

TOWN OF MILFORD

Community Media

~ 2011 REPORT ~

This department includes management of the Public, Education, and Government (PEG) Access cable television channels and the management of the Town of Milford web site. The year of 2010 has seen modest but significant growth. In this report we will touch on the highlights of the year's achievements and show how they lead to the objectives of 2011.

A Brief History Cable television is currently provided to the Town of Milford by Comcast. There are over 4,500 cable subscribers in Milford, each capable of tuning into the PEG Access channels. Milford's PEG Access Television was established in 2003 as part of the franchise agreement between the town and Adelphia Cable (our cable provider at that time). On January 26, 2004, the Board of Selectmen created a study committee to determine how to utilize this resource. On March 29, 2004, the Selectmen gave the committee its charge and dubbed it the "PEG Board." In 2007 the PEG Board voted to rename itself Granite Town Media as an aspect of its rebranding efforts.

Under the leadership of the PEG Board, the Milford High School Applied Technology Center (ATC) equipped the television studio to support the Television Production program they offered and began taping the Board of Selectmen and School Board meetings for broadcast. Early in 2007, the PEG Board authorized the purchase and installation of a robotic camera system and broadcast rack in the Town Hall meeting room for Board of Selectmen meetings. Currently all Selectmen, Planning, and Zoning Board meetings are broadcast live and via tape delay.

In the spring of 2007 the Board of Selectmen approved the creation of a full time position for the manager of PEG Access. Since that time the operations of the access station have grown to include coverage of Milford High School varsity sports, coverage of special events in town, and live and recorded meetings including the Budget and Bond Public Hearing, Deliberative Session, and other Town Meetings.

At the 2010 Town Vote Warrant Article 28 was passed, which created the Cable Access Revolving Fund. All collected Milford Comcast cable subscribers franchise fees are directed into this fund which in turns supports the Community Media Department.

2011 in Review We continue to add new programs to the Education channel 20. In addition to shows such as The Piano Guy, The Wood Whisperer and NASA 360 a 30 minute program on how NASA technology has influenced our everyday life. We have added student produced programs, one being the coverage of Milford High School "We the People" competition. The students compete in the state, local and national levels. This April they will compete In Washington, DC. The Wood Whisperer program demonstrates wood working projects that can be accomplished at home. The Piano Guy teaches tips and tricks for piano players at all levels. In addition to this new programming, the satellite feed of NASA was also incorporated in the schedule; this

includes space shuttle launches, mission control and live feeds from the international space station.

The fall of 2011 was a very busy and productive time for the Community Media Department. Milford High School sports were front and center. Granite Town Media was able to tape and broadcast Boy's, Girls' Varsity Soccer and Varsity Football games. The boys' varsity soccer had two games covered, the girls' varsity soccer had a home playoff game taped and broadcast this year, the boys' varsity football also had several games taped and broadcast. This would not have been possible without the dedication of volunteers John Ricciardi, Paul Joyce, Steve Busky and Joe O'keefe. Last March, Granite Town Media taped and streamed the Boy's Varsity Basketball semi-final and championship games from UNH. Over 500 people logged on to watch the games from across the country. We are now full swing in the Winter sports and Granite Town Media is now providing coverage for the boys' and girls' varsity basketball teams.

Granite Town Media taped and broadcast the Budget Advisory Committee meetings from the Board of Selectmen's Room within Town Hall. For the first time these meetings were broadcast live and additionally rebroadcast the following day. Granite Town Media continues its work with the Milford Police, Fire and Ambulance Service to provide public service announcements (PSA's) designed to help the residents of Milford. Some of the topics this past year included prescription medicines, fire safety, winter parking ban, door to door solicitation, bicycle ordinances around the Oval and car and home break-ins. Granite Town Media also produced live productions for the Governor's Executive Council meeting. The office of Community Development also utilized Granite Town Media to produce the first of several programs focusing on the future development of Milford.

Looking Forward in 2012 As we transition into a new year we will see advances in technology and the way in which we communicate with each other. This can be seen through the new website, the use of social media and the ability to provide live streaming content of municipal meeting and sporting events. This will include the annual Deliberative Session, Board of Selectmen, Planning Board, Zoning Board, School Board meetings as well as graduation and sporting events from the high school. There will also be a permanent video on demand archive of the events. Another area that will be addressed this year is continuing to improve on the quality of the programs produced by Granite Town Media.

Respectfully submitted, Michael McInerney, Director of Community Media