

CTAM CELEBRATES THE NEW YEAR IN AUBURN

CTAM started off the New Year with a bang as attendees were welcomed to Great Falls TV by Phil Larlee and Brian Soucy for the Winter 2014 meeting. After catching up during dinner, attendees heard from Dick Gagnon of Castus, who put his new playback server through its paces.

Dick Gagnon demonstrates the features of his playback server



Some of the features include Drag, Drop and Playback in nearly any file format, Multi-Channel output, Block Scheduling and extensive Metadata support. You can also trim/edit items directly on the server. For more information contact Dick at 603-345-4004 or via e-mail at dick@castus.tv.

LOCAL PROGRAMMING & DISTRIBUTION

Following the Castus presentation there was a roundtable discussion about ways to generate and publicize local programming. Suggestions included a "Story Time" program produced in cooperation with local schools; a Pet Adoption show and recruiting programmers from the YM/WCA and the Boys/Girls clubs. Many of the stations present said that links on a Facebook page draws many more views than the station gets for shows that are in the regular website. Using Roku or USTV to distribute your streaming signal was also mentioned as a way to increase viewership over multiple platforms.

CTAM WEBSITE

We have tried, unsuccessfully, to get CTAM members to contribute short videos to the website. The subject was brought up again at the winter meeting and, following a good discussion, it was decided that the CTAM website should just provide information about the organization and the members. Station managers felt that they barely had enough time to keep their own web/social media sites updated with new video and didn't have time to upload to CTAM as well. In addition, the prevailing view was that those going to the CTAM website just want information about CTAM and are not looking for a portal to an individual station's website or content – they can go to the station's website directly. If stations want to post links to their own video on the CTAM Facebook page JP can provide them with that access.

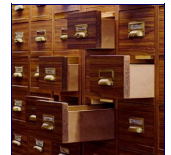
LEGISLATIVE UPDATE

Tony Vigue was unable to attend the meeting so we didn't have the usual update. One attendee mentioned that Senator Kelly Ayotte of New Hampshire has reservations about supporting the CAP ACT because of her objection to the fees it would impose on cable customers. Tony later commented that he would be in touch with Senator Ayotte as this line of reasoning comes directly from the cable operators and is not what the CAP Act is about.

ACM UPDATE

Sally Hebert updated us on the Northeast Region activities. The 2014 Fall Conference will be combined with the Video Festival on the second weekend on October in Nashua, NH. The two day event promises to be full of surprises so be sure to start thinking about your video submissions and mark your calendar. We need to show support for the regional organization by increasing Maine's attendance at the regional conference.

The ACM National Conference will be held August 6-8 in Philadelphia. The national organization is also in the process of updating the website. One attendee asked Sally to pass on to the national group that their membership renewal operation is dismal and that they should be sending our renewal forms every year to encourage existing members to renew. JP provided an updated financial report. Membership is up and the books are in good shape



ARCHIVE PROJECT

Reminder that the CTAM Archive project is still active. What is happening in your town *today* that stations will want to see a *decade* from now? Perhaps you have a documentary or historic homes in your town, or did a tour of the downtown business district. Did you shoot the century-old factory before it was torn down? What about that interview you did with your city's oldest resident or a high school graduation. There will always be video available of the major events. It's these little slices of life that form the true fabric of history that future historians and documentary producers will want to see. Do your part to preserve history and send in video contributions to the CTAM Archive Project.

VOD vs DVD

Does providing programming via Video On Demand hurt DVD sales? Some stations said they didn't want to provide programming via VOD because they feared they would lose out on DVD sales of things like sporting events, graduations etc. Belfast TV's experience was that VOD actually increased DVD sales because people saw the show and wanted a physical copy. Another suggestion was to limit the VOD window.

SWAP SHOP

Mt. Blue TV has a bunch of used equipment for sale including cameras, audio gear and other items. Contact JP for more information.

REMINDER TO STATIONS / INDIVIDUALS WHO HAVE NOT RENEWED THEIR CTAM MEMBERSHIP



Community Television Association
of Maine



2013-2014 CTAM Membership Invoice

(Expires June 30, 2014)

Name of Member: _____

(Name of Municipality or Access Center IF VOTING MEMBERSHIP or Individual's Name if NON-VOTING)

Address: _____

City _____ State: _____ Zip: _____

Day Phone: _____ Fax: _____ Evening Phone: (optional): _____

E-mail address: _____

Please Check Appropriate Membership Category:

Voting Membership (Organization) \$50.00

Person designated to cast vote on behalf of your organization:

_____ Their Phone Number: _____

Non-Voting Membership (Individual) \$37.50

Non-Voting Membership (Vendor) \$50.00

Non-Voting Membership (Non-Profit Organization) \$50.00

How did you learn about CTAM? _____

Please Make Check Payable To: The Community Television Association of Maine
Print out this form, fill it out and mail with the check to:

The Community Television Association of Maine
P.O. Box 2124
South Portland, Maine 04116

Questions? Call (207) 767-7615 Thank you for your support !

PUBLIC MEETING AGENDAS



Attendees were reminded of a company called Swagit, which helps public access stations stream public meetings. One of their services is to index the Agenda to the video file. You can FTP the video to them and they will provide indexed video content right to your website the next day. The cost is \$50 per meeting and there is a fairly large fee to set up the website. For more information go to swagit.com.

The evening finished off with a tour of the Great Falls TV facility. The government channel serves three communities – Lewiston, Auburn and Lisbon. They air about 60 new programs a month – a combination of local programming along with shows from NASA and Peg Media. Like many stations they have trouble attracting, and keeping, volunteers so much of the work falls to the Phil and Brian. For more information about to station call 755-5424 or check out their website: gfallstv.net.



*Phil Larlee &
Brian Soucy
talk about
GFTV*

VENDOR MEMBERSHIP BENEFITS

What is the benefit of CTAM membership to a vendor – other than a free dinner at the CTAM meetings? The CTAM Board will be discussing this issue at an upcoming meeting. If you have thoughts on the subject, please let one of the Board Members know.

UPCOMING CTAM MEETINGS

April 29, 2014
June 24, 2014

Lincoln Country TV, Newcastle
Annual Meeting: Belfast
Community TV, Belfast

Be there, or be

CONTRIBUTORS & CREDITS

CTAM MEETING: Photos Brian Knoblock

BECOME A CTAMESSSENGER CONTRIBUTOR

We welcome your story suggestions and ideas

CONTACT US AT: newsletter@ctamaine.org

Editor: Brian Knoblock
Newsletter Design: Jen Scholz



Who we are:

CTAM is a broad-based, community television support organization that was incorporated in Maine in 1992 as a 501(c)(3) non-profit organization to be a coordinated voice for the interests of non-profit community television organizations in Maine on a local, state, and national level.

CTAM supports their efforts to produce and disseminate non-commercial access programming and serves as an information source and educational advocacy group for the 72 public, educational and governmental (PEG) channels in Maine. CTAM is also an affiliate member of the Maine Municipal Association.

CTAM recognizes that the utility corridors in the public right of way belong to the towns. Access to these corridors by unregulated* commercial entities who provide non-essential entertainment services for profit, may require just compensation for the use of the public right of way in the form of rent to the towns. This is known in the law as a “franchise fee”.

<http://caselaw.findlaw.com/us-5th-circuit/1297394.html>

CTAM recognizes that democracy is the foundation of our society and in order for democracy to flourish, people must be able to communicate ideas, share opinions and have access to information.

CTAM recognizes that a healthy, democratic society is founded on open government with engaged, informed and included citizenry.

CTAM recognizes that the primary means of information delivery and exchange today is through electronic media.

CTAM encourages the establishment and growth of Public, Educational and Governmental (PEG) media centers to provide people with access to electronic communications training, equipment, facilities and delivery systems to encourage civic dialogue and participation; teach media literacy and serve their communities’ needs in promoting media democracy for all people regardless of their life circumstances, their political or religious beliefs or their ability to pay.

*Not regulated by the Maine Public Utilities Commission