capitol View

[http://alecexposed.org/w/images/2/22/9A7-Cable\\_and\\_Video\\_Competition\\_Act\\_exposed.pdf](http://alecexposed.org/w/images/2/22/9A7-Cable_and_Video_Competition_Act_exposed.pdf)

Read section 3 for a real eye opener. The danger is, it removes any regulatory power from the municipalities to the State level and in particular, the ability of the municipality to be compensated for the use of their public rights-of-way for commercial profit via a rental fee (the franchise fee). This innocent sounding piece of legislation has been adopted in several States under various names and has caused irreparable harms to the towns and cities in those states, resulting in, among other things, the closing of 70 or more Access Centers. You should know that most Public, Educational and Governmental television access centers like SPC-TV rely on a portion of the franchise fees to cover their operational expenses.

In many cases with these Statewide franchising schemes, the franchise fee is further limited to a simple re-imbursement for any expense that the municipality incurs in managing the public right of way instead of the traditional rental fee which has been upheld by the courts. <http://caselaw.findlaw.com/us-5th-circuit/1297394.html>

Franchise fees are not a tax, however, but essentially a form of rent: the price paid to rent use of public right-of-ways.... In sum, there can be no doubt that franchise fees imposed on the cable operator are part of a cable operator's expense of doing business. There is no plausible basis to conclude that cable operators are acting as collection agents on behalf of franchising authorities.”

I doubt that any of the States or Municipalities knew what the ramifications were when they signed similar ALEC authored legislation into law. And now we see Legislation introduced by the Alliance for Community media and other consumer and municipal groups to help right those wrongs. <http://www.allcommunitymedia.org/feature/cap-act-introduced-in-congress-thursday-may-5th> On this site, you will find a link to send a letter of support for the CAP Act (HR 1746) to your US Representative if you feel this is important.

We are fortunate in Maine to have our own Model Franchise <http://www.maine.gov/connectme/modelcablefranchise/MaineModelCableFranchise.htm> which was created by a consortium of municipalities, MMA, CTAM and the Cable operators and because of this, ALEC authored legislation has not found it's way into Maine Cable Franchising law.

The effort continues to garner support in Congress for the 2011 Community Access Preservation Act HR 1746, read more about it at

<http://www.allcommunitymedia.org/policy-advocacy/community-access-preservation-act-cap-act>

Speaking of legislation, National Public Radio recently highlighted how one organization is shaping legislation in Congress and not always for the best:

<http://www.npr.org/2011/07/21/138537515/how-alec-shapes-state-politics-behind-the-scenes>

As you will read in this link from the NPR article, [http://www.alecexposed.org/wiki/ALEC\\_Exposed](http://www.alecexposed.org/wiki/ALEC_Exposed) - ALEC is busily writing “model” legislation that favors corporate interests over a wide range of issues. The following is a link to just one "model" of the hundreds on this site, and it deals with cable franchises.

### WHAT DO YOU WANT TO SEE ON THE CTAM WEBSITE?



### WHAT WOULD MAKE YOU CHECK IT OUT ON A REGULAR BASIS?