



HARPSWELL HOSTS SPRING MEETING



Donna Frisoli, Dave Chipman and the gang at Harpswell TV hosted the Spring CTAM meeting at the end of April – including serving up a killer stew for the attendees to enjoy for dinner.

Among the items on the agenda was a review of changes to the CTAM By-laws that had been discussed by the Board earlier in the Spring. The changes updated some sections of the By-Laws and clarified others. The changes were adopted at the meeting.

There was also further discussion about Peg Media and the new charges for downloads that were instituted at the beginning of the year. Some stations mentioned that they were prohibited from paying for programming. . Others said they didn't have money in their budgets - especially since the fee was instituted mid-way

through their fiscal year. Some stations said that, while they appreciated the success of PegMedia, they were somewhat disappointed that a resource that was originally intended to serve as a program exchange for Maine PEG stations has grown into a national fee-based service and that the original goal, and benefit, for Maine stations has been lost. They wondered whether some sort of CTAM / Maine -only service could be revived. It was recognized however, that nothing of value comes free of charge forever.

Attendees participated in a discussion about the CTAM E-Mail list – whether it should be sold to outside vendors or others. It was felt that if the list is sold, members should be given the option to opt-out and not be included in any version that is sold. It was also pointed out that the list is often not updated by the member stations and the information may be out of date, perhaps making it less valuable as a product to sell. This discussion is to be continued as recent spam activity using the public contact info on the web site has increased. It may be necessary to make the list available to members only and that will be discussed at the Fall meeting.

MEMBERS ARE REMINDED THAT THEY ARE RESPONSIBLE FOR THE ACCURACY OF CTAM'S CONTACT INFORMATION AND STATION LIST. PLEASE KEEP YOUR LIST UP TO DATE AND ACCURATE.

The website is also being re-designed to make it less busy and more intuitive. Check it out!
www.ctamaine.org.

The issue of Vendor membership / participation in CTAM events was also discussed. How much access should vendors have, and what, if anything, should they be charged for that access? What is the difference between a sales pitch and an informational presentation? Several viewpoints were debated and eventually it was decided that Vendors, and other Non-Profits, would be charged an annual fee of \$50 for a non-voting membership. They would continue to be invited to participate in meetings at the invitation of the Board. Sales pitches would not be permitted during the meetings. Information and product demonstrations could be made during the meeting if scheduled is an item on the agenda.

The members also discussed selling advertising space in the *CTAMessenger* and those fees would be voted on at the Summer meeting.

Finally, Harpswell's Dave Chipman won his primary election to run for the Maine State Legislature representing District 64. Dave's full time and attention will be devoted to that race and he has resigned from the Board. Brian Knoblock of CTN and SPC-TV was elected to fill Dave's seat on the Board, taking over his position of Meetings and Conferences/Special Projects Coordinator

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CAPITOL VIEW

CTAM's legislative efforts for the past 3 months have been largely focused on the passage of HR3745, the Community Access Preservation Act, sponsored by Rep. Tammy Baldwin, (D) Wisconsin. Wisconsin was one of the 20 or so states that adopted a state wide franchise agreement and have since discovered that it does not contain protections for PEG channels. Indeed, many access channels that were formally operated by cable companies in those states have been closed.

No surprise there since the new franchises (written by industry lobbyists) no longer require cable operators to have them! Because many towns relied upon the requirements of their old franchises, they were not setting aside a portion of their franchise fee revenue to support PEG as many towns in Maine do.

For this reason and others, Rep. Baldwin created the CAP act which will amend the Telecommunications Act of 1934 to permit the "PEG Support Fees" which are required by many communities, to be used for operational support of an access center, not just capital support as it does now.

Additionally, HR3745 reaffirms that operators must deliver PEG channels to subscribers without additional charges, and via channels whose quality, accessibility, functionality, and placement is equivalent to local commercial television stations. Rep. Chellie Pingree has signed on as a co-sponsor of the bill and we hope to bring Rep. Michaud along soon.

The Senate needs a companion bill and we are working hard to get Sen. Snowe and Sen. Collins on board as well. More info can be found at <http://www.alliancecm.org/cap>.

We encourage you to learn more and let your congressional representatives know where you stand.

Video Educators of New England to Host Second Annual Broadcast Cable Expo

November 10, 2010 is a good date to remember if you also remember and attended the Northern New England Broadcasters shows back in the 80's and 90's. VENE has agreed to host this year's show for the second year at the DCU Center, 50 Foster St. in Worcester MA. The show will bring together more than 40 exhibitors, including all of the manufacturers and representatives that we use here in Maine. See <http://www.nebcexpo.com/> for more info. The VENE Annual Fall Conference will also be held at the same time and place and an annual VENE membership is all you need to attend the Conference. You may register at: http://www.videoeducators.org/membership_registration.html

For video educators or others with similar interests, this is an excellent opportunity to network with other video education professionals in New England.

FIND YOUR FRANCHISE

Time Warner has recently changed the link for franchises within their service areas, a requirement that was passed into law in June of 2008.

The new link is: http://www.timewarnercable.com/northeast/about/community/franchise_agreements.html.

For those with Comcast or Metrcast service, those companies currently do not show a link on their web page, and CTAM is working with MMA and the Maine OIT to bring these two cable operators into compliance.

SUMMER MEETING IN BELFAST



On a beautiful June evening Belfast TV hosted the latest CTAM Summer get together.

Over dinner members held a roundtable session updating what was going on at their stations.

BELFAST TV – Ned Lightner talked a bit about funding from the city and their continuing efforts to develop and keep programming as local as possible. Although they have two satellite dishes to bring in shows from around the country they strive to maintain a hometown feel. One way they do that is with locally-based interstitials. They have short poetry readings, local stories and music and have struck up a partnership with the Penobscot Marine Museum. They are also uploading their shows to VIMEO to allow viewers to see programs on-line.

There was also discussion about using WIFI or Cell technology to do LIVE remote broadcasts back to the station. **CHECK OUT THE DETAILS FOR THE FALL MEETING IN GREENE ON THE NEXT PAGE.**

LAKE REGION TV – Bill Severance talked about trying to move to a paid production staff and how they are exploring their options for a cablecast upgrade from their current DVD carousel playback system.

ROCKLAND – Craig Mathieson talked about the positive feedback they get when they keep their programming local. One popular show has been featuring the local animal shelters in Rockland and Camden as well as live steaming performances from the Opera House.

Another big hit – and fundraiser – is “Friday Pie Day.” This promotion, in conjunction with an Organic Food Store, gives the station one-half the proceeds for every \$2 slice of pie the store sells on Fridays. In addition to bringing in some cash for the station it also increases visibility and community involvement.

BOB NICHOLS provided an update on Peg Media. Traffic on the site is still rising with new shows being added every day

– almost too many new shows to look at. Bob said that the site has now reached a “critical mass” of stations and programs although some stations still are unwilling or unable to pay for shows.

GREENE – Mike Stephanak mentioned they are now getting as many as VOD 500 hits a month with their new Leightronix PEG Central service - www.leightronix.com

Other stations mentioned using VIMEO as a distribution platform for their programs – www.vimeo.com.

There was a general discussion about how to get free music that can be used for bulletin boards or other purposes on our stations. Several stations work with local singer-songwriters and use their music in exchange for on-air credit. Others get permission to use music from any performer who appears on the station. It was suggested that a portion of the CTAM website be allocated to a list of performers who are interested in making their music available to PEG/Access stations and we will investigate that possibility with our Webmaster. If you have any singer-songwriters who may be interested in appearing on the list please send the contact information along to info@ctamaine.org.

BILL SEVERENCE detailed the recent improvements to the CTAM website including an RSS-driven feed showing new programs that are available on PEG Media. Vendor-Members will be able to pay for ad banners on the website so watch for those as well.



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

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NET NEUTRALITY

CTAM is also following the “Net Neutrality “ debates, see <http://www.freepress.net/> because any increase in bandwidth rates for video file sharing would harm our ability to provide many of the programs we do today.

Tony Vigue was approached by Common Cause who asked for CTAM’s support in their fight to preserve Net Neutrality.

From the Common Cause Website:

“In the last fifteen years we have seen the media change in a way that has created an entirely new dynamic. The growth of the Internet has created a new medium that allows for truly democratic participation in our democracy. Indeed, the Internet has made the First Amendment of the Constitution guaranteeing Freedom of Speech a living document for Americans in a way that nothing has before.

“Common Cause firmly believes in net neutrality -- the principle that Internet users should be able to access any web content they want, post their own content, and use any applications they choose, without restrictions or limitations imposed by their Internet service providers (ISPs).

“Large telecommunications and cable companies want to create tiered pricing for content providers to better reach Internet users, thereby drastically changing the ability of individuals and small businesses to compete with larger interests to attract Internet users. Common Cause is fighting the telecommunications industry, fearing that a tiered system would eliminate the level playing field that has allowed for the free market of ideas and increased political involvement that the neutral nature of the Internet has spawned.”

After discussion among the attendees it was agreed that CTAM would send a \$100 contribution to Common Cause to support their fight for Net Neutrality.

Quote for the day:

"Giant companies left to regulate themselves will craft rules full of loopholes and exceptions that benefit their own interest, not the public interest,"

- Matt Wood, associate director of Media Access Project

[“FCC gets earful on further inquiries on net neutrality”](#)

FALL MEETING NOTICE

The next CTAM meeting will be at the brand new studio in Greene. The date is Tuesday, September 28 at 6PM. Join us and see a demonstration from Mike Savic of Discover Video of their DVME system which can send LIVE video over a WIFI or CELL networks back to your station. Want to do a live remote from the Memorial Day Parade? This may be the answer.

Mark your calendars!